

A Report

an A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

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April 2002

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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	490	511	135	284	282	300	40	165	610	71	115
AGE GROUP												
12 - 17.....	112	56	56	10	29	37	36	0	5	103	1	3
.....	11.2%	11.4%	11.0%	7.4%	10.2%	13.1%	12.0%	.0%	3.0%	16.9%	1.4%	2.6%
.....	100%	50.0%	50.0%	8.9%	25.9%	33.0%	32.1%	.0%	4.5%	92.0%	.9%	2.7%
18 - 30.....	210	105	105	27	86	46	51	1	2	129	22	56
.....	21.0%	21.4%	20.5%	20.0%	30.3%	16.3%	17.0%	2.5%	1.2%	21.1%	31.0%	48.7%
.....	100%	50.0%	50.0%	12.9%	41.0%	21.9%	24.3%	.5%	1.0%	61.4%	10.5%	26.7%
31 - 50.....	371	182	189	54	96	109	112	4	59	234	38	36
.....	37.1%	37.1%	37.0%	40.0%	33.8%	38.7%	37.3%	10.0%	35.8%	38.4%	53.5%	31.3%
.....	100%	49.1%	50.9%	14.6%	25.9%	29.4%	30.2%	1.1%	15.9%	63.1%	10.2%	9.7%
51 - 65.....	182	91	91	21	49	54	58	4	46	112	6	14
.....	18.2%	18.6%	17.8%	15.6%	17.3%	19.1%	19.3%	10.0%	27.9%	18.4%	8.5%	12.2%
.....	100%	50.0%	50.0%	11.5%	26.9%	29.7%	31.9%	2.2%	25.3%	61.5%	3.3%	7.7%
OVER 65.....	126	56	70	23	24	36	43	31	53	32	4	6
.....	12.6%	11.4%	13.7%	17.0%	8.5%	12.8%	14.3%	77.5%	32.1%	5.2%	5.6%	5.2%
.....	100%	44.4%	55.6%	18.3%	19.0%	28.6%	34.1%	24.6%	42.1%	25.4%	3.2%	4.8%

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	490	511	112	210	371	182	126	135	284	282	300
LISTEN TO THE RADIO..	709	355	354	61	157	259	135	97	90	197	209	213
.....	70.8%	72.4%	69.3%	54.5%	74.8%	69.8%	74.2%	77.0%	66.7%	69.4%	74.1%	71.0%
.....	100%	50.1%	49.9%	8.6%	22.1%	36.5%	19.0%	13.7%	12.7%	27.8%	29.5%	30.0%
DO NOT LISTEN TO THE												
RADIO.....	292	135	157	51	53	112	47	29	45	87	73	87
.....	29.2%	27.6%	30.7%	45.5%	25.2%	30.2%	25.8%	23.0%	33.3%	30.6%	25.9%	29.0%
.....	100%	46.2%	53.8%	17.5%	18.2%	38.4%	16.1%	9.9%	15.4%	29.8%	25.0%	29.8%

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.....	709	355	354	61	157	259	135	97	90	197	209	213
VARIABLES												
VARIES CONSIDERABLY..	5	2	3	0	3	1	0	1	0	1	1	3
.....	.7%	.6%	.8%	.0%	1.9%	.4%	.0%	1.0%	.0%	.5%	.5%	1.4%
.....	100%	40.0%	60.0%	.0%	60.0%	20.0%	.0%	20.0%	.0%	20.0%	20.0%	60.0%
ONE.....	246	142	104	31	58	94	35	28	38	77	70	61
.....	34.7%	40.0%	29.4%	50.8%	36.9%	36.3%	25.9%	28.9%	42.2%	39.1%	33.5%	28.6%
.....	100%	57.7%	42.3%	12.6%	23.6%	38.2%	14.2%	11.4%	15.4%	31.3%	28.5%	24.8%
TWO.....	139	68	71	12	29	55	24	19	25	36	37	41
.....	19.6%	19.2%	20.1%	19.7%	18.5%	21.2%	17.8%	19.6%	27.8%	18.3%	17.7%	19.2%
.....	100%	48.9%	51.1%	8.6%	20.9%	39.6%	17.3%	13.7%	18.0%	25.9%	26.6%	29.5%
THREE.....	70	26	44	10	12	23	18	7	8	22	21	19
.....	9.9%	7.3%	12.4%	16.4%	7.6%	8.9%	13.3%	7.2%	8.9%	11.2%	10.0%	8.9%
.....	100%	37.1%	62.9%	14.3%	17.1%	32.9%	25.7%	10.0%	11.4%	31.4%	30.0%	27.1%
FOUR.....	72	21	51	3	14	27	15	13	6	24	20	22
.....	10.2%	5.9%	14.4%	4.9%	8.9%	10.4%	11.1%	13.4%	6.7%	12.2%	9.6%	10.3%
.....	100%	29.2%	70.8%	4.2%	19.4%	37.5%	20.8%	18.1%	8.3%	33.3%	27.8%	30.6%
FIVE.....	64	28	36	3	10	26	16	9	10	16	20	18
.....	9.0%	7.9%	10.2%	4.9%	6.4%	10.0%	11.9%	9.3%	11.1%	8.1%	9.6%	8.5%
.....	100%	43.8%	56.3%	4.7%	15.6%	40.6%	25.0%	14.1%	15.6%	25.0%	31.3%	28.1%
SIX.....	47	26	21	2	9	11	14	11	2	12	8	25
.....	6.6%	7.3%	5.9%	3.3%	5.7%	4.2%	10.4%	11.3%	2.2%	6.1%	3.8%	11.7%
.....	100%	55.3%	44.7%	4.3%	19.1%	23.4%	29.8%	23.4%	4.3%	25.5%	17.0%	53.2%
SEVE.....	14	8	6	0	2	6	5	1	0	1	10	3
.....	2.0%	2.3%	1.7%	.0%	1.3%	2.3%	3.7%	1.0%	.0%	.5%	4.8%	1.4%
.....	100%	57.1%	42.9%	.0%	14.3%	42.9%	35.7%	7.1%	.0%	7.1%	71.4%	21.4%
EIGHT.....	34	24	10	0	14	12	4	4	1	6	8	19
.....	4.8%	6.8%	2.8%	.0%	8.9%	4.6%	3.0%	4.1%	1.1%	3.0%	3.8%	8.9%
.....	100%	70.6%	29.4%	.0%	41.2%	35.3%	11.8%	11.8%	2.9%	17.6%	23.5%	55.9%
NINE.....	6	3	3	0	2	1	2	1	0	0	6	0
.....	.8%	.8%	.8%	.0%	1.3%	.4%	1.5%	1.0%	.0%	.0%	2.9%	.0%
.....	100%	50.0%	50.0%	.0%	33.3%	16.7%	33.3%	16.7%	.0%	.0%	100%	.0%

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.....	9	6	3	0	3	3	2	1	0	2	6	1
.....	1.3%	1.7%	.8%	.0%	1.9%	1.2%	1.5%	1.0%	.0%	1.0%	2.9%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	22.2%	11.1%	.0%	22.2%	66.7%	11.1%
ELEVEN.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
TWELVE.....	1	0	1	0	0	0	0	1	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
FOURTEEN.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.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 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	AB	C1	C2	DE
TOTAL.....	709	355	354	61	157	259	135	97	90	197	209	213
NO ANSWER.....	10	3	7	1	4	1	2	2	0	5	2	3
.....	1.4%	.8%	2.0%	1.6%	2.5%	.4%	1.5%	2.1%	.0%	2.5%	1.0%	1.4%
.....	100%	30.0%	70.0%	10.0%	40.0%	10.0%	20.0%	20.0%	.0%	50.0%	20.0%	30.0%
AT HOME.....	535	223	312	55	85	190	112	93	66	139	158	172
.....	75.5%	62.8%	88.1%	90.2%	54.1%	73.4%	83.0%	95.9%	73.3%	70.6%	75.6%	80.8%
.....	100%	41.7%	58.3%	10.3%	15.9%	35.5%	20.9%	17.4%	12.3%	26.0%	29.5%	32.1%
AT WORK.....	123	100	23	2	47	54	20	0	5	31	42	45
.....	17.3%	28.2%	6.5%	3.3%	29.9%	20.8%	14.8%	.0%	5.6%	15.7%	20.1%	21.1%
.....	100%	81.3%	18.7%	1.6%	38.2%	43.9%	16.3%	.0%	4.1%	25.2%	34.1%	36.6%
IN THE CAR.....	213	154	59	10	80	91	26	6	33	77	53	50
.....	30.0%	43.4%	16.7%	16.4%	51.0%	35.1%	19.3%	6.2%	36.7%	39.1%	25.4%	23.5%
.....	100%	72.3%	27.7%	4.7%	37.6%	42.7%	12.2%	2.8%	15.5%	36.2%	24.9%	23.5%

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	490	511	112	210	371	182	126	135	284	282	300
K20												
WATCH TV.....	975	474	501	112	204	367	178	114	133	276	277	289
.....	97.4%	96.7%	98.0%	100%	97.1%	98.9%	97.8%	90.5%	98.5%	97.2%	98.2%	96.3%
.....	100%	48.6%	51.4%	11.5%	20.9%	37.6%	18.3%	11.7%	13.6%	28.3%	28.4%	29.6%
DO NOT WATCH TV.....	26	16	10	0	6	4	4	12	2	8	5	11
.....	2.6%	3.3%	2.0%	.0%	2.9%	1.1%	2.2%	9.5%	1.5%	2.8%	1.8%	3.7%
.....	100%	61.5%	38.5%	.0%	23.1%	15.4%	15.4%	46.2%	7.7%	30.8%	19.2%	42.3%

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.....	975	474	501	112	204	367	178	114	133	276	277	289
VARIES CONSIDERABLY..	3	1	2	0	0	1	1	1	0	1	1	1
.....	.3%	.2%	.4%	.0%	.0%	.3%	.6%	.9%	.0%	.4%	.4%	.3%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%
ONE.....	179	102	77	19	51	59	27	23	33	52	40	54
.....	18.4%	21.5%	15.4%	17.0%	25.0%	16.1%	15.2%	20.2%	24.8%	18.8%	14.4%	18.7%
.....	100%	57.0%	43.0%	10.6%	28.5%	33.0%	15.1%	12.8%	18.4%	29.1%	22.3%	30.2%
TWO.....	304	152	152	21	62	137	62	22	43	93	80	88
.....	31.2%	32.1%	30.3%	18.8%	30.4%	37.3%	34.8%	19.3%	32.3%	33.7%	28.9%	30.4%
.....	100%	50.0%	50.0%	6.9%	20.4%	45.1%	20.4%	7.2%	14.1%	30.6%	26.3%	28.9%
THREE.....	212	100	112	19	44	88	33	28	30	57	63	62
.....	21.7%	21.1%	22.4%	17.0%	21.6%	24.0%	18.5%	24.6%	22.6%	20.7%	22.7%	21.5%
.....	100%	47.2%	52.8%	9.0%	20.8%	41.5%	15.6%	13.2%	14.2%	26.9%	29.7%	29.2%
FOUR.....	152	75	77	29	26	53	28	16	13	37	50	52
.....	15.6%	15.8%	15.4%	25.9%	12.7%	14.4%	15.7%	14.0%	9.8%	13.4%	18.1%	18.0%
.....	100%	49.3%	50.7%	19.1%	17.1%	34.9%	18.4%	10.5%	8.6%	24.3%	32.9%	34.2%
FIVE.....	68	27	41	13	13	18	9	15	10	18	20	20
.....	7.0%	5.7%	8.2%	11.6%	6.4%	4.9%	5.1%	13.2%	7.5%	6.5%	7.2%	6.9%
.....	100%	39.7%	60.3%	19.1%	19.1%	26.5%	13.2%	22.1%	14.7%	26.5%	29.4%	29.4%
SIX.....	29	9	20	6	3	6	10	4	3	13	9	4
.....	3.0%	1.9%	4.0%	5.4%	1.5%	1.6%	5.6%	3.5%	2.3%	4.7%	3.2%	1.4%
.....	100%	31.0%	69.0%	20.7%	10.3%	20.7%	34.5%	13.8%	10.3%	44.8%	31.0%	13.8%
SEVEN.....	10	5	5	1	2	2	4	1	0	4	3	3
.....	1.0%	1.1%	1.0%	.9%	1.0%	.5%	2.2%	.9%	.0%	1.4%	1.1%	1.0%
.....	100%	50.0%	50.0%	10.0%	20.0%	20.0%	40.0%	10.0%	.0%	40.0%	30.0%	30.0%
EIGHT.....	10	2	8	3	3	1	0	3	1	1	6	2
.....	1.0%	.4%	1.6%	2.7%	1.5%	.3%	.0%	2.6%	.8%	.4%	2.2%	.7%
.....	100%	20.0%	80.0%	30.0%	30.0%	10.0%	.0%	30.0%	10.0%	10.0%	60.0%	20.0%
NINE.....	3	0	3	0	0	1	1	1	0	0	2	1
.....	.3%	.0%	.6%	.0%	.0%	.3%	.6%	.9%	.0%	.0%	.7%	.3%
.....	100%	.0%	100%	.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	66.7%	33.3%

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.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
TWELVE.....	4	1	3	1	0	1	2	0	0	0	2	2
.....	.4%	.2%	.6%	.9%	.0%	.3%	1.1%	.0%	.0%	.0%	.7%	.7%
.....	100%	25.0%	75.0%	25.0%	.0%	25.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%

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.....	91	36	55	1	9	37	19	25	14	24	27	26
IN THE SITTING ROOM..	36	11	25	1	3	12	7	13	9	9	9	9
.....	39.6%	30.6%	45.5%	100%	33.3%	32.4%	36.8%	52.0%	64.3%	37.5%	33.3%	34.6%
.....	100%	30.6%	69.4%	2.8%	8.3%	33.3%	19.4%	36.1%	25.0%	25.0%	25.0%	25.0%
IN THE DINING ROOM...	3	1	2	0	0	2	0	1	0	0	1	2
.....	3.3%	2.8%	3.6%	.0%	.0%	5.4%	.0%	4.0%	.0%	.0%	3.7%	7.7%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%	33.3%	66.7%
IN THE KITCHEN.....	19	7	12	0	4	9	2	4	2	6	6	5
.....	20.9%	19.4%	21.8%	.0%	44.4%	24.3%	10.5%	16.0%	14.3%	25.0%	22.2%	19.2%
.....	100%	36.8%	63.2%	.0%	21.1%	47.4%	10.5%	21.1%	10.5%	31.6%	31.6%	26.3%
IN THE BEDROOM.....	28	14	14	0	2	12	9	5	2	7	9	10
.....	30.8%	38.9%	25.5%	.0%	22.2%	32.4%	47.4%	20.0%	14.3%	29.2%	33.3%	38.5%
.....	100%	50.0%	50.0%	.0%	7.1%	42.9%	32.1%	17.9%	7.1%	25.0%	32.1%	35.7%
AT ANOTHER PLACE.....	5	3	2	0	0	2	1	2	1	2	2	0
.....	5.5%	8.3%	3.6%	.0%	.0%	5.4%	5.3%	8.0%	7.1%	8.3%	7.4%	.0%
.....	100%	60.0%	40.0%	.0%	.0%	40.0%	20.0%	40.0%	20.0%	40.0%	40.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

TABLE 4.7: MEANS OF TV SIGNAL RECEPTION
- 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.....	995	488	507	112	208	370	181	124	134	284	280	297
ROOF ANTENNA.....	369	188	181	35	69	148	52	65	40	96	110	123
.....	37.1%	38.5%	35.7%	31.3%	33.2%	40.0%	28.7%	52.4%	29.9%	33.8%	39.3%	41.4%
.....	100%	50.9%	49.1%	9.5%	18.7%	40.1%	14.1%	17.6%	10.8%	26.0%	29.8%	33.3%
CABLE.....	630	307	323	76	135	225	124	70	92	184	167	187
.....	63.3%	62.9%	63.7%	67.9%	64.9%	60.8%	68.5%	56.5%	68.7%	64.8%	59.6%	63.0%
.....	100%	48.7%	51.3%	12.1%	21.4%	35.7%	19.7%	11.1%	14.6%	29.2%	26.5%	29.7%
SATELLITE DISH.....	155	82	73	21	38	62	27	7	22	47	50	36
.....	15.6%	16.8%	14.4%	18.8%	18.3%	16.8%	14.9%	5.6%	16.4%	16.5%	17.9%	12.1%
.....	100%	52.9%	47.1%	13.5%	24.5%	40.0%	17.4%	4.5%	14.2%	30.3%	32.3%	23.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.8: 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.....	630	307	323	76	135	225	124	70	92	184	167	187
SUBSCRIPTION TYPE												
RECEPTION.....	288	133	155	22	55	100	72	39	24	73	76	115
.....	45.7%	43.3%	48.0%	28.9%	40.7%	44.4%	58.1%	55.7%	26.1%	39.7%	45.5%	61.5%
.....	100%	46.2%	53.8%	7.6%	19.1%	34.7%	25.0%	13.5%	8.3%	25.3%	26.4%	39.9%
BASIC.....	196	91	105	33	46	73	27	17	32	67	52	45
.....	31.1%	29.6%	32.5%	43.4%	34.1%	32.4%	21.8%	24.3%	34.8%	36.4%	31.1%	24.1%
.....	100%	46.4%	53.6%	16.8%	23.5%	37.2%	13.8%	8.7%	16.3%	34.2%	26.5%	23.0%
TV PLUS.....	97	52	45	13	24	36	16	8	26	28	25	18
.....	15.4%	16.9%	13.9%	17.1%	17.8%	16.0%	12.9%	11.4%	28.3%	15.2%	15.0%	9.6%
.....	100%	53.6%	46.4%	13.4%	24.7%	37.1%	16.5%	8.2%	26.8%	28.9%	25.8%	18.6%
MOVIE CH.....	35	18	17	6	12	9	5	3	9	13	8	5
.....	5.6%	5.9%	5.3%	7.9%	8.9%	4.0%	4.0%	4.3%	9.8%	7.1%	4.8%	2.7%
.....	100%	51.4%	48.6%	17.1%	34.3%	25.7%	14.3%	8.6%	25.7%	37.1%	22.9%	14.3%
SPORTS CH.....	57	30	27	9	16	18	10	4	10	17	18	12
.....	9.0%	9.8%	8.4%	11.8%	11.9%	8.0%	8.1%	5.7%	10.9%	9.2%	10.8%	6.4%
.....	100%	52.6%	47.4%	15.8%	28.1%	31.6%	17.5%	7.0%	17.5%	29.8%	31.6%	21.1%
TELEPIU.....	3	3	0	1	0	2	0	0	0	1	0	2
.....	.5%	1.0%	.0%	1.3%	.0%	.9%	.0%	.0%	.0%	.5%	.0%	1.1%
.....	100%	100%	.0%	33.3%	.0%	66.7%	.0%	.0%	.0%	33.3%	.0%	66.7%
FLEXIPACK SUBSCRIBER.	49	31	18	8	10	16	9	6	10	16	14	9
.....	7.8%	10.1%	5.6%	10.5%	7.4%	7.1%	7.3%	8.6%	10.9%	8.7%	8.4%	4.8%
.....	100%	63.3%	36.7%	16.3%	20.4%	32.7%	18.4%	12.2%	20.4%	32.7%	28.6%	18.4%
FLEXIPACK SUBSCRIPTION												
ENTRY.....	19	14	5	3	2	9	3	2	3	5	7	4
.....	35.2%	43.8%	22.7%	37.5%	20.0%	47.4%	33.3%	25.0%	27.3%	29.4%	46.7%	36.4%
.....	100%	73.7%	26.3%	15.8%	10.5%	47.4%	15.8%	10.5%	15.8%	26.3%	36.8%	21.1%
EDU.....	7	5	2	1	1	1	2	2	0	4	1	2
.....	13.0%	15.6%	9.1%	12.5%	10.0%	5.3%	22.2%	25.0%	.0%	23.5%	6.7%	18.2%
.....	100%	71.4%	28.6%	14.3%	14.3%	14.3%	28.6%	28.6%	.0%	57.1%	14.3%	28.6%
MUSIC +.....	2	2	0	0	0	1	1	0	0	1	1	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = CABLE TV SUBSCRIBERS ONLY

(continued)

**TABLE 4.9: 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	490	511	112	210	371	182	126	135	284	282	300
NO ONE IN PARTICULAR.....	301	146	155	20	61	130	49	41	43	80	88	90
.....	30.1%	29.8%	30.3%	17.9%	29.0%	35.0%	26.9%	32.5%	31.9%	28.2%	31.2%	30.0%
.....	100%	48.5%	51.5%	6.6%	20.3%	43.2%	16.3%	13.6%	14.3%	26.6%	29.2%	29.9%
THE HUSBAND.....	339	198	141	36	64	121	73	45	45	102	92	100
.....	33.9%	40.4%	27.6%	32.1%	30.5%	32.6%	40.1%	35.7%	33.3%	35.9%	32.6%	33.3%
.....	100%	58.4%	41.6%	10.6%	18.9%	35.7%	21.5%	13.3%	13.3%	30.1%	27.1%	29.5%
THE WIFE.....	204	63	141	10	32	79	51	32	29	54	62	59
.....	20.4%	12.9%	27.6%	8.9%	15.2%	21.3%	28.0%	25.4%	21.5%	19.0%	22.0%	19.7%
.....	100%	30.9%	69.1%	4.9%	15.7%	38.7%	25.0%	15.7%	14.2%	26.5%	30.4%	28.9%
CHILDREN - BOYS.....	94	69	25	31	32	21	5	5	6	26	29	33
.....	9.4%	14.1%	4.9%	27.7%	15.2%	5.7%	2.7%	4.0%	4.4%	9.2%	10.3%	11.0%
.....	100%	73.4%	26.6%	33.0%	34.0%	22.3%	5.3%	5.3%	6.4%	27.7%	30.9%	35.1%
CHILDREN - GIRLS.....	63	14	49	15	21	20	4	3	12	22	11	18
.....	6.3%	2.9%	9.6%	13.4%	10.0%	5.4%	2.2%	2.4%	8.9%	7.7%	3.9%	6.0%
.....	100%	22.2%	77.8%	23.8%	33.3%	31.7%	6.3%	4.8%	19.0%	34.9%	17.5%	28.6%

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	490	511	112	210	371	182	126	135	284	282	300
NO PARTICULAR												
PREFERENCE.....	10	4	6	1	2	5	0	2	2	4	3	1
.....	1.0%	.8%	1.2%	.9%	1.0%	1.3%	.0%	1.6%	1.5%	1.4%	1.1%	.3%
.....	100%	40.0%	60.0%	10.0%	20.0%	50.0%	.0%	20.0%	20.0%	40.0%	30.0%	10.0%
LISTEN TO THEM ON THE												
RADIO.....	102	55	47	1	19	27	27	28	10	27	34	31
.....	10.2%	11.2%	9.2%	.9%	9.0%	7.3%	14.8%	22.2%	7.4%	9.5%	12.1%	10.3%
.....	100%	53.9%	46.1%	1.0%	18.6%	26.5%	26.5%	27.5%	9.8%	26.5%	33.3%	30.4%
WATCH THEM ON TV.....	798	377	421	97	159	307	143	92	98	223	224	253
.....	79.7%	76.9%	82.4%	86.6%	75.7%	82.7%	78.6%	73.0%	72.6%	78.5%	79.4%	84.3%
.....	100%	47.2%	52.8%	12.2%	19.9%	38.5%	17.9%	11.5%	12.3%	27.9%	28.1%	31.7%
READ THEM IN A												
NEWSPAPER.....	62	43	19	2	26	23	9	2	21	22	11	8
.....	6.2%	8.8%	3.7%	1.8%	12.4%	6.2%	4.9%	1.6%	15.6%	7.7%	3.9%	2.7%
.....	100%	69.4%	30.6%	3.2%	41.9%	37.1%	14.5%	3.2%	33.9%	35.5%	17.7%	12.9%
PICK THEM UP FROM												
OTHER PERSONS.....	29	11	18	11	4	9	3	2	4	8	10	7
.....	2.9%	2.2%	3.5%	9.8%	1.9%	2.4%	1.6%	1.6%	3.0%	2.8%	3.5%	2.3%
.....	100%	37.9%	62.1%	37.9%	13.8%	31.0%	10.3%	6.9%	13.8%	27.6%	34.5%	24.1%

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	490	511	112	210	371	182	126	135	284	282	300
NO PARTICULAR												
PREFERENCE.....	17	11	6	4	6	5	0	2	2	4	4	7
.....	1.7%	2.2%	1.2%	3.6%	2.9%	1.3%	.0%	1.6%	1.5%	1.4%	1.4%	2.3%
.....	100%	64.7%	35.3%	23.5%	35.3%	29.4%	.0%	11.8%	11.8%	23.5%	23.5%	41.2%
LISTEN TO THEM ON THE												
RADIO.....	76	40	36	0	16	15	22	23	7	18	26	25
.....	7.6%	8.2%	7.0%	.0%	7.6%	4.0%	12.1%	18.3%	5.2%	6.3%	9.2%	8.3%
.....	100%	52.6%	47.4%	.0%	21.1%	19.7%	28.9%	30.3%	9.2%	23.7%	34.2%	32.9%
WATCH THEM ON TV.....	638	401	437	95	167	328	151	97	109	243	232	254
.....	83.7%	81.8%	85.5%	84.8%	79.5%	88.4%	83.0%	77.0%	80.7%	85.6%	82.3%	84.7%
.....	100%	47.9%	52.1%	11.3%	19.9%	39.1%	18.0%	11.6%	13.0%	29.0%	27.7%	30.3%
READ THEM IN A												
NEWSPAPER.....	41	26	15	1	15	16	7	2	13	13	10	5
.....	4.1%	5.3%	2.9%	.9%	7.1%	4.3%	3.8%	1.6%	9.6%	4.6%	3.5%	1.7%
.....	100%	63.4%	36.6%	2.4%	36.6%	39.0%	17.1%	4.9%	31.7%	31.7%	24.4%	12.2%
PICK THEM UP FROM												
OTHER PERSONS.....	29	12	17	12	6	7	2	2	4	6	10	9
.....	2.9%	2.4%	3.3%	10.7%	2.9%	1.9%	1.1%	1.6%	3.0%	2.1%	3.5%	3.0%
.....	100%	41.4%	58.6%	41.4%	20.7%	24.1%	6.9%	6.9%	13.8%	20.7%	34.5%	31.0%

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	490	511	112	210	371	182	126	135	284	282	300
K23												
NA.....	24	11	13	4	2	5	4	9	3	9	7	5
.....	2.4%	2.2%	2.5%	3.6%	1.0%	1.3%	2.2%	7.1%	2.2%	3.2%	2.5%	1.7%
.....	100%	45.8%	54.2%	16.7%	8.3%	20.8%	16.7%	37.5%	12.5%	37.5%	29.2%	20.8%
1600.....	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
1630.....	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%
1730.....	4	2	2	1	0	0	3	0	0	0	1	3
.....	.4%	.4%	.4%	.9%	.0%	.0%	1.6%	.0%	.0%	.0%	.4%	1.0%
.....	100%	50.0%	50.0%	25.0%	.0%	.0%	75.0%	.0%	.0%	.0%	25.0%	75.0%
1800.....	7	3	4	2	2	0	1	2	2	1	2	2
.....	.7%	.6%	.8%	1.8%	1.0%	.0%	.5%	1.6%	1.5%	.4%	.7%	.7%
.....	100%	42.9%	57.1%	28.6%	28.6%	.0%	14.3%	28.6%	28.6%	14.3%	28.6%	28.6%
1830.....	2	1	1	1	0	0	0	1	0	1	1	0
.....	.2%	.2%	.2%	.9%	.0%	.0%	.0%	.8%	.0%	.4%	.4%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
1900.....	5	3	2	2	0	1	1	1	2	1	2	0
.....	.5%	.6%	.4%	1.8%	.0%	.3%	.5%	.8%	1.5%	.4%	.7%	.0%
.....	100%	60.0%	40.0%	40.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%	40.0%	.0%
1930.....	174	89	85	11	26	72	41	24	7	32	65	70
.....	17.4%	18.2%	16.6%	9.8%	12.4%	19.4%	22.5%	19.0%	5.2%	11.3%	23.0%	23.3%
.....	100%	51.1%	48.9%	6.3%	14.9%	41.4%	23.6%	13.8%	4.0%	18.4%	37.4%	40.2%
1945.....	45	19	26	4	9	10	16	6	6	15	15	9
.....	4.5%	3.9%	5.1%	3.6%	4.3%	2.7%	8.8%	4.8%	4.4%	5.3%	5.3%	3.0%
.....	100%	42.2%	57.8%	8.9%	20.0%	22.2%	35.6%	13.3%	13.3%	33.3%	33.3%	20.0%
2000.....	681	325	356	76	157	261	108	79	103	213	172	193
.....	68.0%	66.3%	69.7%	67.9%	74.8%	70.4%	59.3%	62.7%	76.3%	75.0%	61.0%	64.3%
.....	100%	47.7%	52.3%	11.2%	23.1%	38.3%	15.9%	11.6%	15.1%	31.3%	25.3%	28.3%

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
2015.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
2030.....	22	11	11	3	6	10	0	3	6	2	5	9
.....	2.2%	2.2%	2.2%	2.7%	2.9%	2.7%	.0%	2.4%	4.4%	.7%	1.8%	3.0%
.....	100%	50.0%	50.0%	13.6%	27.3%	45.5%	.0%	13.6%	27.3%	9.1%	22.7%	40.9%
2045.....	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%
2100.....	15	9	6	4	3	5	3	0	3	3	5	4
.....	1.5%	1.8%	1.2%	3.6%	1.4%	1.3%	1.6%	.0%	2.2%	1.1%	1.8%	1.3%
.....	100%	60.0%	40.0%	26.7%	20.0%	33.3%	20.0%	.0%	20.0%	20.0%	33.3%	26.7%
2130.....	4	2	2	0	2	0	2	0	1	2	1	0
.....	.4%	.4%	.4%	.0%	1.0%	.0%	1.1%	.0%	.7%	.7%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%
2200.....	5	5	0	1	1	2	0	1	1	1	2	1
.....	.5%	1.0%	.0%	.9%	.5%	.5%	.0%	.8%	.7%	.4%	.7%	.3%
.....	100%	100%	.0%	20.0%	20.0%	40.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%
2230.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
2300.....	8	6	2	0	1	5	2	0	1	2	4	1
.....	.8%	1.2%	.4%	.0%	.5%	1.3%	1.1%	.0%	.7%	.7%	1.4%	.3%
.....	100%	75.0%	25.0%	.0%	12.5%	62.5%	25.0%	.0%	12.5%	25.0%	50.0%	12.5%

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	AB	C1	C2	DE
TOTAL.....	975	474	501	112	204	367	178	114	133	276	277	289
DID NOT WATCH THE												
NEWS.....	559	272	287	93	146	200	77	43	88	173	156	142
.....	57.3%	57.4%	57.3%	83.0%	71.6%	54.5%	43.3%	37.7%	66.2%	62.7%	56.3%	49.1%
.....	100%	48.7%	51.3%	16.6%	26.1%	35.8%	13.8%	7.7%	15.7%	30.9%	27.9%	25.4%
TVM.....	320	160	160	19	42	132	72	55	41	90	88	101
.....	32.8%	33.8%	31.9%	17.0%	20.6%	36.0%	40.4%	48.2%	30.8%	32.6%	31.8%	34.9%
.....	100%	50.0%	50.0%	5.9%	13.1%	41.3%	22.5%	17.2%	12.8%	28.1%	27.5%	31.6%
SUPER 1.....	171	83	88	1	26	68	50	26	11	32	55	73
.....	17.5%	17.5%	17.6%	.9%	12.7%	18.5%	28.1%	22.8%	8.3%	11.6%	19.9%	25.3%
.....	100%	48.5%	51.5%	.6%	15.2%	39.8%	29.2%	15.2%	6.4%	18.7%	32.2%	42.7%
NET TV.....	120	58	62	4	13	47	38	18	22	30	39	29
.....	12.3%	12.2%	12.4%	3.6%	6.4%	12.8%	21.3%	15.8%	16.5%	10.9%	14.1%	10.0%
.....	100%	48.3%	51.7%	3.3%	10.8%	39.2%	31.7%	15.0%	18.3%	25.0%	32.5%	24.2%
SMASH.....	2	1	1	0	0	0	1	1	0	0	2	0
.....	.2%	.2%	.2%	.0%	.0%	.0%	.6%	.9%	.0%	.0%	.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

**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	AB	C1	C2	DE
TOTAL.....	975	474	501	112	204	367	178	114	133	276	277	289
DID NOT WATCH THE												
NEWS.....	605	294	311	97	151	213	90	54	84	181	177	163
.....	62.1%	62.0%	62.1%	86.6%	74.0%	58.0%	50.6%	47.4%	63.2%	65.6%	63.9%	56.4%
.....	100%	48.6%	51.4%	16.0%	25.0%	35.2%	14.9%	8.9%	13.9%	29.9%	29.3%	26.9%
TVM.....	281	139	142	14	39	121	64	43	45	78	71	87
.....	28.8%	29.3%	28.3%	12.5%	19.1%	33.0%	36.0%	37.7%	33.8%	28.3%	25.6%	30.1%
.....	100%	49.5%	50.5%	5.0%	13.9%	43.1%	22.8%	15.3%	16.0%	27.8%	25.3%	31.0%
SUPER 1.....	153	77	76	1	19	62	43	28	12	30	51	60
.....	15.7%	16.2%	15.2%	.9%	9.3%	16.9%	24.2%	24.6%	9.0%	10.9%	18.4%	20.8%
.....	100%	50.3%	49.7%	.7%	12.4%	40.5%	28.1%	18.3%	7.8%	19.6%	33.3%	39.2%
NET TV.....	115	52	63	6	14	46	32	17	22	30	40	23
.....	11.8%	11.0%	12.6%	5.4%	6.9%	12.5%	18.0%	14.9%	16.5%	10.9%	14.4%	8.0%
.....	100%	45.2%	54.8%	5.2%	12.2%	40.0%	27.8%	14.8%	19.1%	26.1%	34.8%	20.0%
SMASH.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

Table 6.1 General Preferences for Radio Programme Sectors
(Ranked by values obtained)

PROGRAMME SECTOR	%
	2002 (2 nd Quarter)
Music	85.3
Local News	74.9
Foreign News	71.7
Discussions on Personal Problems	51.9
Health/Beauty/Home/Law	43.4
Religion	40.2
Women	36.1
Current Affairs	35.3
Culture	33.3
Novels/Plays	32.0
Sports	30.3
Money/Business	18.8
Children	17.5

Table 6.2 General Preferences for TV Programme Sectors
(Ranked by values obtained)

PROGRAMME SECTOR	%
	2002 (2 nd Quarter)
Foreign News	91.7
Local News	91.3
Feature Films	72.7
Discussions	69.2
Weather	68.6
Documentaries	59.3
Sports	55.0
Quizzes / Game Shows / Variety Programmes	51.6
Serials/Soap Operas	51.0
Plays	50.5
Women's Programmes	48.4
Current Affairs	42.9
Religion	42.9
Art & Culture	33.0
Children's Programmes	31.9
Music Video-Clips	26.4
Business & Finance	15.4

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(2nd Quarter 2002)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM IRONJ	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.5	10.0	15.5	4.7	4.1	13.3	6.5	5.5	10.9	-	1.3	7.2	14.7	100
Discussions	8.6	0.3	18.9	6.3	-	0.3	15.2	0.3	1.4	-	0.4	0.1	48.1	100
Sport	4.5	0.3	11.4	4.1	0.6	2.1	4.2	1.7	-	-	0.3	0.6	69.7	100
Money & Business	3.9	0.1	8.2	2.3	-	0.1	3.7	-	0.3	-	-	0.1	81.2	100
Culture	7.1	0.1	12.0	4.5	0.1	0.4	6.2	0.1	0.7	0.4	1.0	0.6	66.7	100
Health/Beau- ty/home/Law	7.9	0.1	15.4	5.6	-	0.3	12.7	0.1	0.6	0.1	-	0.6	56.6	100
Religion	6.5	0.3	9.6	2.8	-	0.1	19.9	0.1	0.4	-	0.1	0.3	59.8	100
Novels & Plays	7.8	0.1	13.1	3.8	-	0.1	6.1	-	0.4	-	0.3	0.3	68.0	100
Children	3.2	0.1	7.2	2.0	-	0.1	3.9	0.4	0.1	-	0.1	0.1	82.5	100
Women's Prg	7.5	0.1	12.6	4.2	-	-	10.7	-	0.4	-	0.1	0.4	63.9	
Local News	12.4	0.3	22.8	10.7	2.1	6.9	11.3	1.1	3.2	-	0.4	3.5	25.1	100
Foreign News	12.0	0.3	21.0	10.0	2.4	6.6	11.8	1.3	2.5	0.3	0.1	3.2	28.3	100
Current Affairs	6.5	0.1	13.5	5.9	0.8	1.7	4.5	-	0.7	0.1	0.1	1.1	64.7	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.....	709	355	354	61	157	259	135	97	90	197	209	213
MUSIC												
NONE.....	104	44	60	3	7	29	36	29	16	31	32	25
.....	14.7%	12.4%	16.9%	4.9%	4.5%	11.2%	26.7%	29.9%	17.8%	15.7%	15.3%	11.7%
.....	100%	42.3%	57.7%	2.9%	6.7%	27.9%	34.6%	27.9%	15.4%	29.8%	30.8%	24.0%
RADIO MALTA.....	46	17	29	0	1	17	12	16	5	11	16	14
.....	6.5%	4.8%	8.2%	.0%	.6%	6.6%	8.9%	16.5%	5.6%	5.6%	7.7%	6.6%
.....	100%	37.0%	63.0%	.0%	2.2%	37.0%	26.1%	34.8%	10.9%	23.9%	34.8%	30.4%
RAD PAR/106.6.....	71	47	24	28	21	19	3	0	7	10	22	32
.....	10.0%	13.2%	6.8%	45.9%	13.4%	7.3%	2.2%	.0%	7.8%	5.1%	10.5%	15.0%
.....	100%	66.2%	33.8%	39.4%	29.6%	26.8%	4.2%	.0%	9.9%	14.1%	31.0%	45.1%
RADIO SUPER 1.....	110	60	50	4	12	45	27	22	6	16	43	45
.....	15.5%	16.9%	14.1%	6.6%	7.6%	17.4%	20.0%	22.7%	6.7%	8.1%	20.6%	21.1%
.....	100%	54.5%	45.5%	3.6%	10.9%	40.9%	24.5%	20.0%	5.5%	14.5%	39.1%	40.9%
RADIO 101.....	33	13	20	1	2	13	11	6	6	8	11	8
.....	4.7%	3.7%	5.6%	1.6%	1.3%	5.0%	8.1%	6.2%	6.7%	4.1%	5.3%	3.8%
.....	100%	39.4%	60.6%	3.0%	6.1%	39.4%	33.3%	18.2%	18.2%	24.2%	33.3%	24.2%
ISLAND SOUND.....	29	13	16	3	11	11	3	1	6	14	3	6
.....	4.1%	3.7%	4.5%	4.9%	7.0%	4.2%	2.2%	1.0%	6.7%	7.1%	1.4%	2.8%
.....	100%	44.8%	55.2%	10.3%	37.9%	37.9%	10.3%	3.4%	20.7%	48.3%	10.3%	20.7%
BAY RADIO.....	94	48	46	12	51	27	4	0	13	46	22	13
.....	13.3%	13.5%	13.0%	19.7%	32.5%	10.4%	3.0%	.0%	14.4%	23.4%	10.5%	6.1%
.....	100%	51.1%	48.9%	12.8%	54.3%	28.7%	4.3%	.0%	13.8%	48.9%	23.4%	13.8%
RTK.....	46	21	25	0	1	15	15	15	6	16	10	14
.....	6.5%	5.9%	7.1%	.0%	.6%	5.8%	11.1%	15.5%	6.7%	8.1%	4.8%	6.6%
.....	100%	45.7%	54.3%	.0%	2.2%	32.6%	32.6%	32.6%	13.0%	34.8%	21.7%	30.4%
SMASH.....	39	19	20	6	13	14	4	2	4	9	12	14
.....	5.5%	5.4%	5.6%	9.8%	8.3%	5.4%	3.0%	2.1%	4.4%	4.6%	5.7%	6.6%
.....	100%	48.7%	51.3%	15.4%	33.3%	35.9%	10.3%	5.1%	10.3%	23.1%	30.8%	35.9%
RADIO CALYPSO.....	77	40	37	2	10	47	15	3	9	19	23	26
.....	10.9%	11.3%	10.5%	3.3%	6.4%	18.1%	11.1%	3.1%	10.0%	9.6%	11.0%	12.2%
.....	100%	51.9%	48.1%	2.6%	13.0%	61.0%	19.5%	3.9%	11.7%	24.7%	29.9%	33.8%

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
FM BRONJA.....	9	7	2	0	1	4	1	3	7	1	0	1
.....	1.3%	2.0%	.6%	.0%	.6%	1.5%	.7%	3.1%	7.8%	.5%	.0%	.5%
.....	100%	77.8%	22.2%	.0%	11.1%	44.4%	11.1%	33.3%	77.8%	11.1%	.0%	11.1%
CAPITAL RADIO.....	51	26	25	2	27	18	4	0	5	16	15	15
.....	7.2%	7.3%	7.1%	3.3%	17.2%	6.9%	3.0%	.0%	5.6%	8.1%	7.2%	7.0%
.....	100%	51.0%	49.0%	3.9%	52.9%	35.3%	7.8%	.0%	9.8%	31.4%	29.4%	29.4%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	341	209	132	50	114	108	45	24	39	98	106	98
.....	48.1%	58.9%	37.3%	82.0%	72.6%	41.7%	33.3%	24.7%	43.3%	49.7%	50.7%	46.0%
.....	100%	61.3%	38.7%	14.7%	33.4%	31.7%	13.2%	7.0%	11.4%	28.7%	31.1%	28.7%
RADIO MALTA.....	61	21	40	0	2	24	20	15	10	17	17	17
.....	8.6%	5.9%	11.3%	.0%	1.3%	9.3%	14.8%	15.5%	11.1%	8.6%	8.1%	8.0%
.....	100%	34.4%	65.6%	.0%	3.3%	39.3%	32.8%	24.6%	16.4%	27.9%	27.9%	27.9%
RAD PAR/106.6.....	2	2	0	0	0	1	1	0	1	0	0	1
.....	.3%	.6%	.0%	.0%	.0%	.4%	.7%	.0%	1.1%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%
RADIO SUPER 1.....	134	65	69	4	23	57	26	24	7	26	48	53
.....	18.9%	18.3%	19.5%	6.6%	14.6%	22.0%	19.3%	24.7%	7.8%	13.2%	23.0%	24.9%
.....	100%	48.5%	51.5%	3.0%	17.2%	42.5%	19.4%	17.9%	5.2%	19.4%	35.8%	39.6%
RADIO 101.....	45	20	25	3	6	14	16	6	11	16	7	11
.....	6.3%	5.6%	7.1%	4.9%	3.8%	5.4%	11.9%	6.2%	12.2%	8.1%	3.3%	5.2%
.....	100%	44.4%	55.6%	6.7%	13.3%	31.1%	35.6%	13.3%	24.4%	35.6%	15.6%	24.4%
BAY RADIO.....	2	1	1	1	0	0	1	0	1	0	1	0
.....	.3%	.3%	.3%	1.6%	.0%	.0%	.7%	.0%	1.1%	.0%	.5%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
RTK.....	108	34	74	1	10	47	25	25	16	36	27	29
.....	15.2%	9.6%	20.9%	1.6%	6.4%	18.1%	18.5%	25.8%	17.8%	18.3%	12.9%	13.6%
.....	100%	31.5%	68.5%	.9%	9.3%	43.5%	23.1%	23.1%	14.8%	33.3%	25.0%	26.9%
SMASH.....	2	1	1	0	0	1	0	1	0	1	0	1
.....	.3%	.3%	.3%	.0%	.0%	.4%	.0%	1.0%	.0%	.5%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: 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 CALYPSO.....	10	2	8	2	1	6	1	0	3	3	2	2
.....	1.4%	.6%	2.3%	3.3%	.6%	2.3%	.7%	.0%	3.3%	1.5%	1.0%	.9%
.....	100%	20.0%	80.0%	20.0%	10.0%	60.0%	10.0%	.0%	30.0%	30.0%	20.0%	20.0%
FM BRONJA.....	3	0	3	0	1	0	0	2	2	0	0	1
.....	.4%	.0%	.8%	.0%	.6%	.0%	.0%	2.1%	2.2%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	33.3%	.0%	.0%	66.7%	66.7%	.0%	.0%	33.3%
CAPITAL RADIO.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
SPORT												
NONE.....	494	213	281	47	121	184	76	66	65	139	145	145
.....	69.7%	60.0%	79.4%	77.0%	77.1%	71.0%	56.3%	68.0%	72.2%	70.6%	69.4%	68.1%
.....	100%	43.1%	56.9%	9.5%	24.5%	37.2%	15.4%	13.4%	13.2%	28.1%	29.4%	29.4%
RADIO MALTA.....	32	18	14	1	4	11	9	7	8	9	6	9
.....	4.5%	5.1%	4.0%	1.6%	2.5%	4.2%	6.7%	7.2%	8.9%	4.6%	2.9%	4.2%
.....	100%	56.3%	43.8%	3.1%	12.5%	34.4%	28.1%	21.9%	25.0%	28.1%	18.8%	28.1%
RAD PAR/106.6.....	2	2	0	1	0	1	0	0	0	0	1	1
.....	.3%	.6%	.0%	1.6%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
RADIO SUPER 1.....	81	56	25	4	10	30	25	12	4	12	30	35
.....	11.4%	15.8%	7.1%	6.6%	6.4%	11.6%	18.5%	12.4%	4.4%	6.1%	14.4%	16.4%
.....	100%	69.1%	30.9%	4.9%	12.3%	37.0%	30.9%	14.8%	4.9%	14.8%	37.0%	43.2%
RADIO 101.....	29	17	12	0	5	11	8	5	4	8	9	8
.....	4.1%	4.8%	3.4%	.0%	3.2%	4.2%	5.9%	5.2%	4.4%	4.1%	4.3%	3.8%
.....	100%	58.6%	41.4%	.0%	17.2%	37.9%	27.6%	17.2%	13.8%	27.6%	31.0%	27.6%
ISLAND SOUND.....	4	4	0	0	2	2	0	0	2	2	0	0
.....	.6%	1.1%	.0%	.0%	1.3%	.8%	.0%	.0%	2.2%	1.0%	.0%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
BAY RADIO.....	15	12	3	4	7	3	1	0	3	7	4	1
.....	2.1%	3.4%	.8%	6.6%	4.5%	1.2%	.7%	.0%	3.3%	3.6%	1.9%	.5%
.....	100%	80.0%	20.0%	26.7%	46.7%	20.0%	6.7%	.0%	20.0%	46.7%	26.7%	6.7%
RTK.....	30	18	12	2	2	9	11	6	1	13	9	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
.....	4.2%	5.1%	3.4%	3.3%	1.3%	3.5%	8.1%	6.2%	1.1%	6.6%	4.3%	3.3%
.....	100%	60.0%	40.0%	6.7%	6.7%	30.0%	36.7%	20.0%	3.3%	43.3%	30.0%	23.3%
SMASH.....	4	3	1	2	0	1	1	0	1	1	2	0
.....	.6%	.8%	.3%	3.3%	.0%	.4%	.7%	.0%	1.1%	.5%	1.0%	.0%
.....	100%	75.0%	25.0%	50.0%	.0%	25.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%
RADIO CALYPSO.....	12	11	1	0	3	5	4	0	1	3	2	6
.....	1.7%	3.1%	.3%	.0%	1.9%	1.9%	3.0%	.0%	1.1%	1.5%	1.0%	2.8%
.....	100%	91.7%	8.3%	.0%	25.0%	41.7%	33.3%	.0%	8.3%	25.0%	16.7%	50.0%
FM BRONJA.....	2	0	2	0	0	1	0	1	1	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.4%	.0%	1.0%	1.1%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%
CAPITAL RADIO.....	4	1	3	0	3	1	0	0	0	3	1	0
.....	.6%	.3%	.8%	.0%	1.9%	.4%	.0%	.0%	.0%	1.5%	.5%	.0%
.....	100%	25.0%	75.0%	.0%	75.0%	25.0%	.0%	.0%	.0%	75.0%	25.0%	.0%
MONEY & BUSINESS												
NONE.....	576	284	292	59	146	200	96	75	72	154	170	180
.....	81.2%	80.0%	82.5%	96.7%	93.0%	77.2%	71.1%	77.3%	80.0%	78.2%	81.3%	84.5%
.....	100%	49.3%	50.7%	10.2%	25.3%	34.7%	16.7%	13.0%	12.5%	26.7%	29.5%	31.3%
RADIO MALTA.....	28	12	16	0	2	14	9	3	6	9	8	5
.....	3.9%	3.4%	4.5%	.0%	1.3%	5.4%	6.7%	3.1%	6.7%	4.6%	3.8%	2.3%
.....	100%	42.9%	57.1%	.0%	7.1%	50.0%	32.1%	10.7%	21.4%	32.1%	28.6%	17.9%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	58	34	24	1	8	25	15	9	5	14	18	21
.....	8.2%	9.6%	6.8%	1.6%	5.1%	9.7%	11.1%	9.3%	5.6%	7.1%	8.6%	9.9%
.....	100%	58.6%	41.4%	1.7%	13.8%	43.1%	25.9%	15.5%	8.6%	24.1%	31.0%	36.2%
RADIO 101.....	16	7	9	0	1	5	7	3	3	6	4	3
.....	2.3%	2.0%	2.5%	.0%	.6%	1.9%	5.2%	3.1%	3.3%	3.0%	1.9%	1.4%
.....	100%	43.8%	56.3%	.0%	6.3%	31.3%	43.8%	18.8%	18.8%	37.5%	25.0%	18.8%
BAY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.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
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	26	15	11	0	0	11	8	7	3	12	8	3
.....	3.7%	4.2%	3.1%	.0%	.0%	4.2%	5.9%	7.2%	3.3%	6.1%	3.8%	1.4%
.....	100%	57.7%	42.3%	.0%	.0%	42.3%	30.8%	26.9%	11.5%	46.2%	30.8%	11.5%
RADIO CALYPSO.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.3%	.3%	.3%	1.6%	.0%	.4%	.0%	.0%	1.1%	.5%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
CAPITAL RADIO.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
CULTURE												
NONE.....	473	244	229	51	132	168	77	45	56	130	145	142
.....	66.7%	68.7%	64.7%	83.6%	84.1%	64.9%	57.0%	46.4%	62.2%	66.0%	69.4%	66.7%
.....	100%	51.6%	48.4%	10.8%	27.9%	35.5%	16.3%	9.5%	11.8%	27.5%	30.7%	30.0%
RADIO MALTA.....	50	20	30	1	5	19	11	14	8	19	12	11
.....	7.1%	5.6%	8.5%	1.6%	3.2%	7.3%	8.1%	14.4%	8.9%	9.6%	5.7%	5.2%
.....	100%	40.0%	60.0%	2.0%	10.0%	38.0%	22.0%	28.0%	16.0%	38.0%	24.0%	22.0%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	85	45	40	4	13	33	20	15	5	17	27	36
.....	12.0%	12.7%	11.3%	6.6%	8.3%	12.7%	14.8%	15.5%	5.6%	8.6%	12.9%	16.9%
.....	100%	52.9%	47.1%	4.7%	15.3%	38.8%	23.5%	17.6%	5.9%	20.0%	31.8%	42.4%
RADIO 101.....	32	11	21	1	0	11	12	8	6	10	8	8
.....	4.5%	3.1%	5.9%	1.6%	.0%	4.2%	8.9%	8.2%	6.7%	5.1%	3.8%	3.8%
.....	100%	34.4%	65.6%	3.1%	.0%	34.4%	37.5%	25.0%	18.8%	31.3%	25.0%	25.0%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	3	2	1	0	1	2	0	0	0	3	0	0
.....	.4%	.6%	.3%	.0%	.6%	.8%	.0%	.0%	.0%	1.5%	.0%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	100%	.0%	.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
RTK.....	44	21	23	1	2	17	11	13	6	14	13	11
.....	6.2%	5.9%	6.5%	1.6%	1.3%	6.6%	8.1%	13.4%	6.7%	7.1%	6.2%	5.2%
.....	100%	47.7%	52.3%	2.3%	4.5%	38.6%	25.0%	29.5%	13.6%	31.8%	29.5%	25.0%
SMASH.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
RADIO CALYPSO.....	5	0	5	2	0	1	2	0	1	1	1	2
.....	.7%	.0%	1.4%	3.3%	.0%	.4%	1.5%	.0%	1.1%	.5%	.5%	.9%
.....	100%	.0%	100%	40.0%	.0%	20.0%	40.0%	.0%	20.0%	20.0%	20.0%	40.0%
CAMPUS FM.....	3	2	1	1	0	1	1	0	2	0	0	1
.....	.4%	.6%	.3%	1.6%	.0%	.4%	.7%	.0%	2.2%	.0%	.0%	.5%
.....	100%	66.7%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	66.7%	.0%	.0%	33.3%
FM BRONJA.....	7	6	1	0	1	4	0	2	5	1	0	1
.....	1.0%	1.7%	.3%	.0%	.6%	1.5%	.0%	2.1%	5.6%	.5%	.0%	.5%
.....	100%	85.7%	14.3%	.0%	14.3%	57.1%	.0%	28.6%	71.4%	14.3%	.0%	14.3%
CAPITAL RADIO.....	4	2	2	0	2	2	0	0	1	1	2	0
.....	.6%	.6%	.6%	.0%	1.3%	.8%	.0%	.0%	1.1%	.5%	1.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	401	253	148	55	113	142	59	32	54	116	114	117
.....	56.6%	71.3%	41.8%	90.2%	72.0%	54.8%	43.7%	33.0%	60.0%	58.9%	54.5%	54.9%
.....	100%	63.1%	36.9%	13.7%	28.2%	35.4%	14.7%	8.0%	13.5%	28.9%	28.4%	29.2%
RADIO MALTA.....	56	17	39	1	4	18	16	17	8	16	20	12
.....	7.9%	4.8%	11.0%	1.6%	2.5%	6.9%	11.9%	17.5%	8.9%	8.1%	9.6%	5.6%
.....	100%	30.4%	69.6%	1.8%	7.1%	32.1%	28.6%	30.4%	14.3%	28.6%	35.7%	21.4%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	109	47	62	2	17	43	25	22	4	18	39	48
.....	15.4%	13.2%	17.5%	3.3%	10.8%	16.6%	18.5%	22.7%	4.4%	9.1%	18.7%	22.5%
.....	100%	43.1%	56.9%	1.8%	15.6%	39.4%	22.9%	20.2%	3.7%	16.5%	35.8%	44.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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 101.....	40	9	31	2	6	14	12	6	8	15	10	7
.....	5.6%	2.5%	8.8%	3.3%	3.8%	5.4%	8.9%	6.2%	8.9%	7.6%	4.8%	3.3%
.....	100%	22.5%	77.5%	5.0%	15.0%	35.0%	30.0%	15.0%	20.0%	37.5%	25.0%	17.5%
BAY RADIO.....	2	0	2	0	2	0	0	0	0	2	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	90	26	64	0	12	38	20	20	14	30	24	22
.....	12.7%	7.3%	18.1%	.0%	7.6%	14.7%	14.8%	20.6%	15.6%	15.2%	11.5%	10.3%
.....	100%	28.9%	71.1%	.0%	13.3%	42.2%	22.2%	22.2%	15.6%	33.3%	26.7%	24.4%
SMASH.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	4	1	3	1	0	1	2	0	1	0	1	2
.....	.6%	.3%	.8%	1.6%	.0%	.4%	1.5%	.0%	1.1%	.0%	.5%	.9%
.....	100%	25.0%	75.0%	25.0%	.0%	25.0%	50.0%	.0%	25.0%	.0%	25.0%	50.0%
CAMPUS FM.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	1.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	4	0	4	0	2	2	0	0	0	0	1	3
.....	.6%	.0%	1.1%	.0%	1.3%	.8%	.0%	.0%	.0%	.0%	.5%	1.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	25.0%	75.0%

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.....	709	355	354	61	157	259	135	97	90	197	209	213
RELIGION												
NONE.....	424	241	183	53	129	155	62	25	55	134	117	118
.....	59.8%	67.9%	51.7%	86.9%	82.2%	59.8%	45.9%	25.8%	61.1%	68.0%	56.0%	55.4%
.....	100%	56.8%	43.2%	12.5%	30.4%	36.6%	14.6%	5.9%	13.0%	31.6%	27.6%	27.8%
RADIO MALTA.....	46	15	31	0	4	14	10	18	5	12	14	15
.....	6.5%	4.2%	8.8%	.0%	2.5%	5.4%	7.4%	18.6%	5.6%	6.1%	6.7%	7.0%
.....	100%	32.6%	67.4%	.0%	8.7%	30.4%	21.7%	39.1%	10.9%	26.1%	30.4%	32.6%
RAD PAR/106.6.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.3%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	68	37	31	2	7	24	20	15	2	9	28	29
.....	9.6%	10.4%	8.8%	3.3%	4.5%	9.3%	14.8%	15.5%	2.2%	4.6%	13.4%	13.6%
.....	100%	54.4%	45.6%	2.9%	10.3%	35.3%	29.4%	22.1%	2.9%	13.2%	41.2%	42.6%
RADIO 101.....	20	7	13	1	0	6	7	6	3	6	5	6
.....	2.8%	2.0%	3.7%	1.6%	.0%	2.3%	5.2%	6.2%	3.3%	3.0%	2.4%	2.8%
.....	100%	35.0%	65.0%	5.0%	.0%	30.0%	35.0%	30.0%	15.0%	30.0%	25.0%	30.0%
BAY RADIO.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
RTK.....	141	51	90	3	17	54	35	32	23	36	41	41
.....	19.9%	14.4%	25.4%	4.9%	10.8%	20.8%	25.9%	33.0%	25.6%	18.3%	19.6%	19.2%
.....	100%	36.2%	63.8%	2.1%	12.1%	38.3%	24.8%	22.7%	16.3%	25.5%	29.1%	29.1%
SMASH.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	1.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	3	0	3	1	0	1	1	0	1	0	1	1
.....	.4%	.0%	.8%	1.6%	.0%	.4%	.7%	.0%	1.1%	.0%	.5%	.5%
.....	100%	.0%	100%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%
FM BRONJA.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	1.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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.....	2	1	1	0	0	2	0	0	0	0	2	0
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	1.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
NOVELS & PLAYS												
NONE.....	482	260	222	57	131	170	82	42	68	143	129	142
.....	68.0%	73.2%	62.7%	93.4%	83.4%	65.6%	60.7%	43.3%	75.6%	72.6%	61.7%	66.7%
.....	100%	53.9%	46.1%	11.8%	27.2%	35.3%	17.0%	8.7%	14.1%	29.7%	26.8%	29.5%
RADIO MALTA.....	55	18	37	0	9	20	10	16	7	15	18	15
.....	7.8%	5.1%	10.5%	.0%	5.7%	7.7%	7.4%	16.5%	7.8%	7.6%	8.6%	7.0%
.....	100%	32.7%	67.3%	.0%	16.4%	36.4%	18.2%	29.1%	12.7%	27.3%	32.7%	27.3%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	93	45	48	2	13	38	23	17	4	14	39	36
.....	13.1%	12.7%	13.6%	3.3%	8.3%	14.7%	17.0%	17.5%	4.4%	7.1%	18.7%	16.9%
.....	100%	48.4%	51.6%	2.2%	14.0%	40.9%	24.7%	18.3%	4.3%	15.1%	41.9%	38.7%
RADIO 101.....	27	12	15	0	1	12	8	6	3	10	7	7
.....	3.8%	3.4%	4.2%	.0%	.6%	4.6%	5.9%	6.2%	3.3%	5.1%	3.3%	3.3%
.....	100%	44.4%	55.6%	.0%	3.7%	44.4%	29.6%	22.2%	11.1%	37.0%	25.9%	25.9%
BAY RADIO.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	1.6%	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	43	18	25	0	3	15	11	14	5	15	14	9
.....	6.1%	5.1%	7.1%	.0%	1.9%	5.8%	8.1%	14.4%	5.6%	7.6%	6.7%	4.2%
.....	100%	41.9%	58.1%	.0%	7.0%	34.9%	25.6%	32.6%	11.6%	34.9%	32.6%	20.9%
RADIO CALYPSO.....	3	0	3	1	0	1	1	0	0	0	1	2
.....	.4%	.0%	.8%	1.6%	.0%	.4%	.7%	.0%	.0%	.0%	.5%	.9%
.....	100%	.0%	100%	33.3%	.0%	33.3%	33.3%	.0%	.0%	.0%	33.3%	66.7%
FM BRONJA.....	2	1	1	0	0	0	0	2	2	0	0	0
.....	.3%	.3%	.3%	.0%	.0%	.0%	.0%	2.1%	2.2%	.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	2	0	2	0	0	2	0	0	0	0	1	1

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
.....	.3%	.0%	.6%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
CHILDREN'S PROGRAMMES												
NONE.....	585	300	285	52	146	211	102	74	81	159	163	182
.....	82.5%	84.5%	80.5%	85.2%	93.0%	81.5%	75.6%	76.3%	90.0%	80.7%	78.0%	85.4%
.....	100%	51.3%	48.7%	8.9%	25.0%	36.1%	17.4%	12.6%	13.8%	27.2%	27.9%	31.1%
RADIO MALTA.....	23	6	17	0	3	12	6	2	3	11	6	3
.....	3.2%	1.7%	4.8%	.0%	1.9%	4.6%	4.4%	2.1%	3.3%	5.6%	2.9%	1.4%
.....	100%	26.1%	73.9%	.0%	13.0%	52.2%	26.1%	8.7%	13.0%	47.8%	26.1%	13.0%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	51	31	20	3	6	20	11	11	2	10	20	19
.....	7.2%	8.7%	5.6%	4.9%	3.8%	7.7%	8.1%	11.3%	2.2%	5.1%	9.6%	8.9%
.....	100%	60.8%	39.2%	5.9%	11.8%	39.2%	21.6%	21.6%	3.9%	19.6%	39.2%	37.3%
RADIO 101.....	14	6	8	0	0	4	7	3	1	5	6	2
.....	2.0%	1.7%	2.3%	.0%	.0%	1.5%	5.2%	3.1%	1.1%	2.5%	2.9%	.9%
.....	100%	42.9%	57.1%	.0%	.0%	28.6%	50.0%	21.4%	7.1%	35.7%	42.9%	14.3%
BAY RADIO.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	1.6%	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	28	11	17	2	1	10	9	6	1	11	11	5
.....	3.9%	3.1%	4.8%	3.3%	.6%	3.9%	6.7%	6.2%	1.1%	5.6%	5.3%	2.3%
.....	100%	39.3%	60.7%	7.1%	3.6%	35.7%	32.1%	21.4%	3.6%	39.3%	39.3%	17.9%
SMASH.....	3	0	3	2	1	0	0	0	0	1	2	0
.....	.4%	.0%	.8%	3.3%	.6%	.0%	.0%	.0%	.0%	.5%	1.0%	.0%
.....	100%	.0%	100%	66.7%	33.3%	.0%	.0%	.0%	.0%	33.3%	66.7%	.0%
RADIO CALYPSO.....	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	1.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	1.1%	.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	AB	C1	C2	DE
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
WOMEN'S PROGRAMMES												
NONE.....	453	294	159	57	128	150	71	47	62	127	125	139
.....	63.9%	82.8%	44.9%	93.4%	81.5%	57.9%	52.6%	48.5%	68.9%	64.5%	59.8%	65.3%
.....	100%	64.9%	35.1%	12.6%	28.3%	33.1%	15.7%	10.4%	13.7%	28.0%	27.6%	30.7%
RADIO MALTA.....	53	10	43	0	3	22	14	14	9	14	15	15
.....	7.5%	2.8%	12.1%	.0%	1.9%	8.5%	10.4%	14.4%	10.0%	7.1%	7.2%	7.0%
.....	100%	18.9%	81.1%	.0%	5.7%	41.5%	26.4%	26.4%	17.0%	26.4%	28.3%	28.3%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	89	29	60	1	13	39	20	16	3	18	33	35
.....	12.6%	8.2%	16.9%	1.6%	8.3%	15.1%	14.8%	16.5%	3.3%	9.1%	15.8%	16.4%
.....	100%	32.6%	67.4%	1.1%	14.6%	43.8%	22.5%	18.0%	3.4%	20.2%	37.1%	39.3%
RADIO 101.....	30	6	24	1	3	11	11	4	4	11	9	6
.....	4.2%	1.7%	6.8%	1.6%	1.9%	4.2%	8.1%	4.1%	4.4%	5.6%	4.3%	2.8%
.....	100%	20.0%	80.0%	3.3%	10.0%	36.7%	36.7%	13.3%	13.3%	36.7%	30.0%	20.0%
RTK.....	76	14	62	1	7	34	18	16	10	26	25	15
.....	10.7%	3.9%	17.5%	1.6%	4.5%	13.1%	13.3%	16.5%	11.1%	13.2%	12.0%	7.0%
.....	100%	18.4%	81.6%	1.3%	9.2%	44.7%	23.7%	21.1%	13.2%	34.2%	32.9%	19.7%
RADIO CALYPSO.....	3	0	3	1	0	1	1	0	1	0	1	1
.....	.4%	.0%	.8%	1.6%	.0%	.4%	.7%	.0%	1.1%	.0%	.5%	.5%
.....	100%	.0%	100%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%
FM BRONJA.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	3	1	2	0	2	1	0	0	0	1	1	1
.....	.4%	.3%	.6%	.0%	1.3%	.4%	.0%	.0%	.0%	.5%	.5%	.5%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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
LOCAL NEWS												
NONE.....	178	103	75	39	48	63	20	8	20	44	53	61
.....	25.1%	29.0%	21.2%	63.9%	30.6%	24.3%	14.8%	8.2%	22.2%	22.3%	25.4%	28.6%
.....	100%	57.9%	42.1%	21.9%	27.0%	35.4%	11.2%	4.5%	11.2%	24.7%	29.8%	34.3%
RADIO MALTA.....	88	35	53	1	8	36	19	24	14	24	26	24
.....	12.4%	9.9%	15.0%	1.6%	5.1%	13.9%	14.1%	24.7%	15.6%	12.2%	12.4%	11.3%
.....	100%	39.8%	60.2%	1.1%	9.1%	40.9%	21.6%	27.3%	15.9%	27.3%	29.5%	27.3%
RAD PAR/106.6.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.3%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	162	82	80	6	21	63	43	29	9	29	57	67
.....	22.8%	23.1%	22.6%	9.8%	13.4%	24.3%	31.9%	29.9%	10.0%	14.7%	27.3%	31.5%
.....	100%	50.6%	49.4%	3.7%	13.0%	38.9%	26.5%	17.9%	5.6%	17.9%	35.2%	41.4%
RADIO 101.....	76	32	44	4	7	28	26	11	16	24	21	15
.....	10.7%	9.0%	12.4%	6.6%	4.5%	10.8%	19.3%	11.3%	17.8%	12.2%	10.0%	7.0%
.....	100%	42.1%	57.9%	5.3%	9.2%	36.8%	34.2%	14.5%	21.1%	31.6%	27.6%	19.7%
ISLAND SOUND.....	15	9	6	2	8	5	0	0	4	8	3	0
.....	2.1%	2.5%	1.7%	3.3%	5.1%	1.9%	.0%	.0%	4.4%	4.1%	1.4%	.0%
.....	100%	60.0%	40.0%	13.3%	53.3%	33.3%	.0%	.0%	26.7%	53.3%	20.0%	.0%
BAY RADIO.....	49	32	17	7	31	10	1	0	9	27	7	6
.....	6.9%	9.0%	4.8%	11.5%	19.7%	3.9%	.7%	.0%	10.0%	13.7%	3.3%	2.8%
.....	100%	65.3%	34.7%	14.3%	63.3%	20.4%	2.0%	.0%	18.4%	55.1%	14.3%	12.2%
RTK.....	80	29	51	1	6	31	19	23	10	25	22	23
.....	11.3%	8.2%	14.4%	1.6%	3.8%	12.0%	14.1%	23.7%	11.1%	12.7%	10.5%	10.8%
.....	100%	36.3%	63.8%	1.3%	7.5%	38.8%	23.8%	28.8%	12.5%	31.3%	27.5%	28.8%
SMASH.....	8	7	1	0	5	1	2	0	0	0	3	5
.....	1.1%	2.0%	.3%	.0%	3.2%	.4%	1.5%	.0%	.0%	.0%	1.4%	2.3%
.....	100%	87.5%	12.5%	.0%	62.5%	12.5%	25.0%	.0%	.0%	.0%	37.5%	62.5%
RADIO CALYPSO.....	23	11	12	1	5	13	4	0	2	8	6	7
.....	3.2%	3.1%	3.4%	1.6%	3.2%	5.0%	3.0%	.0%	2.2%	4.1%	2.9%	3.3%
.....	100%	47.8%	52.2%	4.3%	21.7%	56.5%	17.4%	.0%	8.7%	34.8%	26.1%	30.4%
FM BRONJA.....	3	2	1	0	0	1	0	2	3	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
.....	.4%	.6%	.3%	.0%	.0%	.4%	.0%	2.1%	3.3%	.0%	.0%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	.0%	66.7%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	25	11	14	0	18	6	1	0	3	8	11	3
.....	3.5%	3.1%	4.0%	.0%	11.5%	2.3%	.7%	.0%	3.3%	4.1%	5.3%	1.4%
.....	100%	44.0%	56.0%	.0%	72.0%	24.0%	4.0%	.0%	12.0%	32.0%	44.0%	12.0%
FOREIGN NEWS												
NONE.....	201	116	85	39	56	67	26	13	24	47	60	70
.....	28.3%	32.7%	24.0%	63.9%	35.7%	25.9%	19.3%	13.4%	26.7%	23.9%	28.7%	32.9%
.....	100%	57.7%	42.3%	19.4%	27.9%	33.3%	12.9%	6.5%	11.9%	23.4%	29.9%	34.8%
RADIO MALTA.....	85	34	51	1	9	36	18	21	13	24	26	22
.....	12.0%	9.6%	14.4%	1.6%	5.7%	13.9%	13.3%	21.6%	14.4%	12.2%	12.4%	10.3%
.....	100%	40.0%	60.0%	1.2%	10.6%	42.4%	21.2%	24.7%	15.3%	28.2%	30.6%	25.9%
RAD PAR/106.6.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.3%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	149	75	74	5	18	60	40	26	6	27	53	63
.....	21.0%	21.1%	20.9%	8.2%	11.5%	23.2%	29.6%	26.8%	6.7%	13.7%	25.4%	29.6%
.....	100%	50.3%	49.7%	3.4%	12.1%	40.3%	26.8%	17.4%	4.0%	18.1%	35.6%	42.3%
RADIO 101.....	71	31	40	4	4	28	23	12	14	22	20	15
.....	10.0%	8.7%	11.3%	6.6%	2.5%	10.8%	17.0%	12.4%	15.6%	11.2%	9.6%	7.0%
.....	100%	43.7%	56.3%	5.6%	5.6%	39.4%	32.4%	16.9%	19.7%	31.0%	28.2%	21.1%
ISLAND SOUND.....	17	10	7	2	9	5	0	1	6	8	3	0
.....	2.4%	2.8%	2.0%	3.3%	5.7%	1.9%	.0%	1.0%	6.7%	4.1%	1.4%	.0%
.....	100%	58.8%	41.2%	11.8%	52.9%	29.4%	.0%	5.9%	35.3%	47.1%	17.6%	.0%
BAY RADIO.....	47	28	19	8	29	9	1	0	8	28	6	5
.....	6.6%	7.9%	5.4%	13.1%	18.5%	3.5%	.7%	.0%	8.9%	14.2%	2.9%	2.3%
.....	100%	59.6%	40.4%	17.0%	61.7%	19.1%	2.1%	.0%	17.0%	59.6%	12.8%	10.6%
RTK.....	84	31	53	1	6	33	21	23	12	27	22	23
.....	11.8%	8.7%	15.0%	1.6%	3.8%	12.7%	15.6%	23.7%	13.3%	13.7%	10.5%	10.8%
.....	100%	36.9%	63.1%	1.2%	7.1%	39.3%	25.0%	27.4%	14.3%	32.1%	26.2%	27.4%
SMASH.....	9	8	1	0	5	2	2	0	1	0	3	5
.....	1.3%	2.3%	.3%	.0%	3.2%	.8%	1.5%	.0%	1.1%	.0%	1.4%	2.3%

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%	88.9%	11.1%	.0%	55.6%	22.2%	22.2%	.0%	11.1%	.0%	33.3%	55.6%
RADIO CALYPSO.....	18	7	11	0	5	11	2	0	1	6	5	6
.....	2.5%	2.0%	3.1%	.0%	3.2%	4.2%	1.5%	.0%	1.1%	3.0%	2.4%	2.8%
.....	100%	38.9%	61.1%	.0%	27.8%	61.1%	11.1%	.0%	5.6%	33.3%	27.8%	33.3%
CAMPUS FM.....	2	2	0	1	0	0	1	0	1	1	0	0
.....	.3%	.6%	.0%	1.6%	.0%	.0%	.7%	.0%	1.1%	.5%	.0%	.0%
.....	100%	100%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
FM BRONJA.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	1.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	23	10	13	0	16	6	1	0	3	7	11	2
.....	3.2%	2.8%	3.7%	.0%	10.2%	2.3%	.7%	.0%	3.3%	3.6%	5.3%	.9%
.....	100%	43.5%	56.5%	.0%	69.6%	26.1%	4.3%	.0%	13.0%	30.4%	47.8%	8.7%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	459	231	228	54	122	154	78	51	55	123	128	153
.....	64.7%	65.1%	64.4%	88.5%	77.7%	59.5%	57.8%	52.6%	61.1%	62.4%	61.2%	71.8%
.....	100%	50.3%	49.7%	11.8%	26.6%	33.6%	17.0%	11.1%	12.0%	26.8%	27.9%	33.3%
RADIO MALTA.....	46	20	26	0	5	23	7	11	8	14	16	8
.....	6.5%	5.6%	7.3%	.0%	3.2%	8.9%	5.2%	11.3%	8.9%	7.1%	7.7%	3.8%
.....	100%	43.5%	56.5%	.0%	10.9%	50.0%	15.2%	23.9%	17.4%	30.4%	34.8%	17.4%
RAD PAR/106.6.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	96	50	46	4	11	41	22	18	7	21	34	34
.....	13.5%	14.1%	13.0%	6.6%	7.0%	15.8%	16.3%	18.6%	7.8%	10.7%	16.3%	16.0%
.....	100%	52.1%	47.9%	4.2%	11.5%	42.7%	22.9%	18.8%	7.3%	21.9%	35.4%	35.4%
RADIO 101.....	42	17	25	0	1	16	18	7	8	13	12	9
.....	5.9%	4.8%	7.1%	.0%	.6%	6.2%	13.3%	7.2%	8.9%	6.6%	5.7%	4.2%
.....	100%	40.5%	59.5%	.0%	2.4%	38.1%	42.9%	16.7%	19.0%	31.0%	28.6%	21.4%
ISLAND SOUND.....	6	4	2	0	4	2	0	0	3	3	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
.....	.8%	1.1%	.6%	.0%	2.5%	.8%	.0%	.0%	3.3%	1.5%	.0%	.0%
.....	100%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	50.0%	50.0%	.0%	.0%
BAY RADIO.....	12	8	4	2	7	3	0	0	1	6	3	2
.....	1.7%	2.3%	1.1%	3.3%	4.5%	1.2%	.0%	.0%	1.1%	3.0%	1.4%	.9%
.....	100%	66.7%	33.3%	16.7%	58.3%	25.0%	.0%	.0%	8.3%	50.0%	25.0%	16.7%
RTK.....	32	16	16	0	1	14	8	9	5	12	10	5
.....	4.5%	4.5%	4.5%	.0%	.6%	5.4%	5.9%	9.3%	5.6%	6.1%	4.8%	2.3%
.....	100%	50.0%	50.0%	.0%	3.1%	43.8%	25.0%	28.1%	15.6%	37.5%	31.3%	15.6%
RADIO CALYPSO.....	5	4	1	1	1	2	1	0	1	2	1	1
.....	.7%	1.1%	.3%	1.6%	.6%	.8%	.7%	.0%	1.1%	1.0%	.5%	.5%
.....	100%	80.0%	20.0%	20.0%	20.0%	40.0%	20.0%	.0%	20.0%	40.0%	20.0%	20.0%
CAMPUS FM.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	1.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
FM BRONJA.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	1.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	8	2	6	0	5	3	0	0	0	3	5	0
.....	1.1%	.6%	1.7%	.0%	3.2%	1.2%	.0%	.0%	.0%	1.5%	2.4%	.0%
.....	100%	25.0%	75.0%	.0%	62.5%	37.5%	.0%	.0%	.0%	37.5%	62.5%	.0%

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	AB	C1	C2	DE
TOTAL.....	709	355	354	61	157	259	135	97	90	197	209	213
NONE.....	15	6	9	0	3	3	4	5	1	6	3	5
.....	2.1%	1.7%	2.5%	.0%	1.9%	1.2%	3.0%	5.2%	1.1%	3.0%	1.4%	2.3%
.....	100%	40.0%	60.0%	.0%	20.0%	20.0%	26.7%	33.3%	6.7%	40.0%	20.0%	33.3%
RADIO MALTA.....	71	27	44	0	3	27	19	22	12	16	22	21
.....	10.0%	7.6%	12.4%	.0%	1.9%	10.4%	14.1%	22.7%	13.3%	8.1%	10.5%	9.9%
.....	100%	38.0%	62.0%	.0%	4.2%	38.0%	26.8%	31.0%	16.9%	22.5%	31.0%	29.6%
RAD PAR/106.6.....	58	40	18	23	16	16	3	0	5	8	21	24
.....	8.2%	11.3%	5.1%	37.7%	10.2%	6.2%	2.2%	.0%	5.6%	4.1%	10.0%	11.3%
.....	100%	69.0%	31.0%	39.7%	27.6%	27.6%	5.2%	.0%	8.6%	13.8%	36.2%	41.4%
RADIO SUPER 1.....	164	87	77	9	20	68	42	25	8	27	59	70
.....	23.1%	24.5%	21.8%	14.8%	12.7%	26.3%	31.1%	25.8%	8.9%	13.7%	28.2%	32.9%
.....	100%	53.0%	47.0%	5.5%	12.2%	41.5%	25.6%	15.2%	4.9%	16.5%	36.0%	42.7%
RADIO 101.....	72	32	40	4	7	27	23	11	13	23	20	16
.....	10.2%	9.0%	11.3%	6.6%	4.5%	10.4%	17.0%	11.3%	14.4%	11.7%	9.6%	7.5%
.....	100%	44.4%	55.6%	5.6%	9.7%	37.5%	31.9%	15.3%	18.1%	31.9%	27.8%	22.2%
ISLAND SOUND.....	21	11	10	3	11	6	0	1	5	10	4	2
.....	3.0%	3.1%	2.8%	4.9%	7.0%	2.3%	.0%	1.0%	5.6%	5.1%	1.9%	.9%
.....	100%	52.4%	47.6%	14.3%	52.4%	28.6%	.0%	4.8%	23.8%	47.6%	19.0%	9.5%
BAY RADIO.....	76	44	32	12	47	16	1	0	13	36	17	10
.....	10.7%	12.4%	9.0%	19.7%	29.9%	6.2%	.7%	.0%	14.4%	18.3%	8.1%	4.7%
.....	100%	57.9%	42.1%	15.8%	61.8%	21.1%	1.3%	.0%	17.1%	47.4%	22.4%	13.2%
RTK.....	105	37	68	3	6	39	29	28	14	37	27	27
.....	14.8%	10.4%	19.2%	4.9%	3.8%	15.1%	21.5%	28.9%	15.6%	18.8%	12.9%	12.7%
.....	100%	35.2%	64.8%	2.9%	5.7%	37.1%	27.6%	26.7%	13.3%	35.2%	25.7%	25.7%
SMASH.....	23	13	10	3	11	6	2	1	2	4	8	9
.....	3.2%	3.7%	2.8%	4.9%	7.0%	2.3%	1.5%	1.0%	2.2%	2.0%	3.8%	4.2%
.....	100%	56.5%	43.5%	13.0%	47.8%	26.1%	8.7%	4.3%	8.7%	17.4%	34.8%	39.1%
RADIO CALYPSO.....	57	31	26	2	12	33	9	1	7	18	16	16
.....	8.0%	8.7%	7.3%	3.3%	7.6%	12.7%	6.7%	1.0%	7.8%	9.1%	7.7%	7.5%
.....	100%	54.4%	45.6%	3.5%	21.1%	57.9%	15.8%	1.8%	12.3%	31.6%	28.1%	28.1%

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
CAMPUS FM.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
FM BRONJA.....	6	4	2	0	1	2	0	3	5	0	0	1
.....	.8%	1.1%	.6%	.0%	.6%	.8%	.0%	3.1%	5.6%	.0%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	16.7%	33.3%	.0%	50.0%	83.3%	.0%	.0%	16.7%
CAPITAL RADIO.....	40	23	17	2	20	15	3	0	5	12	11	12
.....	5.6%	6.5%	4.8%	3.3%	12.7%	5.8%	2.2%	.0%	5.6%	6.1%	5.3%	5.6%
.....	100%	57.5%	42.5%	5.0%	50.0%	37.5%	7.5%	.0%	12.5%	30.0%	27.5%	30.0%

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
(2000, 2nd Quarter)**

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	-	%	%	%	%	%	%
Local News	47.7	27.3	16.3	-	-	-	-	-	-	8.7	100.00
Foreign News	26.1	17.0	10.5	0.2	-	13.7	10.4	-	13.8	8.3	100.00
Sports	8.7	10.8	5.8	0.2	-	6.9	6.5	0.3	15.8	45.0	100.00
Weather	28.9	17.3	9.3	-	-	4.3	2.5	0.4	5.8	31.4	100.00
Feature Films	27.3	4.1	5.4	0.3	1.6	8.0	24.2	0.8	26.7	27.3	100.00
Serials/Soap Operas	7.0	13.2	2.9	0.3	5.0	1.6	13.3	0.2	7.4	49.0	100.00
Documentaries	23.1	2.2	2.2	-	1.1	12.1	6.6	2.2	19.8	30.8	100.00
Current Affairs	23.1	7.7	1.1	-	-	3.3	1.1	-	6.6	57.1	100.00
Discussions	45.1	6.6	3.3	-	-	3.3	-	-	1.1	40.7	100.00
Quizzes/Game Shows/Variety Prog.	12.1	6.6	4.4	-	3.3	4.4	18.7	-	2.2	48.4	100.00
Music Video- Clips	9.9	3.3	-	5.5	-	-	-	1.1	6.6	73.6	100.00
Plays	31.9	15.4	2.2	-	-	1.1	-	-	-	49.5	100.00
Art & Culture	23.1	3.3	-	-	1.1	4.4	-	-	1.1	67.0	100.00
Women	24.2	8.8	2.2	-	9.9	1.1	-	-	2.2	51.6	100.00
Children	13.2	3.3	9.9	-	-	1.1	3.2	-	1.1	68.1	100.00
Religion	16.5	5.5	12.1	2.2	-	4.4	1.1	-	1.1	57.1	100.00
Business & Finance	12.1	2.2	-	-	-	-	1.1	-	-	84.6	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	AB	C1	C2	DE
TOTAL.....	975	474	501	112	204	367	178	114	133	276	277	289
LOCAL NEWS												
NONE.....	85	45	40	19	16	35	10	5	16	30	23	16
.....	8.7%	9.5%	8.0%	17.0%	7.8%	9.5%	5.6%	4.4%	12.0%	10.9%	8.3%	5.5%
.....	100%	52.9%	47.1%	22.4%	18.8%	41.2%	11.8%	5.9%	18.8%	35.3%	27.1%	18.8%
TVM.....	465	234	231	47	103	185	76	54	74	138	117	136
.....	47.7%	49.4%	46.1%	42.0%	50.5%	50.4%	42.7%	47.4%	55.6%	50.0%	42.2%	47.1%
.....	100%	50.3%	49.7%	10.1%	22.2%	39.8%	16.3%	11.6%	15.9%	29.7%	25.2%	29.2%
SUPER 1 TV.....	266	127	139	27	49	100	55	35	11	49	96	110
.....	27.3%	26.8%	27.7%	24.1%	24.0%	27.2%	30.9%	30.7%	8.3%	17.8%	34.7%	38.1%
.....	100%	47.7%	52.3%	10.2%	18.4%	37.6%	20.7%	13.2%	4.1%	18.4%	36.1%	41.4%
NET TV.....	159	68	91	19	36	47	37	20	32	59	41	27
.....	16.3%	14.3%	18.2%	17.0%	17.6%	12.8%	20.8%	17.5%	24.1%	21.4%	14.8%	9.3%
.....	100%	42.8%	57.2%	11.9%	22.6%	29.6%	23.3%	12.6%	20.1%	37.1%	25.8%	17.0%
FOREIGN NEWS												
NONE.....	81	38	43	24	13	25	11	8	13	16	28	24
.....	8.3%	8.0%	8.6%	21.4%	6.4%	6.8%	6.2%	7.0%	9.8%	5.8%	10.1%	8.3%
.....	100%	46.9%	53.1%	29.6%	16.0%	30.9%	13.6%	9.9%	16.0%	19.8%	34.6%	29.6%
TVM.....	254	119	135	30	50	108	37	29	25	69	71	89
.....	26.1%	25.1%	26.9%	26.8%	24.5%	29.4%	20.8%	25.4%	18.8%	25.0%	25.6%	30.8%
.....	100%	46.9%	53.1%	11.8%	19.7%	42.5%	14.6%	11.4%	9.8%	27.2%	28.0%	35.0%
SUPER 1 TV.....	166	84	82	16	27	59	37	27	4	27	60	75
.....	17.0%	17.7%	16.4%	14.3%	13.2%	16.1%	20.8%	23.7%	3.0%	9.8%	21.7%	26.0%
.....	100%	50.6%	49.4%	9.6%	16.3%	35.5%	22.3%	16.3%	2.4%	16.3%	36.1%	45.2%
NET TV.....	102	40	62	9	22	30	27	14	16	42	26	18
.....	10.5%	8.4%	12.4%	8.0%	10.8%	8.2%	15.2%	12.3%	12.0%	15.2%	9.4%	6.2%
.....	100%	39.2%	60.8%	8.8%	21.6%	29.4%	26.5%	13.7%	15.7%	41.2%	25.5%	17.6%
SMASH TV.....	2	0	2	1	0	0	1	0	1	0	1	0
.....	.2%	.0%	.4%	.9%	.0%	.0%	.6%	.0%	.8%	.0%	.4%	.0%
.....	100%	.0%	100%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
RAI.....	134	69	65	9	19	66	22	18	25	51	24	34
.....	13.7%	14.6%	13.0%	8.0%	9.3%	18.0%	12.4%	15.8%	18.8%	18.5%	8.7%	11.8%

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	AB	C1	C2	DE
.....	100%	51.5%	48.5%	6.7%	14.2%	49.3%	16.4%	13.4%	18.7%	38.1%	17.9%	25.4%
MEDIASET.....	101	47	54	10	40	24	20	7	13	30	27	31
.....	10.4%	9.9%	10.8%	8.9%	19.6%	6.5%	11.2%	6.1%	9.8%	10.9%	9.7%	10.7%
.....	100%	46.5%	53.5%	9.9%	39.6%	23.8%	19.8%	6.9%	12.9%	29.7%	26.7%	30.7%
SATELLITE.....	135	77	58	13	33	55	23	11	36	41	40	18
.....	13.8%	16.2%	11.6%	11.6%	16.2%	15.0%	12.9%	9.6%	27.1%	14.9%	14.4%	6.2%
.....	100%	57.0%	43.0%	9.6%	24.4%	40.7%	17.0%	8.1%	26.7%	30.4%	29.6%	13.3%
SPORTS												
NONE.....	439	116	323	50	77	164	83	65	70	121	119	129
.....	45.0%	24.5%	64.5%	44.6%	37.7%	44.7%	46.6%	57.0%	52.6%	43.8%	43.0%	44.6%
.....	100%	26.4%	73.6%	11.4%	17.5%	37.4%	18.9%	14.8%	15.9%	27.6%	27.1%	29.4%
TVM.....	85	50	35	11	19	27	20	8	5	25	27	28
.....	8.7%	10.5%	7.0%	9.8%	9.3%	7.4%	11.2%	7.0%	3.8%	9.1%	9.7%	9.7%
.....	100%	58.8%	41.2%	12.9%	22.4%	31.8%	23.5%	9.4%	5.9%	29.4%	31.8%	32.9%
SUPER 1 TV.....	105	60	45	9	16	48	19	13	5	17	38	45
.....	10.8%	12.7%	9.0%	8.0%	7.8%	13.1%	10.7%	11.4%	3.8%	6.2%	13.7%	15.6%
.....	100%	57.1%	42.9%	8.6%	15.2%	45.7%	18.1%	12.4%	4.8%	16.2%	36.2%	42.9%
NET TV.....	57	32	25	7	14	23	8	5	6	21	16	14
.....	5.8%	6.8%	5.0%	6.3%	6.9%	6.3%	4.5%	4.4%	4.5%	7.6%	5.8%	4.8%
.....	100%	56.1%	43.9%	12.3%	24.6%	40.4%	14.0%	8.8%	10.5%	36.8%	28.1%	24.6%
SMASH TV.....	2	1	1	1	1	0	0	0	1	1	0	0
.....	.2%	.2%	.2%	.9%	.5%	.0%	.0%	.0%	.8%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RAI.....	67	49	18	8	12	26	13	8	13	20	10	24
.....	6.9%	10.3%	3.6%	7.1%	5.9%	7.1%	7.3%	7.0%	9.8%	7.2%	3.6%	8.3%
.....	100%	73.1%	26.9%	11.9%	17.9%	38.8%	19.4%	11.9%	19.4%	29.9%	14.9%	35.8%
MEDIASET.....	63	52	11	9	22	18	11	3	5	22	17	19
.....	6.5%	11.0%	2.2%	8.0%	10.8%	4.9%	6.2%	2.6%	3.8%	8.0%	6.1%	6.6%
.....	100%	82.5%	17.5%	14.3%	34.9%	28.6%	17.5%	4.8%	7.9%	34.9%	27.0%	30.2%
OTHER ITALIAN.....	3	3	0	1	1	0	1	0	0	0	1	2
.....	.3%	.6%	.0%	.9%	.5%	.0%	.6%	.0%	.0%	.0%	.4%	.7%
.....	100%	100%	.0%	33.3%	33.3%	.0%	33.3%	.0%	.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 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
SATELLITE.....	154	111	43	16	42	61	23	12	28	49	49	28
.....	15.8%	23.4%	8.6%	14.3%	20.6%	16.6%	12.9%	10.5%	21.1%	17.8%	17.7%	9.7%
.....	100%	72.1%	27.9%	10.4%	27.3%	39.6%	14.9%	7.8%	18.2%	31.8%	31.8%	18.2%
WEATHER												
NONE.....	306	137	169	44	70	113	53	26	48	95	81	82
.....	31.4%	28.9%	33.7%	39.3%	34.3%	30.8%	29.8%	22.8%	36.1%	34.4%	29.2%	28.4%
.....	100%	44.8%	55.2%	14.4%	22.9%	36.9%	17.3%	8.5%	15.7%	31.0%	26.5%	26.8%
TVM.....	282	144	138	28	53	113	49	39	38	84	75	85
.....	28.9%	30.4%	27.5%	25.0%	26.0%	30.8%	27.5%	34.2%	28.6%	30.4%	27.1%	29.4%
.....	100%	51.1%	48.9%	9.9%	18.8%	40.1%	17.4%	13.8%	13.5%	29.8%	26.6%	30.1%
SUPER 1 TV.....	169	82	87	19	27	67	30	26	6	28	62	73
.....	17.3%	17.3%	17.4%	17.0%	13.2%	18.3%	16.9%	22.8%	4.5%	10.1%	22.4%	25.3%
.....	100%	48.5%	51.5%	11.2%	16.0%	39.6%	17.8%	15.4%	3.6%	16.6%	36.7%	43.2%
NET TV.....	91	34	57	11	21	25	20	14	18	28	25	20
.....	9.3%	7.2%	11.4%	9.8%	10.3%	6.8%	11.2%	12.3%	13.5%	10.1%	9.0%	6.9%
.....	100%	37.4%	62.6%	12.1%	23.1%	27.5%	22.0%	15.4%	19.8%	30.8%	27.5%	22.0%
RAI.....	42	21	21	3	11	16	8	4	5	20	6	11
.....	4.3%	4.4%	4.2%	2.7%	5.4%	4.4%	4.5%	3.5%	3.8%	7.2%	2.2%	3.8%
.....	100%	50.0%	50.0%	7.1%	26.2%	38.1%	19.0%	9.5%	11.9%	47.6%	14.3%	26.2%
MEDIASET.....	24	17	7	4	8	7	4	1	2	10	6	6
.....	2.5%	3.6%	1.4%	3.6%	3.9%	1.9%	2.2%	.9%	1.5%	3.6%	2.2%	2.1%
.....	100%	70.8%	29.2%	16.7%	33.3%	29.2%	16.7%	4.2%	8.3%	41.7%	25.0%	25.0%
OTHER ITALIAN.....	4	4	0	1	2	0	0	1	0	1	1	2
.....	.4%	.8%	.0%	.9%	1.0%	.0%	.0%	.9%	.0%	.4%	.4%	.7%
.....	100%	100%	.0%	25.0%	50.0%	.0%	.0%	25.0%	.0%	25.0%	25.0%	50.0%
SATELLITE.....	57	35	22	2	12	26	14	3	16	10	21	10
.....	5.8%	7.4%	4.4%	1.8%	5.9%	7.1%	7.9%	2.6%	12.0%	3.6%	7.6%	3.5%
.....	100%	61.4%	38.6%	3.5%	21.1%	45.6%	24.6%	5.3%	28.1%	17.5%	36.8%	17.5%
FEATURE FILMS												
NONE.....	266	122	144	23	30	85	69	59	41	68	70	87
.....	27.3%	25.7%	28.7%	20.5%	14.7%	23.2%	38.8%	51.8%	30.8%	24.6%	25.3%	30.1%
.....	100%	45.9%	54.1%	8.6%	11.3%	32.0%	25.9%	22.2%	15.4%	25.6%	26.3%	32.7%

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
TVM.....	40	18	22	0	8	16	6	10	5	13	11	11
.....	4.1%	3.8%	4.4%	.0%	3.9%	4.4%	3.4%	8.8%	3.8%	4.7%	4.0%	3.8%
.....	100%	45.0%	55.0%	.0%	20.0%	40.0%	15.0%	25.0%	12.5%	32.5%	27.5%	27.5%
SUPER 1 TV.....	53	30	23	2	7	22	13	9	0	6	26	21
.....	5.4%	6.3%	4.6%	1.8%	3.4%	6.0%	7.3%	7.9%	.0%	2.2%	9.4%	7.3%
.....	100%	56.6%	43.4%	3.8%	13.2%	41.5%	24.5%	17.0%	.0%	11.3%	49.1%	39.6%
NET TV.....	15	6	9	2	1	5	3	4	1	8	3	3
.....	1.5%	1.3%	1.8%	1.8%	.5%	1.4%	1.7%	3.5%	.8%	2.9%	1.1%	1.0%
.....	100%	40.0%	60.0%	13.3%	6.7%	33.3%	20.0%	26.7%	6.7%	53.3%	20.0%	20.0%
SMASH TV.....	3	2	1	0	1	1	1	0	1	1	0	1
.....	.3%	.4%	.2%	.0%	.5%	.3%	.6%	.0%	.8%	.4%	.0%	.3%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
MAX PLUS.....	16	5	11	4	3	7	2	0	1	7	4	4
.....	1.6%	1.1%	2.2%	3.6%	1.5%	1.9%	1.1%	.0%	.8%	2.5%	1.4%	1.4%
.....	100%	31.3%	68.8%	25.0%	18.8%	43.8%	12.5%	.0%	6.3%	43.8%	25.0%	25.0%
RAI.....	78	29	49	11	17	30	17	3	13	14	18	33
.....	8.0%	6.1%	9.8%	9.8%	8.3%	8.2%	9.6%	2.6%	9.8%	5.1%	6.5%	11.4%
.....	100%	37.2%	62.8%	14.1%	21.8%	38.5%	21.8%	3.8%	16.7%	17.9%	23.1%	42.3%
MEDIASET.....	236	123	113	35	73	84	28	16	26	71	70	69
.....	24.2%	25.9%	22.6%	31.3%	35.8%	22.9%	15.7%	14.0%	19.5%	25.7%	25.3%	23.9%
.....	100%	52.1%	47.9%	14.8%	30.9%	35.6%	11.9%	6.8%	11.0%	30.1%	29.7%	29.2%
OTHER ITALIAN.....	8	7	1	2	1	4	1	0	2	3	2	1
.....	.8%	1.5%	.2%	1.8%	.5%	1.1%	.6%	.0%	1.5%	1.1%	.7%	.3%
.....	100%	87.5%	12.5%	25.0%	12.5%	50.0%	12.5%	.0%	25.0%	37.5%	25.0%	12.5%
SATELLITE.....	260	132	128	33	63	113	38	13	43	85	73	59
.....	26.7%	27.8%	25.5%	29.5%	30.9%	30.8%	21.3%	11.4%	32.3%	30.8%	26.4%	20.4%
.....	100%	50.8%	49.2%	12.7%	24.2%	43.5%	14.6%	5.0%	16.5%	32.7%	28.1%	22.7%
SERIALS/SOAP OPERAS												
NONE.....	478	292	186	56	99	162	93	68	75	156	117	130
.....	49.0%	61.6%	37.1%	50.0%	48.5%	44.1%	52.2%	59.6%	56.4%	56.5%	42.2%	45.0%
.....	100%	61.1%	38.9%	11.7%	20.7%	33.9%	19.5%	14.2%	15.7%	32.6%	24.5%	27.2%
TVM.....	68	27	41	5	15	29	11	8	7	16	23	22

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
.....	7.0%	5.7%	8.2%	4.5%	7.4%	7.9%	6.2%	7.0%	5.3%	5.8%	8.3%	7.6%
.....	100%	39.7%	60.3%	7.4%	22.1%	42.6%	16.2%	11.8%	10.3%	23.5%	33.8%	32.4%
SUPER 1 TV.....	129	65	64	14	17	53	26	19	4	22	51	52
.....	13.2%	13.7%	12.8%	12.5%	8.3%	14.4%	14.6%	16.7%	3.0%	8.0%	18.4%	18.0%
.....	100%	50.4%	49.6%	10.9%	13.2%	41.1%	20.2%	14.7%	3.1%	17.1%	39.5%	40.3%
NET TV.....	28	13	15	5	1	14	2	6	3	9	9	7
.....	2.9%	2.7%	3.0%	4.5%	.5%	3.8%	1.1%	5.3%	2.3%	3.3%	3.2%	2.4%
.....	100%	46.4%	53.6%	17.9%	3.6%	50.0%	7.1%	21.4%	10.7%	32.1%	32.1%	25.0%
SMASH TV.....	3	1	2	1	0	2	0	0	0	1	0	2
.....	.3%	.2%	.4%	.9%	.0%	.5%	.0%	.0%	.0%	.4%	.0%	.7%
.....	100%	33.3%	66.7%	33.3%	.0%	66.7%	.0%	.0%	.0%	33.3%	.0%	66.7%
MAX PLUS.....	49	2	47	11	10	16	11	1	5	16	14	14
.....	5.0%	.4%	9.4%	9.8%	4.9%	4.4%	6.2%	.9%	3.8%	5.8%	5.1%	4.8%
.....	100%	4.1%	95.9%	22.4%	20.4%	32.7%	22.4%	2.0%	10.2%	32.7%	28.6%	28.6%
RAI.....	16	5	11	4	4	5	2	1	4	2	4	6
.....	1.6%	1.1%	2.2%	3.6%	2.0%	1.4%	1.1%	.9%	3.0%	.7%	1.4%	2.1%
.....	100%	31.3%	68.8%	25.0%	25.0%	31.3%	12.5%	6.3%	25.0%	12.5%	25.0%	37.5%
MEDIASET.....	130	34	96	9	40	49	25	7	19	39	32	40
.....	13.3%	7.2%	19.2%	8.0%	19.6%	13.4%	14.0%	6.1%	14.3%	14.1%	11.6%	13.8%
.....	100%	26.2%	73.8%	6.9%	30.8%	37.7%	19.2%	5.4%	14.6%	30.0%	24.6%	30.8%
OTHER ITALIAN.....	2	1	1	1	0	1	0	0	1	0	0	1
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.8%	.0%	.0%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE.....	72	34	38	6	18	36	8	4	15	15	27	15
.....	7.4%	7.2%	7.6%	5.4%	8.8%	9.8%	4.5%	3.5%	11.3%	5.4%	9.7%	5.2%
.....	100%	47.2%	52.8%	8.3%	25.0%	50.0%	11.1%	5.6%	20.8%	20.8%	37.5%	20.8%

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.....	91	36	55	1	9	37	19	25	14	24	27	26
DOCUMENTARIES												
NONE.....	28	11	17	0	3	7	4	14	7	5	8	8
.....	30.8%	30.6%	30.9%	.0%	33.3%	18.9%	21.1%	56.0%	50.0%	20.8%	29.6%	30.8%
.....	100%	39.3%	60.7%	.0%	10.7%	25.0%	14.3%	50.0%	25.0%	17.9%	28.6%	28.6%
TVM.....	21	5	16	0	2	7	7	5	1	9	6	5
.....	23.1%	13.9%	29.1%	.0%	22.2%	18.9%	36.8%	20.0%	7.1%	37.5%	22.2%	19.2%
.....	100%	23.8%	76.2%	.0%	9.5%	33.3%	33.3%	23.8%	4.8%	42.9%	28.6%	23.8%
SUPER 1 TV.....	2	0	2	0	0	2	0	0	0	0	0	2
.....	2.2%	.0%	3.6%	.0%	.0%	5.4%	.0%	.0%	.0%	.0%	.0%	7.7%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
NET TV.....	2	0	2	0	0	0	0	2	0	2	0	0
.....	2.2%	.0%	3.6%	.0%	.0%	.0%	.0%	8.0%	.0%	8.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MAX PLUS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	.0%	.0%	.0%	3.8%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RAI.....	11	7	4	0	1	6	3	1	3	1	4	3
.....	12.1%	19.4%	7.3%	.0%	11.1%	16.2%	15.8%	4.0%	21.4%	4.2%	14.8%	11.5%
.....	100%	63.6%	36.4%	.0%	9.1%	54.5%	27.3%	9.1%	27.3%	9.1%	36.4%	27.3%
MEDIASET.....	6	3	3	0	2	1	2	1	1	1	2	2
.....	6.6%	8.3%	5.5%	.0%	22.2%	2.7%	10.5%	4.0%	7.1%	4.2%	7.4%	7.7%
.....	100%	50.0%	50.0%	.0%	33.3%	16.7%	33.3%	16.7%	16.7%	16.7%	33.3%	33.3%
OTHER ITALIAN.....	2	2	0	0	0	0	1	1	0	1	0	1
.....	2.2%	5.6%	.0%	.0%	.0%	.0%	5.3%	4.0%	.0%	4.2%	.0%	3.8%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%
SATELLITE.....	18	8	10	1	1	13	2	1	2	5	7	4
.....	19.8%	22.2%	18.2%	100%	11.1%	35.1%	10.5%	4.0%	14.3%	20.8%	25.9%	15.4%
.....	100%	44.4%	55.6%	5.6%	5.6%	72.2%	11.1%	5.6%	11.1%	27.8%	38.9%	22.2%
CURRENT AFFAIRS												
NONE.....	52	21	31	1	4	15	13	19	8	10	16	18
.....	57.1%	58.3%	56.4%	100%	44.4%	40.5%	68.4%	76.0%	57.1%	41.7%	59.3%	69.2%

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	AB	C1	C2	DE
.....	100%	40.4%	59.6%	1.9%	7.7%	28.8%	25.0%	36.5%	15.4%	19.2%	30.8%	34.6%
TVM.....	21	8	13	0	2	10	5	4	1	8	8	4
.....	23.1%	22.2%	23.6%	.0%	22.2%	27.0%	26.3%	16.0%	7.1%	33.3%	29.6%	15.4%
.....	100%	38.1%	61.9%	.0%	9.5%	47.6%	23.8%	19.0%	4.8%	38.1%	38.1%	19.0%
SUPER 1 TV.....	7	4	3	0	1	5	0	1	2	0	2	3
.....	7.7%	11.1%	5.5%	.0%	11.1%	13.5%	.0%	4.0%	14.3%	.0%	7.4%	11.5%
.....	100%	57.1%	42.9%	.0%	14.3%	71.4%	.0%	14.3%	28.6%	.0%	28.6%	42.9%
NET TV.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	.0%	.0%	4.0%	.0%	4.2%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
RAI.....	3	1	2	0	1	1	1	0	2	1	0	0
.....	3.3%	2.8%	3.6%	.0%	11.1%	2.7%	5.3%	.0%	14.3%	4.2%	.0%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	33.3%	.0%	.0%
MEDIASET.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	1.1%	.0%	1.8%	.0%	11.1%	.0%	.0%	.0%	.0%	4.2%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	6	2	4	0	0	6	0	0	1	3	1	1
.....	6.6%	5.6%	7.3%	.0%	.0%	16.2%	.0%	.0%	7.1%	12.5%	3.7%	3.8%
.....	100%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	16.7%	50.0%	16.7%	16.7%
DISCUSSIONS												
NONE.....	37	17	20	0	4	13	7	13	7	8	12	10
.....	40.7%	47.2%	36.4%	.0%	44.4%	35.1%	36.8%	52.0%	50.0%	33.3%	44.4%	38.5%
.....	100%	45.9%	54.1%	.0%	10.8%	35.1%	18.9%	35.1%	18.9%	21.6%	32.4%	27.0%
TVM.....	41	15	26	1	3	18	10	9	4	13	10	14
.....	45.1%	41.7%	47.3%	100%	33.3%	48.6%	52.6%	36.0%	28.6%	54.2%	37.0%	53.8%
.....	100%	36.6%	63.4%	2.4%	7.3%	43.9%	24.4%	22.0%	9.8%	31.7%	24.4%	34.1%
SUPER 1 TV.....	6	1	5	0	1	3	1	1	1	0	3	2
.....	6.6%	2.8%	9.1%	.0%	11.1%	8.1%	5.3%	4.0%	7.1%	.0%	11.1%	7.7%
.....	100%	16.7%	83.3%	.0%	16.7%	50.0%	16.7%	16.7%	16.7%	.0%	50.0%	33.3%
NET TV.....	3	0	3	0	0	1	0	2	0	3	0	0
.....	3.3%	.0%	5.5%	.0%	.0%	2.7%	.0%	8.0%	.0%	12.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	33.3%	.0%	66.7%	.0%	100%	.0%	.0%

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
RAI.....	3	2	1	0	1	1	1	0	2	0	1	0
.....	3.3%	5.6%	1.8%	.0%	11.1%	2.7%	5.3%	.0%	14.3%	.0%	3.7%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	.0%	33.3%	.0%
SATELLITE.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	1.1%	2.8%	.0%	.0%	.0%	2.7%	.0%	.0%	.0%	.0%	3.7%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	44	17	27	0	3	16	9	16	5	13	15	11
.....	48.4%	47.2%	49.1%	.0%	33.3%	43.2%	47.4%	64.0%	35.7%	54.2%	55.6%	42.3%
.....	100%	38.6%	61.4%	.0%	6.8%	36.4%	20.5%	36.4%	11.4%	29.5%	34.1%	25.0%
TVM.....	11	3	8	0	0	5	4	2	0	5	3	3
.....	12.1%	8.3%	14.5%	.0%	.0%	13.5%	21.1%	8.0%	.0%	20.8%	11.1%	11.5%
.....	100%	27.3%	72.7%	.0%	.0%	45.5%	36.4%	18.2%	.0%	45.5%	27.3%	27.3%
SUPER 1 TV.....	6	2	4	1	0	4	0	1	1	1	1	3
.....	6.6%	5.6%	7.3%	100%	.0%	10.8%	.0%	4.0%	7.1%	4.2%	3.7%	11.5%
.....	100%	33.3%	66.7%	16.7%	.0%	66.7%	.0%	16.7%	16.7%	16.7%	16.7%	50.0%
NET TV.....	4	1	3	0	1	3	0	0	0	1	2	1
.....	4.4%	2.8%	5.5%	.0%	11.1%	8.1%	.0%	.0%	.0%	4.2%	7.4%	3.8%
.....	100%	25.0%	75.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%
MAX PLUS.....	3	0	3	0	1	1	1	0	1	0	1	1
.....	3.3%	.0%	5.5%	.0%	11.1%	2.7%	5.3%	.0%	7.1%	.0%	3.7%	3.8%
.....	100%	.0%	100%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%
RAI.....	4	2	2	0	0	2	1	1	2	0	0	2
.....	4.4%	5.6%	3.6%	.0%	.0%	5.4%	5.3%	4.0%	14.3%	.0%	.0%	7.7%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	50.0%
MEDIASET.....	17	10	7	0	4	4	4	5	5	3	4	5
.....	18.7%	27.8%	12.7%	.0%	44.4%	10.8%	21.1%	20.0%	35.7%	12.5%	14.8%	19.2%
.....	100%	58.8%	41.2%	.0%	23.5%	23.5%	23.5%	29.4%	29.4%	17.6%	23.5%	29.4%
SATELLITE.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	2.2%	2.8%	1.8%	.0%	.0%	5.4%	.0%	.0%	.0%	4.2%	3.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%

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
MUSIC VIDEO-CLIPS												
NONE.....	67	28	39	1	5	24	15	22	8	19	20	20
.....	73.6%	77.8%	70.9%	100%	55.6%	64.9%	78.9%	88.0%	57.1%	79.2%	74.1%	76.9%
.....	100%	41.8%	58.2%	1.5%	7.5%	35.8%	22.4%	32.8%	11.9%	28.4%	29.9%	29.9%
TVM.....												
.....	9	3	6	0	0	3	3	3	1	3	3	2
.....	9.9%	8.3%	10.9%	.0%	.0%	8.1%	15.8%	12.0%	7.1%	12.5%	11.1%	7.7%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	11.1%	33.3%	33.3%	22.2%
SUPER 1 TV.....												
.....	3	0	3	0	0	3	0	0	1	0	0	2
.....	3.3%	.0%	5.5%	.0%	.0%	8.1%	.0%	.0%	7.1%	.0%	.0%	7.7%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	33.3%	.0%	.0%	66.7%
SMASH TV.....												
.....	5	2	3	0	2	2	1	0	2	1	2	0
.....	5.5%	5.6%	5.5%	.0%	22.2%	5.4%	5.3%	.0%	14.3%	4.2%	7.4%	.0%
.....	100%	40.0%	60.0%	.0%	40.0%	40.0%	20.0%	.0%	40.0%	20.0%	40.0%	.0%
OTHER ITALIAN.....												
.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	1.1%	2.8%	.0%	.0%	11.1%	.0%	.0%	.0%	7.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
SATELLITE.....												
.....	6	2	4	0	1	5	0	0	1	1	2	2
.....	6.6%	5.6%	7.3%	.0%	11.1%	13.5%	.0%	.0%	7.1%	4.2%	7.4%	7.7%
.....	100%	33.3%	66.7%	.0%	16.7%	83.3%	.0%	.0%	16.7%	16.7%	33.3%	33.3%
PLAYS												
NONE.....	45	17	28	0	5	14	10	16	9	10	13	13
.....	49.5%	47.2%	50.9%	.0%	55.6%	37.8%	52.6%	64.0%	64.3%	41.7%	48.1%	50.0%
.....	100%	37.8%	62.2%	.0%	11.1%	31.1%	22.2%	35.6%	20.0%	22.2%	28.9%	28.9%
TVM.....												
.....	29	13	16	1	2	12	6	8	4	9	9	7
.....	31.9%	36.1%	29.1%	100%	22.2%	32.4%	31.6%	32.0%	28.6%	37.5%	33.3%	26.9%
.....	100%	44.8%	55.2%	3.4%	6.9%	41.4%	20.7%	27.6%	13.8%	31.0%	31.0%	24.1%
SUPER 1 TV.....												
.....	14	5	9	0	2	8	3	1	1	4	4	5
.....	15.4%	13.9%	16.4%	.0%	22.2%	21.6%	15.8%	4.0%	7.1%	16.7%	14.8%	19.2%
.....	100%	35.7%	64.3%	.0%	14.3%	57.1%	21.4%	7.1%	7.1%	28.6%	28.6%	35.7%
NET TV.....												
.....	2	0	2	0	0	2	0	0	0	1	1	0
.....	2.2%	.0%	3.6%	.0%	.0%	5.4%	.0%	.0%	.0%	4.2%	3.7%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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
RAI.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	1.1%	2.8%	.0%	.0%	.0%	2.7%	.0%	.0%	.0%	.0%	.0%	3.8%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

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
TOTAL.....	91	36	55	1	9	37	19	25	14	24	27	26
ART & CULTURE												
NONE.....	61	23	38	0	5	22	12	22	6	15	21	19
.....	67.0%	63.9%	69.1%	.0%	55.6%	59.5%	63.2%	88.0%	42.9%	62.5%	77.8%	73.1%
.....	100%	37.7%	62.3%	.0%	8.2%	36.1%	19.7%	36.1%	9.8%	24.6%	34.4%	31.1%
TVM.....	21	10	11	0	3	10	5	3	3	8	5	5
.....	23.1%	27.8%	20.0%	.0%	33.3%	27.0%	26.3%	12.0%	21.4%	33.3%	18.5%	19.2%
.....	100%	47.6%	52.4%	.0%	14.3%	47.6%	23.8%	14.3%	14.3%	38.1%	23.8%	23.8%
SUPER 1 TV.....	3	1	2	1	0	2	0	0	1	1	0	1
.....	3.3%	2.8%	3.6%	100%	.0%	5.4%	.0%	.0%	7.1%	4.2%	.0%	3.8%
.....	100%	33.3%	66.7%	33.3%	.0%	66.7%	.0%	.0%	33.3%	33.3%	.0%	33.3%
MAX PLUS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	.0%	.0%	.0%	3.8%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RAI.....	4	2	2	0	1	1	2	0	3	0	1	0
.....	4.4%	5.6%	3.6%	.0%	11.1%	2.7%	10.5%	.0%	21.4%	.0%	3.7%	.0%
.....	100%	50.0%	50.0%	.0%	25.0%	25.0%	50.0%	.0%	75.0%	.0%	25.0%	.0%
SATELLITE.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	7.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
WOMEN'S PROGRAMMES												
NONE.....	47	29	18	1	4	17	9	16	6	12	16	13
.....	51.6%	80.6%	32.7%	100%	44.4%	45.9%	47.4%	64.0%	42.9%	50.0%	59.3%	50.0%
.....	100%	61.7%	38.3%	2.1%	8.5%	36.2%	19.1%	34.0%	12.8%	25.5%	34.0%	27.7%
TVM.....	22	4	18	0	1	6	8	7	2	10	5	5
.....	24.2%	11.1%	32.7%	.0%	11.1%	16.2%	42.1%	28.0%	14.3%	41.7%	18.5%	19.2%
.....	100%	18.2%	81.8%	.0%	4.5%	27.3%	36.4%	31.8%	9.1%	45.5%	22.7%	22.7%
SUPER 1 TV.....	8	1	7	0	1	6	0	1	2	0	3	3
.....	8.8%	2.8%	12.7%	.0%	11.1%	16.2%	.0%	4.0%	14.3%	.0%	11.1%	11.5%
.....	100%	12.5%	87.5%	.0%	12.5%	75.0%	.0%	12.5%	25.0%	.0%	37.5%	37.5%
NET TV.....	2	1	1	0	0	1	0	1	0	0	0	2
.....	2.2%	2.8%	1.8%	.0%	.0%	2.7%	.0%	4.0%	.0%	.0%	.0%	7.7%

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%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%
MAX PLUS.....	9	1	8	0	2	5	2	0	1	2	3	3
.....	9.9%	2.8%	14.5%	.0%	22.2%	13.5%	10.5%	.0%	7.1%	8.3%	11.1%	11.5%
.....	100%	11.1%	88.9%	.0%	22.2%	55.6%	22.2%	.0%	11.1%	22.2%	33.3%	33.3%
RAI.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	7.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
SATELLITE.....	2	0	2	0	1	1	0	0	2	0	0	0
.....	2.2%	.0%	3.6%	.0%	11.1%	2.7%	.0%	.0%	14.3%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%
CHILDREN'S PROGRAMMES												
NONE.....	62	26	36	0	6	22	13	21	10	17	17	18
.....	68.1%	72.2%	65.5%	.0%	66.7%	59.5%	68.4%	84.0%	71.4%	70.8%	63.0%	69.2%
.....	100%	41.9%	58.1%	.0%	9.7%	35.5%	21.0%	33.9%	16.1%	27.4%	27.4%	29.0%
TVM.....	12	3	9	0	1	5	4	2	0	5	3	4
.....	13.2%	8.3%	16.4%	.0%	11.1%	13.5%	21.1%	8.0%	.0%	20.8%	11.1%	15.4%
.....	100%	25.0%	75.0%	.0%	8.3%	41.7%	33.3%	16.7%	.0%	41.7%	25.0%	33.3%
SUPER 1 TV.....	3	0	3	0	0	3	0	0	1	0	1	1
.....	3.3%	.0%	5.5%	.0%	.0%	8.1%	.0%	.0%	7.1%	.0%	3.7%	3.8%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	33.3%	.0%	33.3%	33.3%
NET TV.....	9	5	4	1	1	3	2	2	1	1	4	3
.....	9.9%	13.9%	7.3%	100%	11.1%	8.1%	10.5%	8.0%	7.1%	4.2%	14.8%	11.5%
.....	100%	55.6%	44.4%	11.1%	11.1%	33.3%	22.2%	22.2%	11.1%	11.1%	44.4%	33.3%
RAI.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	1.1%	2.8%	.0%	.0%	11.1%	.0%	.0%	.0%	7.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
MEDIASET.....	3	1	2	0	0	3	0	0	1	0	2	0
.....	3.3%	2.8%	3.6%	.0%	.0%	8.1%	.0%	.0%	7.1%	.0%	7.4%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	33.3%	.0%	66.7%	.0%
SATELLITE.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	.0%	4.2%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

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
RELIGION												
NONE.....	52	23	29	0	4	24	10	14	9	11	16	16
.....	57.1%	63.9%	52.7%	.0%	44.4%	64.9%	52.6%	56.0%	64.3%	45.8%	59.3%	61.5%
.....	100%	44.2%	55.8%	.0%	7.7%	46.2%	19.2%	26.9%	17.3%	21.2%	30.8%	30.8%
TVM.....	15	6	9	0	2	3	4	6	1	5	3	6
.....	16.5%	16.7%	16.4%	.0%	22.2%	8.1%	21.1%	24.0%	7.1%	20.8%	11.1%	23.1%
.....	100%	40.0%	60.0%	.0%	13.3%	20.0%	26.7%	40.0%	6.7%	33.3%	20.0%	40.0%
SUPER 1 TV.....	5	3	2	1	0	3	0	1	1	1	2	1
.....	5.5%	8.3%	3.6%	100%	.0%	8.1%	.0%	4.0%	7.1%	4.2%	7.4%	3.8%
.....	100%	60.0%	40.0%	20.0%	.0%	60.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%
NET TV.....	11	2	9	0	1	5	2	3	0	5	4	2
.....	12.1%	5.6%	16.4%	.0%	11.1%	13.5%	10.5%	12.0%	.0%	20.8%	14.8%	7.7%
.....	100%	18.2%	81.8%	.0%	9.1%	45.5%	18.2%	27.3%	.0%	45.5%	36.4%	18.2%
SMASH TV.....	2	1	1	0	0	0	2	0	0	1	1	0
.....	2.2%	2.8%	1.8%	.0%	.0%	.0%	10.5%	.0%	.0%	4.2%	3.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%
RAI.....	4	1	3	0	2	1	1	0	2	0	1	1
.....	4.4%	2.8%	5.5%	.0%	22.2%	2.7%	5.3%	.0%	14.3%	.0%	3.7%	3.8%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	25.0%	.0%	50.0%	.0%	25.0%	25.0%
MEDIASET.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	.0%	.0%	4.0%	7.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
SATELLITE.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	1.1%	.0%	1.8%	.0%	.0%	2.7%	.0%	.0%	.0%	4.2%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
BUSINESS/FINANCE												
NONE.....	77	31	46	1	8	30	15	23	12	18	24	23
.....	84.6%	86.1%	83.6%	100%	88.9%	81.1%	78.9%	92.0%	85.7%	75.0%	88.9%	88.5%
.....	100%	40.3%	59.7%	1.3%	10.4%	39.0%	19.5%	29.9%	15.6%	23.4%	31.2%	29.9%
TVM.....	11	5	6	0	0	5	4	2	1	5	3	2
.....	12.1%	13.9%	10.9%	.0%	.0%	13.5%	21.1%	8.0%	7.1%	20.8%	11.1%	7.7%
.....	100%	45.5%	54.5%	.0%	.0%	45.5%	36.4%	18.2%	9.1%	45.5%	27.3%	18.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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
SUPER 1 TV.....	2	0	2	0	0	2	0	0	1	0	0	1
.....	2.2%	.0%	3.6%	.0%	.0%	5.4%	.0%	.0%	7.1%	.0%	.0%	3.8%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%
MEDIASET.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	1.1%	.0%	1.8%	.0%	11.1%	.0%	.0%	.0%	.0%	4.2%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 2ND QUARTER 2002

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	490	511	112	210	371	182	126	135	284	282	300
K44												
NO ANSWER.....	7	5	2	1	1	1	1	3	2	2	2	1
.....	.7%	1.0%	.4%	.9%	.5%	.3%	.5%	2.4%	1.5%	.7%	.7%	.3%
.....	100%	71.4%	28.6%	14.3%	14.3%	14.3%	14.3%	42.9%	28.6%	28.6%	28.6%	14.3%
ALWAYS.....	76	44	32	0	5	27	30	14	10	24	20	22
.....	7.6%	9.0%	6.3%	.0%	2.4%	7.3%	16.5%	11.1%	7.4%	8.5%	7.1%	7.3%
.....	100%	57.9%	42.1%	.0%	6.6%	35.5%	39.5%	18.4%	13.2%	31.6%	26.3%	28.9%
SOMETIMES.....	361	189	172	16	72	146	79	48	46	106	99	110
.....	36.1%	38.6%	33.7%	14.3%	34.3%	39.4%	43.4%	38.1%	34.1%	37.3%	35.1%	36.7%
.....	100%	52.4%	47.6%	4.4%	19.9%	40.4%	21.9%	13.3%	12.7%	29.4%	27.4%	30.5%
NEVER.....	557	252	305	95	132	197	72	61	77	152	161	167
.....	55.6%	51.4%	59.7%	84.8%	62.9%	53.1%	39.6%	48.4%	57.0%	53.5%	57.1%	55.7%
.....	100%	45.2%	54.8%	17.1%	23.7%	35.4%	12.9%	11.0%	13.8%	27.3%	28.9%	30.0%

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.....	709	355	354	61	157	259	135	97	90	197	209	213
NO ANSWER.....	669	335	334	57	148	245	129	90	85	188	196	200
.....	94.4%	94.4%	94.4%	93.4%	94.3%	94.6%	95.6%	92.8%	94.4%	95.4%	93.8%	93.9%
.....	100%	50.1%	49.9%	8.5%	22.1%	36.6%	19.3%	13.5%	12.7%	28.1%	29.3%	29.9%
MORE MUSIC FROM 1970s & 1980s.....	1	1	0	1	0	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	1.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%
MORE DISCUSSION PROGRAMMES.....	4	4	0	0	0	3	1	0	3	0	0	1
.....	.6%	1.1%	.0%	.0%	.0%	1.2%	.7%	.0%	3.3%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	75.0%	25.0%	.0%	75.0%	.0%	.0%	25.0%
MORE PLAYS.....	5	2	3	0	0	0	3	2	1	1	2	1
.....	.7%	.6%	.8%	.0%	.0%	.0%	2.2%	2.1%	1.1%	.5%	1.0%	.5%
.....	100%	40.0%	60.0%	.0%	.0%	.0%	60.0%	40.0%	20.0%	20.0%	40.0%	20.0%
MORE MUSIC.....	8	5	3	2	1	2	1	2	0	2	4	2
.....	1.1%	1.4%	.8%	3.3%	.6%	.8%	.7%	2.1%	.0%	1.0%	1.9%	.9%
.....	100%	62.5%	37.5%	25.0%	12.5%	25.0%	12.5%	25.0%	.0%	25.0%	50.0%	25.0%
MORE SPORTS.....	3	3	0	0	3	0	0	0	0	2	0	1
.....	.4%	.8%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	66.7%	.0%	33.3%
MORE CULTURAL PROGRAMMES.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
MORE RELIGIOUS PROGRAMMES.....	3	1	2	0	2	1	0	0	0	0	1	2
.....	.4%	.3%	.6%	.0%	1.3%	.4%	.0%	.0%	.0%	.0%	.5%	.9%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	33.3%	66.7%
PROGRAMMES FOR OLD PEOPLE.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%

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
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE CHILDREN'S												
PROGRAMMES.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
LANGUAGE COURES.....	3	1	2	1	0	1	0	1	1	2	0	0
.....	.4%	.3%	.6%	1.6%	.0%	.4%	.0%	1.0%	1.1%	1.0%	.0%	.0%
.....	100%	33.3%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	66.7%	.0%	.0%
MORE POLITICAL												
PROGRAMMES.....	9	2	7	0	3	4	0	2	0	2	3	4
.....	1.3%	.6%	2.0%	.0%	1.9%	1.5%	.0%	2.1%	.0%	1.0%	1.4%	1.9%
.....	100%	22.2%	77.8%	.0%	33.3%	44.4%	.0%	22.2%	.0%	22.2%	33.3%	44.4%
NEWS IN ENGLISH.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.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.....	975	474	501	112	204	367	178	114	133	276	277	289
NO ANSWER.....	616	301	315	76	124	231	114	71	72	176	172	196
.....	63.2%	63.5%	62.9%	67.9%	60.8%	62.9%	64.0%	62.3%	54.1%	63.8%	62.1%	67.8%
.....	100%	48.9%	51.1%	12.3%	20.1%	37.5%	18.5%	11.5%	11.7%	28.6%	27.9%	31.8%
PROGRAMMES IN MALTESE	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.8%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
MORE INFORMATION ON												
EU.....	4	2	2	0	1	2	1	0	0	1	1	2
.....	.4%	.4%	.4%	.0%	.5%	.5%	.6%	.0%	.0%	.4%	.4%	.7%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	25.0%	25.0%	50.0%
MORE PLAYS IN MALTESE	59	13	46	1	7	23	15	13	4	13	22	20
.....	6.1%	2.7%	9.2%	.9%	3.4%	6.3%	8.4%	11.4%	3.0%	4.7%	7.9%	6.9%
.....	100%	22.0%	78.0%	1.7%	11.9%	39.0%	25.4%	22.0%	6.8%	22.0%	37.3%	33.9%
OLD FILMS.....	10	3	7	1	0	3	1	5	4	1	2	3
.....	1.0%	.6%	1.4%	.9%	.0%	.8%	.6%	4.4%	3.0%	.4%	.7%	1.0%
.....	100%	30.0%	70.0%	10.0%	.0%	30.0%	10.0%	50.0%	40.0%	10.0%	20.0%	30.0%
FILMS IN MALTESE.....	2	0	2	0	0	2	0	0	0	0	1	1
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
MORE FILMS.....	37	23	14	6	9	12	6	4	10	7	14	6
.....	3.8%	4.9%	2.8%	5.4%	4.4%	3.3%	3.4%	3.5%	7.5%	2.5%	5.1%	2.1%
.....	100%	62.2%	37.8%	16.2%	24.3%	32.4%	16.2%	10.8%	27.0%	18.9%	37.8%	16.2%
MORE DISCUSSION												
PROGRAMMES.....	19	6	13	0	6	6	5	2	2	10	5	2
.....	1.9%	1.3%	2.6%	.0%	2.9%	1.6%	2.8%	1.8%	1.5%	3.6%	1.8%	.7%
.....	100%	31.6%	68.4%	.0%	31.6%	31.6%	26.3%	10.5%	10.5%	52.6%	26.3%	10.5%
QUIZZES.....	12	2	10	0	1	5	4	2	1	3	4	4
.....	1.2%	.4%	2.0%	.0%	.5%	1.4%	2.2%	1.8%	.8%	1.1%	1.4%	1.4%
.....	100%	16.7%	83.3%	.0%	8.3%	41.7%	33.3%	16.7%	8.3%	25.0%	33.3%	33.3%
CARTOONS.....	7	4	3	4	1	2	0	0	0	2	3	2

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%	3.6%	.5%	.5%	.0%	.0%	.0%	.7%	1.1%	.7%
.....	100%	57.1%	42.9%	57.1%	14.3%	28.6%	.0%	.0%	.0%	28.6%	42.9%	28.6%
HOUSEHOLD RELATED PROGRAMMES: COOKING, SEWING ETC.....	22	3	19	1	2	10	6	3	3	5	7	7
.....	2.3%	.6%	3.8%	.9%	1.0%	2.7%	3.4%	2.6%	2.3%	1.8%	2.5%	2.4%
.....	100%	13.6%	86.4%	4.5%	9.1%	45.5%	27.3%	13.6%	13.6%	22.7%	31.8%	31.8%
CHILDREN'S PROGRAMMES	15	6	9	5	5	5	0	0	3	3	1	8
.....	1.5%	1.3%	1.8%	4.5%	2.5%	1.4%	.0%	.0%	2.3%	1.1%	.4%	2.8%
.....	100%	40.0%	60.0%	33.3%	33.3%	33.3%	.0%	.0%	20.0%	20.0%	6.7%	53.3%
CONTEMPORARY MUSIC....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MORE SPORTS.....	31	29	2	8	8	10	4	1	4	6	12	9
.....	3.2%	6.1%	.4%	7.1%	3.9%	2.7%	2.2%	.9%	3.0%	2.2%	4.3%	3.1%
.....	100%	93.5%	6.5%	25.8%	25.8%	32.3%	12.9%	3.2%	12.9%	19.4%	38.7%	29.0%
DOCUMENTARIES/HISTORY /CULTURE/TRAVEL PROGRAMMES.....	55	34	21	1	13	25	10	6	11	17	19	8
.....	5.6%	7.2%	4.2%	.9%	6.4%	6.8%	5.6%	5.3%	8.3%	6.2%	6.9%	2.8%
.....	100%	61.8%	38.2%	1.8%	23.6%	45.5%	18.2%	10.9%	20.0%	30.9%	34.5%	14.5%
MORE COMEDY.....	13	5	8	1	3	4	1	4	4	5	1	3
.....	1.3%	1.1%	1.6%	.9%	1.5%	1.1%	.6%	3.5%	3.0%	1.8%	.4%	1.0%
.....	100%	38.5%	61.5%	7.7%	23.1%	30.8%	7.7%	30.8%	30.8%	38.5%	7.7%	23.1%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	44	22	22	4	14	19	4	3	9	17	12	6
.....	4.5%	4.6%	4.4%	3.6%	6.9%	5.2%	2.2%	2.6%	6.8%	6.2%	4.3%	2.1%
.....	100%	50.0%	50.0%	9.1%	31.8%	43.2%	9.1%	6.8%	20.5%	38.6%	27.3%	13.6%
MORE YOUTH PROGRAMMES	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%

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
MORE MUSIC.....	9	6	3	1	4	1	1	2	2	3	4	0
.....	.9%	1.3%	.6%	.9%	2.0%	.3%	.6%	1.8%	1.5%	1.1%	1.4%	.0%
.....	100%	66.7%	33.3%	11.1%	44.4%	11.1%	11.1%	22.2%	22.2%	33.3%	44.4%	.0%
MORE RELIGIOUS PROGRAMMES.....	4	2	2	0	0	1	3	0	0	3	1	0
.....	.4%	.4%	.4%	.0%	.0%	.3%	1.7%	.0%	.0%	1.1%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	25.0%	75.0%	.0%	.0%	75.0%	25.0%	.0%
MORE GHANA.....	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%
MORE MALTESE SOAP OPERAS/SERIALS....	35	10	25	3	7	14	8	3	2	8	12	13
.....	3.6%	2.1%	5.0%	2.7%	3.4%	3.8%	4.5%	2.6%	1.5%	2.9%	4.3%	4.5%
.....	100%	28.6%	71.4%	8.6%	20.0%	40.0%	22.9%	8.6%	5.7%	22.9%	34.3%	37.1%
MORE VARIETY PROGRAMMES.....	7	4	3	1	1	3	1	1	1	1	2	3
.....	.7%	.8%	.6%	.9%	.5%	.8%	.6%	.9%	.8%	.4%	.7%	1.0%
.....	100%	57.1%	42.9%	14.3%	14.3%	42.9%	14.3%	14.3%	14.3%	14.3%	28.6%	42.9%
HEALTH PROGRAMMES....	7	0	7	0	1	5	1	0	0	4	2	1
.....	.7%	.0%	1.4%	.0%	.5%	1.4%	.6%	.0%	.0%	1.4%	.7%	.3%
.....	100%	.0%	100%	.0%	14.3%	71.4%	14.3%	.0%	.0%	57.1%	28.6%	14.3%
BETTER QUALITY PROGRAMMES.....	2	2	0	0	0	2	0	0	1	0	1	0
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.8%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%
ENVIRONMENTAL AWARENESS PROGRAMMES.....	8	5	3	0	3	2	2	1	1	2	2	3
.....	.8%	1.1%	.6%	.0%	1.5%	.5%	1.1%	.9%	.8%	.7%	.7%	1.0%
.....	100%	62.5%	37.5%	.0%	37.5%	25.0%	25.0%	12.5%	12.5%	25.0%	25.0%	37.5%
CURRENT AFFAIRS.....	3	3	0	0	2	0	1	0	1	1	1	0
.....	.3%	.6%	.0%	.0%	1.0%	.0%	.6%	.0%	.8%	.4%	.4%	.0%
.....	100%	100%	.0%	.0%	66.7%	.0%	33.3%	.0%	33.3%	33.3%	33.3%	.0%

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
F'IDEJN												
L-IMHALLEF-LIKE												
PROGRAMMES.....	4	0	4	0	1	0	2	1	0	4	0	0
.....	.4%	.0%	.8%	.0%	.5%	.0%	1.1%	.9%	.0%	1.4%	.0%	.0%
.....	100%	.0%	100%	.0%	25.0%	.0%	50.0%	25.0%	.0%	100%	.0%	.0%
REPEAT POPULAR												
PROGRAMMES.....	2	0	2	0	0	1	1	0	0	2	0	0
.....	.2%	.0%	.4%	.0%	.0%	.3%	.6%	.0%	.0%	.7%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%
MORE NEWS IN ENGLISH.												
.....	6	1	5	0	3	2	1	0	5	1	0	0
.....	.6%	.2%	1.0%	.0%	1.5%	.5%	.6%	.0%	3.8%	.4%	.0%	.0%
.....	100%	16.7%	83.3%	.0%	50.0%	33.3%	16.7%	.0%	83.3%	16.7%	.0%	.0%
LESS POLITICS.....												
.....	22	18	4	1	3	12	4	2	5	6	5	6
.....	2.3%	3.8%	.8%	.9%	1.5%	3.3%	2.2%	1.8%	3.8%	2.2%	1.8%	2.1%
.....	100%	81.8%	18.2%	4.5%	13.6%	54.5%	18.2%	9.1%	22.7%	27.3%	22.7%	27.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 7.1: Daily Radio Average Audience Share – 2nd Quarter 2002
Basis: All lots when Station is transmitting

	RM	RP /106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE
Monday	1.62	0.62	1.47	0.89	0.15	0.93	1.69	0.25	0.29	0.01	0.16	0.43	91.66
Tuesday	1.14	0.50	1.37	0.55	0.15	1.37	1.81	0.17	0.47	0.00	0.11	0.56	92.05
Wednesday	1.16	0.88	2.53	1.04	0.04	1.18	2.19	0.21	0.55	0.00	0.02	0.47	90.01
Thursday	0.79	0.86	3.07	1.50	0.12	0.94	2.22	0.67	0.47	0.01	0.08	0.41	89.18
Friday	0.90	0.84	2.35	1.01	0.24	0.95	1.60	0.63	0.40	0.01	0.06	0.84	90.33
Saturday	0.79	0.61	1.64	0.77	0.17	0.64	1.18	0.35	0.86	0.03	0.04	0.76	92.26
Sunday	0.79	0.45	1.10	0.79	0.20	0.44	1.16	0.04	0.52	0.06	0.00	0.27	94.27
Daily Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53	91.40

Table 7.2: Daily Radio Peak Audience Share – 1st Quarter 2001

	RM	RP	SUPER 1	101	IS	BAY	RTK	MASH	ALYPSO	CAMPUS	FM BRONJA	CAPITAL
Monday	5.59	2.10	5.24	3.85	0.70	3.50	4.90	0.70	1.40	0.35	0.70	1.40
Tuesday	4.90	1.75	4.20	2.10	0.70	4.90	5.94	0.35	1.75	0.00	0.70	1.75
Wednesday	3.85	2.80	7.34	3.50	0.35	4.20	5.59	0.70	1.75	0.00	0.35	2.10
Thursday	2.80	2.45	10.14	4.55	1.05	2.80	5.59	2.10	1.75	0.35	0.70	1.75
Friday	3.15	2.45	9.44	3.15	1.40	3.15	4.90	2.10	1.40	0.35	0.35	2.80
Saturday	3.85	2.10	4.90	2.80	1.05	2.10	4.20	1.05	3.15	0.35	0.35	3.50
Sunday	2.45	1.40	3.15	2.80	0.70	2.45	3.85	0.35	1.75	0.35	0.00	1.05
Highest Peak	5.59	2.80	10.14	4.55	1.40	4.90	5.94	2.10	3.15	0.35	0.70	3.50

Table 7.3: Weekly Average Audience Levels: 2nd Quarter 2002
(Computed on the basis of available time-slot for each station)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53

Table 7.4: Weekly Average Audience Levels: 2nd Quarter 2002
(Computed on the basis of audiences between 6.00 a.m. - midnight)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.37	0.90	2.57	1.25	0.21	1.23	1.94	0.44	0.68	0.02	0.09	0.71

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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100-1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1130-1200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1200-1230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1230-1300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1300-1330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1330-1400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1400-1430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
1430-1500	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1500-1530	1.40	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	97.90	100
1530-1600	1.05	0.35	0.35	0.70	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	96.50	100
1600-1630	2.10	0.70	0.70	1.75	0.00	2.10	1.75	0.00	0.35	0.00	0.00	0.35	90.21	100
1630-1700	2.10	0.70	1.05	2.10	0.00	2.10	1.75	0.00	0.35	0.00	0.00	0.35	89.51	100
1700-1730	4.55	1.40	3.50	2.10	0.35	2.45	3.15	0.70	1.40	0.00	0.35	0.70	79.37	100
1730-1800	4.20	1.40	4.20	2.45	0.70	1.75	4.20	0.70	0.35	0.00	0.35	1.05	78.67	100
1800-1830	4.20	2.10	5.24	2.80	0.70	2.80	4.55	0.70	0.35	0.00	0.35	1.05	75.17	100
1830-1900	4.20	1.40	4.90	3.15	0.70	2.80	4.90	0.70	0.35	0.00	0.35	1.40	75.17	100
1900-1930	4.90	1.75	5.24	3.85	0.70	3.50	4.90	0.70	0.35	0.00	0.70	1.40	72.03	100
1930-2000	5.24	1.40	4.90	3.50	0.70	3.50	4.90	0.70	0.35	0.00	0.70	1.40	72.73	100
2000-2030	5.24	1.05	3.85	2.80	0.35	2.80	4.90	0.70	0.35	0.00	0.70	1.40	75.87	100
2030-2100	5.59	1.05	4.20	2.80	0.00	2.45	4.90	0.70	0.70	0.00	0.70	1.05	75.87	100
2100-2130	5.24	1.05	4.20	2.45	0.00	2.10	3.85	0.70	0.35	0.00	0.35	1.05	78.67	100
2130-2200	3.15	1.05	4.55	1.75	0.35	1.40	1.75	0.70	0.35	0.00	0.00	1.40	83.57	100
2200-2230	2.80	1.05	3.85	1.05	0.35	1.40	1.40	0.70	0.35	0.00	0.00	1.05	86.01	100
2230-2300	3.15	1.05	2.45	1.40	0.35	1.05	0.70	0.70	0.35	0.00	0.00	1.05	87.76	100
2300-2330	2.10	1.40	1.75	1.40	0.35	1.75	1.05	0.70	0.35	0.00	0.00	0.70	88.46	100
2330-2400	1.75	1.05	1.40	1.05	0.35	1.40	1.05	0.70	0.35	0.00	0.00	0.70	90.21	100
2400-2430	1.40	1.40	0.70	1.05	0.35	1.40	1.75	0.70	0.35	0.00	0.00	0.70	90.21	100
2430-2500	1.40	1.40	0.70	0.70	0.35	1.05	2.10	0.70	0.35	0.00	0.00	0.70	90.56	100
2500-2530	2.10	1.05	1.05	0.70	0.35	0.70	2.80	0.70	0.35	0.35	0.00	0.70	89.16	100
2530-2600	2.45	1.05	1.40	0.70	0.00	0.35	2.80	0.35	0.35	0.00	0.00	0.70	89.86	100
2600-2630	1.75	0.70	2.10	1.05	0.00	0.70	2.80	0.00	0.35	0.00	0.00	0.35	90.21	100
2630-2700	1.75	0.70	2.10	0.70	0.00	0.70	2.10	0.00	0.35	0.00	0.00	0.35	91.26	100
2700-2730	1.05	0.70	1.40	0.35	0.00	0.70	2.10	0.00	0.70	0.00	0.00	0.35	92.66	100
2730-2800	1.40	0.35	0.70	0.35	0.00	1.05	1.40	0.00	0.70	0.00	0.00	0.35	93.71	100
2800-2830	1.05	0.35	0.35	0.00	0.00	0.70	1.40	0.00	0.35	0.00	0.35	0.35	95.10	100
2830-2900	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	98.60	100
2900-2930	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.35	0.00	98.25	100
2930-3000	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.70	0.00	97.55	100
3000-3030	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	98.25	100
3030-3100	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	97.90	100
3100-3130	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	97.90	100
3130-3200	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	98.60	100
3200-3230	0.00	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
3230-3300	0.00	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
average	1.62	0.62	1.47	0.89	0.15	0.93	1.69	0.25	0.29	0.01	0.16	0.43	91.66	
maximum	5.59	2.10	5.24	3.85	0.70	3.50	4.90	0.70	1.40	0.35	0.70	1.40	100.00	
std. dev.	1.81	0.58	1.73	1.12	0.23	1.04	1.67	0.33	0.27	0.05	0.24	0.50	8.79	
average for 0600- 2400 hrs	2.15	0.83	1.95	1.18	0.19	1.24	2.02	0.34	0.39	0.01	0.21	0.57	88.91	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	DALYPS	CAMPU	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	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	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	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
0600	0.35	0.00	0.35	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0630	0.35	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
0700	0.70	0.00	2.45	0.35	0.35	2.10	1.05	0.00	0.35	0.00	0.00	1.40	91.26	100
0730	0.70	0.35	3.15	0.35	0.00	2.10	1.40	0.00	0.70	0.00	0.00	1.40	89.86	100
0800	2.10	1.05	4.20	0.35	0.35	2.45	2.80	0.00	1.75	0.00	0.35	1.05	83.57	100
0830	1.75	1.05	4.20	0.35	0.35	3.15	3.50	0.35	1.40	0.00	0.35	1.05	82.52	100
0900	2.10	1.75	3.85	1.40	0.35	4.90	4.55	0.35	1.40	0.00	0.35	1.40	77.62	100
0930	2.45	1.40	3.85	1.40	0.35	4.20	5.59	0.35	1.40	0.00	0.70	1.75	76.57	100
1000	3.85	1.40	4.20	1.40	0.70	3.50	5.94	0.35	1.75	0.00	0.35	1.40	75.17	100
1030	3.85	1.05	3.85	1.40	0.70	3.85	5.59	0.35	1.40	0.00	0.35	1.40	76.22	100
1100	3.85	1.05	2.45	1.75	0.70	3.50	5.59	0.35	1.40	0.00	0.35	1.40	77.62	100
1130	4.20	0.70	2.45	2.10	0.35	2.80	5.59	0.35	1.40	0.00	0.35	1.05	78.67	100
NOON	4.90	0.70	3.85	1.75	0.35	2.45	3.50	0.35	1.40	0.00	0.00	1.05	79.72	100
1230	3.15	1.05	3.85	1.05	0.35	2.45	1.75	0.35	1.05	0.00	0.00	1.05	83.92	100
1300	2.45	1.40	2.80	0.70	0.35	2.45	2.10	0.35	1.05	0.00	0.00	1.05	85.31	100
1330	2.80	1.40	2.10	0.70	0.35	2.10	1.75	0.35	1.05	0.00	0.00	1.05	86.36	100
1400	2.45	1.75	1.05	0.35	0.35	2.10	2.10	0.35	0.70	0.00	0.00	1.05	87.76	100
1430	1.40	1.75	0.35	0.35	0.35	2.45	2.10	0.35	0.70	0.00	0.00	1.05	89.16	100
1500	1.40	1.05	1.05	0.35	0.35	2.45	2.10	0.35	0.35	0.00	0.00	1.05	89.51	100
1530	1.40	0.00	1.05	0.70	0.35	2.10	2.10	0.35	0.35	0.00	0.00	1.05	90.56	100
1600	1.75	0.00	1.05	1.40	0.35	2.80	3.15	0.35	0.35	0.00	0.00	0.70	88.11	100
1630	1.75	0.00	1.40	1.40	0.00	2.10	2.80	0.35	0.35	0.00	0.00	1.40	88.46	100
1700	1.75	0.00	1.75	1.75	0.00	1.75	2.10	0.35	0.35	0.00	0.00	1.05	89.16	100
1730	1.05	0.00	1.75	1.75	0.00	1.75	1.40	0.35	0.35	0.00	0.00	0.70	90.91	100
1800	0.70	0.35	2.10	1.05	0.00	1.40	1.40	0.35	0.35	0.00	0.00	0.00	92.31	100
1830	0.70	0.35	1.40	0.35	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.00	94.76	100
1900	0.70	0.35	1.05	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.70	0.00	95.45	100
1930	0.35	0.35	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.70	0.35	96.15	100
2000	0.00	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.35	97.55	100
2030	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	98.60	100
2100	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	97.90	100
2200	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	98.60	100
2230	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
2330	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
average	1.14	0.50	1.37	0.55	0.15	1.37	1.81	0.17	0.47	0.00	0.11	0.56	92.05	
maximum	4.90	1.75	4.20	2.10	0.70	4.90	5.94	0.35	1.75	0.00	0.70	1.75	100.00	
std. dev.	1.37	0.56	1.44	0.63	0.21	1.37	1.84	0.17	0.57	0.00	0.20	0.59	8.01	
average for 0600- 2400 hrs	1.52	0.67	1.82	0.74	0.20	1.83	2.02	0.22	0.62	0.00	0.15	0.75	89.46	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	99.30	100
0230	0.00	0.00	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	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	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	0.00	0.00	100.00	100
0430	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.00	0.35	0.35	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	97.55	100
0600	0.00	0.35	0.35	0.35	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.35	97.20	100
0630	0.00	0.00	1.05	1.05	0.00	0.00	1.75	0.00	0.35	0.00	0.00	0.70	95.10	100
0700	1.05	0.35	2.80	1.05	0.35	0.70	2.10	0.35	0.35	0.00	0.00	1.05	89.86	100
0730	1.75	1.05	3.50	1.05	0.35	1.05	2.45	0.35	0.35	0.00	0.00	1.05	87.06	100
0800	2.45	1.40	5.94	2.10	0.00	1.75	3.85	0.35	1.40	0.00	0.00	0.70	80.07	100
0830	2.80	1.40	5.94	2.10	0.00	2.45	3.85	0.35	1.75	0.00	0.00	1.05	78.32	100
0900	3.50	2.10	6.29	2.80	0.00	3.15	4.55	0.35	1.75	0.00	0.00	1.05	74.48	100
0930	3.85	2.10	6.99	2.80	0.00	3.50	4.55	0.35	1.75	0.00	0.00	1.75	72.38	100
1000	3.85	2.80	6.64	3.15	0.00	3.15	5.24	0.35	1.75	0.00	0.00	2.10	70.98	100
1030	3.85	2.45	5.59	3.15	0.00	3.85	5.59	0.35	1.75	0.00	0.00	1.40	72.03	100
1100	3.85	2.80	5.59	3.50	0.00	4.20	4.90	0.70	1.40	0.00	0.00	1.40	71.68	100
1130	3.50	2.80	6.29	3.15	0.00	3.15	4.90	0.70	1.40	0.00	0.00	0.70	73.43	100
NOON	3.85	2.80	5.94	3.15	0.00	2.45	4.90	0.70	1.05	0.00	0.00	0.70	74.48	100
1230	2.45	2.45	7.34	1.05	0.00	2.45	3.50	0.70	0.70	0.00	0.00	0.70	78.67	100
1300	1.75	2.45	6.64	1.40	0.00	2.45	3.15	0.70	0.00	0.00	0.00	0.70	80.77	100
1330	1.75	2.10	4.20	1.75	0.00	2.45	2.80	0.70	0.00	0.00	0.00	0.70	83.57	100
1400	1.75	2.10	4.20	1.75	0.00	2.10	2.80	0.35	0.00	0.00	0.00	0.70	84.27	100
1430	1.75	2.45	3.50	1.40	0.00	2.10	2.10	0.35	0.35	0.00	0.00	0.70	85.31	100
1500	1.40	1.05	3.15	1.75	0.00	2.10	2.80	0.35	0.35	0.00	0.00	0.70	86.36	100
1530	1.40	1.05	3.15	1.40	0.00	2.10	2.80	0.35	0.70	0.00	0.00	0.35	86.71	100
1600	1.75	1.05	3.15	1.05	0.00	2.45	3.15	0.00	0.70	0.00	0.00	0.35	86.36	100
1630	1.40	1.05	3.50	1.05	0.00	2.10	3.15	0.00	0.70	0.00	0.00	0.70	86.36	100
1700	0.70	0.70	4.55	1.75	0.00	1.75	3.15	0.00	0.70	0.00	0.00	0.70	86.01	100
1730	0.35	0.35	4.20	1.75	0.00	1.05	2.10	0.00	1.05	0.00	0.00	0.35	88.81	100
1800	0.35	0.35	3.50	1.40	0.35	0.70	1.40	0.35	0.70	0.00	0.00	0.00	90.91	100
1830	0.70	0.00	2.80	1.40	0.35	0.35	0.70	0.35	0.70	0.00	0.00	0.00	92.66	100
1900	0.70	0.00	1.40	0.70	0.00	0.35	0.70	0.35	0.70	0.00	0.00	0.35	94.76	100
1930	0.00	0.35	0.70	0.35	0.00	0.35	0.70	0.35	0.35	0.00	0.00	0.35	96.50	100
2000	1.40	0.00	0.00	0.35	0.35	0.35	0.35	0.35	0.35	0.00	0.35	0.00	96.15	100
2030	0.35	0.00	0.00	0.35	0.35	1.05	0.00	0.00	0.70	0.00	0.35	0.35	96.50	100
2100	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.35	0.35	97.20	100
2130	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	97.90	100
2200	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	97.55	100
2230	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	98.25	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.16	0.88	2.53	1.04	0.04	1.18	2.19	0.21	0.55	0.00	0.02	0.47	90.01	
maximum	3.85	2.80	7.34	3.50	0.35	4.20	5.59	0.70	1.75	0.00	0.35	2.10	100.00	
std. dev.	1.32	0.99	2.52	1.09	0.12	1.27	1.71	0.24	0.58	0.00	0.08	0.50	9.61	
average for 0600- 2400 hrs	1.54	1.15	3.36	1.39	0.06	1.57	2.37	0.28	0.73	0.00	0.03	0.63	86.89	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGH	0.00	0.00	0.00	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0100	0.00	0.00	0.00	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	0.00	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	97.90	100
0600	0.00	0.35	1.05	0.35	0.00	0.00	2.10	0.00	0.00	0.35	0.00	0.00	95.80	100
0630	0.35	0.35	1.75	1.05	0.00	0.70	2.45	0.00	0.35	0.00	0.00	0.00	93.01	100
0700	0.70	1.05	4.55	1.75	0.00	1.75	3.85	1.05	0.35	0.00	0.00	0.35	84.62	100
0730	1.75	1.40	5.24	1.75	0.00	0.70	3.15	1.05	0.35	0.00	0.00	1.05	83.57	100
0800	2.45	1.40	8.04	3.15	0.35	1.75	4.20	1.40	0.35	0.00	0.00	1.40	75.52	100
0830	2.10	1.40	8.39	2.45	0.70	1.40	4.20	1.05	0.70	0.00	0.00	1.40	76.22	100
0900	2.45	2.45	8.74	3.50	0.35	2.10	4.55	1.40	1.05	0.00	0.00	1.75	71.68	100
0930	2.80	2.10	9.79	4.20	0.35	1.75	5.24	1.40	1.75	0.00	0.00	1.40	69.23	100
1000	2.80	2.45	10.14	4.20	0.35	2.45	5.59	1.75	1.75	0.00	0.00	1.40	67.13	100
1030	2.80	2.45	9.09	4.20	0.35	2.10	5.59	1.75	1.75	0.00	0.35	0.70	68.88	100
1100	2.80	2.45	8.39	4.55	0.35	2.45	5.24	2.10	1.75	0.00	0.35	0.70	68.88	100
1130	2.80	2.10	8.39	3.85	0.35	2.80	5.24	1.75	1.75	0.00	0.35	0.70	69.93	100
NOON	2.45	2.10	8.04	4.55	0.70	2.45	4.90	2.10	1.75	0.00	0.35	0.70	69.93	100
1230	1.75	1.75	9.44	2.80	1.05	2.10	2.80	2.10	1.40	0.00	0.35	0.70	73.78	100
1300	1.05	1.75	8.39	2.45	0.70	2.10	2.80	2.10	0.70	0.00	0.70	0.70	76.57	100
1330	1.05	1.75	5.59	3.15	0.00	1.05	2.10	2.10	1.05	0.00	0.35	0.70	81.12	100
1400	0.70	1.05	3.50	3.50	0.00	1.05	1.40	1.40	0.70	0.00	0.35	0.70	85.66	100
1430	0.35	1.40	3.50	3.15	0.00	1.05	1.75	1.40	0.70	0.00	0.00	0.70	86.01	100
1500	0.35	1.05	3.15	3.15	0.00	1.05	2.10	1.40	0.35	0.00	0.00	0.70	86.71	100
1530	1.05	1.05	2.45	2.10	0.00	1.05	2.10	1.05	0.35	0.00	0.00	0.35	88.46	100
1600	0.70	0.70	2.45	1.75	0.00	1.40	3.15	1.05	0.70	0.00	0.00	0.35	87.76	100
1630	0.70	0.35	2.45	1.40	0.00	1.40	3.15	0.35	0.35	0.00	0.35	0.35	89.16	100
1700	0.70	1.40	3.50	1.75	0.00	1.40	2.45	0.35	0.35	0.00	0.35	0.70	87.06	100
1730	0.70	1.75	3.85	1.75	0.35	1.40	2.45	0.35	0.35	0.00	0.00	0.70	86.36	100
1800	0.70	1.40	3.50	2.10	0.00	2.10	1.75	0.70	0.35	0.00	0.00	0.35	87.06	100
1830	0.70	1.40	1.40	1.40	0.00	1.75	1.75	0.35	0.35	0.00	0.00	0.35	90.56	100
1900	0.70	0.70	0.70	1.05	0.00	0.70	2.10	0.35	0.35	0.00	0.00	0.35	93.01	100
1930	0.35	0.70	0.35	0.35	0.00	0.70	0.70	0.35	0.35	0.00	0.00	0.35	95.80	100
2000	0.00	0.70	0.00	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
2030	0.00	0.35	0.00	0.35	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	98.25	100
2100	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.79	0.86	3.07	1.50	0.12	0.94	2.22	0.67	0.47	0.01	0.08	0.41	89.18	
maximum	2.80	2.45	10.14	4.55	1.05	2.80	5.59	2.10	1.75	0.35	0.70	1.75	100.00	
std. dev.	0.98	0.85	3.49	1.55	0.24	0.87	1.84	0.76	0.58	0.05	0.16	0.48	11.14	
average for 0800- 2400 hrs	1.05	1.15	4.08	2.00	0.17	1.23	2.48	0.89	0.63	0.01	0.11	0.54	85.66	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPU:	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGH	0.00	0.00	0.00	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	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	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	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	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	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	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	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	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	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	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0600	0.00	0.00	0.70	0.35	0.00	0.00	1.75	0.00	0.00	0.35	0.00	0.35	96.50	100
0630	0.70	0.00	2.10	0.70	0.00	0.35	1.75	0.00	0.00	0.00	0.00	1.05	93.36	100
0700	1.05	0.70	3.15	0.70	0.35	0.35	3.15	0.70	0.35	0.00	0.00	1.05	88.46	100
0730	1.05	0.35	3.85	1.05	0.00	0.35	3.85	0.70	0.70	0.00	0.00	1.75	86.36	100
0800	2.80	0.70	5.24	1.75	0.70	1.05	3.15	1.05	1.05	0.00	0.00	1.75	80.77	100
0830	2.45	1.40	4.90	2.45	1.05	1.40	3.50	1.05	0.35	0.00	0.00	2.45	79.02	100
0900	2.80	1.40	5.59	2.45	1.40	2.80	4.55	1.40	1.05	0.00	0.35	2.45	73.78	100
0930	2.80	1.75	6.64	2.45	1.40	2.80	4.90	1.75	1.40	0.00	0.35	2.45	71.33	100
1000	3.15	1.75	6.99	2.45	1.05	3.15	4.90	1.75	1.40	0.00	0.35	2.80	70.28	100
1030	2.80	2.10	8.39	2.10	1.05	2.80	4.55	1.75	1.40	0.00	0.35	2.80	69.93	100
1100	2.80	2.45	7.69	2.10	0.70	2.80	4.20	1.75	1.05	0.00	0.35	2.45	71.68	100
1130	3.15	2.10	8.74	2.45	0.35	2.80	3.15	2.10	0.70	0.00	0.35	2.45	71.68	100
NOON	3.15	2.10	9.44	3.15	0.00	2.10	2.80	2.10	0.35	0.00	0.35	2.10	72.38	100
1230	2.45	1.75	8.39	2.45	0.70	1.40	2.10	1.75	0.35	0.00	0.00	1.75	76.92	100
1300	2.45	1.75	6.29	2.80	0.70	1.40	1.40	1.75	0.35	0.00	0.35	1.75	79.02	100
1330	2.10	2.10	2.80	2.10	0.35	1.40	1.40	1.75	0.70	0.00	0.00	1.40	83.92	100
1400	1.05	1.75	3.15	2.45	0.35	1.40	1.05	1.75	0.70	0.00	0.00	1.40	84.97	100
1430	0.70	1.05	3.15	2.10	0.35	1.40	1.75	1.40	0.70	0.00	0.00	1.05	86.36	100
1500	1.05	1.05	2.10	1.75	0.35	1.05	1.75	1.40	0.70	0.00	0.00	1.05	87.76	100
1530	1.05	1.05	2.10	1.75	0.00	1.05	2.10	1.40	0.70	0.00	0.00	0.70	88.11	100
1600	0.70	1.75	1.40	1.40	0.00	2.10	1.75	1.40	1.05	0.00	0.00	1.05	87.41	100
1630	0.70	1.40	1.05	1.40	0.00	2.45	1.40	0.70	0.70	0.00	0.00	0.35	89.86	100
1700	0.35	2.45	1.75	1.40	0.00	1.75	1.05	0.70	0.35	0.00	0.00	0.35	89.86	100
1730	0.35	2.10	2.80	1.40	0.35	1.75	0.70	0.35	0.35	0.00	0.00	0.35	89.51	100
1800	0.35	1.75	2.45	1.40	0.00	1.40	1.75	0.00	0.70	0.00	0.00	0.35	89.86	100
1830	0.35	1.05	1.05	1.05	0.00	1.40	1.40	0.00	0.70	0.00	0.00	0.35	92.66	100
1900	0.35	0.70	0.00	0.70	0.00	0.70	1.40	0.00	0.70	0.00	0.00	0.35	95.10	100
1930	0.35	0.35	0.00	0.35	0.35	0.70	1.05	0.00	0.35	0.00	0.00	0.35	96.15	100
2000	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	1.05	96.85	100
2030	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
2100	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.90	0.84	2.35	1.01	0.24	0.95	1.60	0.63	0.40	0.01	0.06	0.84	90.33	
maximum	3.15	2.45	9.44	3.15	1.40	3.15	4.90	2.10	1.40	0.35	0.35	2.80	100.00	
std. dev.	1.13	0.84	2.90	1.03	0.39	1.00	1.54	0.76	0.43	0.05	0.13	0.92	10.18	
average for 0600- 2400 hrs	1.19	1.13	3.14	1.35	0.32	1.27	1.90	0.84	0.53	0.01	0.08	1.12	87.11	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	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	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	0.00	0.00	0.35	99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0200	0.00	0.00	0.00	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	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	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	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	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	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	0.00	0.35	98.95	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	98.95	100
0600	0.00	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	1.05	96.85	100
0630	0.35	0.35	1.05	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	1.05	95.45	100
0700	1.05	0.00	2.45	0.35	0.00	0.00	1.40	0.35	1.05	0.00	0.00	1.05	92.31	100
0730	1.05	0.00	3.15	1.05	0.00	0.00	2.10	0.35	1.40	0.00	0.00	1.05	89.86	100
0800	2.10	0.70	3.15	1.40	0.70	0.35	2.80	0.70	2.10	0.00	0.00	1.05	84.97	100
0830	2.10	1.05	3.85	1.75	0.35	1.05	3.15	0.70	1.75	0.00	0.00	1.05	83.22	100
0900	3.85	1.05	3.85	1.75	0.70	1.75	3.50	0.70	2.10	0.00	0.00	1.40	79.37	100
0930	3.85	1.05	4.20	2.80	0.70	1.75	3.50	0.70	2.10	0.00	0.00	1.75	77.62	100
1000	3.15	1.05	4.55	2.80	0.70	2.10	4.20	0.70	3.15	0.00	0.00	3.50	74.13	100
1030	2.80	1.40	3.85	2.45	1.05	1.40	3.85	0.70	2.80	0.00	0.00	3.50	76.22	100
1100	2.45	1.75	4.55	2.80	1.05	1.75	3.85	0.70	2.80	0.00	0.00	3.50	74.83	100
1130	1.75	2.10	4.90	2.80	0.70	1.75	3.15	0.35	2.80	0.00	0.00	3.15	76.57	100
NOON	1.40	1.40	4.90	2.80	0.70	1.75	3.50	0.70	2.80	0.00	0.00	2.45	77.62	100
1230	1.05	1.05	3.85	2.10	0.35	1.75	1.75	0.70	2.10	0.00	0.00	2.10	83.22	100
1300	1.40	1.05	3.15	2.45	0.00	1.75	0.70	1.05	1.05	0.00	0.00	1.75	85.66	100
1330	1.40	1.05	2.80	1.75	0.00	1.75	0.35	1.05	1.05	0.00	0.00	0.70	88.11	100
1400	1.05	1.40	2.80	0.70	0.00	1.75	0.70	1.05	1.40	0.00	0.00	0.70	88.46	100
1430	1.05	1.40	3.15	0.35	0.00	1.40	0.70	0.70	1.40	0.00	0.00	0.70	89.16	100
1500	1.05	1.75	2.80	0.70	0.00	1.40	1.05	0.70	1.40	0.00	0.35	0.70	88.11	100
1530	0.70	1.40	2.10	0.70	0.00	1.75	0.70	0.35	1.40	0.00	0.35	1.05	89.51	100
1600	0.70	1.40	2.10	0.70	0.35	1.40	0.70	0.35	1.75	0.35	0.35	1.05	88.81	100
1630	0.70	1.05	1.40	0.70	0.00	1.40	0.70	0.35	1.05	0.35	0.35	0.35	91.61	100
1700	0.35	1.05	2.45	0.70	0.00	1.05	0.70	0.35	1.05	0.35	0.35	0.35	91.26	100
1730	0.35	0.70	3.15	0.70	0.00	1.05	0.35	0.35	0.70	0.35	0.35	0.00	91.96	100
1800	0.35	0.70	1.75	0.70	0.00	0.00	1.05	0.35	0.70	0.00	0.00	0.00	94.41	100
1830	0.70	0.70	1.05	0.00	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	95.80	100
1900	0.00	0.70	0.35	0.00	0.00	0.00	1.05	0.35	0.35	0.00	0.00	0.00	97.20	100
1930	0.00	0.70	0.35	0.00	0.00	0.35	0.70	0.35	0.35	0.00	0.00	0.00	97.20	100
2000	0.00	1.05	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	97.20	100
2030	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	98.60	100
2100	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2200	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2230	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.79	0.61	1.64	0.77	0.17	0.64	1.18	0.35	0.86	0.03	0.04	0.76	92.26	
maximum	3.85	2.10	4.90	2.80	1.05	2.10	4.20	1.05	3.15	0.35	0.35	3.50	100.00	
std. dev.	1.02	0.62	1.70	0.96	0.30	0.77	1.30	0.32	0.98	0.10	0.12	1.01	8.18	
average for 0600- 2400 hrs	1.06	0.82	2.19	1.03	0.23	0.85	1.39	0.47	1.15	0.04	0.06	0.97	89.75	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	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	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	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	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0600	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
0630	1.05	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0700	1.75	0.00	0.70	1.40	0.00	0.35	1.05	0.00	0.35	0.00	0.00	0.00	94.41	100
0730	1.40	0.00	1.40	1.75	0.00	0.35	1.75	0.00	0.35	0.00	0.00	0.00	93.01	100
0800	2.10	0.35	2.10	1.75	0.70	0.35	2.10	0.00	1.05	0.00	0.00	0.70	88.81	100
0830	1.75	0.70	2.10	1.75	0.35	0.35	2.45	0.00	0.70	0.00	0.00	0.35	89.51	100
0900	1.75	1.05	2.45	1.05	0.35	1.05	2.45	0.00	0.70	0.00	0.00	0.70	88.46	100
0930	1.75	1.05	2.10	1.40	0.35	1.05	2.80	0.00	0.70	0.00	0.00	0.70	88.11	100
1000	2.10	1.40	3.15	2.45	0.35	2.45	2.80	0.00	1.05	0.35	0.00	1.05	82.87	100
1030	2.10	1.05	3.15	2.10	0.35	2.45	3.50	0.00	1.40	0.35	0.00	1.05	82.52	100
1100	2.10	0.70	2.80	2.80	0.35	2.10	3.50	0.00	1.40	0.35	0.00	1.05	82.87	100
1130	2.10	1.05	2.80	2.80	0.35	2.10	3.50	0.35	1.40	0.35	0.00	1.05	82.17	100
NOON	2.45	0.70	3.15	2.10	0.35	1.75	3.85	0.00	1.75	0.35	0.00	1.05	82.52	100
1230	2.45	0.70	2.80	1.40	0.35	1.40	1.75	0.00	1.40	0.35	0.00	1.05	86.36	100
1300	1.75	0.70	2.80	1.75	0.35	0.35	1.75	0.00	0.70	0.35	0.00	0.70	88.81	100
1330	1.75	0.35	2.45	1.40	0.35	0.35	1.75	0.00	0.70	0.00	0.00	0.70	90.21	100
1400	1.40	0.70	1.75	1.05	0.35	0.70	1.05	0.00	0.70	0.00	0.00	0.35	91.96	100
1430	1.40	1.05	1.05	0.70	0.00	0.35	0.70	0.00	0.70	0.00	0.00	0.35	93.71	100
1500	0.70	1.40	1.05	0.70	0.35	0.35	0.70	0.00	1.05	0.00	0.00	0.35	93.36	100
1530	0.70	1.40	1.40	1.40	0.35	0.00	0.35	0.00	1.05	0.00	0.00	0.70	92.66	100
1600	1.05	1.40	1.75	1.75	0.70	0.35	0.35	0.00	1.40	0.00	0.00	0.70	90.56	100
1630	1.05	1.05	1.40	1.40	0.35	0.35	0.70	0.00	0.70	0.00	0.00	0.35	92.66	100
1700	1.05	1.05	1.40	1.40	0.70	0.35	0.70	0.00	1.40	0.00	0.00	0.00	91.96	100
1730	1.05	1.05	1.75	1.05	0.35	0.35	0.35	0.00	1.40	0.00	0.00	0.00	92.66	100
1800	0.35	1.05	1.05	0.70	0.35	0.70	0.70	0.00	0.70	0.00	0.00	0.00	94.41	100
1830	0.35	1.05	1.05	0.70	0.35	0.00	0.70	0.00	0.70	0.00	0.00	0.00	95.10	100
1900	0.00	0.35	0.70	0.70	0.35	0.00	1.05	0.00	0.70	0.00	0.00	0.00	96.15	100
1930	0.00	0.00	0.70	0.35	0.35	0.00	1.75	0.00	0.35	0.00	0.00	0.00	96.50	100
2000	0.00	0.35	0.70	0.00	0.35	0.35	0.70	0.00	0.35	0.00	0.00	0.00	97.20	100
2030	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	98.60	100
2100	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
2130	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	98.95	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.35	0.00	0.00	97.90	100
2300	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	98.25	100
2330	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
average	0.79	0.45	1.10	0.79	0.20	0.44	1.16	0.04	0.52	0.06	0.00	0.27	94.27	
maximum	2.45	1.40	3.15	2.80	0.70	2.45	3.85	0.35	1.75	0.35	0.00	1.05	100.00	
std. dev.	0.85	0.51	1.05	0.86	0.21	0.67	1.08	0.11	0.54	0.13	0.00	0.39	5.62	
average for 0600- 2400 hrs	1.05	0.60	1.47	1.05	0.26	0.58	1.41	0.05	0.70	0.08	0.00	0.36	92.40	

**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 (2nd Quarter 2002) – All Available Slots

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.84	2.25	1.27	0.78	0.13	0.46	1.91	0.19	0.00	0.00	1.58	88.88
Tuesday	1.97	1.63	1.32	0.34	0.07	0.96	2.07	0.21	0.39	0.00	2.11	89.06
Wednesday	2.10	1.87	1.06	0.47	0.06	1.11	2.32	0.15	0.20	0.00	1.86	88.98
Thursday	1.51	3.34	1.48	0.64	0.11	1.18	2.26	0.11	0.03	0.02	1.36	88.19
Friday	7.56	1.72	0.86	0.38	0.13	0.49	1.12	0.04	0.00	0.00	1.53	86.31
Saturday	1.88	1.93	1.11	0.42	0.44	0.70	1.93	0.12	0.00	0.00	1.84	89.77
Sunday	3.36	1.91	1.59	0.29	0.06	0.92	2.08	0.09	0.01	0.00	1.75	88.03
Daily Averag	3.03	2.09	1.24	0.47	0.14	0.83	1.96	0.13	0.09	0.00	1.72	88.46

Table 8.2 Daily Peak TV Audience Share (2nd Quarter, 2002)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	35.31	18.88	13.29	2.80	1.05	2.80	10.14	1.05	0.00	0.00	10.14
Tuesday	29.02	14.34	9.09	1.75	0.70	6.99	12.24	2.10	4.20	0.00	9.44
Wednesday	30.07	14.34	9.79	2.10	0.70	8.04	15.03	1.05	1.05	0.00	9.79
Thursday	25.87	26.22	14.69	2.10	0.70	8.74	10.84	0.35	0.70	0.35	7.69
Friday	55.59	16.08	10.49	1.75	0.70	1.40	5.24	0.35	0.00	0.00	4.90
Saturday	21.33	14.69	10.49	1.05	2.80	3.85	10.14	0.35	0.00	0.00	6.64
Sunday	25.52	17.83	15.38	1.05	0.70	3.50	11.89	0.70	0.35	0.00	5.24
Highest Peak	55.59	26.22	15.38	2.80	2.80	8.74	15.03	2.10	4.20	0.35	10.14

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.35	98.95	100
0100	0.00	0.00	0.00		0.35	0.00	0.00	0.00	0.00		0.35	99.30	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	0.00		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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0730	0.00	0.35	0.00		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0830	0.00	0.35	0.35		0.00	0.00	0.35	0.35	0.00		0.35	98.25	100
0900	0.00	0.35	0.35		0.00	0.00	0.70	0.35	0.00		0.70	97.55	100
0930	0.00	0.70	0.35	0.70	0.00	0.00	1.40	0.35	0.00	0.00	0.70	95.80	100
1000	0.00	0.70	0.35	1.05	0.00	0.00	1.40	0.35	0.00	0.00	0.35	95.80	100
1030	0.35	0.35	0.35	1.40	0.00	0.00	1.05	0.35	0.00	0.00	0.35	95.80	100
1100	0.00	0.35	0.35	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.35	97.20	100
1130	0.00	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.35	97.55	100
NOON	0.00	0.70	0.35	0.35	0.00	0.35	0.70	0.35	0.00	0.00	1.05	96.15	100
1230	0.00	0.35	0.70	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.70	96.85	100
1300	0.35	0.35	0.70	1.40	0.00	0.70	1.05	0.00	0.00	0.00	1.05	94.41	100
1330	1.05	0.70	1.05	1.75	0.00	0.35	0.70	0.00	0.00	0.00	1.05	93.36	100
1400	0.70	1.75	1.40	2.45	0.35	0.35	2.45	0.00	0.00	0.00	1.05	89.51	100
1430	0.70	1.40	1.40	2.45	0.35	0.70	2.80	0.00	0.00	0.00	0.70	89.51	100
1500	1.05	1.40	1.40	2.80	0.70	0.70	2.10	0.00	0.00	0.00	0.70	89.16	100
1530	0.70	1.40	1.05	2.45	1.05	0.70	1.75	0.35	0.00	0.00	2.10	88.46	100
1600	0.35	1.40	3.50	1.75	0.35	0.00	1.75	0.35	0.00	0.00	2.45	88.11	100
1630	0.00	0.70	3.50	0.70	0.35	0.00	1.75	0.00	0.00	0.00	2.10	90.91	100
1700	0.00	0.70	3.15	0.00	0.00	0.00	2.45	0.00	0.00	0.00	1.75	91.96	100
1730	0.00	1.05	3.50	0.00	0.00	0.35	2.10	0.00	0.00	0.00	2.10	90.91	100
1800	1.05	1.05	2.10	0.35	0.00	0.70	2.10	0.00	0.00	0.00	2.45	90.21	100
1830	1.05	1.75	2.80	0.35	0.00	0.70	1.75	0.00	0.00	0.00	2.45	89.16	100
1900	1.40	1.40	2.80	0.35	0.00	0.70	2.10	0.00	0.00	0.00	1.40	89.86	100
1930	1.75	18.88	3.15	0.70	0.00	0.35	2.45	0.00	0.00	0.00	1.05	71.68	100
1945	1.40	10.84	13.29	0.70	0.00	0.35	2.45	0.00	0.00	0.00	0.70	70.28	100
2000	35.31	9.79	4.55	0.70	0.00	0.70	4.90	0.35	0.00	0.00	1.75	41.96	100
2030	25.52	16.43	3.50	0.35	0.00	2.80	9.44	0.70	0.00	0.00	6.29	34.97	100
2100	21.68	13.99	1.75	0.35	0.00	1.75	10.14	1.05	0.00	0.00	9.44	39.86	100
2130	18.53	8.39	1.40	0.35	0.00	2.10	9.09	1.05	0.00	0.00	10.14	48.95	100
2200	12.59	5.24	1.05	0.00	0.70	2.45	8.04	1.05	0.00	0.00	8.74	60.14	100
2230	6.64	5.24	1.05	0.00	0.70	2.45	6.99	1.05	0.00	0.00	6.64	69.23	100
2300	5.24	1.40	0.70	0.00	0.35	1.75	4.20	0.70	0.00		4.20	81.47	100
2330	1.75	0.35	0.35	0.00	0.35	0.70	2.10	0.00	0.00		1.05	93.36	100
Tot. Avg.	2.84	2.25	1.27	0.78	0.13	0.46	1.91	0.19	0.00	0.00	1.58	88.88	
maximum	35.31	18.88	13.29	2.80	1.05	2.80	10.14	1.05	0.00	0.00	10.14	100.00	
std. dev.	7.23	4.37	2.14	0.82	0.24	0.72	2.59	0.32	0.00	0.00	2.46	16.72	
Band 1	0.03	0.29	0.17	0.77	0.00	0.03	0.58	0.20	0.00	0.00	0.26	98.11	
Band 2	0.50	1.05	1.90	1.25	0.22	0.42	1.70	0.07	0.00	0.00	1.55	91.33	
Band 3	11.98	8.36	3.05	0.32	0.19	1.46	5.63	0.54	0.00	0.00	4.67	63.80	
	3.76	2.98	1.68	0.83	0.14	0.60	2.50	0.26	0.00	0.00	2.06	85.34	

**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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	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	0.00		0.35	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	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	0.35	0.00	0.00		0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0600	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00		0.00	99.30	100
0630	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	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	0.35	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.70	0.00		0.00	0.00	0.00	0.35	0.00		0.00	98.95	100
0830	0.00	0.35	0.00		0.00	0.00	0.00	0.35	0.00		0.35	98.95	100
0900	0.00	1.05	0.00		0.00	0.00	0.35	0.35	0.00		0.70	97.55	100
0930	0.00	0.70	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.70	97.55	100
1000	0.00	0.70	0.00	0.00	0.70	0.00	1.05	0.35	0.00	0.00	1.40	95.80	100
1030	0.00	0.35	0.00	0.00	0.70	0.00	0.70	0.35	0.00	0.00	1.40	96.50	100
1100	0.00	0.35	0.00	0.35	0.70	0.70	0.70	0.35	0.00	0.00	2.80	94.06	100
1130	0.00	0.35	0.00	0.35	0.70	0.70	1.05	0.35	0.00	0.00	2.80	93.71	100
NOON	0.35	0.70	0.35	0.70	0.00	1.05	1.05	0.00	0.00	0.00	2.45	93.36	100
1230	0.35	1.40	0.70	0.70	0.00	1.05	1.75	0.35	0.00	0.00	1.75	91.96	100
1300	1.05	1.05	0.35	0.35	0.00	0.70	2.10	0.00	0.00	0.00	1.05	93.36	100
1330	0.70	2.10	1.05	1.05	0.00	0.35	2.10	0.00	0.00	0.00	1.05	91.61	100
1400	0.70	2.10	1.05	1.05	0.00	0.70	2.45	0.00	0.00	0.00	1.75	90.21	100
1430	1.05	1.75	1.05	1.40	0.00	1.05	2.80	0.00	0.00	0.00	1.75	89.16	100
1500	1.05	1.05	1.05	1.75	0.00	0.70	2.45	0.35	0.00	0.00	1.75	89.86	100
1530	0.70	1.40	1.75	1.40	0.35	0.35	2.45	0.35	0.00	0.00	1.75	89.51	100
1600	0.00	1.05	3.50	0.35	0.35	0.00	1.40	0.35	0.35	0.00	2.45	90.21	100
1630	0.00	0.70	3.85	0.35	0.00	0.00	1.40	0.00	0.35	0.00	3.15	90.21	100
1700	0.70	0.70	3.85	0.35	0.00	0.35	1.75	0.00	0.00	0.00	3.15	89.16	100
1730	0.70	1.05	3.85	0.35	0.00	0.35	2.10	0.00	0.00	0.00	2.80	88.81	100
1800	1.05	1.40	3.15	0.00	0.00	1.05	2.45	0.00	0.00	0.00	2.45	88.46	100
1830	1.05	0.70	2.45	0.00	0.00	1.40	2.10	0.00	0.00	0.00	2.45	89.86	100
1900	1.05	1.05	2.80	0.00	0.00	1.40	2.80	0.00	0.00	0.00	3.15	87.76	100
1930	1.05	14.34	3.15	0.00	0.00	0.35	1.75	0.35	0.00	0.00	2.45	76.57	100
1945	1.40	7.69	9.09	0.00	0.00	0.35	1.05	0.35	0.00	0.00	3.50	76.57	100
2000	29.02	7.34	3.15	0.35	0.00	0.70	5.94	0.00	0.00	0.00	5.94	47.55	100
2030	17.48	6.29	2.80	0.00	0.00	3.50	11.54	0.70	2.80	0.00	8.39	46.50	100
2100	13.99	5.94	3.85	0.00	0.00	5.59	12.24	2.10	3.50	0.00	9.44	43.36	100
2130	11.54	4.90	3.85	0.00	0.00	5.94	10.14	0.70	4.20	0.00	9.09	49.65	100
2200	8.04	3.85	3.85	0.00	0.00	6.99	9.09	0.70	3.50	0.00	8.39	55.59	100
2230	2.10	3.15	2.80	0.00	0.00	6.29	7.34	0.70	2.80	0.00	6.64	68.18	100
2300	1.05	1.40	1.40	0.00	0.00	4.55	3.50	0.35	1.40		4.20	82.17	100
2330	0.35	0.35	0.00	0.00	0.00	0.70	0.70	0.00	0.00		1.40	96.50	100
Tot. Avg.	1.97	1.63	1.32	0.34	0.07	0.96	2.07	0.21	0.39	0.00	2.11	89.06	
maximum	29.02	14.34	9.09	1.75	0.70	6.99	12.24	2.10	4.20	0.00	9.44	100.00	
std. dev.	5.29	2.65	1.85	0.48	0.20	1.78	2.99	0.35	1.04	0.00	2.53	15.32	
Band 1	0.00	0.47	0.00	0.14	0.23	0.15	0.50	0.23	0.00	0.00	0.84	97.52	
Band 2	0.67	1.22	2.00	0.70	0.05	0.65	2.02	0.10	0.05	0.00	2.12	90.41	
Band 3	7.91	5.12	3.34	0.03	0.00	3.31	6.01	0.54	1.65	0.00	5.69	66.40	
	2.61	2.14	1.75	0.36	0.09	1.28	2.71	0.27	0.51	0.00	2.77	85.58	

**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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	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		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	0.35	0.00	0.00		0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0600	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0630	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0700	0.70	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0730	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0800	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0900	0.35	0.00	0.00		0.00	0.00	0.70	0.00	0.35		0.70	97.90	100
0930	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.35	0.00	1.05	97.20	100
1000	0.35	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.35	0.00	2.45	95.45	100
1030	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.35	0.00	2.45	95.80	100
1100	0.00	0.35	0.00	0.00	0.70	0.70	1.05	0.00	0.35	0.00	2.45	94.41	100
1130	0.00	0.35	0.00	0.00	0.70	1.05	1.05	0.00	0.35	0.00	2.45	94.06	100
NOON	0.70	0.70	0.00	0.00	0.00	1.40	1.75	0.00	0.35	0.00	2.45	92.66	100
1230	0.35	0.70	0.35	0.35	0.00	1.75	1.40	0.00	0.35	0.00	0.70	94.06	100
1300	1.05	1.05	0.70	0.70	0.00	1.05	1.05	0.00	0.35	0.00	0.70	93.36	100
1330	0.70	2.10	0.70	1.05	0.00	0.35	1.05	0.00	0.35	0.00	1.05	92.66	100
1400	1.05	3.15	1.05	1.05	0.00	0.35	2.80	0.00	0.00	0.00	1.75	88.81	100
1430	1.05	2.80	1.05	1.40	0.00	0.35	3.15	0.00	0.00	0.00	1.75	88.46	100
1500	1.05	2.45	0.70	2.10	0.00	0.35	2.10	0.35	0.00	0.00	1.75	89.16	100
1530	0.35	2.45	1.05	1.75	0.00	0.70	2.10	0.35	0.00	0.00	1.40	89.86	100
1600	0.00	1.40	2.45	0.70	0.00	1.05	2.80	0.35	0.00	0.00	1.75	89.51	100
1630	0.00	1.05	2.80	0.70	0.00	0.70	2.80	0.00	0.00	0.00	2.10	89.86	100
1700	0.00	0.70	2.80	0.35	0.00	1.05	2.80	0.00	0.00	0.00	2.80	89.51	100
1730	0.35	0.70	2.45	0.35	0.00	1.05	1.75	0.00	0.00	0.00	2.45	90.91	100
1800	1.05	1.05	2.45	0.35	0.00	1.40	2.80	0.00	0.00	0.00	1.05	89.86	100
1830	0.35	1.40	2.45	0.35	0.00	1.05	2.45	0.00	0.35	0.00	1.05	90.56	100
1900	0.70	1.05	3.15	0.00	0.00	1.05	2.45	0.35	0.35	0.00	1.40	89.51	100
1930	1.40	14.34	2.45	0.00	0.00	0.00	1.75	0.35	0.35	0.00	1.75	77.62	100
1945	1.75	11.19	9.79	0.35	0.00	0.00	2.80	0.35	0.00	0.00	1.05	72.73	100
2000	30.07	9.09	3.15	1.40	0.00	0.70	4.90	0.35	0.00	0.00	3.15	47.20	100
2030	16.78	7.34	2.10	1.05	0.00	3.50	12.24	0.70	0.70	0.00	6.29	49.30	100
2100	11.89	6.99	2.45	0.35	0.00	6.99	15.03	1.05	1.05	0.00	9.44	44.76	100
2130	10.84	6.29	2.45	0.00	0.00	7.69	13.64	0.70	1.05	0.00	9.79	47.55	100
2200	8.39	4.90	2.10	0.00	0.00	8.04	12.24	0.70	1.05	0.00	9.44	53.15	100
2230	6.99	4.20	1.40	0.00	0.00	5.24	7.69	0.70	1.05	0.00	8.04	64.69	100
2300	2.10	2.10	1.05	0.00	0.00	4.90	2.80	0.70	0.35		4.90	81.12	100
2330	0.70	0.35		0.00	0.00	2.10	0.70	0.35	0.00		1.40	94.06	100
Tot. Avg.	2.10	1.87	1.06	0.47	0.06	1.11	2.32	0.15	0.20	0.00	1.86	88.98	
maximum	30.07	14.34	9.79	2.10	0.70	8.04	15.03	1.05	1.05	0.00	9.79	100.00	
std. dev.	5.28	3.12	1.68	0.56	0.19	2.01	3.60	0.26	0.31	0.00	2.55	15.50	
Band 1	0.26	0.17	0.00	0.14	0.23	0.15	0.47	0.00	0.17	0.00	0.99	97.49	
Band 2	0.57	1.55	1.50	0.80	0.00	0.90	2.20	0.07	0.12	0.00	1.62	90.66	
Band 3	8.33	6.17	3.01	0.29	0.00	3.66	6.93	0.57	0.54	0.00	5.15	65.61	
	2.78	2.48	1.42	0.50	0.08	1.47	3.04	0.20	0.26	0.00	2.47	85.43	

**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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	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		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	0.35	0.00	0.00		0.00	99.65	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	0.00	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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0730	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0830	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00		1.05	98.60	100
0900	0.00	0.00	0.70		0.00	1.05	0.35	0.35	0.00		1.05	96.50	100
0930	0.00	0.00	1.05	0.00	0.00	1.05	1.05	0.35	0.00	0.00	1.05	95.45	100
1000	0.00	0.00	0.35	0.00	0.00	1.05	1.05	0.35	0.00	0.00	1.40	95.80	100
1030	0.00	0.00	0.35	0.00	0.00	1.05	0.70	0.35	0.00	0.00	1.05	96.50	100
1100	0.00	0.35	0.35	0.00	0.00	1.05	0.70	0.35	0.00	0.00	0.35	96.85	100
1130	0.00	0.35	0.35	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.00	97.55	100
NOON	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.35	97.55	100
1230	0.00	0.00	0.35	0.35	0.00	1.05	1.05	0.00	0.00	0.00	0.35	96.85	100
1300	0.70	0.35	1.05	1.05	0.70	1.05	1.05	0.00	0.00	0.00	0.00	94.06	100
1330	1.05	1.75	2.10	1.40	0.70	1.05	1.05	0.00	0.00	0.00	0.35	90.56	100
1400	1.40	3.50	1.75	1.75	0.70	1.05	2.80	0.00	0.00	0.00	1.05	86.01	100
1430	1.75	4.20	1.40	1.75	0.70	1.05	3.50	0.00	0.00	0.00	1.40	84.27	100
1500	1.40	4.55	1.40	2.10	0.35	0.35	3.85	0.00	0.00	0.00	1.05	84.97	100
1530	0.00	4.55	1.40	1.75	0.35	0.35	3.15	0.00	0.00	0.00	1.05	87.41	100
1600	0.35	2.80	1.40	1.75	0.00	0.00	3.50	0.00	0.00	0.35	0.70	89.16	100
1630	0.00	0.70	2.45	1.40	0.35	0.00	3.15	0.00	0.00	0.35	1.05	90.56	100
1700	0.00	1.05	2.80	0.70	0.35	0.35	1.75	0.00	0.00	0.00	1.40	91.61	100
1730	0.00	0.70	2.45	0.70	0.35	0.70	1.40	0.00	0.00	0.00	1.40	92.31	100
1800	0.70	0.70	2.80	1.05	0.35	1.40	1.75	0.00	0.00	0.00	1.40	89.86	100
1830	0.00	0.70	2.45	0.70	0.00	1.40	1.75	0.00	0.00	0.00	1.75	91.26	100
1900	0.00	1.05	3.15	0.35	0.00	1.40	2.80	0.35	0.00	0.00	3.15	87.76	100
1930	0.35	18.18	3.15	0.35	0.35	1.05	2.45	0.35	0.00	0.00	2.80	70.98	100
1945	0.35	12.59	14.69	0.35	0.00	0.70	1.75	0.35	0.00	0.00	2.45	66.78	100
2000	25.87	13.99	4.20	1.75	0.00	0.35	5.59	0.35	0.00	0.00	2.80	45.10	100
2030	10.84	24.13	4.90	1.05	0.00	2.10	10.14	0.00	0.35	0.00	5.94	40.56	100
2100	8.39	26.22	4.55	0.35	0.00	7.34	10.84	0.35	0.70	0.00	7.69	33.57	100
2130	8.04	18.88	4.20	0.00	0.00	8.39	10.84	0.35	0.35	0.00	6.64	42.31	100
2200	4.90	12.24	2.45	0.00	0.00	8.74	10.84	0.35	0.00	0.00	6.64	53.85	100
2230	3.50	6.64	1.75	0.00	0.00	6.64	9.44	0.35	0.00	0.00	5.59	66.08	100
2300	2.45	3.50	1.40	0.00	0.00	2.45	6.29	0.35	0.00		3.15	80.42	100
2330	0.70	0.00	0.35	0.00	0.00	1.05	4.20	0.35	0.00		0.35	93.01	100
Tot. Avg.	1.51	3.34	1.48	0.64	0.11	1.18	2.26	0.11	0.03	0.02	1.36	88.19	
maximum	25.87	26.22	14.69	2.10	0.70	8.74	10.84	0.35	0.70	0.35	7.69	100.00	
std. dev.	4.20	6.48	2.36	0.70	0.21	2.07	3.14	0.16	0.12	0.09	1.96	17.40	
Band 1	0.09	0.06	0.29	0.00	0.00	0.58	0.38	0.15	0.00	0.00	0.50	97.96	
Band 2	0.55	1.82	1.72	1.17	0.35	0.77	2.15	0.00	0.00	0.05	0.95	90.46	
Band 3	5.94	12.49	4.07	0.38	0.03	3.66	6.83	0.32	0.13	0.00	4.29	61.86	
	2.00	4.42	1.96	0.69	0.14	1.57	2.97	0.14	0.04	0.02	1.80	84.39	

**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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.35	0.00		0.00	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.35	0.00		0.00	99.65	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	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	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	0.00	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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0730	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0800	0.35	0.00	0.70		0.00	0.35	0.00	0.00	0.00		0.70	97.90	100
0830	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0900	0.00	0.00	0.35		0.00	0.35	0.35	0.00	0.00		0.70	98.25	100
0930	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	1.05	97.55	100
1000	0.00	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	1.75	96.50	100
1030	0.00	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	1.40	96.85	100
1100	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	1.40	97.55	100
1130	0.00	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00	1.75	96.85	100
NOON	0.35	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	2.45	95.80	100
1230	0.35	0.35	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.75	95.80	100
1300	0.35	0.35	0.35	1.40	0.35	1.05	1.40	0.00	0.00	0.00	1.75	93.01	100
1330	1.75	1.05	1.40	1.40	0.35	1.05	1.75	0.00	0.00	0.00	2.10	89.16	100
1400	2.45	1.40	1.40	1.75	0.35	0.70	2.80	0.00	0.00	0.00	3.15	86.01	100
1430	2.45	2.10	1.40	1.40	0.35	0.70	2.80	0.00	0.00	0.00	2.45	86.36	100
1500	1.75	2.45	1.40	1.40	0.35	0.70	3.50	0.00	0.00	0.00	2.45	86.01	100
1530	1.05	2.80	2.10	1.40	0.35	0.70	3.15	0.00	0.00	0.00	2.45	86.01	100
1600	0.35	1.75	2.45	0.70	0.35	0.70	2.45	0.00	0.00	0.00	2.10	89.16	100
1630	0.35	0.70	2.10	0.35	0.70	1.40	2.10	0.00	0.00	0.00	1.75	90.56	100
1700	0.35	0.35	1.75	0.35	0.70	1.05	1.05	0.00	0.00	0.00	1.40	93.01	100
1730	0.35	1.05	1.75	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.75	93.36	100
1800	1.40	0.70	1.40	0.00	0.70	0.70	0.70	0.00	0.00	0.00	2.80	91.61	100
1830	0.70	0.35	1.75	0.00	0.35	0.70	0.70	0.00	0.00	0.00	2.10	93.36	100
1900	1.05	0.70	2.10	0.00	0.35	0.35	1.40	0.00	0.00	0.00	2.45	91.61	100
1930	1.05	16.08	1.75	0.00	0.00	0.35	1.40	0.00	0.00	0.00	2.10	77.27	100
1945	1.05	8.04	10.49	0.00	0.00	0.35	1.40	0.00	0.00	0.00	1.40	77.27	100
2000	44.41	5.94	1.75	0.35	0.00	0.70	2.80	0.00	0.00	0.00	2.80	41.26	100
2030	51.75	6.64	0.70	0.35	0.00	1.05	5.24	0.35	0.00	0.00	2.80	31.12	100
2100	55.59	6.99	0.35	0.35	0.00	1.40	3.50	0.35	0.00	0.00	4.90	26.57	100
2130	54.90	6.99	0.35	0.35	0.00	0.70	3.50	0.35	0.00	0.00	4.90	27.97	100
2200	51.40	6.64	0.70	0.00	0.00	0.70	3.15	0.00	0.00	0.00	4.55	32.87	100
2230	48.60	5.24	0.35	0.00	0.00	0.70	2.45	0.00	0.00	0.00	3.85	38.81	100
2300	36.01	3.50	0.35	0.35	0.00	0.70	1.75	0.00	0.00		3.50	53.85	100
2330	9.79	1.75		0.35	0.00	0.35	1.05	0.00	0.00		1.05	85.66	100
Tot. Avg.	7.56	1.72	0.86	0.38	0.13	0.49	1.12	0.04	0.00	0.00	1.53	86.31	
maximum	55.59	16.08	10.49	1.75	0.70	1.40	5.24	0.35	0.00	0.00	4.90	100.00	
std. dev.	17.13	3.10	1.59	0.55	0.21	0.39	1.30	0.11	0.00	0.00	1.37	21.54	
Band 1	0.09	0.00	0.26	0.00	0.00	0.38	0.20	0.00	0.00	0.00	0.79	98.28	
Band 2	1.00	1.12	1.37	0.72	0.42	0.82	1.70	0.00	0.00	0.00	2.17	90.66	
Band 3	32.33	6.23	1.89	0.19	0.03	0.67	2.51	0.10	0.00	0.00	3.12	53.12	
	10.02	2.28	1.15	0.41	0.17	0.63	1.46	0.03	0.00	0.00	2.00	81.97	

**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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	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		0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	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	0.00	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	0.00		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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.70	98.95	100
0730	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.70	98.95	100
0800	0.70	0.00	0.35		0.00	0.00	0.00	0.00	0.00		0.70	98.25	100
0830	0.35	0.00	1.05		0.00	0.00	0.00	0.00	0.00		1.05	97.55	100
0900	0.35	0.00	1.40	0.00	0.00	0.00	0.35	0.35	0.00		0.70	96.85	100
0930	0.35	0.00	1.40	0.35	0.00	0.00	0.35	0.35	0.00		0.70	96.50	100
1000	0.35	0.00	1.40	0.35	0.00	0.70	0.70	0.35	0.00		1.05	95.10	100
1030	0.35	0.35	1.40	0.35	0.00	0.70	1.05	0.35	0.00		1.05	94.41	100
1100	0.35	0.35	0.70	0.35	0.00	0.70	1.05	0.00	0.00		1.05	95.45	100
1130	0.35	0.35	0.35	0.70	0.00	1.05	1.05	0.00	0.00		1.05	95.10	100
NOON	1.05	1.05	0.35	1.05	0.70	1.05	1.75	0.00	0.00		0.35	92.66	100
1230	1.05	1.40	0.00	1.05	0.70	0.70	1.05	0.00	0.00		0.35	93.71	100
1300	2.10	0.70	1.05	0.70	0.70	0.70	1.05	0.00	0.00		1.40	91.61	100
1330	2.45	2.45	1.40	1.05	1.05	1.05	1.05	0.00	0.00		1.40	88.11	100
1400	3.50	3.85	1.40	1.05	1.75	1.05	2.80	0.00	0.00		2.10	82.52	100
1430	3.85	4.20	1.05	1.05	2.45	1.05	3.50	0.35	0.00		2.80	79.72	100
1500	3.50	4.20	1.40	0.70	2.80	1.05	3.50	0.35	0.00		3.50	79.02	100
1530	3.85	3.85	1.40	0.70	2.45	1.05	3.15	0.35	0.00		3.50	79.72	100
1600	3.50	3.15	1.05	0.35	2.45	1.05	2.10	0.00	0.00		5.94	80.42	100
1630	3.50	2.10	1.05	0.70	2.10	1.05	2.10	0.35	0.00		5.24	81.82	100
1700	2.80	1.05	2.10	0.70	0.70	0.70	2.80	0.35	0.00		6.64	82.17	100
1730	2.10	0.70	2.10	0.70	0.35	0.70	1.75	0.35	0.00		5.94	85.31	100
1800	2.10	1.40	2.10	0.35	0.00	0.35	2.10	0.00	0.00		5.59	86.01	100
1830	1.05	1.05	1.75	0.35	0.00	0.70	1.75	0.00	0.00		4.20	89.16	100
1900	0.70	1.40	1.75	0.35	0.00	0.35	2.10	0.00	0.00	0.00	3.50	89.86	100
1930	1.05	14.69	1.75	0.00	0.00	0.00	1.40	0.00	0.00	0.00	2.45	78.67	100
1945	0.70	8.39	10.49	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.45	76.22	100
2000	21.33	5.94	2.45	0.00	0.35	1.05	4.20	0.35	0.00	0.00	3.15	61.19	100
2030	8.39	6.64	2.10	0.00	1.05	3.50	9.79	0.35	0.00	0.00	3.85	64.34	100
2100	5.94	7.69	2.45	0.00	1.05	3.85	9.79	0.35	0.00	0.00	3.85	65.03	100
2130	5.24	6.99	2.10	0.00	0.70	3.50	10.14	0.35	0.00	0.00	3.85	67.13	100
2200	3.50	5.59	2.10	0.00	0.35	3.15	7.69	0.35	0.00	0.00	3.15	74.13	100
2230	2.80	3.50	1.40	0.35	0.00	2.45	6.99	0.35	0.00	0.00	2.45	79.72	100
2300	2.10	1.75	0.35	0.35	0.00	0.70	4.55	0.00	0.00		2.10	88.11	100
2330	0.35	0.00		0.35	0.00	0.00	2.10	0.00	0.00		1.40	95.80	100
Tot. Avg.	1.88	1.93	1.11	0.42	0.44	0.70	1.93	0.12	0.00	0.00	1.84	89.77	
maximum	21.33	14.69	10.49	1.05	2.80	3.85	10.14	0.35	0.00	0.00	6.64	100.00	
std. dev.	3.35	2.97	1.60	0.36	0.78	0.98	2.67	0.17	0.00	0.00	1.89	10.96	
Band 1	0.32	0.09	0.67	0.35	0.00	0.26	0.38	0.12	0.00	-	0.73	97.26	
Band 2	2.60	2.22	1.30	0.75	1.30	0.87	2.17	0.15	0.00	-	3.50	85.14	
Band 3	4.74	5.69	2.69	0.13	0.32	1.72	5.44	0.22	0.00	0.00	2.92	76.38	
	2.49	2.56	1.48	0.45	0.59	0.93	2.56	0.16	0.00	0.00	2.43	86.47	

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.35	98.95	100
0100	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.35	99.30	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	0.00		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	99.65	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0700	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0730	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0800	0.70	0.35	0.00		0.00	0.35	0.35	0.00	0.00		0.35	97.90	100
0830	1.05	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.00	98.25	100
0900	4.55	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.00	94.41	100
0930	8.04	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.35	90.56	100
1000	13.29	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00		0.35	84.97	100
1030	15.38	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00		0.35	82.87	100
1100	16.08	0.35	0.00	0.00	0.35	0.00	0.70	0.00	0.00		1.05	81.47	100
1130	14.34	0.35	0.00	0.35	0.35	0.35	0.70	0.00	0.00		1.40	82.17	100
NOON	9.79	0.35	0.00	0.35	0.35	0.35	0.35	0.00	0.00		1.75	86.71	100
1230	4.55	0.70	0.00	0.70	0.00	0.35	0.70	0.00	0.00		1.75	91.26	100
1300	2.80	1.05	0.35	1.05	0.00	1.05	0.35	0.00	0.00		2.10	91.26	100
1330	2.10	1.75	0.35	1.05	0.00	1.05	1.05	0.00	0.00		1.75	90.91	100
1400	2.10	4.20	0.35	1.05	0.00	2.80	2.10	0.00	0.00		2.80	84.62	100
1430	2.10	4.90	0.35	1.05	0.00	2.45	2.45	0.00	0.00		2.45	84.27	100
1500	1.05	4.55	0.70	0.70	0.00	3.50	3.15	0.00	0.00		3.85	82.52	100
1530	0.70	2.80	0.35	0.70	0.00	3.50	3.15	0.00	0.00		4.20	84.62	100
1600	0.70	2.10	0.00	0.70	0.00	2.10	3.50	0.00	0.00		4.20	86.71	100
1630	0.70	2.10	0.00	0.70	0.00	2.10	3.50	0.00	0.00		4.20	86.71	100
1700	0.70	1.40	0.70	0.70	0.00	1.75	2.45	0.00	0.00		3.15	89.16	100
1730	1.05	0.70	1.05	0.70	0.00	2.10	2.10	0.00	0.00		2.80	89.51	100
1800	1.40	0.70	1.40	0.00	0.00	1.05	1.75	0.00	0.00		2.10	91.61	100
1830	1.05	0.70	1.05	0.00	0.00	1.05	1.05	0.00	0.00		1.75	93.36	100
1900	2.10	1.05	1.05	0.00	0.70	0.70	1.75	0.00	0.00	0.00	1.75	90.91	100
1930	2.10	17.83	1.40	0.00	0.00	1.05	1.40	0.00	0.00	0.00	2.10	74.13	100
1945	1.75	6.99	15.38	0.00	0.35	1.40	1.40	0.00	0.35	0.00	2.10	70.28	100
2000	25.52	5.94	9.09	0.00	0.00	1.05	3.50	0.00	0.00	0.00	3.15	51.75	100
2030	10.49	7.34	13.64	0.00	0.00	1.75	8.39	0.35	0.00	0.00	4.90	53.15	100
2100	5.94	6.99	12.94	0.00	0.00	2.10	11.89	0.70	0.00	0.00	5.24	54.20	100
2130	4.20	7.34	11.19	0.00	0.00	2.45	11.54	0.70	0.00	0.00	4.90	57.69	100
2200	2.80	5.24	3.50	0.00	0.00	2.80	10.14	0.70	0.00	0.00	4.90	69.93	100
2230	2.10	3.15	1.75	0.00	0.35	2.45	8.74	0.70	0.00	0.00	4.90	75.87	100
2300	2.10	1.05	1.40	0.00	0.35	2.10	5.94	0.35	0.00		3.85	82.87	100
2330	0.70	1.05	0.00	0.00	0.00	0.70	2.10	0.00	0.00		2.45	93.01	100
Tot. Avg.	3.36	1.91	1.59	0.29	0.06	0.92	2.08	0.09	0.01	0.00	1.75	88.03	
maximum	25.52	17.83	15.38	1.05	0.70	3.50	11.89	0.70	0.35	0.00	5.24	100.00	
std. dev.	5.34	3.22	3.78	0.39	0.15	1.06	3.02	0.21	0.05	0.00	1.70	13.02	
Band 1	6.18	0.15	0.00	0.05	0.06	0.12	0.50	0.06	0.00	-	0.44	92.48	
Band 2	2.20	2.00	0.47	0.67	0.02	1.80	1.97	0.00	0.00	-	2.77	88.09	
Band 3	5.44	5.82	6.48	0.00	0.16	1.68	6.07	0.32	0.03	0.00	3.66	70.34	
	4.45	2.53	2.11	0.31	0.08	1.22	2.71	0.11	0.01	0.00	2.28	84.24	

**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 8.3: Time Band 1 - TV Audience Average Share
0600 HRS -NOON

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	ATELLITE	NONE
Monday	0.03	0.29	0.17	0.77	0.00	0.03	0.58	0.20	0.00	0.00	0.26	98.11
Tuesday	0.00	0.47	0.00	0.14	0.23	0.15	0.50	0.23	0.00	0.00	0.84	97.52
Wednesday	0.26	0.17	0.00	0.14	0.23	0.15	0.47	0.00	0.17	0.00	0.99	97.49
Thursday	0.09	0.06	0.29	0.00	0.00	0.58	0.38	0.15	0.00	0.00	0.50	97.96
Friday	0.09	0.00	0.26	0.00	0.00	0.38	0.20	0.00	0.00	0.00	0.79	98.28
Saturday	0.32	0.09	0.67	0.35	0.00	0.26	0.38	0.12	0.00	-	0.73	97.26
Sunday	6.18	0.15	0.00	0.05	0.06	0.12	0.50	0.06	0.00	-	0.44	92.48
Daily Averag	0.99	0.17	0.20	0.21	0.07	0.24	0.43	0.11	0.02	0.00	0.65	97.02

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	ATELLITE	NONE
Monday	0.50	1.05	1.90	1.25	0.22	0.42	1.70	0.07	0.00	0.00	1.55	91.33
Tuesday	0.67	1.22	2.00	0.70	0.05	0.65	2.02	0.10	0.05	0.00	2.12	90.41
Wednesday	0.57	1.55	1.50	0.80	0.00	0.90	2.20	0.07	0.12	0.00	1.62	90.66
Thursday	0.55	1.82	1.72	1.17	0.35	0.77	2.15	0.00	0.00	0.05	0.95	90.46
Friday	1.00	1.12	1.37	0.72	0.42	0.82	1.70	0.00	0.00	0.00	2.17	90.66
Saturday	2.60	2.22	1.30	0.75	1.30	0.87	2.17	0.15	0.00	-	3.50	85.14
Sunday	2.20	2.00	0.47	0.67	0.02	1.80	1.97	0.00	0.00	-	2.77	88.09
Daily Averag	1.16	1.57	1.47	0.87	0.34	0.89	1.99	0.06	0.02	0.01	2.10	89.54

Table 8.5: Time Band 3 - TV Audience Average Share
1900 HRS - MIDNIGHT

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	ATELLITE	NONE
Monday	11.98	8.36	3.05	0.32	0.19	1.46	5.63	0.54	0.00	0.00	4.67	63.80
Tuesday	7.91	5.12	3.34	0.03	0.00	3.31	6.01	0.54	1.65	0.00	5.69	66.40
Wednesday	8.33	6.17	3.01	0.29	0.00	3.66	6.93	0.57	0.54	0.00	5.15	65.61
Thursday	5.94	12.49	4.07	0.38	0.03	3.66	6.83	0.32	0.13	0.00	4.29	61.86
Friday	32.33	6.23	1.89	0.19	0.03	0.67	2.51	0.10	0.00	0.00	3.12	53.12
Saturday	4.74	5.69	2.69	0.13	0.32	1.72	5.44	0.22	0.00	0.00	2.92	76.38
Sunday	5.44	5.82	6.48	0.00	0.16	1.68	6.07	0.32	0.03	0.00	3.66	70.34
Daily Averag	10.95	7.12	3.50	0.19	0.10	2.31	5.63	0.37	0.34	0.00	4.21	65.36

**Table 8.6: Audience Share Summary by Time-Band
(2nd Quarter 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	32.0	11.1	31.5
Super 1 TV	5.5	15.0	20.5
NET	6.5	14.0	10.1
Max Plus	6.8	8.3	0.5
Smash TV	2.3	3.2	0.3
Channel 12	0.6	0.2	1.0
Channel 22	0.0	0.1	0.0
RAI	7.8	8.5	6.7
Mediaset	13.9	19.0	16.2
Other Italian	3.6	0.6	1.1
Satellite Stations	21.0	20.0	12.1

**Table AC-1: Audience Share Summary by Time-Band
(All Stations, 2nd Quarter 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	32.0	11.1	31.5
Super 1 TV	5.5	15.0	20.5
NET	6.5	14.0	10.1
Max Plus	6.8	8.3	0.5
Smash TV	2.3	3.2	0.3
Channel 12	0.6	0.2	1.0
Channel 22	0.0	0.1	0.0
RAI	7.8	8.5	6.7
Mediaset	13.9	19.0	16.2
Other Italian	3.6	0.6	1.1
Satellite Stations*	21.0	20.0	12.1

**Note: Satellite stations can also be received via a dish antenna system.*

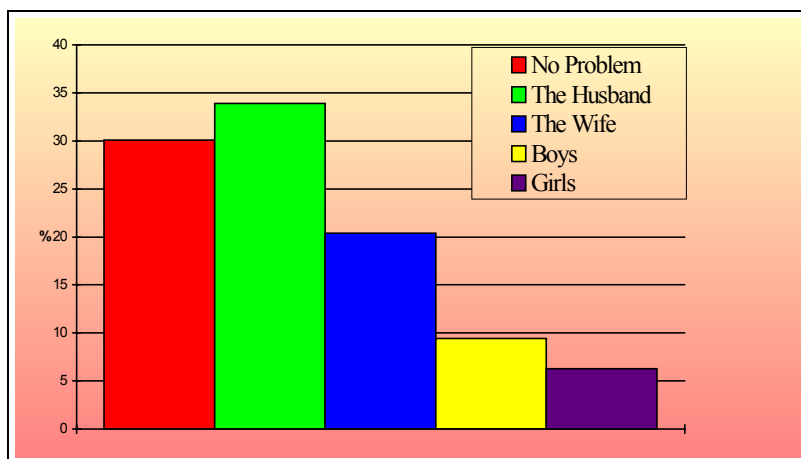


Figure 4.1: Who Decides which Channel is Selected in the Family

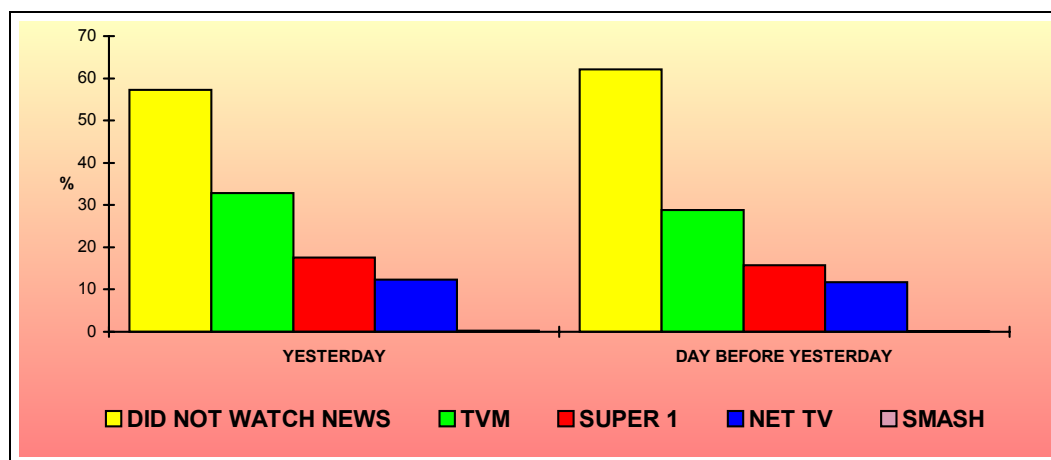


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

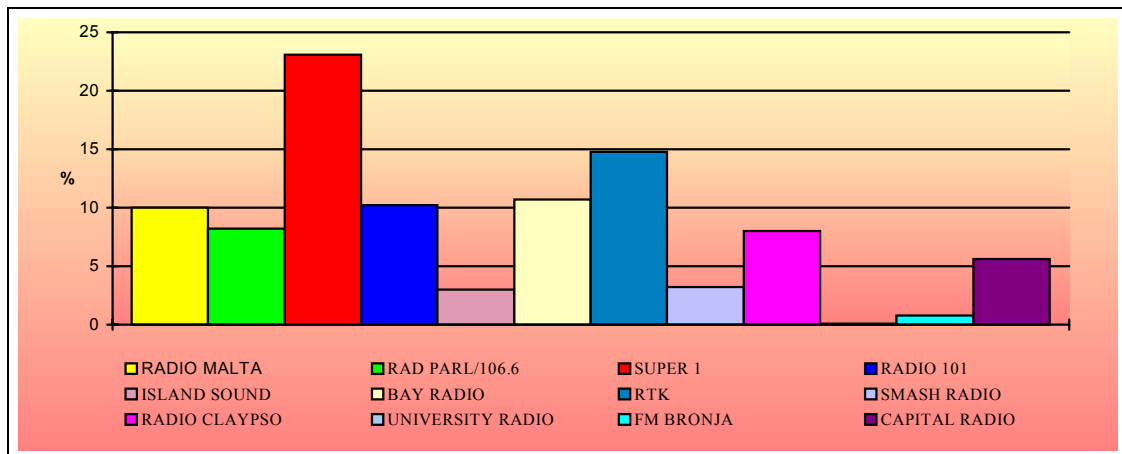
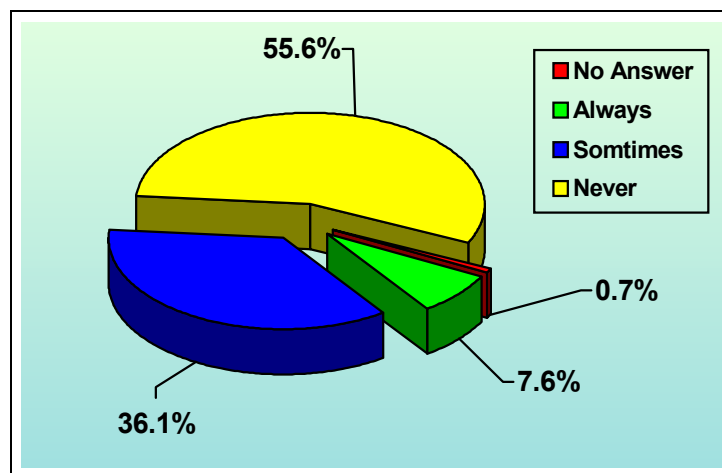


Fig 6.1: Overall Preference for 'Best Radio Station'



**Fig 6.2: Extent of Interest in Political
2002 (2nd Quarter)**

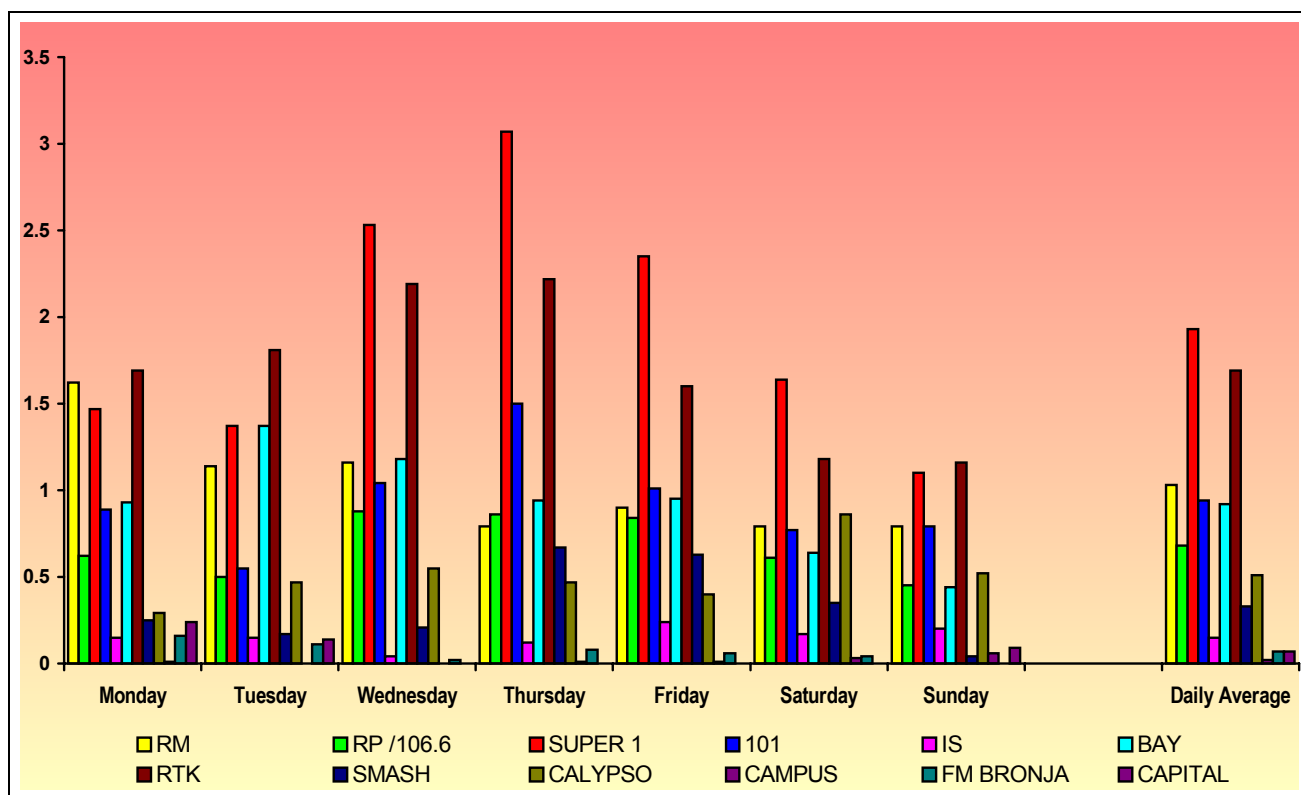


Figure 7.1: Daily Radio Average Audience Share 2nd Quarter 2002

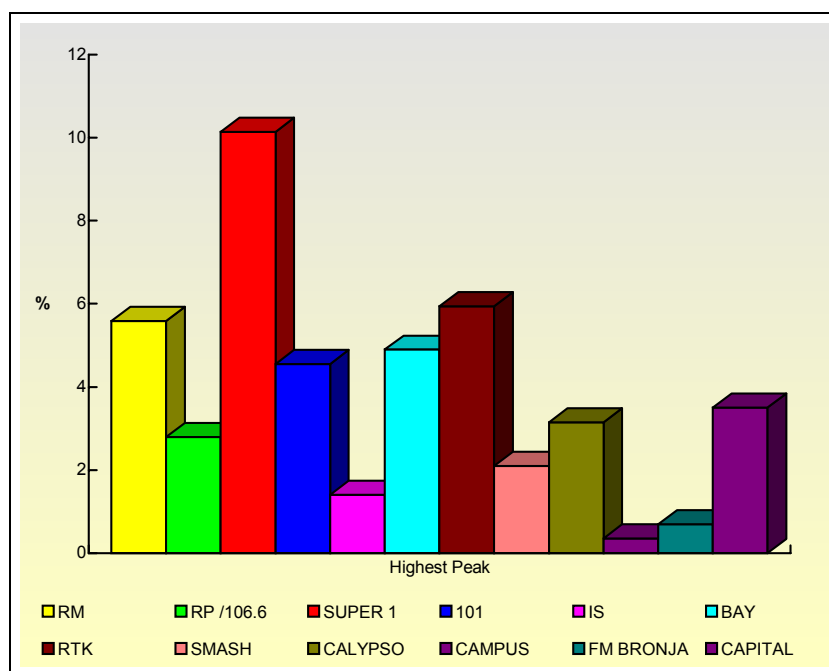


Figure 7.2: Highest Radio Station Peak Audience Share – 2nd Quarter 2002

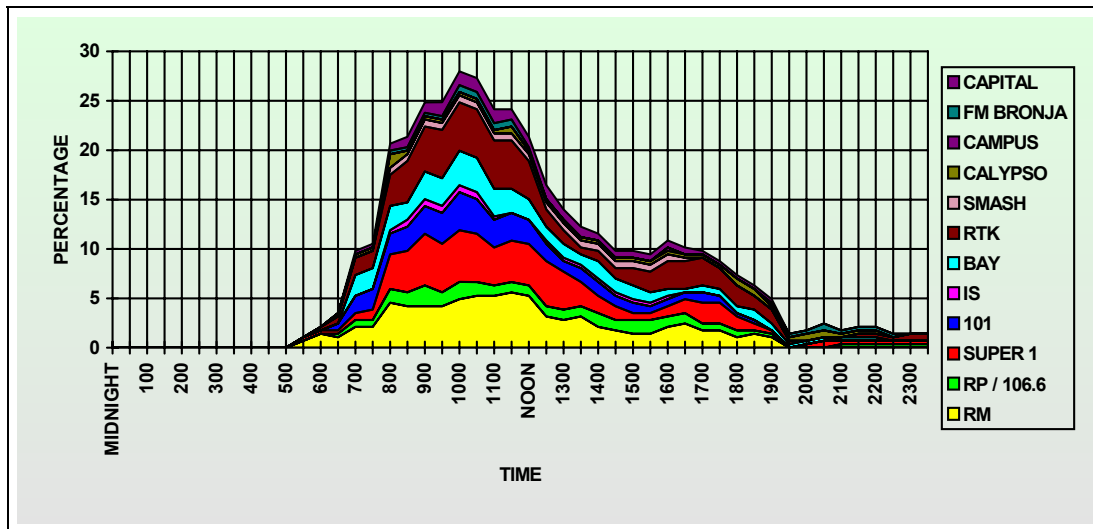


Fig 7.3: Radio Audiences - Monday

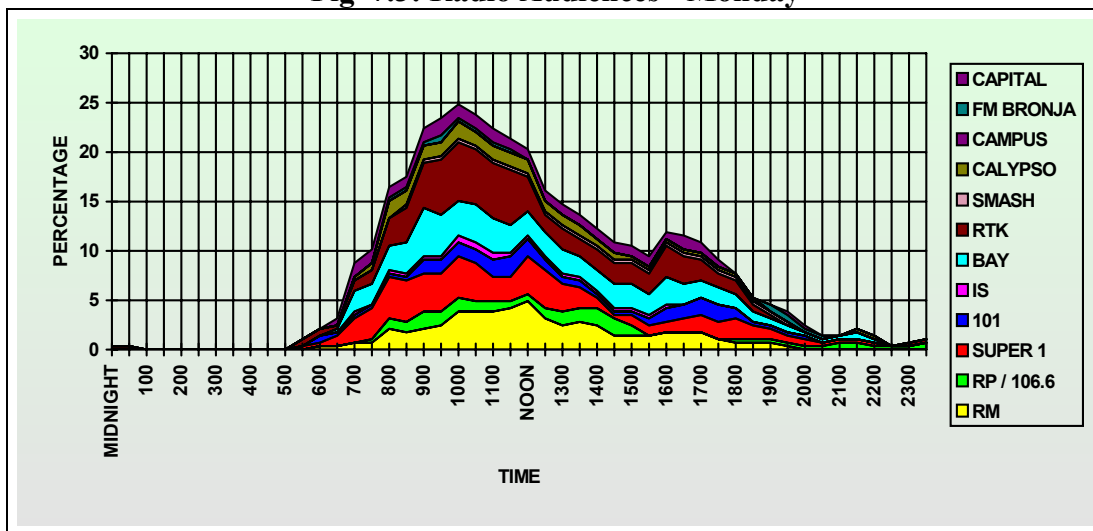


Fig 7.4: Radio Audiences - Tuesday

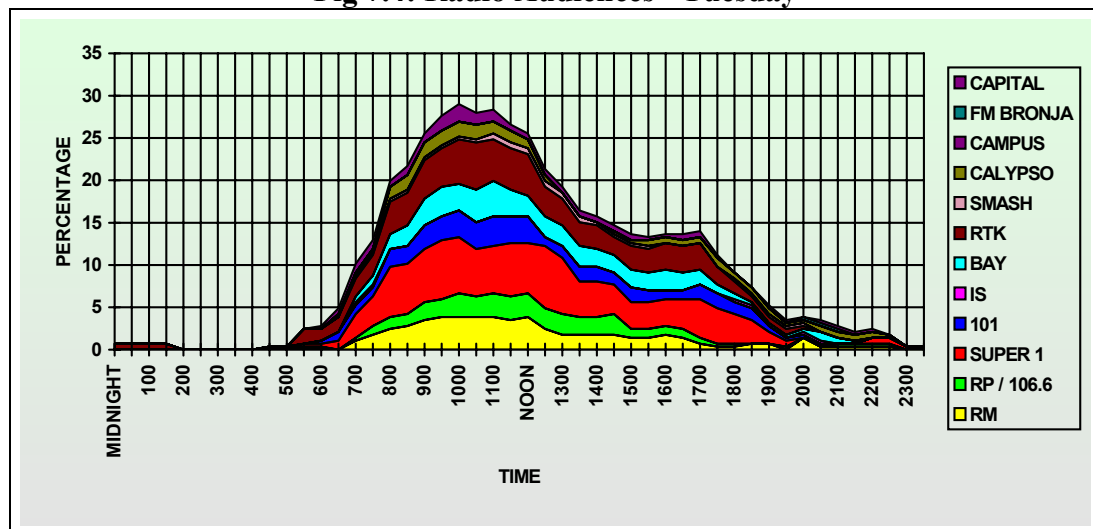


Fig 7.5: Radio Audiences - Wednesday

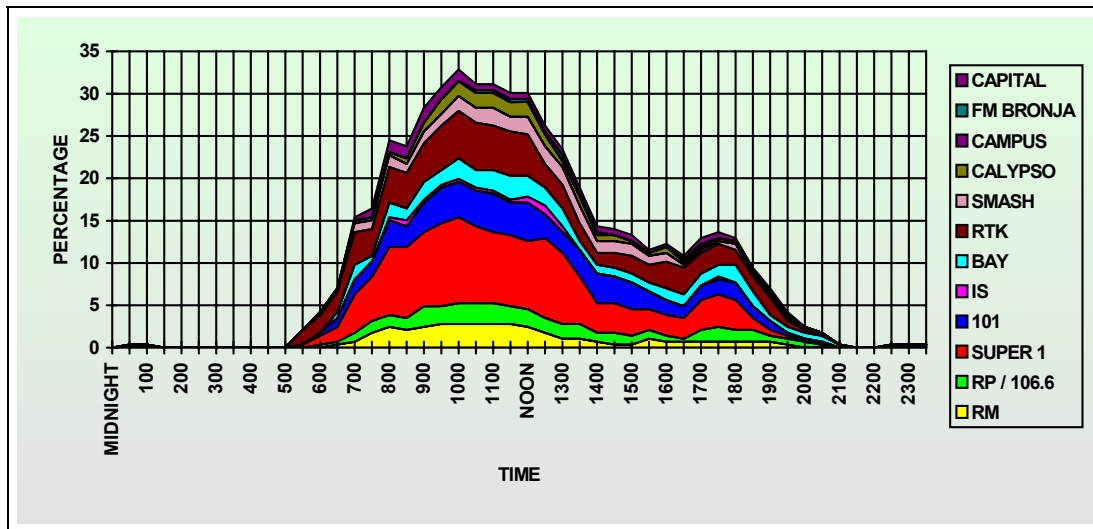


Fig 7.6: Radio Audiences - Thursday

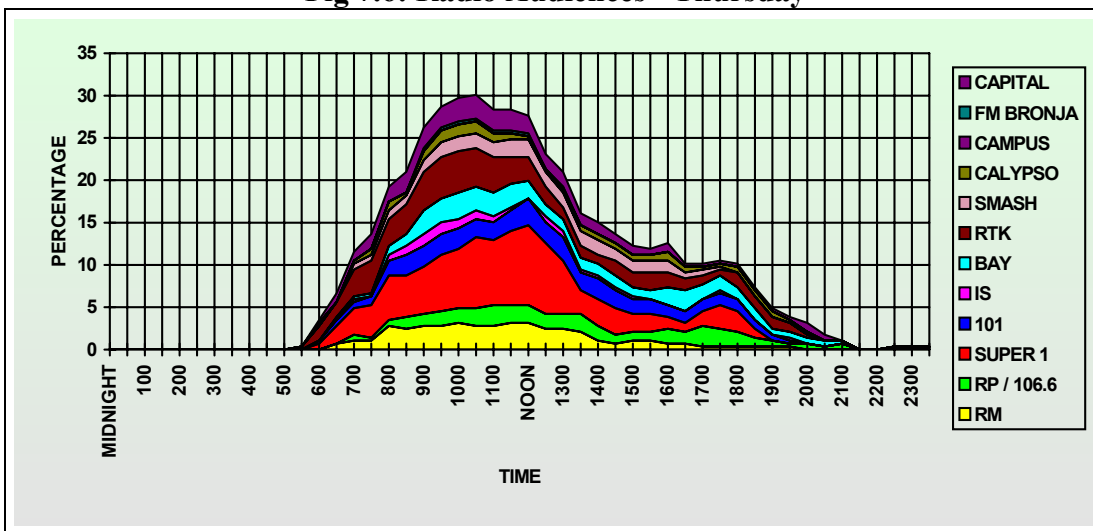


Fig 7.7: Radio Audiences - Friday

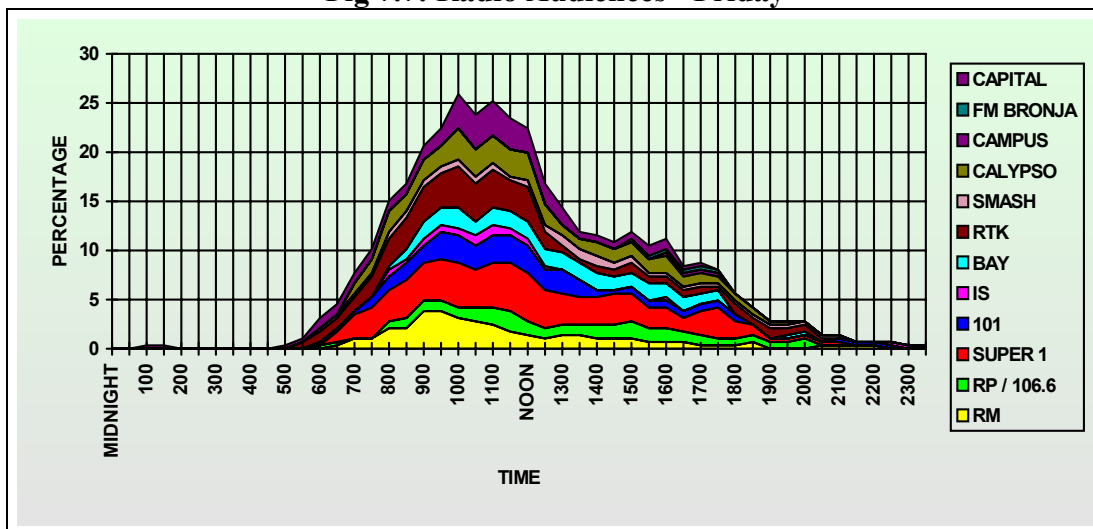


Fig 7.8: Radio Audiences - Saturday

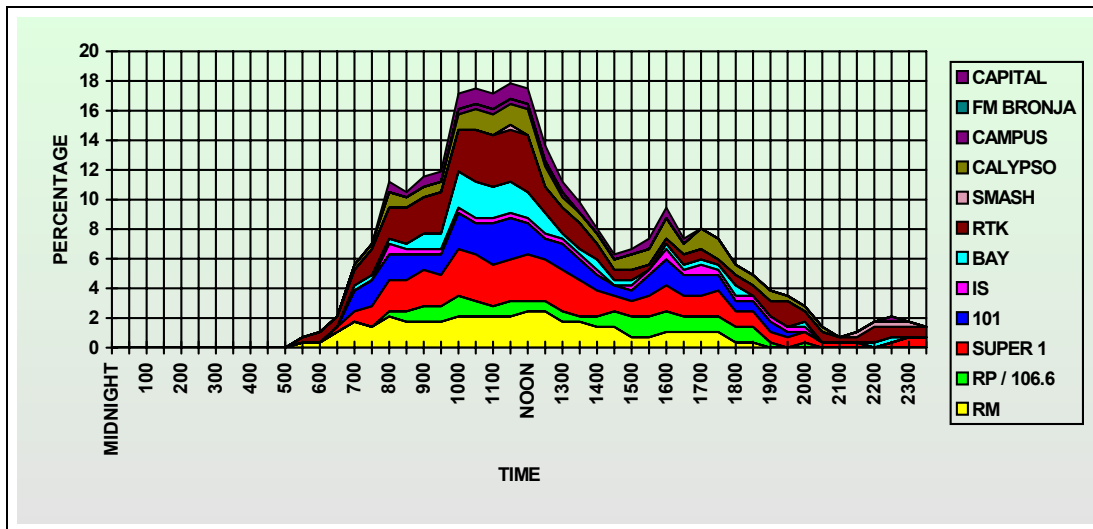


Fig 7.9: Radio Audiences - Sunday

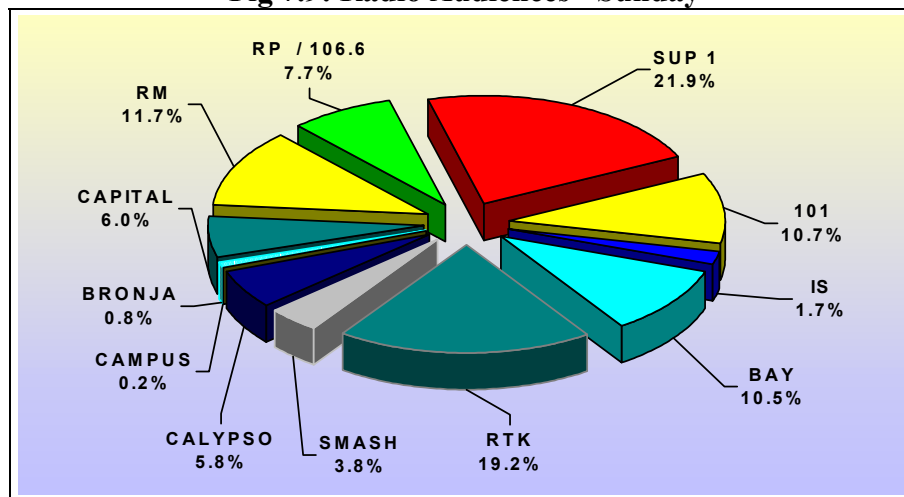


Fig. 7.10: Daily Average Audience Radio Levels - 2nd Quarter 2002
(Basis: All Available Time-Slots)

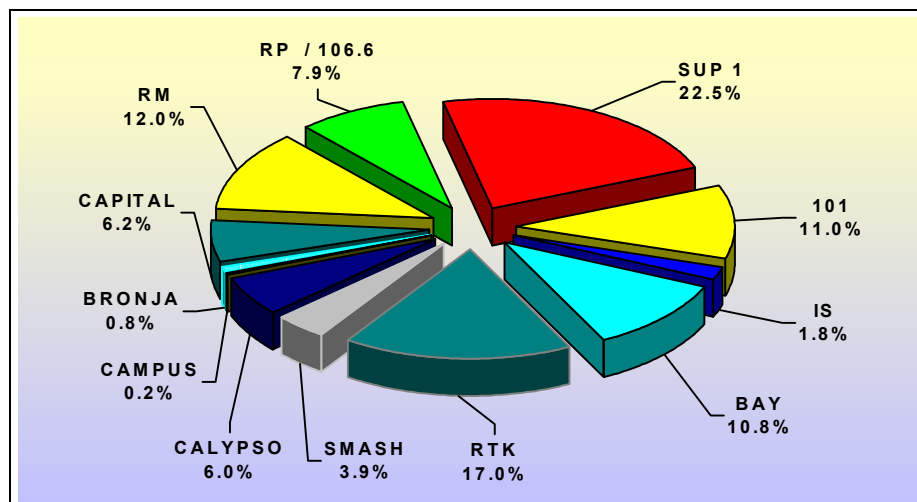


Fig. 7.11: Daily Average Audience Radio Levels - 2nd Quarter 2002
(6 a.m. - Midnight)

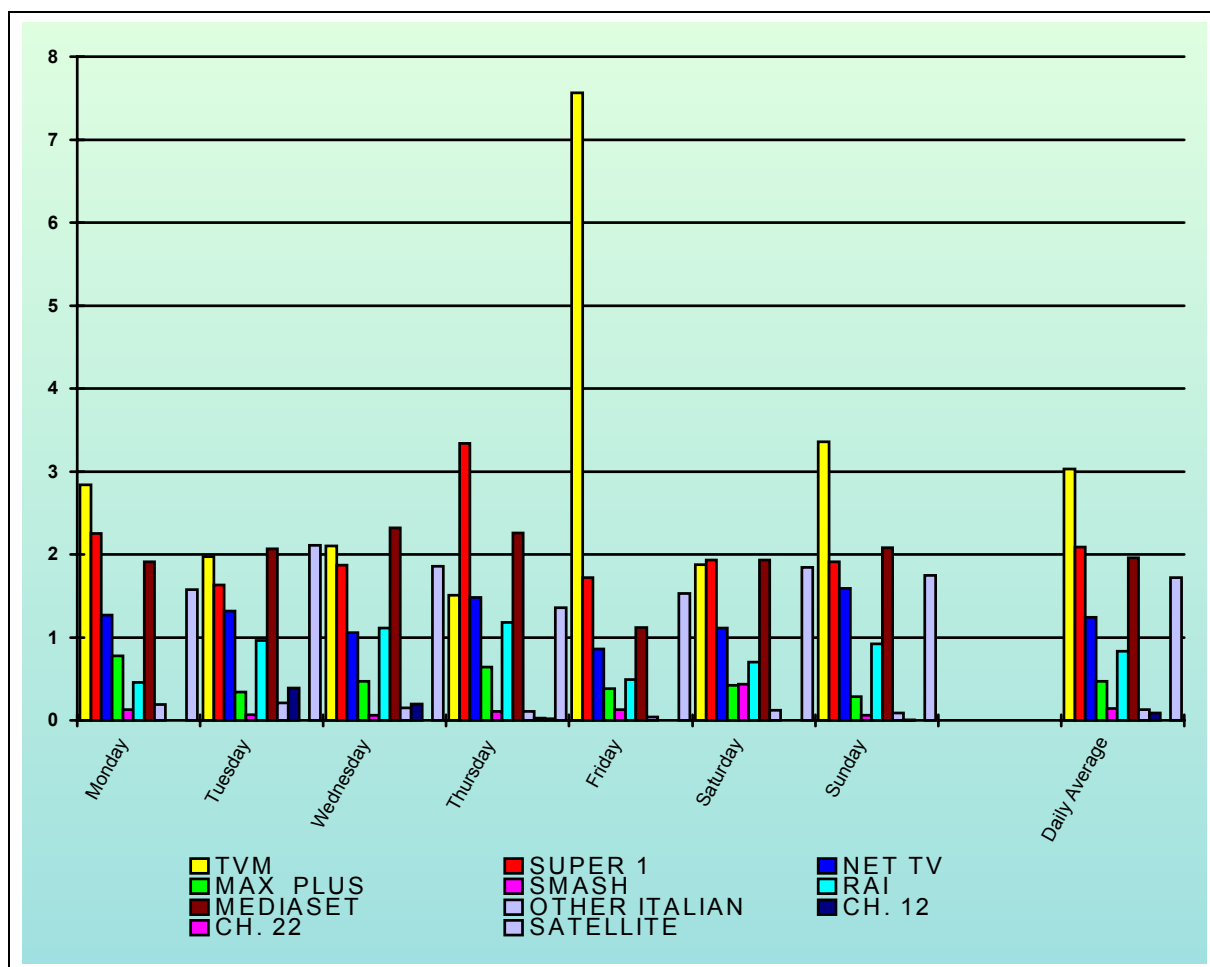


Figure 8.1: Daily TV Average Audience Share: 2nd Quarter 2002
All Available Slots

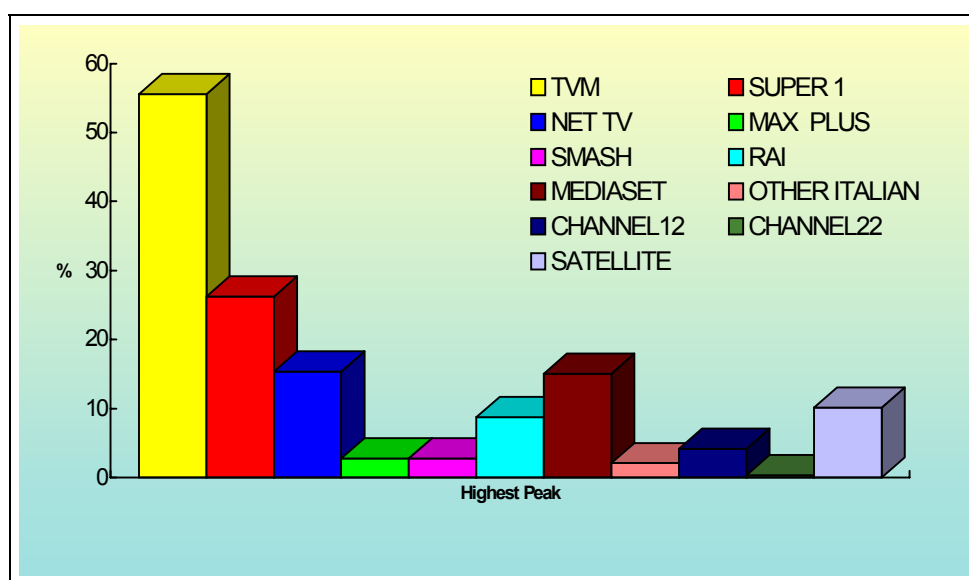


Figure 8.2: Highest TV Channel Peak Audience Share: 2nd Quarter 2002

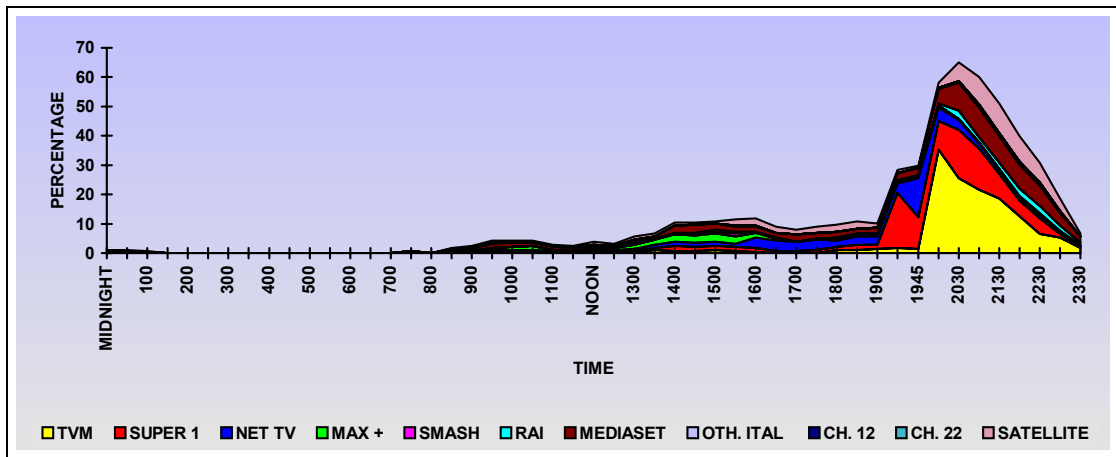


Fig 8.3: TV Audience Shares: Monday

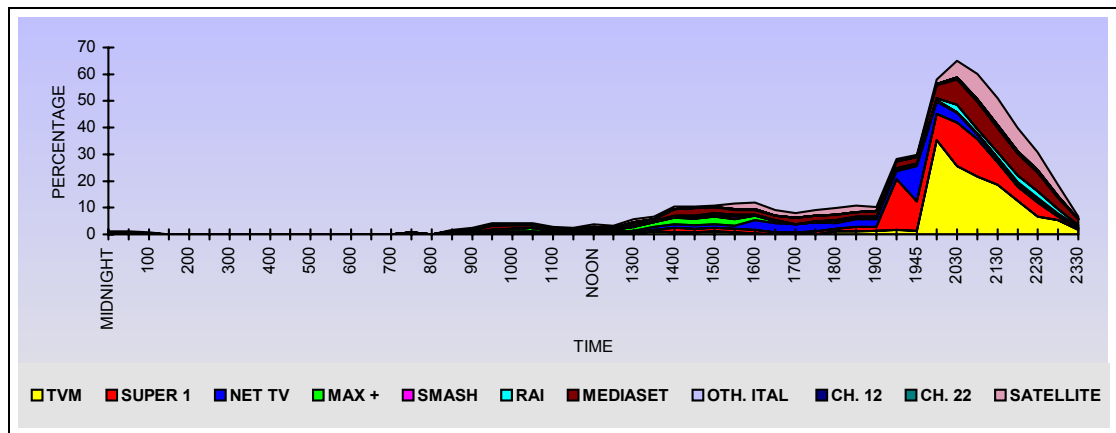


Fig 8.4: TV Audience Shares: Tuesday

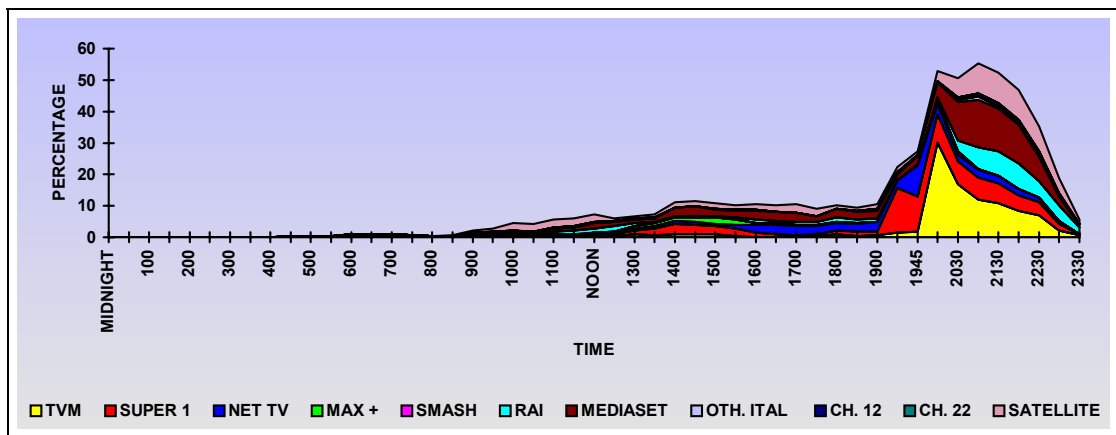


Fig 8.5: TV Audience Shares: Wednesday

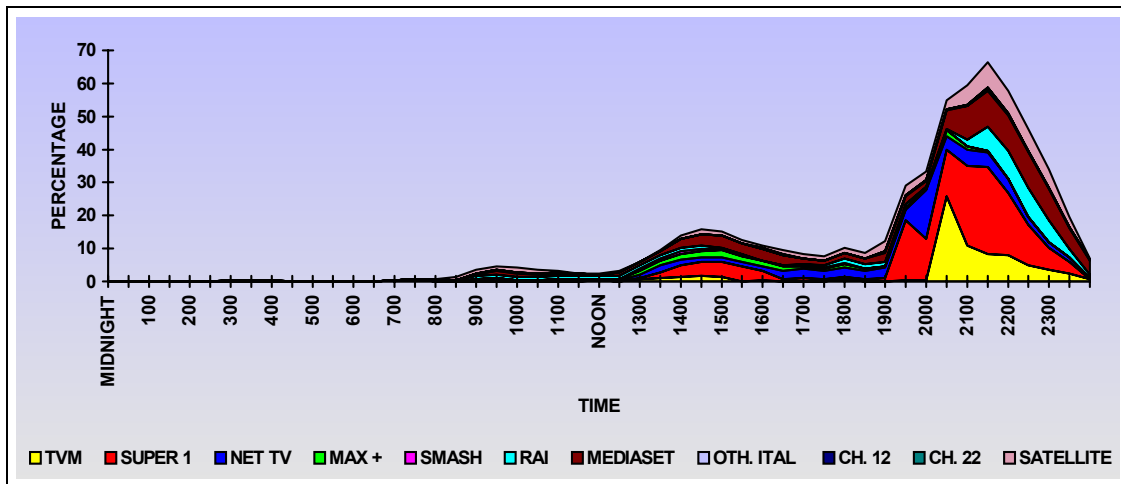


Fig 8.6: TV Audience Shares: Thursday

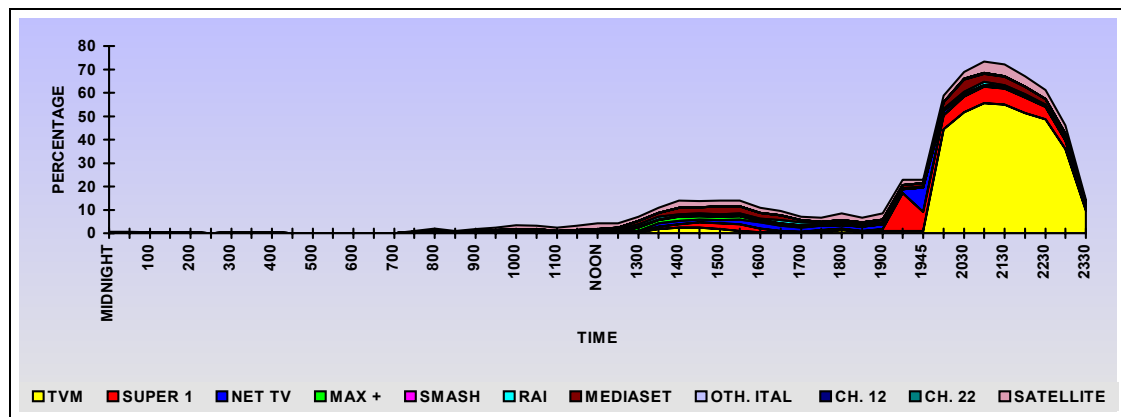


Fig 8.7: TV Audience Shares: Friday

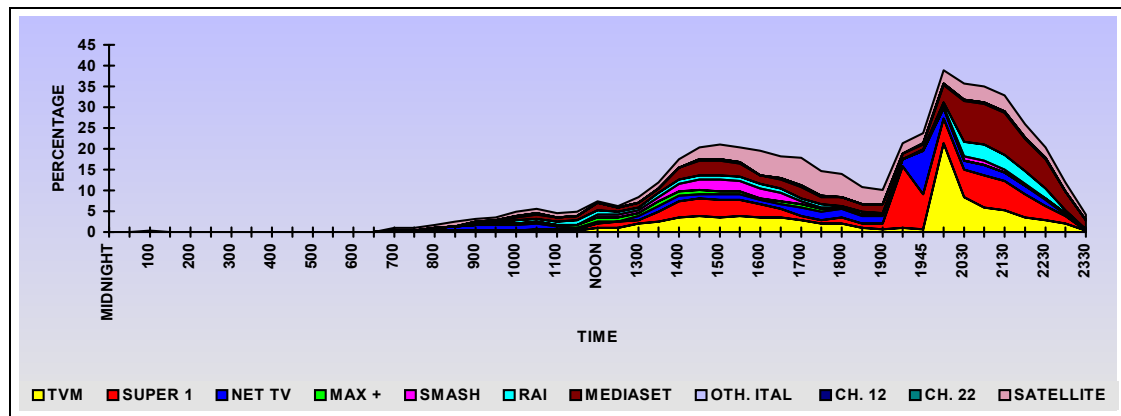


Fig 8.8: TV Audience Shares: Saturday

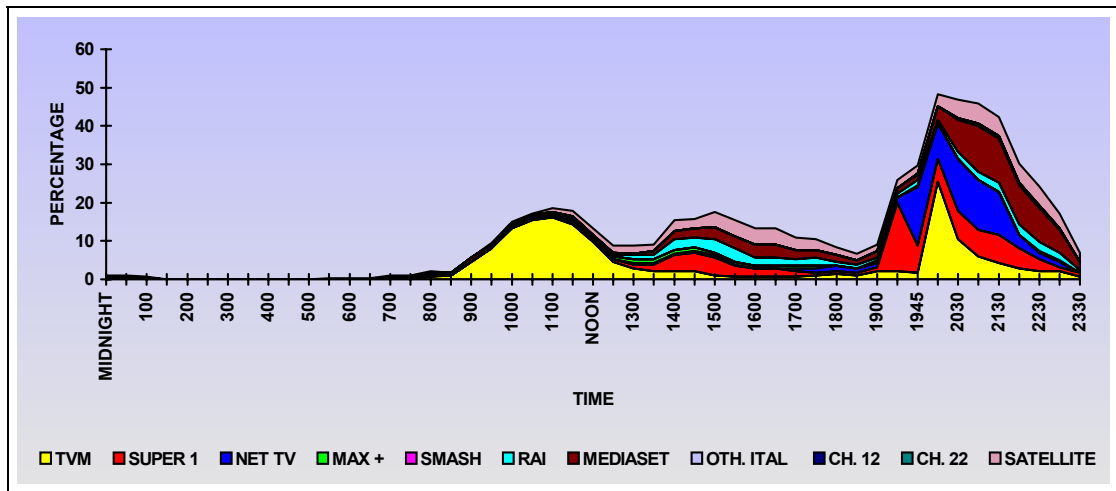


Fig 8.9: TV Audience Shares: Sunday

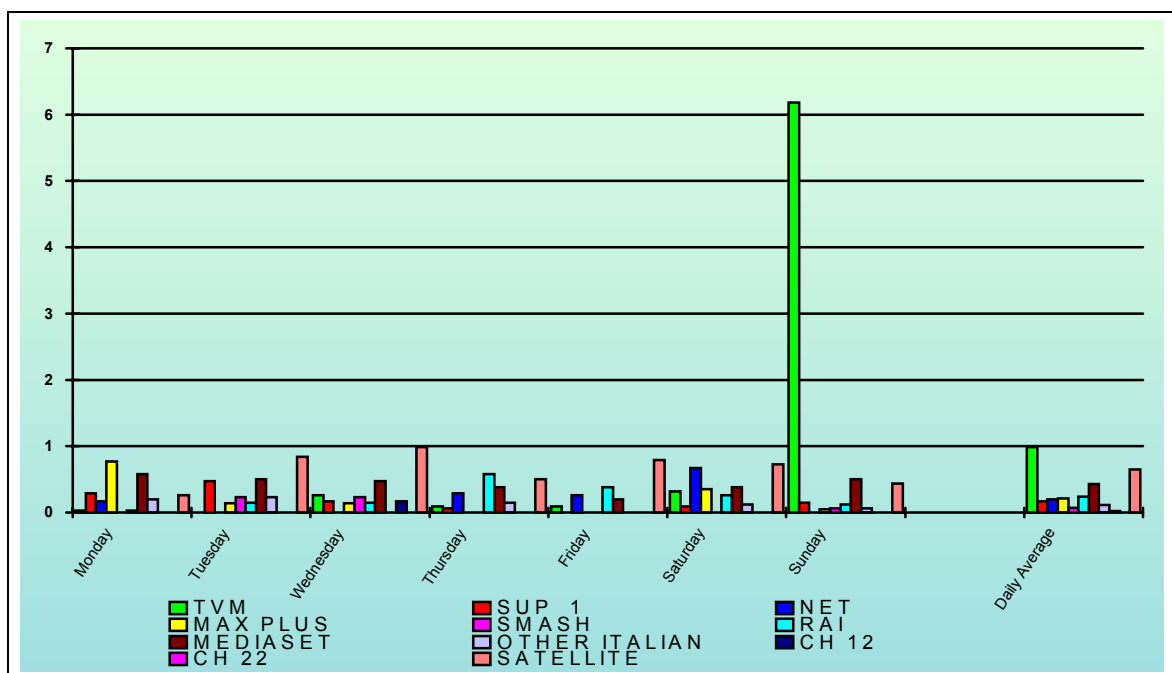


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 2nd Quarter 2002
0600 HRS -NOON

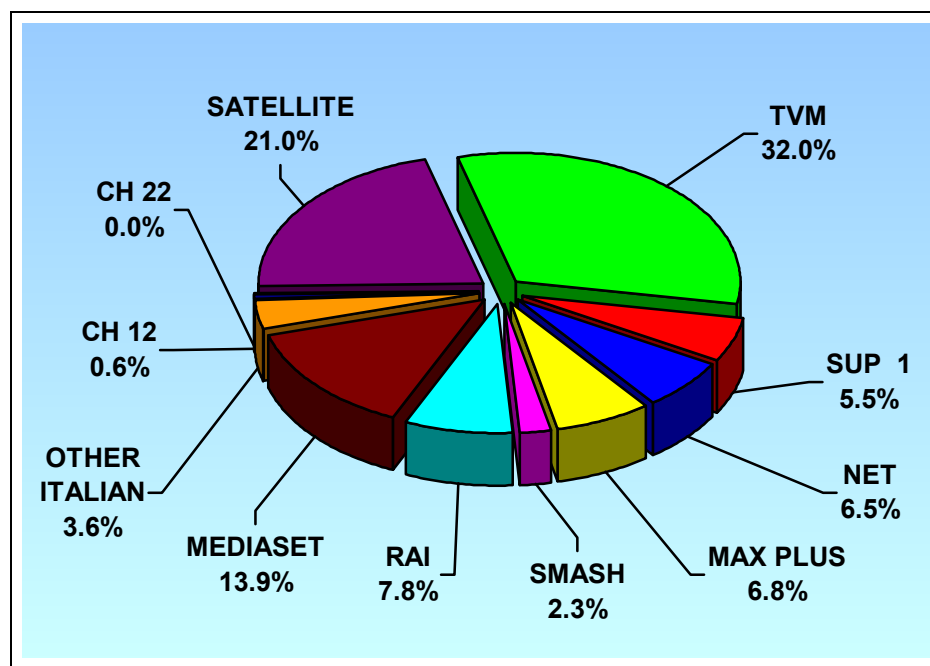


Fig. 8.11: Time Band 1: TV Average Audience Share – 2nd Quarter 2002
0600 HRS -NOON

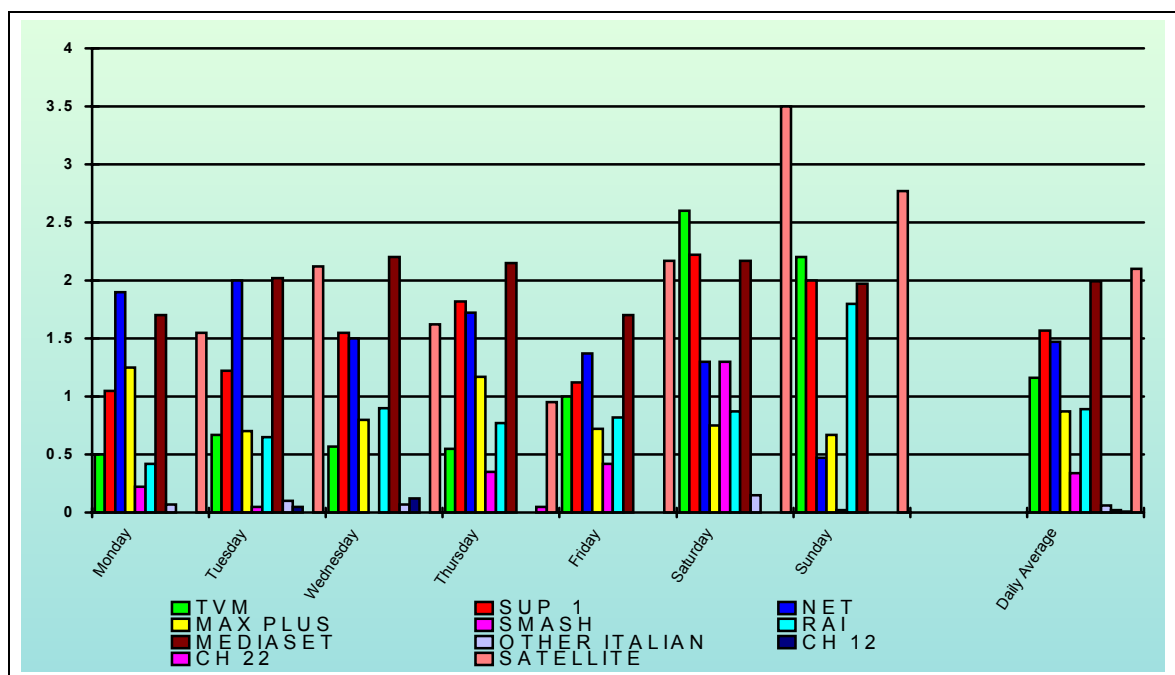


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 2nd Quarter 2002
NOON - 1900 HRS

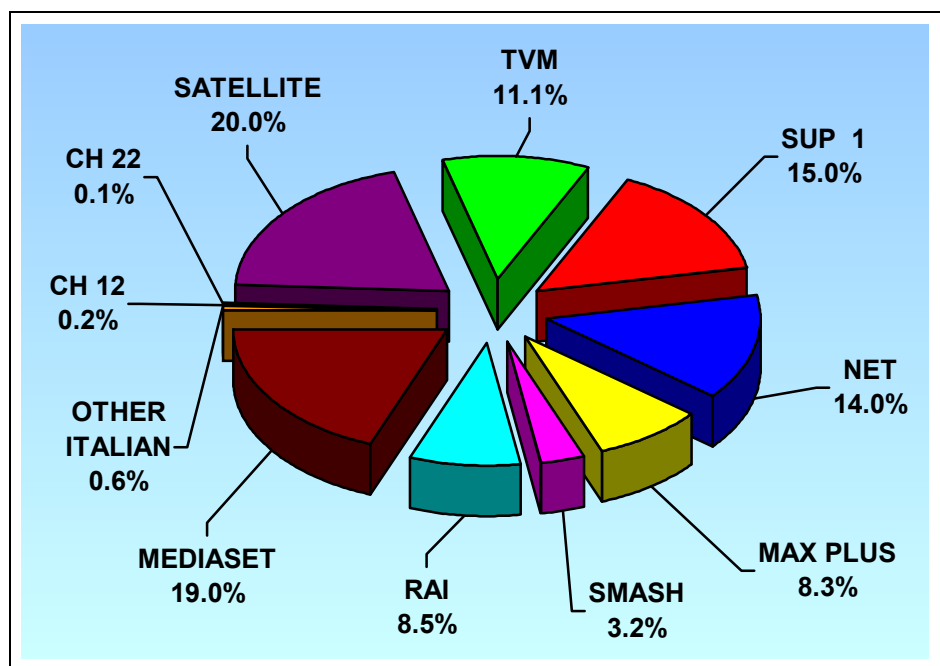


Fig. 8.13: Time Band 2: TV Average Audience Share – 2nd Quarter 2002
NOON - 1900 HRS

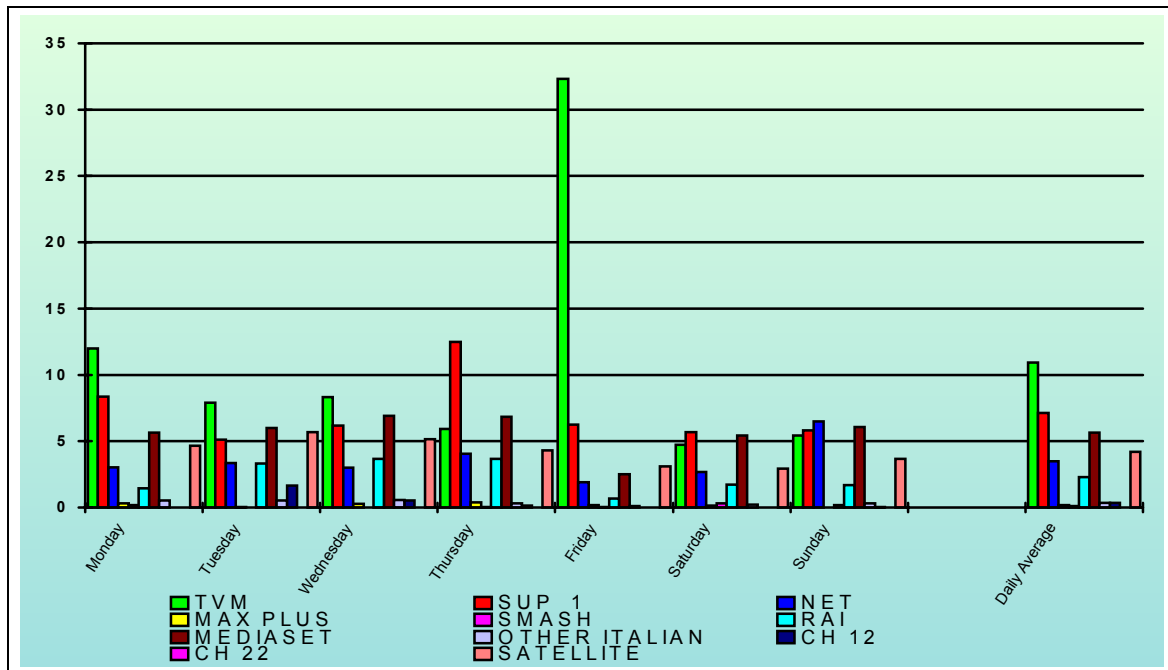


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 2nd Quarter 2002
1900 HRS – MIDNIGHT

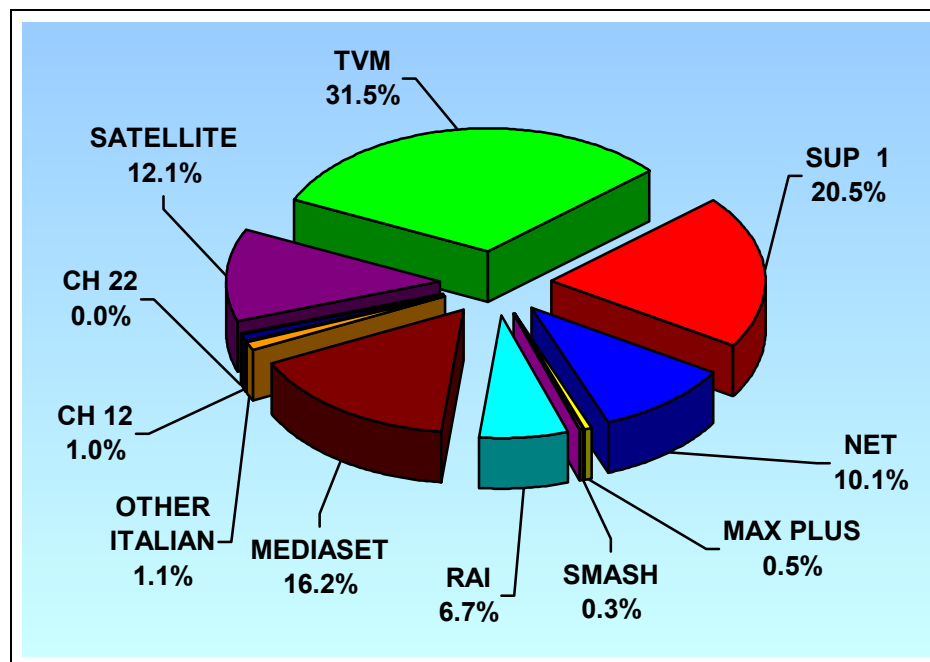


Fig. 8.15: Time Band 3: TV Average Audience Share – 2nd Quarter 2002
1900 HRS – MIDNIGHT

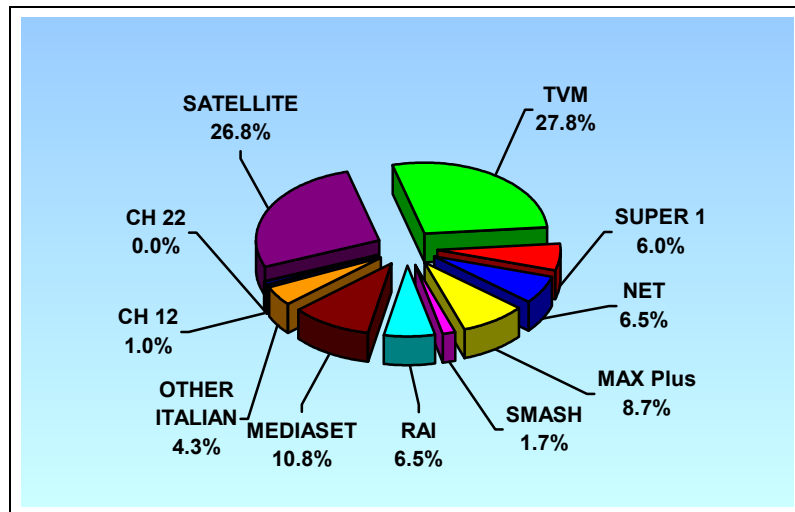


Figure AC1: Cable Network Only: Time-Band 1: 0600 hrs - Noon

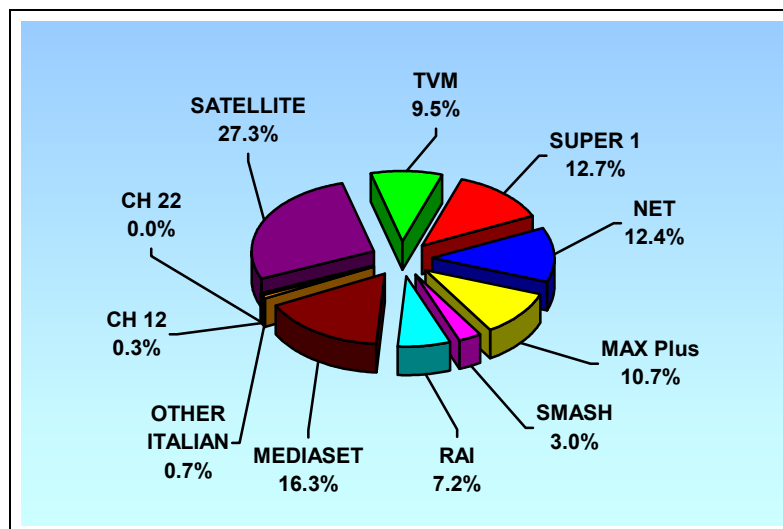


Figure AC2: Cable Network Only: Time-Band 2: Noon - 1900 hrs

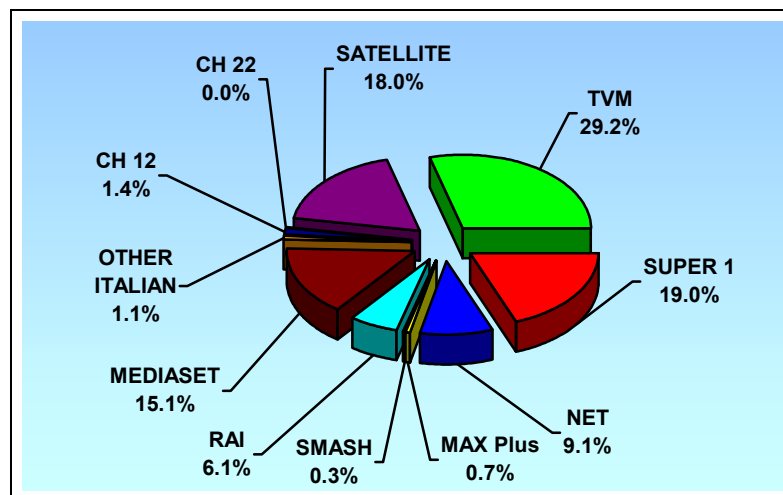


Figure AC3: Cable Network Only: Time-Band 3: 1900 hrs - Midnight