

A Report

on A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

Mario Vassallo

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

Brazilia Court 4,
Tunnara Promenade,
Mellieha.

Tel: 466841

Fax: 522227

March 1999

LIST OF TABLES

Table 3.1-2	Sample Profile by Gender
Table 3.2	Sample Profile: by Socio-Economic Group
Table 4.1	Who Listens to Radio
Table 4.2	Average Number of Hours Radio is Listened to
Table 4.3	Where do People Listen to the Radio
Table 4.4:	Who watches TV
Table 4.5	Average Number of Hours TV is Watched
Table 4.6	Where in the House is TV viewed
Table 4.7	Cable TV Facility
Table 4.8	Availability of Movie & Sports Channel on Cable
Table 4.9	Most Preferred Non-Maltese Channel (Preferred on Cable)
Table 4.10	Who is the Most Influential Person in the Family on which Channel is Chosen
Table 5.1	Preferred Source for News on Malta
Table 5.2	Preferred Source for Foreign News
Table 5.3	On Which TV Station/s News was followed on the Day Prior to Interview
Table 5.3.4	On Which TV Station/s News was followed Two Days Prior to Interview
Table 6.1	General Preferences for Radio Programme Sectors (1996-1999)
Table 6.2	General Preferences for TV Programme Sectors (1996-1999)
Table 6.3-1.1	Radio Station Preferences for Different Programme Sectors (1996)
Table 6.3-1.2	Radio Station Preferences for Different Programme Sectors (1997)
Table 6.3-1.3	Radio Station Preferences for Different Programme Sectors (1998)
Table 6.3-1.4	Radio Station Preferences for Different Programme Sectors (1999)
Table 6.3-1	Radio Station Comparison on a Set of Six Programme Sectors
Table 6.3-2	Radio Station Comparison on a Set of Six Programme Sectors
Table 6.4-1.1	TV Channel Preferences for Different Programme Sectors (1996)
Table 6.4-1.2	TV Channel Preferences for Different Programme Sectors (1997)
Table 6.4-1.3	TV Channel Preferences for Different Programme Sectors (1998)
Table 6.4-1.4	TV Channel Preferences for Different Programme Sectors (1999)
Table 6.4-1	TV Station Comparison on a Set of Six Programme Sectors
Table 6.4-2	TV Station Comparison on a Set of Six Programme Sectors
Table 6.4-3	TV Station Comparison on a Set of Five Programme Sectors
Table 6.5	Interest in Broadcasting Authority Political Programmes
Table 6.6	Suggestions for New Radio Programmes
Table 6.7	Suggestions for New TV Programmes
Table 7.1	Daily Average Audience Share 1999
Table 7.2	Daily Peak Radio Audience Share 1999
Table 7.3	Daily Average Audience Levels - Radio 1995-99 (<i>All available Time Slots</i>)
Table 7.4	Daily Average Audience Levels - Radio 1997-1998 (<i>6.00 a.m. - Midnight</i>)
Table R1	Radio Listenership: Monday
Table R2	Radio Listenership: Tuesday
Table R3	Radio Listenership: Wednesday
Table R4	Radio Listenership: Thursday
Table R5	Radio Listenership: Friday
Table R6	Radio Listenership: Saturday
Table R7	Radio Listenership: Sunday
Table 8.1	TV Audience Average Share (1999)
Table 8.2	Daily Peak TV Audience Share
Table 8.3	Daily Average Audience Levels for TV: 1995-98 (<i>All available Time Slots</i>)
Table T1	TV Viewing: Monday
Table T2	TV Viewing: Tuesday
Table T3	TV Viewing: Wednesday
Table T4	TV Viewing: Thursday
Table T5	TV Viewing: Friday
Table T6	TV Viewing: Saturday
Table T7	TV Viewing: Sunday

LIST OF FIGURES

- Fig. 4.1: Who Decides which Channel is Selected in the Family (1996-1999)
- Fig. 5.1: Local Stations on which News Bulletin was watched on the Two Days prior to the Interview
- Fig. 6.1: Comparative Radio Station Ranking by Different Programme Segments (1999)
- Fig. 6.2: Comparative TV Station Ranking by Different Programme Segments (1999)
- Fig. 6.3: Extent of Interest in Political Broadcasts (1996 - 1999)
- Fig. 7.1: Daily Radio Average Audience Share 1999
- Fig. 7.2: Highest Radio Station Peak Audience Share 1999
- 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: 1995 - 1999
- Fig. 7.11: Daily Average Audience Radio Levels - 1997 (6.00 a.m. - Midnight)
- Fig. 7.12: Daily Average Audience Radio Levels - 1998 (6.00 a.m. - Midnight)
- Fig. 7.13: Daily Average Audience Radio Levels - 1999 (6.00 a.m. - Midnight)
- Fig. 8.1: Daily TV Average Audience Share
- Fig. 8.2: Highest TV Channel Peak Audience Share
- Fig. 8.3: TV Audience Shares: Monday
- Fig. 8.4: TV Audience Shares: Tuesday
- Fig. 8.5: TV Audience Shares: Wednesday
- Fig. 8.6: TV Audience Shares: Thursday
- Fig. 8.7: TV Audience Shares: Friday
- Fig. 8.8: TV Audience Shares: Saturday
- Fig. 8.9: TV Audience Shares: Sunday
- Fig. 8.10: Daily Average Audience TV Levels - 1995 & 1996
- Fig. 8.11: Daily Average Audience TV Levels - 1997 & 1998
- Fig. 8.12: Daily Average Audience Radio Levels - 1999

TABLE 3.1-2: SAMPLE PROFILE
- AGE BY GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	AB	C1	C2	DE
TOTAL.....	1001	490	511	137	272	330	262
AGE GROUP							
12 - 17.....	112	56	56	19	28	50	15
.....	11.2%	11.4%	11.0%	13.9%	10.3%	15.2%	5.7%
.....	100%	50.0%	50.0%	17.0%	25.0%	44.6%	13.4%
18 - 30.....	210	105	105	30	70	50	60
.....	21.0%	21.4%	20.5%	21.9%	25.7%	15.2%	22.9%
.....	100%	50.0%	50.0%	14.3%	33.3%	23.8%	28.6%
31 - 50.....	371	182	189	52	102	117	100
.....	37.1%	37.1%	37.0%	38.0%	37.5%	35.5%	38.2%
.....	100%	49.1%	50.9%	14.0%	27.5%	31.5%	27.0%
51 - 65.....	182	91	91	23	49	59	51
.....	18.2%	18.6%	17.8%	16.8%	18.0%	17.9%	19.5%
.....	100%	50.0%	50.0%	12.6%	26.9%	32.4%	28.0%
OVER 65.....	126	56	70	13	23	54	36
.....	12.6%	11.4%	13.7%	9.5%	8.5%	16.4%	13.7%
.....	100%	44.4%	55.6%	10.3%	18.3%	42.9%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	137	272	330	262
	%	%	%	%	%
12-17	11.2	13.9	10.3	15.2	5.7
18-30	21.0	21.9	25.7	15.2	22.9
30-51	37.1	38.0	37.5	37.5	38.2
51-65	18.2	16.8	18.0	17.9	19.5
over 65	12.6	9.5	8.5	16.4	13.7
TOTAL	100.0	100.0	100.0	100.0	100.0

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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	137	272	330	262
LISTEN TO THE RADIO..	771	364	407	81	172	288	144	86	100	220	253	198
.....	77.0%	74.3%	79.6%	72.3%	81.9%	77.6%	79.1%	68.3%	73.0%	80.9%	76.7%	75.6%
.....	100%	47.2%	52.8%	10.5%	22.3%	37.4%	18.7%	11.2%	13.0%	28.5%	32.8%	25.7%
DO NOT LISTEN TO THE												
RADIO.....	230	126	104	31	38	83	38	40	37	52	77	64
.....	23.0%	25.7%	20.4%	27.7%	18.1%	22.4%	20.9%	31.7%	27.0%	19.1%	23.3%	24.4%
.....	100%	54.8%	45.2%	13.5%	16.5%	36.1%	16.5%	17.4%	16.1%	22.6%	33.5%	27.8%

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.....	771	364	407	81	172	288	144	86	100	220	253	198
K3A												
VARIES CONSIDERABLY..	22	11	11	2	4	8	6	2	3	9	3	7
.....	2.9%	3.0%	2.7%	2.5%	2.3%	2.8%	4.2%	2.3%	3.0%	4.1%	1.2%	3.5%
.....	100%	50.0%	50.0%	9.1%	18.2%	36.4%	27.3%	9.1%	13.6%	40.9%	13.6%	31.8%
ONE.....	277	149	128	43	72	106	37	19	47	82	82	66
.....	35.9%	40.9%	31.4%	53.1%	41.9%	36.8%	25.7%	22.1%	47.0%	37.3%	32.4%	33.3%
.....	100%	53.8%	46.2%	15.5%	26.0%	38.3%	13.4%	6.9%	17.0%	29.6%	29.6%	23.8%
TWO.....	132	68	64	14	26	49	21	22	23	44	37	28
.....	17.1%	18.7%	15.7%	17.3%	15.1%	17.0%	14.6%	25.6%	23.0%	20.0%	14.6%	14.1%
.....	100%	51.5%	48.5%	10.6%	19.7%	37.1%	15.9%	16.7%	17.4%	33.3%	28.0%	21.2%
THREE.....	85	38	47	9	14	27	22	13	10	19	31	25
.....	11.0%	10.4%	11.5%	11.1%	8.1%	9.4%	15.3%	15.1%	10.0%	8.6%	12.3%	12.6%
.....	100%	44.7%	55.3%	10.6%	16.5%	31.8%	25.9%	15.3%	11.8%	22.4%	36.5%	29.4%
FOUR.....	56	18	38	7	9	14	20	6	7	19	20	10
.....	7.3%	4.9%	9.3%	8.6%	5.2%	4.9%	13.9%	7.0%	7.0%	8.6%	7.9%	5.1%
.....	100%	32.1%	67.9%	12.5%	16.1%	25.0%	35.7%	10.7%	12.5%	33.9%	35.7%	17.9%
FIVE.....	31	10	21	0	8	13	7	3	2	7	13	9
.....	4.0%	2.7%	5.2%	.0%	4.7%	4.5%	4.9%	3.5%	2.0%	3.2%	5.1%	4.5%
.....	100%	32.3%	67.7%	.0%	25.8%	41.9%	22.6%	9.7%	6.5%	22.6%	41.9%	29.0%
SIX.....	42	13	29	0	12	20	7	3	3	11	11	17
.....	5.4%	3.6%	7.1%	.0%	7.0%	6.9%	4.9%	3.5%	3.0%	5.0%	4.3%	8.6%
.....	100%	31.0%	69.0%	.0%	28.6%	47.6%	16.7%	7.1%	7.1%	26.2%	26.2%	40.5%
SEVEN.....	22	8	14	1	3	11	5	2	0	3	10	9
.....	2.9%	2.2%	3.4%	1.2%	1.7%	3.8%	3.5%	2.3%	.0%	1.4%	4.0%	4.5%
.....	100%	36.4%	63.6%	4.5%	13.6%	50.0%	22.7%	9.1%	.0%	13.6%	45.5%	40.9%
EIGHT.....	46	20	26	3	15	14	8	6	3	12	20	11
.....	6.0%	5.5%	6.4%	3.7%	8.7%	4.9%	5.6%	7.0%	3.0%	5.5%	7.9%	5.6%
.....	100%	43.5%	56.5%	6.5%	32.6%	30.4%	17.4%	13.0%	6.5%	26.1%	43.5%	23.9%
NINE.....	3	2	1	1	0	2	0	0	0	1	1	1
.....	.4%	.5%	.2%	1.2%	.0%	.7%	.0%	.0%	.0%	.5%	.4%	.5%
.....	100%	66.7%	33.3%	33.3%	.0%	66.7%	.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)

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.....	13	5	8	0	3	7	2	1	1	4	5	3
.....	1.7%	1.4%	2.0%	.0%	1.7%	2.4%	1.4%	1.2%	1.0%	1.8%	2.0%	1.5%
.....	100%	38.5%	61.5%	.0%	23.1%	53.8%	15.4%	7.7%	7.7%	30.8%	38.5%	23.1%
ELEVEN.....	3	0	3	1	0	1	1	0	0	1	2	0
.....	.4%	.0%	.7%	1.2%	.0%	.3%	.7%	.0%	.0%	.5%	.8%	.0%
.....	100%	.0%	100%	33.3%	.0%	33.3%	33.3%	.0%	.0%	33.3%	66.7%	.0%
TWELVE.....	27	17	10	0	5	10	8	4	1	5	13	8
.....	3.5%	4.7%	2.5%	.0%	2.9%	3.5%	5.6%	4.7%	1.0%	2.3%	5.1%	4.0%
.....	100%	63.0%	37.0%	.0%	18.5%	37.0%	29.6%	14.8%	3.7%	18.5%	48.1%	29.6%
THIRTEEN.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	1.2%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
FOURTEEN.....	4	0	4	0	0	2	0	2	0	3	1	0
.....	.5%	.0%	1.0%	.0%	.0%	.7%	.0%	2.3%	.0%	1.4%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	75.0%	25.0%	.0%
FIFTEEN.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
SIXTEEN OR MORE.....	6	4	2	0	1	3	0	2	0	0	3	3
.....	.8%	1.1%	.5%	.0%	.6%	1.0%	.0%	2.3%	.0%	.0%	1.2%	1.5%
.....	100%	66.7%	33.3%	.0%	16.7%	50.0%	.0%	33.3%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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.....	771	364	407	81	172	288	144	86	100	220	253	198
NO ANSWER.....	36	19	17	6	8	12	6	4	0	13	13	10
.....	4.7%	5.2%	4.2%	7.4%	4.7%	4.2%	4.2%	4.7%	.0%	5.9%	5.1%	5.1%
.....	100%	52.8%	47.2%	16.7%	22.2%	33.3%	16.7%	11.1%	.0%	36.1%	36.1%	27.8%
AT HOME.....	602	248	354	68	111	216	126	81	76	154	205	167
.....	78.1%	68.1%	87.0%	84.0%	64.5%	75.0%	87.5%	94.2%	76.0%	70.0%	81.0%	84.3%
.....	100%	41.2%	58.8%	11.3%	18.4%	35.9%	20.9%	13.5%	12.6%	25.6%	34.1%	27.7%
AT WORK.....	119	83	36	4	50	51	13	1	9	37	50	23
.....	15.4%	22.8%	8.8%	4.9%	29.1%	17.7%	9.0%	1.2%	9.0%	16.8%	19.8%	11.6%
.....	100%	69.7%	30.3%	3.4%	42.0%	42.9%	10.9%	.8%	7.6%	31.1%	42.0%	19.3%
IN THE CAR.....	221	146	75	14	74	98	29	6	36	73	68	44
.....	28.7%	40.1%	18.4%	17.3%	43.0%	34.0%	20.1%	7.0%	36.0%	33.2%	26.9%	22.2%
.....	100%	66.1%	33.9%	6.3%	33.5%	44.3%	13.1%	2.7%	16.3%	33.0%	30.8%	19.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	137	272	330	262
WATCH TV.....	963	469	494	107	204	356	176	120	131	259	320	253
.....	96.2%	95.7%	96.7%	95.5%	97.1%	96.0%	96.7%	95.2%	95.6%	95.2%	97.0%	96.6%
.....	100%	48.7%	51.3%	11.1%	21.2%	37.0%	18.3%	12.5%	13.6%	26.9%	33.2%	26.3%
DO NOT WATCH TV.....	38	21	17	5	6	15	6	6	6	13	10	9
.....	3.8%	4.3%	3.3%	4.5%	2.9%	4.0%	3.3%	4.8%	4.4%	4.8%	3.0%	3.4%
.....	100%	55.3%	44.7%	13.2%	15.8%	39.5%	15.8%	15.8%	15.8%	34.2%	26.3%	23.7%

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.....	963	469	494	107	204	356	176	120	131	259	320	253
VARIES CONSIDERABLY..	6	2	4	0	2	3	1	0	3	0	3	0
.....	.6%	.4%	.8%	.0%	1.0%	.8%	.6%	.0%	2.3%	.0%	.9%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	50.0%	16.7%	.0%	50.0%	.0%	50.0%	.0%
ONE.....	233	127	106	25	56	84	31	37	43	70	69	51
.....	24.2%	27.1%	21.5%	23.4%	27.5%	23.6%	17.6%	30.8%	32.8%	27.0%	21.6%	20.2%
.....	100%	54.5%	45.5%	10.7%	24.0%	36.1%	13.3%	15.9%	18.5%	30.0%	29.6%	21.9%
TWO.....	295	142	153	49	66	105	48	27	45	90	84	76
.....	30.6%	30.3%	31.0%	45.8%	32.4%	29.5%	27.3%	22.5%	34.4%	34.7%	26.3%	30.0%
.....	100%	48.1%	51.9%	16.6%	22.4%	35.6%	16.3%	9.2%	15.3%	30.5%	28.5%	25.8%
THREE.....	186	90	96	18	40	71	39	18	28	45	63	50
.....	19.3%	19.2%	19.4%	16.8%	19.6%	19.9%	22.2%	15.0%	21.4%	17.4%	19.7%	19.8%
.....	100%	48.4%	51.6%	9.7%	21.5%	38.2%	21.0%	9.7%	15.1%	24.2%	33.9%	26.9%
FOUR.....	106	45	61	6	21	37	28	14	7	29	40	30
.....	11.0%	9.6%	12.3%	5.6%	10.3%	10.4%	15.9%	11.7%	5.3%	11.2%	12.5%	11.9%
.....	100%	42.5%	57.5%	5.7%	19.8%	34.9%	26.4%	13.2%	6.6%	27.4%	37.7%	28.3%
FIVE.....	66	37	29	5	8	27	13	13	4	15	31	16
.....	6.9%	7.9%	5.9%	4.7%	3.9%	7.6%	7.4%	10.8%	3.1%	5.8%	9.7%	6.3%
.....	100%	56.1%	43.9%	7.6%	12.1%	40.9%	19.7%	19.7%	6.1%	22.7%	47.0%	24.2%
SIX.....	28	11	17	2	5	8	9	4	1	4	15	8
.....	2.9%	2.3%	3.4%	1.9%	2.5%	2.2%	5.1%	3.3%	.8%	1.5%	4.7%	3.2%
.....	100%	39.3%	60.7%	7.1%	17.9%	28.6%	32.1%	14.3%	3.6%	14.3%	53.6%	28.6%
SEVEN.....	10	2	8	0	1	2	4	3	0	2	1	7
.....	1.0%	.4%	1.6%	.0%	.5%	.6%	2.3%	2.5%	.0%	.8%	.3%	2.8%
.....	100%	20.0%	80.0%	.0%	10.0%	20.0%	40.0%	30.0%	.0%	20.0%	10.0%	70.0%
EIGHT.....	17	7	10	0	4	11	1	1	0	1	5	11
.....	1.8%	1.5%	2.0%	.0%	2.0%	3.1%	.6%	.8%	.0%	.4%	1.6%	4.3%
.....	100%	41.2%	58.8%	.0%	23.5%	64.7%	5.9%	5.9%	.0%	5.9%	29.4%	64.7%
NINE.....	6	3	3	0	1	3	1	1	0	1	3	2
.....	.6%	.6%	.6%	.0%	.5%	.8%	.6%	.8%	.0%	.4%	.9%	.8%
.....	100%	50.0%	50.0%	.0%	16.7%	50.0%	16.7%	16.7%	.0%	16.7%	50.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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.....	6	1	5	0	0	5	0	1	0	2	3	1
.....	.6%	.2%	1.0%	.0%	.0%	1.4%	.0%	.8%	.0%	.8%	.9%	.4%
.....	100%	16.7%	83.3%	.0%	.0%	83.3%	.0%	16.7%	.0%	33.3%	50.0%	16.7%
TWELVE.....	3	1	2	2	0	0	1	0	0	0	2	1
.....	.3%	.2%	.4%	1.9%	.0%	.0%	.6%	.0%	.0%	.0%	.6%	.4%
.....	100%	33.3%	66.7%	66.7%	.0%	.0%	33.3%	.0%	.0%	.0%	66.7%	33.3%
FIFTEEN.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.3%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.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.....	963	469	494	107	204	356	176	120	131	259	320	253
IN THE SITTING ROOM..	387	190	197	52	85	133	69	48	72	112	120	83
.....	40.2%	40.5%	39.9%	48.6%	41.7%	37.4%	39.2%	40.0%	55.0%	43.2%	37.5%	32.8%
.....	100%	49.1%	50.9%	13.4%	22.0%	34.4%	17.8%	12.4%	18.6%	28.9%	31.0%	21.4%
IN THE DINING ROOM...	62	28	34	4	10	17	18	13	10	15	21	16
.....	6.4%	6.0%	6.9%	3.7%	4.9%	4.8%	10.2%	10.8%	7.6%	5.8%	6.6%	6.3%
.....	100%	45.2%	54.8%	6.5%	16.1%	27.4%	29.0%	21.0%	16.1%	24.2%	33.9%	25.8%
IN THE KITCHEN.....	222	102	120	17	37	105	41	22	25	62	70	65
.....	23.1%	21.7%	24.3%	15.9%	18.1%	29.5%	23.3%	18.3%	19.1%	23.9%	21.9%	25.7%
.....	100%	45.9%	54.1%	7.7%	16.7%	47.3%	18.5%	9.9%	11.3%	27.9%	31.5%	29.3%
IN THE BEDROOM.....	275	138	137	33	70	93	44	35	21	64	108	82
.....	28.6%	29.4%	27.7%	30.8%	34.3%	26.1%	25.0%	29.2%	16.0%	24.7%	33.8%	32.4%
.....	100%	50.2%	49.8%	12.0%	25.5%	33.8%	16.0%	12.7%	7.6%	23.3%	39.3%	29.8%
AT ANOTHER PLACE.....	17	11	6	1	2	8	4	2	3	6	1	7
.....	1.8%	2.3%	1.2%	.9%	1.0%	2.2%	2.3%	1.7%	2.3%	2.3%	.3%	2.8%
.....	100%	64.7%	35.3%	5.9%	11.8%	47.1%	23.5%	11.8%	17.6%	35.3%	5.9%	41.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	137	272	330	262
NOT CONNECTED.....	442	214	228	52	75	151	81	83	47	125	143	127
.....	44.2%	43.7%	44.6%	46.4%	35.7%	40.7%	44.5%	65.9%	34.3%	46.0%	43.3%	48.5%
.....	100%	48.4%	51.6%	11.8%	17.0%	34.2%	18.3%	18.8%	10.6%	28.3%	32.4%	28.7%
CONNECTED: RECEPTION..	225	112	113	18	52	94	39	22	21	52	89	63
.....	22.5%	22.9%	22.1%	16.1%	24.8%	25.3%	21.4%	17.5%	15.3%	19.1%	27.0%	24.0%
.....	100%	49.8%	50.2%	8.0%	23.1%	41.8%	17.3%	9.8%	9.3%	23.1%	39.6%	28.0%
CONNECTED: BASIC.....	173	82	91	14	44	67	37	11	27	52	52	42
.....	17.3%	16.7%	17.8%	12.5%	21.0%	18.1%	20.3%	8.7%	19.7%	19.1%	15.8%	16.0%
.....	100%	47.4%	52.6%	8.1%	25.4%	38.7%	21.4%	6.4%	15.6%	30.1%	30.1%	24.3%
CONNECTED: TV PLUS...	161	82	79	28	39	59	25	10	42	43	46	30
.....	16.1%	16.7%	15.5%	25.0%	18.6%	15.9%	13.7%	7.9%	30.7%	15.8%	13.9%	11.5%
.....	100%	50.9%	49.1%	17.4%	24.2%	36.6%	15.5%	6.2%	26.1%	26.7%	28.6%	18.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	559	276	283	60	135	220	101	43	90	147	187	135
THE MOVIE CHANNEL												
NO.....	495	243	252	47	118	197	93	40	78	128	171	118
.....	88.6%	88.0%	89.0%	78.3%	87.4%	89.5%	92.1%	93.0%	86.7%	87.1%	91.4%	87.4%
.....	100%	49.1%	50.9%	9.5%	23.8%	39.8%	18.8%	8.1%	15.8%	25.9%	34.5%	23.8%
YES.....	64	33	31	13	17	23	8	3	12	19	16	17
.....	11.4%	12.0%	11.0%	21.7%	12.6%	10.5%	7.9%	7.0%	13.3%	12.9%	8.6%	12.6%
.....	100%	51.6%	48.4%	20.3%	26.6%	35.9%	12.5%	4.7%	18.8%	29.7%	25.0%	26.6%
THE SPORTS CHANNEL												
NO.....	480	236	244	47	116	185	95	37	75	125	165	115
.....	85.9%	85.5%	86.2%	78.3%	85.9%	84.1%	94.1%	86.0%	83.3%	85.0%	88.2%	85.2%
.....	100%	49.2%	50.8%	9.8%	24.2%	38.5%	19.8%	7.7%	15.6%	26.0%	34.4%	24.0%
YES.....	79	40	39	13	19	35	6	6	15	22	22	20
.....	14.1%	14.5%	13.8%	21.7%	14.1%	15.9%	5.9%	14.0%	16.7%	15.0%	11.8%	14.8%
.....	100%	50.6%	49.4%	16.5%	24.1%	44.3%	7.6%	7.6%	19.0%	27.8%	27.8%	25.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

TABLE 4.9: MOST PREFERRED NON-MALTESE CHANNEL PREFERRED ON CABLE
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	559	276	283	60	135	220	101	43	90	147	187	135
NA.....	184	84	100	14	47	71	33	19	20	41	71	52
.....	32.9%	30.4%	35.3%	23.3%	34.8%	32.3%	32.7%	44.2%	22.2%	27.9%	38.0%	38.5%
.....	100%	45.7%	54.3%	7.6%	25.5%	38.6%	17.9%	10.3%	10.9%	22.3%	38.6%	28.3%
RAI UNO.....	27	20	7	2	2	14	5	4	6	4	12	5
.....	4.8%	7.2%	2.5%	3.3%	1.5%	6.4%	5.0%	9.3%	6.7%	2.7%	6.4%	3.7%
.....	100%	74.1%	25.9%	7.4%	7.4%	51.9%	18.5%	14.8%	22.2%	14.8%	44.4%	18.5%
EUROSPORT.....	10	10	0	1	3	3	2	1	2	3	4	1
.....	1.8%	3.6%	.0%	1.7%	2.2%	1.4%	2.0%	2.3%	2.2%	2.0%	2.1%	.7%
.....	100%	100%	.0%	10.0%	30.0%	30.0%	20.0%	10.0%	20.0%	30.0%	40.0%	10.0%
CNN.....	2	2	0	0	1	0	1	0	0	1	0	1
.....	.4%	.7%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.7%	.0%	.7%
.....	100%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
RAI 2.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.2%	.4%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.7%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BBC PRIME.....	20	8	12	1	3	13	2	1	7	4	6	3
.....	3.6%	2.9%	4.2%	1.7%	2.2%	5.9%	2.0%	2.3%	7.8%	2.7%	3.2%	2.2%
.....	100%	40.0%	60.0%	5.0%	15.0%	65.0%	10.0%	5.0%	35.0%	20.0%	30.0%	15.0%
RETE 4.....	11	4	7	0	1	6	3	1	2	2	2	5
.....	2.0%	1.4%	2.5%	.0%	.7%	2.7%	3.0%	2.3%	2.2%	1.4%	1.1%	3.7%
.....	100%	36.4%	63.6%	.0%	9.1%	54.5%	27.3%	9.1%	18.2%	18.2%	18.2%	45.5%
MTV EUROPE.....	19	7	12	9	9	0	1	0	5	8	3	3
.....	3.4%	2.5%	4.2%	15.0%	6.7%	.0%	1.0%	.0%	5.6%	5.4%	1.6%	2.2%
.....	100%	36.8%	63.2%	47.4%	47.4%	.0%	5.3%	.0%	26.3%	42.1%	15.8%	15.8%
CANALE 5.....	14	7	7	2	2	5	4	1	1	3	8	2
.....	2.5%	2.5%	2.5%	3.3%	1.5%	2.3%	4.0%	2.3%	1.1%	2.0%	4.3%	1.5%
.....	100%	50.0%	50.0%	14.3%	14.3%	35.7%	28.6%	7.1%	7.1%	21.4%	57.1%	14.3%
DISCOVERY CHANNEL....	52	32	20	1	10	29	9	3	17	16	7	12
.....	9.3%	11.6%	7.1%	1.7%	7.4%	13.2%	8.9%	7.0%	18.9%	10.9%	3.7%	8.9%
.....	100%	61.5%	38.5%	1.9%	19.2%	55.8%	17.3%	5.8%	32.7%	30.8%	13.5%	23.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

(continued)

TABLE 4.9: MOST PREFERRED NON-MALTESE CHANNEL PREFERRED ON CABLE
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MBC.....	2	0	2	0	1	0	1	0	1	0	1	0
.....	.4%	.0%	.7%	.0%	.7%	.0%	1.0%	.0%	1.1%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
LIVING.....	90	20	70	6	25	38	18	3	12	30	28	20
.....	16.1%	7.2%	24.7%	10.0%	18.5%	17.3%	17.8%	7.0%	13.3%	20.4%	15.0%	14.8%
.....	100%	22.2%	77.8%	6.7%	27.8%	42.2%	20.0%	3.3%	13.3%	33.3%	31.1%	22.2%
ITALIA 1.....	34	22	12	4	9	12	6	3	1	8	15	10
.....	6.1%	8.0%	4.2%	6.7%	6.7%	5.5%	5.9%	7.0%	1.1%	5.4%	8.0%	7.4%
.....	100%	64.7%	35.3%	11.8%	26.5%	35.3%	17.6%	8.8%	2.9%	23.5%	44.1%	29.4%
FOX KIDS / TVE INTERNATIONAL.....	1	0	1	1	0	0	0	0	0	0	1	0
.....	.2%	.0%	.4%	1.7%	.0%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%
TMC MONTECARLO.....	3	2	1	1	0	2	0	0	0	0	0	3
.....	.5%	.7%	.4%	1.7%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	2.2%
.....	100%	66.7%	33.3%	33.3%	.0%	66.7%	.0%	.0%	.0%	.0%	.0%	100%
TELE+2.....	31	22	9	4	10	10	6	1	5	9	9	8
.....	5.5%	8.0%	3.2%	6.7%	7.4%	4.5%	5.9%	2.3%	5.6%	6.1%	4.8%	5.9%
.....	100%	71.0%	29.0%	12.9%	32.3%	32.3%	19.4%	3.2%	16.1%	29.0%	29.0%	25.8%
EURONEWS.....	6	5	1	0	1	2	2	1	1	3	1	1
.....	1.1%	1.8%	.4%	.0%	.7%	.9%	2.0%	2.3%	1.1%	2.0%	.5%	.7%
.....	100%	83.3%	16.7%	.0%	16.7%	33.3%	33.3%	16.7%	16.7%	50.0%	16.7%	16.7%
MAX.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
TRAVEL CHANNEL.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	.0%	2.3%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
BBC WORLD.....	4	2	2	0	0	1	2	1	1	3	0	0
.....	.7%	.7%	.7%	.0%	.0%	.5%	2.0%	2.3%	1.1%	2.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	25.0%	75.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

(continued)

TABLE 4.9: MOST PREFERRED NON-MALTESE CHANNEL PREFERRED ON CABLE
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NICKELODEON /FASHION TV.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.7%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CARTOON NETWORK.....	5	3	2	2	2	0	0	1	0	4	0	1
.....	.9%	1.1%	.7%	3.3%	1.5%	.0%	.0%	2.3%	.0%	2.7%	.0%	.7%
.....	100%	60.0%	40.0%	40.0%	40.0%	.0%	.0%	20.0%	.0%	80.0%	.0%	20.0%
NATIONAL GEOGRAPHIC..	3	2	1	0	1	0	0	2	1	0	2	0
.....	.5%	.7%	.4%	.0%	.7%	.0%	.0%	4.7%	1.1%	.0%	1.1%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	.0%	.0%	66.7%	33.3%	.0%	66.7%	.0%
TROUBLE /BRAVO.....	14	7	7	11	2	0	1	0	4	3	5	2
.....	2.5%	2.5%	2.5%	18.3%	1.5%	.0%	1.0%	.0%	4.4%	2.0%	2.7%	1.5%
.....	100%	50.0%	50.0%	78.6%	14.3%	.0%	7.1%	.0%	28.6%	21.4%	35.7%	14.3%
VH1.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
THE MOVIE CHANNEL....	5	4	1	1	1	2	1	0	1	0	3	1
.....	.9%	1.4%	.4%	1.7%	.7%	.9%	1.0%	.0%	1.1%	.0%	1.6%	.7%
.....	100%	80.0%	20.0%	20.0%	20.0%	40.0%	20.0%	.0%	20.0%	.0%	60.0%	20.0%
THE SPORTS CHANNEL...	5	4	1	0	1	3	1	0	0	2	2	1
.....	.9%	1.4%	.4%	.0%	.7%	1.4%	1.0%	.0%	.0%	1.4%	1.1%	.7%
.....	100%	80.0%	20.0%	.0%	20.0%	60.0%	20.0%	.0%	.0%	40.0%	40.0%	20.0%
TNT CLASSIC MOVIES...	6	2	4	0	0	4	2	0	1	1	3	1
.....	1.1%	.7%	1.4%	.0%	.0%	1.8%	2.0%	.0%	1.1%	.7%	1.6%	.7%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	16.7%	16.7%	50.0%	16.7%
SKY NEWS.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	1.1%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
ANIMAL PLANET.....	4	2	2	0	3	1	0	0	0	1	1	2
.....	.7%	.7%	.7%	.0%	2.2%	.5%	.0%	.0%	.0%	.7%	.5%	1.5%
.....	100%	50.0%	50.0%	.0%	75.0%	25.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
MUZZIK.....	1	1	0	0	0	1	0	0	1	0	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 4.9: MOST PREFERRED NON-MALTESE CHANNEL PREFERRED ON CABLE
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	1.1%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	137	272	330	262
NO ONE IN PARTICULAR.	233	126	107	20	55	87	42	29	36	65	68	64
.....	23.3%	25.7%	20.9%	17.9%	26.2%	23.5%	23.1%	23.0%	26.3%	23.9%	20.6%	24.4%
.....	100%	54.1%	45.9%	8.6%	23.6%	37.3%	18.0%	12.4%	15.5%	27.9%	29.2%	27.5%
THE HUSBAND.....	304	171	133	34	47	121	64	38	43	80	95	86
.....	30.4%	34.9%	26.0%	30.4%	22.4%	32.6%	35.2%	30.2%	31.4%	29.4%	28.8%	32.8%
.....	100%	56.3%	43.8%	11.2%	15.5%	39.8%	21.1%	12.5%	14.1%	26.3%	31.3%	28.3%
THE WIFE.....	235	85	150	16	33	84	56	46	26	55	85	69
.....	23.5%	17.3%	29.4%	14.3%	15.7%	22.6%	30.8%	36.5%	19.0%	20.2%	25.8%	26.3%
.....	100%	36.2%	63.8%	6.8%	14.0%	35.7%	23.8%	19.6%	11.1%	23.4%	36.2%	29.4%
THE CHILDREN.....	229	108	121	42	75	79	20	13	32	72	82	43
.....	22.9%	22.0%	23.7%	37.5%	35.7%	21.3%	11.0%	10.3%	23.4%	26.5%	24.8%	16.4%
.....	100%	47.2%	52.8%	18.3%	32.8%	34.5%	8.7%	5.7%	14.0%	31.4%	35.8%	18.8%

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	137	272	330	262
NO PARTICULAR PREFERENCE.....	20	7	13	4	2	8	3	3	3	5	6	6
.....	2.0%	1.4%	2.5%	3.6%	1.0%	2.2%	1.6%	2.4%	2.2%	1.8%	1.8%	2.3%
.....	100%	35.0%	65.0%	20.0%	10.0%	40.0%	15.0%	15.0%	15.0%	25.0%	30.0%	30.0%
LISTEN TO THEM ON THE RADIO.....	127	61	66	3	22	46	32	24	14	35	41	37
.....	12.7%	12.4%	12.9%	2.7%	10.5%	12.4%	17.6%	19.0%	10.2%	12.9%	12.4%	14.1%
.....	100%	48.0%	52.0%	2.4%	17.3%	36.2%	25.2%	18.9%	11.0%	27.6%	32.3%	29.1%
WATCH THEM ON TV.....	715	351	364	74	149	273	135	84	84	190	242	199
.....	71.4%	71.6%	71.2%	66.1%	71.0%	73.6%	74.2%	66.7%	61.3%	69.9%	73.3%	76.0%
.....	100%	49.1%	50.9%	10.3%	20.8%	38.2%	18.9%	11.7%	11.7%	26.6%	33.8%	27.8%
READ THEM IN A NEWSPAPER.....	103	60	43	15	29	38	10	11	31	33	27	12
.....	10.3%	12.2%	8.4%	13.4%	13.8%	10.2%	5.5%	8.7%	22.6%	12.1%	8.2%	4.6%
.....	100%	58.3%	41.7%	14.6%	28.2%	36.9%	9.7%	10.7%	30.1%	32.0%	26.2%	11.7%
PICK THEM UP FROM OTHER PERSONS.....	36	11	25	16	8	6	2	4	5	9	14	8
.....	3.6%	2.2%	4.9%	14.3%	3.8%	1.6%	1.1%	3.2%	3.6%	3.3%	4.2%	3.1%
.....	100%	30.6%	69.4%	44.4%	22.2%	16.7%	5.6%	11.1%	13.9%	25.0%	38.9%	22.2%

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	137	272	330	262
NO PARTICULAR												
PREFERENCE.....	31	16	15	6	7	11	3	4	3	5	10	13
.....	3.1%	3.3%	2.9%	5.4%	3.3%	3.0%	1.6%	3.2%	2.2%	1.8%	3.0%	5.0%
.....	100%	51.6%	48.4%	19.4%	22.6%	35.5%	9.7%	12.9%	9.7%	16.1%	32.3%	41.9%
LISTEN TO THEM ON THE												
RADIO.....	103	50	53	3	20	33	25	22	11	28	31	33
.....	10.3%	10.2%	10.4%	2.7%	9.5%	8.9%	13.7%	17.5%	8.0%	10.3%	9.4%	12.6%
.....	100%	48.5%	51.5%	2.9%	19.4%	32.0%	24.3%	21.4%	10.7%	27.2%	30.1%	32.0%
WATCH THEM ON TV.....	746	363	383	75	155	292	139	85	92	201	254	199
.....	74.5%	74.1%	75.0%	67.0%	73.8%	78.7%	76.4%	67.5%	67.2%	73.9%	77.0%	76.0%
.....	100%	48.7%	51.3%	10.1%	20.8%	39.1%	18.6%	11.4%	12.3%	26.9%	34.0%	26.7%
READ THEM IN A												
NEWSPAPER.....	90	53	37	11	24	31	13	11	26	32	22	10
.....	9.0%	10.8%	7.2%	9.8%	11.4%	8.4%	7.1%	8.7%	19.0%	11.8%	6.7%	3.8%
.....	100%	58.9%	41.1%	12.2%	26.7%	34.4%	14.4%	12.2%	28.9%	35.6%	24.4%	11.1%
PICK THEM UP FROM												
OTHER PERSONS.....	31	8	23	17	4	4	2	4	5	6	13	7
.....	3.1%	1.6%	4.5%	15.2%	1.9%	1.1%	1.1%	3.2%	3.6%	2.2%	3.9%	2.7%
.....	100%	25.8%	74.2%	54.8%	12.9%	12.9%	6.5%	12.9%	16.1%	19.4%	41.9%	22.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.3: 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.....	1001	490	511	112	210	371	182	126	137	272	330	262
DID NOT WATCH NEWS ON												
TV.....	434	211	223	76	121	154	45	38	69	122	139	104
.....	43.4%	43.1%	43.6%	67.9%	57.6%	41.5%	24.7%	30.2%	50.4%	44.9%	42.1%	39.7%
.....	100%	48.6%	51.4%	17.5%	27.9%	35.5%	10.4%	8.8%	15.9%	28.1%	32.0%	24.0%
TVM.....	432	217	215	26	75	157	108	66	55	124	136	117
.....	43.2%	44.3%	42.1%	23.2%	35.7%	42.3%	59.3%	52.4%	40.1%	45.6%	41.2%	44.7%
.....	100%	50.2%	49.8%	6.0%	17.4%	36.3%	25.0%	15.3%	12.7%	28.7%	31.5%	27.1%
SUPER 1.....	181	95	86	7	20	71	44	39	12	30	74	65
.....	18.1%	19.4%	16.8%	6.3%	9.5%	19.1%	24.2%	31.0%	8.8%	11.0%	22.4%	24.8%
.....	100%	52.5%	47.5%	3.9%	11.0%	39.2%	24.3%	21.5%	6.6%	16.6%	40.9%	35.9%
NET TV.....	97	47	50	6	16	41	24	10	23	29	26	19
.....	9.7%	9.6%	9.8%	5.4%	7.6%	11.1%	13.2%	7.9%	16.8%	10.7%	7.9%	7.3%
.....	100%	48.5%	51.5%	6.2%	16.5%	42.3%	24.7%	10.3%	23.7%	29.9%	26.8%	19.6%
SMASH TV.....	3	2	1	0	0	0	1	2	0	0	1	2
.....	.3%	.4%	.2%	.0%	.0%	.0%	.5%	1.6%	.0%	.0%	.3%	.8%
.....	100%	66.7%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%	33.3%	66.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 5.4: 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.....	1001	490	511	112	210	371	182	126	137	272	330	262
DID NOT WATCH NEWS ON												
TV.....	463	223	240	83	124	164	56	36	75	128	144	116
.....	46.3%	45.5%	47.0%	74.1%	59.0%	44.2%	30.8%	28.6%	54.7%	47.1%	43.6%	44.3%
.....	100%	48.2%	51.8%	17.9%	26.8%	35.4%	12.1%	7.8%	16.2%	27.6%	31.1%	25.1%
TVM.....	399	204	195	20	69	144	99	67	51	115	132	101
.....	39.9%	41.6%	38.2%	17.9%	32.9%	38.8%	54.4%	53.2%	37.2%	42.3%	40.0%	38.5%
.....	100%	51.1%	48.9%	5.0%	17.3%	36.1%	24.8%	16.8%	12.8%	28.8%	33.1%	25.3%
SUPER 1.....	183	95	88	6	23	72	41	41	12	28	76	67
.....	18.3%	19.4%	17.2%	5.4%	11.0%	19.4%	22.5%	32.5%	8.8%	10.3%	23.0%	25.6%
.....	100%	51.9%	48.1%	3.3%	12.6%	39.3%	22.4%	22.4%	6.6%	15.3%	41.5%	36.6%
NET TV.....	102	54	48	5	21	43	22	11	20	34	29	19
.....	10.2%	11.0%	9.4%	4.5%	10.0%	11.6%	12.1%	8.7%	14.6%	12.5%	8.8%	7.3%
.....	100%	52.9%	47.1%	4.9%	20.6%	42.2%	21.6%	10.8%	19.6%	33.3%	28.4%	18.6%
SMASH TV.....	4	3	1	0	0	1	1	2	0	0	1	3
.....	.4%	.6%	.2%	.0%	.0%	.3%	.5%	1.6%	.0%	.0%	.3%	1.1%
.....	100%	75.0%	25.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%	.0%	25.0%	75.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 6.1 General Preferences for Radio Programme Sectors (1996 - 1999)

PROGRAMME SECTOR	%	%	%	%
	1996	1997	1998	1999
Music	82.5	78.9	87.2	87.4
Local News	74.7	70.6	84.5	80.5
Foreign News	68.1	63.9	77.1	76.9
Discussions	61.2	58.1	67.6	59.7
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0
Current Affairs	42.2	31.2	56.8	54.3
Religion	50.6	34.7	53.3	47.1
Culture	36.4	29.1	45.8	44.4
Novels/Plays	35.6	27.9	49.5	40.7
Sports	37.5	29.0	48.2	37.2
Money/Business	19.0	16.7	31.7	25.2
Children	20.3	15.9	30.2	25.8

Table 6.2 General Preferences for TV Programme Sectors (1996 - 1999)

PROGRAMME SECTOR	%	%	%	%
	1996	1997	1998	1999
Local News	89.3	84.2	94.6	93.1
Foreign News	85.3	79.8	88.9	90.7
Feature Films	72.0	60.5	77.5	77.9
Weather	78.2	50.5	81.2	76.4
Discussions	56.1	43.8	72.1	73.8
Documentaries	63.1	50.3	66.3	73.5
Quizzes/Game Shows/Variety Progr..	60.4	51.6	70.1	66.8
Serials/Soap Operas	32.5	22.9	61.4	66.7
Sports	55.3	45.1	63.0	62.7
Current Affairs	36.3	23.4	44.8	53.0
Religion	39.3	22.4	44.3	48.8
Plays	35.0	31.4	54.4	46.0
Music Video-Clips	33.7	24.7	45.5	44.1
Art & Culture	33.5	22.1	44.8	44.7
Women's Programmes	36.8	20.9	47.4	43.4
Children's Programmes	29.0	18.3	47.0	43.5
Business & Finance	18.1	11.9	27.0	23.7

Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors (1996)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.90	2.40	13.80	4.80	5.00	10.20	8.90	1.50	17.70	8.10	0.90	2.30	17.50	100.00
Discussions	8.70	3.10	19.20	2.60	0.50	0.50	19.90	4.90	0.40	0.60	0.40	0.40	38.80	100.00
Sport	5.40	3.00	13.90	3.10	1.00	1.80	4.00	1.90	1.90	1.30	0.00	0.30	62.40	100.00
Money & Business	4.60	1.70	7.10	1.00	0.40	0.50	2.30	0.60	0.10	0.40	0.30	0.00	81.00	100.00
Culture	6.30	2.40	11.80	2.20	0.10	0.30	10.80	1.00	0.10	0.50	0.60	0.10	63.80	100.00
Health/Beauty/home/Law	7.30	2.80	15.70	2.60	0.30	0.60	15.00	1.40	0.40	0.40	0.00	0.10	53.40	100.00
Religion	6.80	2.20	9.60	1.20	0.00	0.60	29.20	0.60	0.10	0.30	0.00	0.00	49.40	100.00
Novels & Plays	10.00	2.80	14.70	2.20	0.00	0.10	5.30	0.50	0.10	0.30	0.00	0.00	64.00	100.00
Children	3.50	1.80	7.30	0.80	0.10	0.40	5.00	0.80	0.40	0.30	0.00	0.00	79.60	100.00
Local News	11.80	4.10	23.70	7.10	1.80	5.40	12.60	1.00	4.60	1.80	0.10	0.60	25.40	100.00
Foreign News	11.70	3.30	19.50	5.80	3.00	4.90	12.00	1.20	4.10	1.90	0.30	0.50	31.80	100.00
Current Affairs	6.70	2.60	14.40	4.50	0.90	2.10	7.80	1.40	0.80	0.90	0.10	0.00	57.80	100.00

Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors (1997)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	1.3	4.0	8.2	2.2	7.6	4.2	2.4	23.7	6.1	0.3	2.4	21.1	100.00
Discussions	8.8	2.2	14.4	5.5	0.0	0.5	15.0	9.7	1.1	0.3	0.1	0.4	41.9	100.00
Sport	3.3	2.1	9.9	3.6	0.0	2.4	1.7	1.4	3.0	0.9	0.0	0.7	71.0	100.00
Money & Business	1.8	2.5	5.7	2.0	0.0	0.1	1.7	2.5	0.1	0.1	0.0	0.1	83.3	100.00
Culture	5.3	4.0	8.7	3.0	0.0	0.1	4.5	2.1	0.1	0.5	0.5	0.3	70.9	100.00
Health/Beauty/home/Law	4.6	2.5	11.3	4.0	0.0	0.0	6.2	2.1	0.5	0.4	0.0	0.0	68.4	100.00
Religion	4.9	1.4	5.9	0.9	0.0	0.0	20.6	0.5	0.0	0.4	0.0	0.0	65.3	100.00
Novels & Plays	7.4	2.8	10.3	2.1	0.0	0.0	4.2	0.5	0.1	0.3	0.0	0.3	72.1	100.00
Children	2.1	2.1	5.8	0.9	0.0	0.0	4.3	0.3	0.1	0.3	0.0	0.0	84.1	100.00
Local News	13.3	3.2	22.7	11.6	1.1	2.4	7.0	2.9	5.0	1.4	0.0	0.1	29.4	100.00
Foreign News	11.2	3.4	20.4	10.0	1.4	2.4	6.1	2.9	4.6	1.4	0.0	0.0	36.1	100.00
Current Affairs	4.1	0.9	11.2	4.0	0.1	0.5	3.0	5.4	1.2	0.5	0.0	0.4	68.6	100.00

Table 6.3-1.3: Radio Station Preferences for Different Programme Sectors (1998)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	8.1	1.1	12.8	9.1	3.3	10.3	7.0	5.4	16.7	9.8	0.1	2.5	1.0	13.0	100.00
Discussions	11.1	0.7	14.3	11.4	0.5	1.8	14.7	10.0	1.7	0.6	0.2	0.5	-	32.4	100.00
Sport	9.0	3.2	13.3	6.6	1.2	3.4	4.2	1.6	2.7	1.6	0.1	0.2	-	52.8	100.00
Money & Business	10.0	3.1	4.2	3.6	0.7	2.1	3.3	2.5	1.2	0.5	0.2	0.2	0.1	68.3	100.00
Culture	11.7	2.5	8.4	6.1	0.9	1.7	8.2	2.6	0.9	0.7	1.0	0.5	0.7	54.2	100.00
Health/Beauty/home/Law	12.7	2.5	12.7	6.9	1.1	1.4	10.6	3.7	2.0	0.5	0.4	0.4	-	45.5	100.00
Religion	6.0	0.6	6.9	2.6	0.2	0.9	33.0	1.1	0.7	0.2	0.1	0.7	0.1	46.7	100.00
Novels & Plays	16.2	2.0	11.9	4.5	0.4	0.9	9.3	2.7	0.9	0.2	0.2	0.1	0.1	50.5	100.00
Children	10.3	2.0	7.0	2.0	0.5	1.0	4.3	1.6	1.2	0.1	-	0.2	-	69.8	100.00
Local News	14.9	2.9	23.6	15.2	1.4	5.2	9.7	4.3	4.4	1.8	-	0.9	0.2	15.5	100.00
Foreign News	14.4	2.3	20.1	14.0	1.6	5.0	9.2	3.9	4.2	1.5	-	0.6	0.2	22.9	100.00
Current Affairs	10.1	2.1	14.1	11.5	0.9	3.3	6.0	5.3	1.7	0.9	-	0.7	0.1	43.2	100.00

Table 6.3-1.4: Radio Station Preferences for Different Programme Sectors (1999)

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

TABLE 6.3-1: 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	771	364	407	81	172	288	144	86	100	220	253	198
MUSIC												
NONE.....	97	32	65	4	11	28	29	25	11	20	32	34
.....	12.6%	8.8%	16.0%	4.9%	6.4%	9.7%	20.1%	29.1%	11.0%	9.1%	12.6%	17.2%
.....	100%	33.0%	67.0%	4.1%	11.3%	28.9%	29.9%	25.8%	11.3%	20.6%	33.0%	35.1%
RADIO MALTA 1	39	16	23	1	2	13	15	8	4	12	13	10
.....	5.1%	4.4%	5.7%	1.2%	1.2%	4.5%	10.4%	9.3%	4.0%	5.5%	5.1%	5.1%
.....	100%	41.0%	59.0%	2.6%	5.1%	33.3%	38.5%	20.5%	10.3%	30.8%	33.3%	25.6%
RADIO MALTA 2	15	10	5	1	0	5	5	4	3	3	6	3
.....	1.9%	2.7%	1.2%	1.2%	.0%	1.7%	3.5%	4.7%	3.0%	1.4%	2.4%	1.5%
.....	100%	66.7%	33.3%	6.7%	.0%	33.3%	33.3%	26.7%	20.0%	20.0%	40.0%	20.0%
RADIO SUPER 1	122	59	63	3	8	52	32	27	2	18	53	49
.....	15.8%	16.2%	15.5%	3.7%	4.7%	18.1%	22.2%	31.4%	2.0%	8.2%	20.9%	24.7%
.....	100%	48.4%	51.6%	2.5%	6.6%	42.6%	26.2%	22.1%	1.6%	14.8%	43.4%	40.2%
RADIO 101	68	30	38	5	10	30	13	10	14	19	17	18
.....	8.8%	8.2%	9.3%	6.2%	5.8%	10.4%	9.0%	11.6%	14.0%	8.6%	6.7%	9.1%
.....	100%	44.1%	55.9%	7.4%	14.7%	44.1%	19.1%	14.7%	20.6%	27.9%	25.0%	26.5%
ISLAND SOUND	49	21	28	12	16	16	5	0	9	20	12	8
.....	6.4%	5.8%	6.9%	14.8%	9.3%	5.6%	3.5%	.0%	9.0%	9.1%	4.7%	4.0%
.....	100%	42.9%	57.1%	24.5%	32.7%	32.7%	10.2%	.0%	18.4%	40.8%	24.5%	16.3%
BAY RADIO	77	43	34	14	40	17	5	1	18	27	15	17
.....	10.0%	11.8%	8.4%	17.3%	23.3%	5.9%	3.5%	1.2%	18.0%	12.3%	5.9%	8.6%
.....	100%	55.8%	44.2%	18.2%	51.9%	22.1%	6.5%	1.3%	23.4%	35.1%	19.5%	22.1%
RTK	41	14	27	1	4	15	15	6	6	12	15	8
.....	5.3%	3.8%	6.6%	1.2%	2.3%	5.2%	10.4%	7.0%	6.0%	5.5%	5.9%	4.0%
.....	100%	34.1%	65.9%	2.4%	9.8%	36.6%	36.6%	14.6%	14.6%	29.3%	36.6%	19.5%
LIVE FM	13	6	7	8	2	3	0	0	0	3	8	2
.....	1.7%	1.6%	1.7%	9.9%	1.2%	1.0%	.0%	.0%	.0%	1.4%	3.2%	1.0%
.....	100%	46.2%	53.8%	61.5%	15.4%	23.1%	.0%	.0%	.0%	23.1%	61.5%	15.4%
SMASH	80	41	39	21	32	23	4	0	11	27	29	13
.....	10.4%	11.3%	9.6%	25.9%	18.6%	8.0%	2.8%	.0%	11.0%	12.3%	11.5%	6.6%
.....	100%	51.3%	48.8%	26.3%	40.0%	28.8%	5.0%	.0%	13.8%	33.8%	36.3%	16.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO CALYPSO.....	116	60	56	6	24	68	16	2	18	42	32	24
.....	15.0%	16.5%	13.8%	7.4%	14.0%	23.6%	11.1%	2.3%	18.0%	19.1%	12.6%	12.1%
.....	100%	51.7%	48.3%	5.2%	20.7%	58.6%	13.8%	1.7%	15.5%	36.2%	27.6%	20.7%
UNIVERSITY RADIO.....	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%
RADJU MAS.....	7	0	7	1	5	1	0	0	0	1	2	4
.....	.9%	.0%	1.7%	1.2%	2.9%	.3%	.0%	.0%	.0%	.5%	.8%	2.0%
.....	100%	.0%	100%	14.3%	71.4%	14.3%	.0%	.0%	.0%	14.3%	28.6%	57.1%
FM BRONJA.....	16	12	4	0	2	7	4	3	4	8	2	2
.....	2.1%	3.3%	1.0%	.0%	1.2%	2.4%	2.8%	3.5%	4.0%	3.6%	.8%	1.0%
.....	100%	75.0%	25.0%	.0%	12.5%	43.8%	25.0%	18.8%	25.0%	50.0%	12.5%	12.5%
CAPITAL RADIO.....	30	20	10	4	16	9	1	0	0	8	16	6
.....	3.9%	5.5%	2.5%	4.9%	9.3%	3.1%	.7%	.0%	.0%	3.6%	6.3%	3.0%
.....	100%	66.7%	33.3%	13.3%	53.3%	30.0%	3.3%	.0%	.0%	26.7%	53.3%	20.0%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	311	174	137	54	80	118	41	18	39	96	102	74
.....	40.3%	47.8%	33.7%	66.7%	46.5%	41.0%	28.5%	20.9%	39.0%	43.6%	40.3%	37.4%
.....	100%	55.9%	44.1%	17.4%	25.7%	37.9%	13.2%	5.8%	12.5%	30.9%	32.8%	23.8%
RADIO MALTA 1.....	53	16	37	5	9	17	14	8	4	15	20	14
.....	6.9%	4.4%	9.1%	6.2%	5.2%	5.9%	9.7%	9.3%	4.0%	6.8%	7.9%	7.1%
.....	100%	30.2%	69.8%	9.4%	17.0%	32.1%	26.4%	15.1%	7.5%	28.3%	37.7%	26.4%
RADIO MALTA 2.....	14	9	5	2	2	3	3	4	4	3	3	4
.....	1.8%	2.5%	1.2%	2.5%	1.2%	1.0%	2.1%	4.7%	4.0%	1.4%	1.2%	2.0%
.....	100%	64.3%	35.7%	14.3%	14.3%	21.4%	21.4%	28.6%	28.6%	21.4%	21.4%	28.6%
RADIO SUPER 1.....	142	61	81	5	20	58	32	27	7	28	54	53
.....	18.4%	16.8%	19.9%	6.2%	11.6%	20.1%	22.2%	31.4%	7.0%	12.7%	21.3%	26.8%
.....	100%	43.0%	57.0%	3.5%	14.1%	40.8%	22.5%	19.0%	4.9%	19.7%	38.0%	37.3%
RADIO 101.....	65	28	37	6	13	26	12	8	13	18	23	11
.....	8.4%	7.7%	9.1%	7.4%	7.6%	9.0%	8.3%	9.3%	13.0%	8.2%	9.1%	5.6%
.....	100%	43.1%	56.9%	9.2%	20.0%	40.0%	18.5%	12.3%	20.0%	27.7%	35.4%	16.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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
ISLAND SOUND.....	7	3	4	0	2	4	1	0	0	5	0	2
.....	.9%	.8%	1.0%	.0%	1.2%	1.4%	.7%	.0%	.0%	2.3%	.0%	1.0%
.....	100%	42.9%	57.1%	.0%	28.6%	57.1%	14.3%	.0%	.0%	71.4%	.0%	28.6%
BAY RADIO.....	8	3	5	0	4	4	0	0	3	4	0	1
.....	1.0%	.8%	1.2%	.0%	2.3%	1.4%	.0%	.0%	3.0%	1.8%	.0%	.5%
.....	100%	37.5%	62.5%	.0%	50.0%	50.0%	.0%	.0%	37.5%	50.0%	.0%	12.5%
RTK.....	129	45	84	5	27	39	38	20	26	38	32	33
.....	16.7%	12.4%	20.6%	6.2%	15.7%	13.5%	26.4%	23.3%	26.0%	17.3%	12.6%	16.7%
.....	100%	34.9%	65.1%	3.9%	20.9%	30.2%	29.5%	15.5%	20.2%	29.5%	24.8%	25.6%
LIVE FM.....	18	12	6	1	8	7	2	0	2	6	9	1
.....	2.3%	3.3%	1.5%	1.2%	4.7%	2.4%	1.4%	.0%	2.0%	2.7%	3.6%	.5%
.....	100%	66.7%	33.3%	5.6%	44.4%	38.9%	11.1%	.0%	11.1%	33.3%	50.0%	5.6%
SMASH.....	13	5	8	2	4	6	0	1	2	1	8	2
.....	1.7%	1.4%	2.0%	2.5%	2.3%	2.1%	.0%	1.2%	2.0%	.5%	3.2%	1.0%
.....	100%	38.5%	61.5%	15.4%	30.8%	46.2%	.0%	7.7%	15.4%	7.7%	61.5%	15.4%
RADIO CALYPSO.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.3%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.9%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
FM BRONJA.....	5	3	2	1	1	2	1	0	0	4	0	1
.....	.6%	.8%	.5%	1.2%	.6%	.7%	.7%	.0%	.0%	1.8%	.0%	.5%
.....	100%	60.0%	40.0%	20.0%	20.0%	40.0%	20.0%	.0%	.0%	80.0%	.0%	20.0%
CAPITAL RADIO.....	4	3	1	0	2	2	0	0	0	0	2	2
.....	.5%	.8%	.2%	.0%	1.2%	.7%	.0%	.0%	.0%	.0%	.8%	1.0%
.....	100%	75.0%	25.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
SPORT												
NONE.....	484	195	289	52	113	182	86	51	73	137	152	122
.....	62.8%	53.6%	71.0%	64.2%	65.7%	63.2%	59.7%	59.3%	73.0%	62.3%	60.1%	61.6%
.....	100%	40.3%	59.7%	10.7%	23.3%	37.6%	17.8%	10.5%	15.1%	28.3%	31.4%	25.2%
RADIO MALTA 1.....	41	25	16	3	8	14	10	6	4	12	14	11
.....	5.3%	6.9%	3.9%	3.7%	4.7%	4.9%	6.9%	7.0%	4.0%	5.5%	5.5%	5.6%
.....	100%	61.0%	39.0%	7.3%	19.5%	34.1%	24.4%	14.6%	9.8%	29.3%	34.1%	26.8%
RADIO MALTA 2.....	12	8	4	0	4	7	1	0	0	7	3	2

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	1.6%	2.2%	1.0%	.0%	2.3%	2.4%	.7%	.0%	.0%	3.2%	1.2%	1.0%
.....	100%	66.7%	33.3%	.0%	33.3%	58.3%	8.3%	.0%	.0%	58.3%	25.0%	16.7%
RADIO SUPER 1.....	99	55	44	4	11	39	26	19	2	21	40	36
.....	12.8%	15.1%	10.8%	4.9%	6.4%	13.5%	18.1%	22.1%	2.0%	9.5%	15.8%	18.2%
.....	100%	55.6%	44.4%	4.0%	11.1%	39.4%	26.3%	19.2%	2.0%	21.2%	40.4%	36.4%
RADIO 101.....	44	28	16	7	4	23	7	3	7	16	16	5
.....	5.7%	7.7%	3.9%	8.6%	2.3%	8.0%	4.9%	3.5%	7.0%	7.3%	6.3%	2.5%
.....	100%	63.6%	36.4%	15.9%	9.1%	52.3%	15.9%	6.8%	15.9%	36.4%	36.4%	11.4%
ISLAND SOUND.....	16	11	5	3	7	5	1	0	2	8	4	2
.....	2.1%	3.0%	1.2%	3.7%	4.1%	1.7%	.7%	.0%	2.0%	3.6%	1.6%	1.0%
.....	100%	68.8%	31.3%	18.8%	43.8%	31.3%	6.3%	.0%	12.5%	50.0%	25.0%	12.5%
BAY RADIO.....	12	6	6	1	8	2	1	0	4	3	0	5
.....	1.6%	1.6%	1.5%	1.2%	4.7%	.7%	.7%	.0%	4.0%	1.4%	.0%	2.5%
.....	100%	50.0%	50.0%	8.3%	66.7%	16.7%	8.3%	.0%	33.3%	25.0%	.0%	41.7%
RTK.....	30	15	15	1	7	5	11	6	3	7	10	10
.....	3.9%	4.1%	3.7%	1.2%	4.1%	1.7%	7.6%	7.0%	3.0%	3.2%	4.0%	5.1%
.....	100%	50.0%	50.0%	3.3%	23.3%	16.7%	36.7%	20.0%	10.0%	23.3%	33.3%	33.3%
SMASH.....	11	5	6	5	3	2	0	1	2	1	6	2
.....	1.4%	1.4%	1.5%	6.2%	1.7%	.7%	.0%	1.2%	2.0%	.5%	2.4%	1.0%
.....	100%	45.5%	54.5%	45.5%	27.3%	18.2%	.0%	9.1%	18.2%	9.1%	54.5%	18.2%
RADIO CALYPSO.....	10	7	3	3	3	4	0	0	2	3	4	1
.....	1.3%	1.9%	.7%	3.7%	1.7%	1.4%	.0%	.0%	2.0%	1.4%	1.6%	.5%
.....	100%	70.0%	30.0%	30.0%	30.0%	40.0%	.0%	.0%	20.0%	30.0%	40.0%	10.0%
RADJU MAS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
FM BRONJA.....	4	3	1	0	1	2	1	0	0	3	0	1
.....	.5%	.8%	.2%	.0%	.6%	.7%	.7%	.0%	.0%	1.4%	.0%	.5%
.....	100%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	75.0%	.0%	25.0%
CAPITAL RADIO.....	7	5	2	2	2	3	0	0	1	2	3	1
.....	.9%	1.4%	.5%	2.5%	1.2%	1.0%	.0%	.0%	1.0%	.9%	1.2%	.5%
.....	100%	71.4%	28.6%	28.6%	28.6%	42.9%	.0%	.0%	14.3%	28.6%	42.9%	14.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MONEY & BUSINESS												
NONE.....	577	264	313	74	141	217	87	58	76	173	183	145
.....	74.8%	72.5%	76.9%	91.4%	82.0%	75.3%	60.4%	67.4%	76.0%	78.6%	72.3%	73.2%
.....	100%	45.8%	54.2%	12.8%	24.4%	37.6%	15.1%	10.1%	13.2%	30.0%	31.7%	25.1%
RADIO MALTA 1.....	29	15	14	0	7	6	12	4	2	6	11	10
.....	3.8%	4.1%	3.4%	.0%	4.1%	2.1%	8.3%	4.7%	2.0%	2.7%	4.3%	5.1%
.....	100%	51.7%	48.3%	.0%	24.1%	20.7%	41.4%	13.8%	6.9%	20.7%	37.9%	34.5%
RADIO MALTA 2.....	9	8	1	1	1	4	1	2	0	4	0	5
.....	1.2%	2.2%	.2%	1.2%	.6%	1.4%	.7%	2.3%	.0%	1.8%	.0%	2.5%
.....	100%	88.9%	11.1%	11.1%	11.1%	44.4%	11.1%	22.2%	.0%	44.4%	.0%	55.6%
RADIO SUPER 1.....	66	29	37	2	5	25	21	13	1	13	31	21
.....	8.6%	8.0%	9.1%	2.5%	2.9%	8.7%	14.6%	15.1%	1.0%	5.9%	12.3%	10.6%
.....	100%	43.9%	56.1%	3.0%	7.6%	37.9%	31.8%	19.7%	1.5%	19.7%	47.0%	31.8%
RADIO 101.....	40	21	19	2	3	22	10	3	8	10	17	5
.....	5.2%	5.8%	4.7%	2.5%	1.7%	7.6%	6.9%	3.5%	8.0%	4.5%	6.7%	2.5%
.....	100%	52.5%	47.5%	5.0%	7.5%	55.0%	25.0%	7.5%	20.0%	25.0%	42.5%	12.5%
ISLAND SOUND.....	3	1	2	0	3	0	0	0	1	2	0	0
.....	.4%	.3%	.5%	.0%	1.7%	.0%	.0%	.0%	1.0%	.9%	.0%	.0%
.....	100%	33.3%	66.7%	.0%	100%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
BAY RADIO.....	2	0	2	0	2	0	0	0	2	0	0	0
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	2.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	31	15	16	1	4	8	12	6	6	8	8	9
.....	4.0%	4.1%	3.9%	1.2%	2.3%	2.8%	8.3%	7.0%	6.0%	3.6%	3.2%	4.5%
.....	100%	48.4%	51.6%	3.2%	12.9%	25.8%	38.7%	19.4%	19.4%	25.8%	25.8%	29.0%
SMASH.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	2	2	0	1	0	1	0	0	1	1	0	0
.....	.3%	.5%	.0%	1.2%	.0%	.3%	.0%	.0%	1.0%	.5%	.0%	.0%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
UNIVERSITY RADIO.....	4	3	1	0	3	1	0	0	2	1	0	1

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
.....	.5%	.8%	.2%	.0%	1.7%	.3%	.0%	.0%	2.0%	.5%	.0%	.5%
.....	100%	75.0%	25.0%	.0%	75.0%	25.0%	.0%	.0%	50.0%	25.0%	.0%	25.0%
RADJU MAS.....	2	2	0	0	0	1	1	0	1	0	1	0
.....	.3%	.5%	.0%	.0%	.0%	.3%	.7%	.0%	1.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
FM BRONJA.....	3	2	1	0	1	2	0	0	0	2	0	1
.....	.4%	.5%	.2%	.0%	.6%	.7%	.0%	.0%	.0%	.9%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	.0%	33.3%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	0	2	0
.....	.3%	.5%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
CULTURE												
NONE.....	429	209	220	54	116	157	63	39	50	130	132	117
.....	55.6%	57.4%	54.1%	66.7%	67.4%	54.5%	43.8%	45.3%	50.0%	59.1%	52.2%	59.1%
.....	100%	48.7%	51.3%	12.6%	27.0%	36.6%	14.7%	9.1%	11.7%	30.3%	30.8%	27.3%
RADIO MALTA 1.....	50	19	31	3	7	17	18	5	5	14	22	9
.....	6.5%	5.2%	7.6%	3.7%	4.1%	5.9%	12.5%	5.8%	5.0%	6.4%	8.7%	4.5%
.....	100%	38.0%	62.0%	6.0%	14.0%	34.0%	36.0%	10.0%	10.0%	28.0%	44.0%	18.0%
RADIO MALTA 2.....	13	6	7	2	2	6	0	3	4	3	3	3
.....	1.7%	1.6%	1.7%	2.5%	1.2%	2.1%	.0%	3.5%	4.0%	1.4%	1.2%	1.5%
.....	100%	46.2%	53.8%	15.4%	15.4%	46.2%	.0%	23.1%	30.8%	23.1%	23.1%	23.1%
RADIO SUPER 1.....	101	44	57	2	10	42	28	19	3	23	42	33
.....	13.1%	12.1%	14.0%	2.5%	5.8%	14.6%	19.4%	22.1%	3.0%	10.5%	16.6%	16.7%
.....	100%	43.6%	56.4%	2.0%	9.9%	41.6%	27.7%	18.8%	3.0%	22.8%	41.6%	32.7%
RADIO 101.....	50	26	24	4	6	23	11	6	9	15	17	9
.....	6.5%	7.1%	5.9%	4.9%	3.5%	8.0%	7.6%	7.0%	9.0%	6.8%	6.7%	4.5%
.....	100%	52.0%	48.0%	8.0%	12.0%	46.0%	22.0%	12.0%	18.0%	30.0%	34.0%	18.0%
ISLAND SOUND.....	9	4	5	1	4	2	2	0	1	5	2	1
.....	1.2%	1.1%	1.2%	1.2%	2.3%	.7%	1.4%	.0%	1.0%	2.3%	.8%	.5%
.....	100%	44.4%	55.6%	11.1%	44.4%	22.2%	22.2%	.0%	11.1%	55.6%	22.2%	11.1%
BAY RADIO.....	6	2	4	1	3	2	0	0	3	0	1	2
.....	.8%	.5%	1.0%	1.2%	1.7%	.7%	.0%	.0%	3.0%	.0%	.4%	1.0%

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%	33.3%	66.7%	16.7%	50.0%	33.3%	.0%	.0%	50.0%	.0%	16.7%	33.3%
RTK.....	72	29	43	6	16	21	18	11	17	18	20	17
.....	9.3%	8.0%	10.6%	7.4%	9.3%	7.3%	12.5%	12.8%	17.0%	8.2%	7.9%	8.6%
.....	100%	40.3%	59.7%	8.3%	22.2%	29.2%	25.0%	15.3%	23.6%	25.0%	27.8%	23.6%
LIVE FM.....	8	4	4	2	2	1	2	1	2	3	2	1
.....	1.0%	1.1%	1.0%	2.5%	1.2%	.3%	1.4%	1.2%	2.0%	1.4%	.8%	.5%
.....	100%	50.0%	50.0%	25.0%	25.0%	12.5%	25.0%	12.5%	25.0%	37.5%	25.0%	12.5%
SMASH.....	8	3	5	2	3	3	0	0	0	2	4	2
.....	1.0%	.8%	1.2%	2.5%	1.7%	1.0%	.0%	.0%	.0%	.9%	1.6%	1.0%
.....	100%	37.5%	62.5%	25.0%	37.5%	37.5%	.0%	.0%	.0%	25.0%	50.0%	25.0%
RADIO CALYPSO.....	6	5	1	2	0	2	2	0	1	1	3	1
.....	.8%	1.4%	.2%	2.5%	.0%	.7%	1.4%	.0%	1.0%	.5%	1.2%	.5%
.....	100%	83.3%	16.7%	33.3%	.0%	33.3%	33.3%	.0%	16.7%	16.7%	50.0%	16.7%
UNIVERSITY RADIO.....	4	2	2	1	1	2	0	0	1	2	1	0
.....	.5%	.5%	.5%	1.2%	.6%	.7%	.0%	.0%	1.0%	.9%	.4%	.0%
.....	100%	50.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%
RADJU MAS.....	2	0	2	0	0	2	0	0	1	1	0	0
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	1.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%
FM BRONJA.....	11	9	2	0	2	7	0	2	3	5	2	3
.....	1.4%	2.5%	.5%	.0%	1.2%	2.4%	.0%	2.3%	3.0%	1.4%	.8%	1.5%
.....	100%	81.8%	18.2%	.0%	18.2%	63.6%	.0%	18.2%	27.3%	27.3%	18.2%	27.3%
CAPITAL RADIO.....	2	2	0	1	0	1	0	0	0	0	2	0
.....	.3%	.5%	.0%	1.2%	.0%	.3%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
HEALTH / BEAUTY / HOME / LAW												
NONE.....	378	219	159	56	99	142	47	34	60	116	120	82
.....	49.0%	60.2%	39.1%	69.1%	57.6%	49.3%	32.6%	39.5%	60.0%	52.7%	47.4%	41.4%
.....	100%	57.9%	42.1%	14.8%	26.2%	37.6%	12.4%	9.0%	15.9%	30.7%	31.7%	21.7%
RADIO MALTA 1.....	48	17	31	2	7	15	17	7	2	13	21	12
.....	6.2%	4.7%	7.6%	2.5%	4.1%	5.2%	11.8%	8.1%	2.0%	5.9%	8.3%	6.1%

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%	35.4%	64.6%	4.2%	14.6%	31.3%	35.4%	14.6%	4.2%	27.1%	43.8%	25.0%
RADIO MALTA 2.....	12	2	10	0	4	5	2	1	2	3	1	6
.....	1.6%	.5%	2.5%	.0%	2.3%	1.7%	1.4%	1.2%	2.0%	1.4%	.4%	3.0%
.....	100%	16.7%	83.3%	.0%	33.3%	41.7%	16.7%	8.3%	16.7%	25.0%	8.3%	50.0%
RADIO SUPER 1.....	132	58	74	5	12	58	33	24	3	25	58	46
.....	17.1%	15.9%	18.2%	6.2%	7.0%	20.1%	22.9%	27.9%	3.0%	11.4%	22.9%	23.2%
.....	100%	43.9%	56.1%	3.8%	9.1%	43.9%	25.0%	18.2%	2.3%	18.9%	43.9%	34.8%
RADIO 101.....	58	21	37	3	11	26	10	8	8	25	14	11
.....	7.5%	5.8%	9.1%	3.7%	6.4%	9.0%	6.9%	9.3%	8.0%	11.4%	5.5%	5.6%
.....	100%	36.2%	63.8%	5.2%	19.0%	44.8%	17.2%	13.8%	13.8%	43.1%	24.1%	19.0%
ISLAND SOUND.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.6%	.3%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	6	2	4	0	4	2	0	0	2	2	0	2
.....	.8%	.5%	1.0%	.0%	2.3%	.7%	.0%	.0%	2.0%	.9%	.0%	1.0%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	.0%	33.3%
RTK.....	106	34	72	10	22	32	32	10	19	28	29	30
.....	13.7%	9.3%	17.7%	12.3%	12.8%	11.1%	22.2%	11.6%	19.0%	12.7%	11.5%	15.2%
.....	100%	32.1%	67.9%	9.4%	20.8%	30.2%	30.2%	9.4%	17.9%	26.4%	27.4%	28.3%
LIVE FM.....	5	2	3	1	2	0	1	1	1	2	1	1
.....	.6%	.5%	.7%	1.2%	1.2%	.0%	.7%	1.2%	1.0%	.9%	.4%	.5%
.....	100%	40.0%	60.0%	20.0%	40.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%	20.0%
SMASH.....	7	1	6	3	3	1	0	0	0	2	3	2
.....	.9%	.3%	1.5%	3.7%	1.7%	.3%	.0%	.0%	.0%	.9%	1.2%	1.0%
.....	100%	14.3%	85.7%	42.9%	42.9%	14.3%	.0%	.0%	.0%	28.6%	42.9%	28.6%
RADIO CALYPSO.....	3	0	3	0	0	2	1	0	1	0	1	1
.....	.4%	.0%	.7%	.0%	.0%	.7%	.7%	.0%	1.0%	.0%	.4%	.5%
.....	100%	.0%	100%	.0%	.0%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	33.3%
UNIVERSITY RADIO.....	2	1	1	0	2	0	0	0	0	0	1	1
.....	.3%	.3%	.2%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.4%	.5%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	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
RADJU MAS.....	2	0	2	0	2	0	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	.0%	.5%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	6	3	3	0	2	3	0	1	2	2	1	1
.....	.8%	.8%	.7%	.0%	1.2%	1.0%	.0%	1.2%	2.0%	.9%	.4%	.5%
.....	100%	50.0%	50.0%	.0%	33.3%	50.0%	.0%	16.7%	33.3%	33.3%	16.7%	16.7%
CAPITAL RADIO.....	4	3	1	1	1	1	1	0	0	0	2	2
.....	.5%	.8%	.2%	1.2%	.6%	.3%	.7%	.0%	.0%	.0%	.8%	1.0%
.....	100%	75.0%	25.0%	25.0%	25.0%	25.0%	25.0%	.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.3-2: 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.....	771	364	407	81	172	288	144	86	100	220	253	198
RELIGION												
NONE.....	408	223	185	58	116	160	44	30	53	132	127	96
.....	52.9%	61.3%	45.5%	71.6%	67.4%	55.6%	30.6%	34.9%	53.0%	60.0%	50.2%	48.5%
.....	100%	54.7%	45.3%	14.2%	28.4%	39.2%	10.8%	7.4%	13.0%	32.4%	31.1%	23.5%
RADIO MALTA 1.....	37	13	24	2	1	12	15	7	1	7	17	12
.....	4.8%	3.6%	5.9%	2.5%	.6%	4.2%	10.4%	8.1%	1.0%	3.2%	6.7%	6.1%
.....	100%	35.1%	64.9%	5.4%	2.7%	32.4%	40.5%	18.9%	2.7%	18.9%	45.9%	32.4%
RADIO SUPER 1.....	73	28	45	2	6	26	25	14	2	12	30	29
.....	9.5%	7.7%	11.1%	2.5%	3.5%	9.0%	17.4%	16.3%	2.0%	5.5%	11.9%	14.6%
.....	100%	38.4%	61.6%	2.7%	8.2%	35.6%	34.2%	19.2%	2.7%	16.4%	41.1%	39.7%
RADIO 101.....	26	10	16	0	0	14	7	5	4	8	9	5
.....	3.4%	2.7%	3.9%	.0%	.0%	4.9%	4.9%	5.8%	4.0%	3.6%	3.6%	2.5%
.....	100%	38.5%	61.5%	.0%	.0%	53.8%	26.9%	19.2%	15.4%	30.8%	34.6%	19.2%
ISLAND SOUND.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.6%	.3%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	2	0	2	0	2	0	0	0	2	0	0	0
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	2.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	212	83	129	18	41	70	53	30	38	56	66	52
.....	27.5%	22.8%	31.7%	22.2%	23.8%	24.3%	36.8%	34.9%	38.0%	25.5%	26.1%	26.3%
.....	100%	39.2%	60.8%	8.5%	19.3%	33.0%	25.0%	14.2%	17.9%	26.4%	31.1%	24.5%
SMASH.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	3	1	2	0	1	2	0	0	0	1	1	1
.....	.4%	.3%	.5%	.0%	.6%	.7%	.0%	.0%	.0%	.5%	.4%	.5%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	33.3%	33.3%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.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 LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
FM BRONJA.....	3	2	1	0	1	2	0	0	0	2	0	1
.....	.4%	.5%	.2%	.0%	.6%	.7%	.0%	.0%	.0%	.9%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	.0%	33.3%
CAPITAL RADIO.....	3	3	0	1	1	1	0	0	0	0	2	1
.....	.4%	.8%	.0%	1.2%	.6%	.3%	.0%	.0%	.0%	.0%	.8%	.5%
.....	100%	100%	.0%	33.3%	33.3%	33.3%	.0%	.0%	.0%	.0%	66.7%	33.3%
NOVELS & PLAYS												
NONE.....	457	236	221	56	124	169	71	37	71	149	128	109
.....	59.3%	64.8%	54.3%	69.1%	72.1%	58.7%	49.3%	43.0%	71.0%	67.7%	50.6%	55.1%
.....	100%	51.6%	48.4%	12.3%	27.1%	37.0%	15.5%	8.1%	15.5%	32.6%	28.0%	23.9%
RADIO MALTA 1.....	77	32	45	5	14	28	19	11	6	21	28	22
.....	10.0%	8.8%	11.1%	6.2%	8.1%	9.7%	13.2%	12.8%	6.0%	9.5%	11.1%	11.1%
.....	100%	41.6%	58.4%	6.5%	18.2%	36.4%	24.7%	14.3%	7.8%	27.3%	36.4%	28.6%
RADIO MALTA 2.....	20	8	12	2	4	8	2	4	2	5	8	5
.....	2.6%	2.2%	2.9%	2.5%	2.3%	2.8%	1.4%	4.7%	2.0%	2.3%	3.2%	2.5%
.....	100%	40.0%	60.0%	10.0%	20.0%	40.0%	10.0%	20.0%	10.0%	25.0%	40.0%	25.0%
RADIO SUPER 1.....	99	42	57	7	9	41	24	18	2	15	47	35
.....	12.8%	11.5%	14.0%	8.6%	5.2%	14.2%	16.7%	20.9%	2.0%	6.8%	18.6%	17.7%
.....	100%	42.4%	57.6%	7.1%	9.1%	41.4%	24.2%	18.2%	2.0%	15.2%	47.5%	35.4%
RADIO 101.....	43	15	28	4	8	18	7	6	9	11	14	9
.....	5.6%	4.1%	6.9%	4.9%	4.7%	6.3%	4.9%	7.0%	9.0%	5.0%	5.5%	4.5%
.....	100%	34.9%	65.1%	9.3%	18.6%	41.9%	16.3%	14.0%	20.9%	25.6%	32.6%	20.9%
ISLAND SOUND.....	3	2	1	0	2	1	0	0	0	1	2	0
.....	.4%	.5%	.2%	.0%	1.2%	.3%	.0%	.0%	.0%	.5%	.8%	.0%
.....	100%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%
BAY RADIO.....	4	1	3	0	2	2	0	0	2	1	0	1
.....	.5%	.3%	.7%	.0%	1.2%	.7%	.0%	.0%	2.0%	.5%	.0%	.5%
.....	100%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	25.0%	.0%	25.0%
RTK.....	54	22	32	4	6	14	20	10	8	11	21	14
.....	7.0%	6.0%	7.9%	4.9%	3.5%	4.9%	13.9%	11.6%	8.0%	5.0%	8.3%	7.1%
.....	100%	40.7%	59.3%	7.4%	11.1%	25.9%	37.0%	18.5%	14.8%	20.4%	38.9%	25.9%
LIVE FM.....	3	0	3	1	0	2	0	0	0	0	3	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 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%	.0%	.7%	1.2%	.0%	.7%	.0%	.0%	.0%	.0%	1.2%	.0%
.....	100%	.0%	100%	33.3%	.0%	66.7%	.0%	.0%	.0%	.0%	100%	.0%
SMASH.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	2	0	2	1	1	0	0	0	0	2	0	0
.....	.3%	.0%	.5%	1.2%	.6%	.0%	.0%	.0%	.0%	.9%	.0%	.0%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
FM BRONJA.....	4	3	1	0	1	3	0	0	0	3	0	1
.....	.5%	.8%	.2%	.0%	.6%	1.0%	.0%	.0%	.0%	1.4%	.0%	.5%
.....	100%	75.0%	25.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	75.0%	.0%	25.0%
CAPITAL RADIO.....	3	2	1	1	0	1	1	0	0	0	2	1
.....	.4%	.5%	.2%	1.2%	.0%	.3%	.7%	.0%	.0%	.0%	.8%	.5%
.....	100%	66.7%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	.0%	.0%	66.7%	33.3%
CHILDREN'S PROGRAMMES												
NONE.....	572	280	292	65	141	214	94	58	82	171	174	145
.....	74.2%	76.9%	71.7%	80.2%	82.0%	74.3%	65.3%	67.4%	82.0%	77.7%	68.8%	73.2%
.....	100%	49.0%	51.0%	11.4%	24.7%	37.4%	16.4%	10.1%	14.3%	29.9%	30.4%	25.3%
RADIO MALTA 1.....	36	14	22	1	7	12	11	5	2	11	15	8
.....	4.7%	3.8%	5.4%	1.2%	4.1%	4.2%	7.6%	5.8%	2.0%	5.0%	5.9%	4.0%
.....	100%	38.9%	61.1%	2.8%	19.4%	33.3%	30.6%	13.9%	5.6%	30.6%	41.7%	22.2%
RADIO MALTA 2.....	3	1	2	1	0	0	1	1	1	0	2	0
.....	.4%	.3%	.5%	1.2%	.0%	.0%	.7%	1.2%	1.0%	.0%	.8%	.0%
.....	100%	33.3%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	.0%
RADIO SUPER 1.....	68	30	38	3	5	28	21	11	1	9	30	28
.....	8.8%	8.2%	9.3%	3.7%	2.9%	9.7%	14.6%	12.8%	1.0%	4.1%	11.9%	14.1%
.....	100%	44.1%	55.9%	4.4%	7.4%	41.2%	30.9%	16.2%	1.5%	13.2%	44.1%	41.2%
RADIO 101.....	31	15	16	2	3	18	4	4	4	11	12	4
.....	4.0%	4.1%	3.9%	2.5%	1.7%	6.3%	2.8%	4.7%	4.0%	5.0%	4.7%	2.0%

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 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%	48.4%	51.6%	6.5%	9.7%	58.1%	12.9%	12.9%	12.9%	35.5%	38.7%	12.9%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	2	0	2	0	2	0	0	0	2	0	0	0
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	2.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	45	17	28	6	8	11	13	7	6	14	16	9
.....	5.8%	4.7%	6.9%	7.4%	4.7%	3.8%	9.0%	8.1%	6.0%	6.4%	6.3%	4.5%
.....	100%	37.8%	62.2%	13.3%	17.8%	24.4%	28.9%	15.6%	13.3%	31.1%	35.6%	20.0%
LIVE FM.....	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%
SMASH.....	4	1	3	2	2	0	0	0	0	1	1	2
.....	.5%	.3%	.7%	2.5%	1.2%	.0%	.0%	.0%	.0%	.5%	.4%	1.0%
.....	100%	25.0%	75.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
UNIVERSITY RADIO.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADJU MAS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	4	3	1	0	1	3	0	0	1	2	0	1
.....	.5%	.8%	.2%	.0%	.6%	1.0%	.0%	.0%	1.0%	.9%	.0%	.5%
.....	100%	75.0%	25.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%	50.0%	.0%	25.0%
CAPITAL RADIO.....	2	2	0	1	0	1	0	0	0	0	2	0
.....	.3%	.5%	.0%	1.2%	.0%	.3%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
LOCAL NEWS												
NONE.....	150	78	72	28	45	53	16	8	17	52	44	37
.....	19.5%	21.4%	17.7%	34.6%	26.2%	18.4%	11.1%	9.3%	17.0%	23.6%	17.4%	18.7%
.....	100%	52.0%	48.0%	18.7%	30.0%	35.3%	10.7%	5.3%	11.3%	34.7%	29.3%	24.7%

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 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 MALTA 1.....	80	33	47	4	12	28	23	13	7	17	33	23
.....	10.4%	9.1%	11.5%	4.9%	7.0%	9.7%	16.0%	15.1%	7.0%	7.7%	13.0%	11.6%
.....	100%	41.3%	58.8%	5.0%	15.0%	35.0%	28.8%	16.3%	8.8%	21.3%	41.3%	28.8%
RADIO MALTA 2.....	22	13	9	3	4	9	3	3	2	5	8	7
.....	2.9%	3.6%	2.2%	3.7%	2.3%	3.1%	2.1%	3.5%	2.0%	2.3%	3.2%	3.5%
.....	100%	59.1%	40.9%	13.6%	18.2%	40.9%	13.6%	13.6%	9.1%	22.7%	36.4%	31.8%
RADIO SUPER 1.....	200	99	101	9	22	85	47	37	9	41	81	69
.....	25.9%	27.2%	24.8%	11.1%	12.8%	29.5%	32.6%	43.0%	9.0%	18.6%	32.0%	34.8%
.....	100%	49.5%	50.5%	4.5%	11.0%	42.5%	23.5%	18.5%	4.5%	20.5%	40.5%	34.5%
RADIO 101.....	110	52	58	10	24	48	15	13	23	42	26	19
.....	14.3%	14.3%	14.3%	12.3%	14.0%	16.7%	10.4%	15.1%	23.0%	19.1%	10.3%	9.6%
.....	100%	47.3%	52.7%	9.1%	21.8%	43.6%	13.6%	11.8%	20.9%	38.2%	23.6%	17.3%
ISLAND SOUND.....	30	15	15	6	10	10	3	1	3	14	11	2
.....	3.9%	4.1%	3.7%	7.4%	5.8%	3.5%	2.1%	1.2%	3.0%	6.4%	4.3%	1.0%
.....	100%	50.0%	50.0%	20.0%	33.3%	33.3%	10.0%	3.3%	10.0%	46.7%	36.7%	6.7%
BAY RADIO.....	43	18	25	9	22	9	3	0	14	15	5	9
.....	5.6%	4.9%	6.1%	11.1%	12.8%	3.1%	2.1%	.0%	14.0%	6.8%	2.0%	4.5%
.....	100%	41.9%	58.1%	20.9%	51.2%	20.9%	7.0%	.0%	32.6%	34.9%	11.6%	20.9%
RTK.....	77	26	51	1	9	25	31	11	17	17	22	21
.....	10.0%	7.1%	12.5%	1.2%	5.2%	8.7%	21.5%	12.8%	17.0%	7.7%	8.7%	10.6%
.....	100%	33.8%	66.2%	1.3%	11.7%	32.5%	40.3%	14.3%	22.1%	22.1%	28.6%	27.3%
LIVE FM.....	4	1	3	1	1	2	0	0	1	0	3	0
.....	.5%	.3%	.7%	1.2%	.6%	.7%	.0%	.0%	1.0%	.0%	1.2%	.0%
.....	100%	25.0%	75.0%	25.0%	25.0%	50.0%	.0%	.0%	25.0%	.0%	75.0%	.0%
SMASH.....	20	10	10	7	9	4	0	0	1	6	9	4
.....	2.6%	2.7%	2.5%	8.6%	5.2%	1.4%	.0%	.0%	1.0%	2.7%	3.6%	2.0%
.....	100%	50.0%	50.0%	35.0%	45.0%	20.0%	.0%	.0%	5.0%	30.0%	45.0%	20.0%
RADIO CALYPSO.....	16	6	10	0	6	9	1	0	6	4	4	2
.....	2.1%	1.6%	2.5%	.0%	3.5%	3.1%	.7%	.0%	6.0%	1.8%	1.6%	1.0%
.....	100%	37.5%	62.5%	.0%	37.5%	56.3%	6.3%	.0%	37.5%	25.0%	25.0%	12.5%
RADJU MAS.....	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	1.2%	.0%	.0%	.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 6.3-2: 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%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	4	2	2	0	1	2	1	0	0	3	0	1
.....	.5%	.5%	.5%	.0%	.6%	.7%	.7%	.0%	.0%	1.4%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	75.0%	.0%	25.0%
CAPITAL RADIO.....	14	11	3	2	7	4	1	0	0	4	7	3
.....	1.8%	3.0%	.7%	2.5%	4.1%	1.4%	.7%	.0%	.0%	1.8%	2.8%	1.5%
.....	100%	78.6%	21.4%	14.3%	50.0%	28.6%	7.1%	.0%	.0%	28.6%	50.0%	21.4%
FOREIGN NEWS												
NONE.....	178	92	86	32	54	60	22	10	22	59	52	45
.....	23.1%	25.3%	21.1%	39.5%	31.4%	20.8%	15.3%	11.6%	22.0%	26.3%	20.6%	22.7%
.....	100%	51.7%	48.3%	18.0%	30.3%	33.7%	12.4%	5.6%	12.4%	33.1%	29.2%	25.3%
RADIO MALTA 1.....	79	33	46	4	12	27	23	13	7	19	32	21
.....	10.2%	9.1%	11.3%	4.9%	7.0%	9.4%	16.0%	15.1%	7.0%	8.6%	12.6%	10.6%
.....	100%	41.8%	58.2%	5.1%	15.2%	34.2%	29.1%	16.5%	8.9%	24.1%	40.5%	26.6%
RADIO MALTA 2.....	19	11	8	1	4	9	2	3	2	3	5	9
.....	2.5%	3.0%	2.0%	1.2%	2.3%	3.1%	1.4%	3.5%	2.0%	1.4%	2.0%	4.5%
.....	100%	57.9%	42.1%	5.3%	21.1%	47.4%	10.5%	15.8%	10.5%	15.8%	26.3%	47.4%
RADIO SUPER 1.....	184	87	97	9	15	81	44	35	7	39	76	62
.....	23.9%	23.9%	23.8%	11.1%	8.7%	28.1%	30.6%	40.7%	7.0%	17.7%	30.0%	31.3%
.....	100%	47.3%	52.7%	4.9%	8.2%	44.0%	23.9%	19.0%	3.8%	21.2%	41.3%	33.7%
RADIO 101.....	100	47	53	8	21	44	14	13	18	40	24	18
.....	13.0%	12.9%	13.0%	9.9%	12.2%	15.3%	9.7%	15.1%	18.0%	18.2%	9.5%	9.1%
.....	100%	47.0%	53.0%	8.0%	21.0%	44.0%	14.0%	13.0%	18.0%	40.0%	24.0%	18.0%
ISLAND SOUND.....	30	14	16	7	11	8	3	1	5	13	10	2
.....	3.9%	3.8%	3.9%	8.6%	6.4%	2.8%	2.1%	1.2%	5.0%	5.9%	4.0%	1.0%
.....	100%	46.7%	53.3%	23.3%	36.7%	26.7%	10.0%	3.3%	16.7%	43.3%	33.3%	6.7%
BAY RADIO.....	44	19	25	9	23	9	3	0	15	15	5	9
.....	5.7%	5.2%	6.1%	11.1%	13.4%	3.1%	2.1%	.0%	15.0%	6.8%	2.0%	4.5%
.....	100%	43.2%	56.8%	20.5%	52.3%	20.5%	6.8%	.0%	34.1%	34.1%	11.4%	20.5%
RTK.....	75	27	48	1	8	26	29	11	15	15	23	22
.....	9.7%	7.4%	11.8%	1.2%	4.7%	9.0%	20.1%	12.8%	15.0%	6.8%	9.1%	11.1%
.....	100%	36.0%	64.0%	1.3%	10.7%	34.7%	38.7%	14.7%	20.0%	20.0%	30.7%	29.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.3-2: 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
LIVE FM.....	3	0	3	1	0	2	0	0	1	0	2	0
.....	.4%	.0%	.7%	1.2%	.0%	.7%	.0%	.0%	1.0%	.0%	.8%	.0%
.....	100%	.0%	100%	33.3%	.0%	66.7%	.0%	.0%	33.3%	.0%	66.7%	.0%
SMASH.....	20	11	9	6	9	4	1	0	1	6	10	3
.....	2.6%	3.0%	2.2%	7.4%	5.2%	1.4%	.7%	.0%	1.0%	2.7%	4.0%	1.5%
.....	100%	55.0%	45.0%	30.0%	45.0%	20.0%	5.0%	.0%	5.0%	30.0%	50.0%	15.0%
RADIO CALYPSO.....	19	9	10	0	6	12	1	0	6	5	6	2
.....	2.5%	2.5%	2.5%	.0%	3.5%	4.2%	.7%	.0%	6.0%	2.3%	2.4%	1.0%
.....	100%	47.4%	52.6%	.0%	31.6%	63.2%	5.3%	.0%	31.6%	26.3%	31.6%	10.5%
RADJU MAS.....	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	1.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	5	2	3	0	1	3	1	0	1	3	0	1
.....	.6%	.5%	.7%	.0%	.6%	1.0%	.7%	.0%	1.0%	1.4%	.0%	.5%
.....	100%	40.0%	60.0%	.0%	20.0%	60.0%	20.0%	.0%	20.0%	60.0%	.0%	20.0%
CAPITAL RADIO.....	14	12	2	2	8	3	1	0	0	3	8	3
.....	1.8%	3.3%	.5%	2.5%	4.7%	1.0%	.7%	.0%	.0%	1.4%	3.2%	1.5%
.....	100%	85.7%	14.3%	14.3%	57.1%	21.4%	7.1%	.0%	.0%	21.4%	57.1%	21.4%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	352	173	179	52	96	120	52	32	45	104	112	91
.....	45.7%	47.5%	44.0%	64.2%	55.8%	41.7%	36.1%	37.2%	45.0%	47.3%	44.3%	46.0%
.....	100%	49.1%	50.9%	14.8%	27.3%	34.1%	14.8%	9.1%	12.8%	29.5%	31.8%	25.9%
RADIO MALTA 1.....	58	25	33	4	9	22	15	8	7	13	23	15
.....	7.5%	6.9%	8.1%	4.9%	5.2%	7.6%	10.4%	9.3%	7.0%	5.9%	9.1%	7.6%
.....	100%	43.1%	56.9%	6.9%	15.5%	37.9%	25.9%	13.8%	12.1%	22.4%	39.7%	25.9%
RADIO MALTA 2.....	12	8	4	1	2	3	2	4	3	3	2	4
.....	1.6%	2.2%	1.0%	1.2%	1.2%	1.0%	1.4%	4.7%	3.0%	1.4%	.8%	2.0%
.....	100%	66.7%	33.3%	8.3%	16.7%	25.0%	16.7%	33.3%	25.0%	25.0%	16.7%	33.3%
RADIO SUPER 1.....	138	60	78	5	10	64	34	25	6	24	58	50
.....	17.9%	16.5%	19.2%	6.2%	5.8%	22.2%	23.6%	29.1%	6.0%	10.9%	22.9%	25.3%
.....	100%	43.5%	56.5%	3.6%	7.2%	46.4%	24.6%	18.1%	4.3%	17.4%	42.0%	36.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF 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.....	84	41	43	5	18	39	15	7	11	36	25	12
.....	10.9%	11.3%	10.6%	6.2%	10.5%	13.5%	10.4%	8.1%	11.0%	16.4%	9.9%	6.1%
.....	100%	48.8%	51.2%	6.0%	21.4%	46.4%	17.9%	8.3%	13.1%	42.9%	29.8%	14.3%
ISLAND SOUND.....	15	8	7	3	6	3	2	1	4	7	3	1
.....	1.9%	2.2%	1.7%	3.7%	3.5%	1.0%	1.4%	1.2%	4.0%	3.2%	1.2%	.5%
.....	100%	53.3%	46.7%	20.0%	40.0%	20.0%	13.3%	6.7%	26.7%	46.7%	20.0%	6.7%
BAY RADIO.....	26	9	17	5	12	7	2	0	8	8	4	6
.....	3.4%	2.5%	4.2%	6.2%	7.0%	2.4%	1.4%	.0%	8.0%	3.6%	1.6%	3.0%
.....	100%	34.6%	65.4%	19.2%	46.2%	26.9%	7.7%	.0%	30.8%	30.8%	15.4%	23.1%
RTK.....	45	17	28	0	5	15	17	8	7	12	14	12
.....	5.8%	4.7%	6.9%	.0%	2.9%	5.2%	11.8%	9.3%	7.0%	5.5%	5.5%	6.1%
.....	100%	37.8%	62.2%	.0%	11.1%	33.3%	37.8%	17.8%	15.6%	26.7%	31.1%	26.7%
LIVE FM.....	7	2	5	2	1	1	2	1	3	3	1	0
.....	.9%	.5%	1.2%	2.5%	.6%	.3%	1.4%	1.2%	3.0%	1.4%	.4%	.0%
.....	100%	28.6%	71.4%	28.6%	14.3%	14.3%	28.6%	14.3%	42.9%	42.9%	14.3%	.0%
SMASH.....	11	7	4	1	5	4	1	0	0	2	6	3
.....	1.4%	1.9%	1.0%	1.2%	2.9%	1.4%	.7%	.0%	.0%	.9%	2.4%	1.5%
.....	100%	63.6%	36.4%	9.1%	45.5%	36.4%	9.1%	.0%	.0%	18.2%	54.5%	27.3%
RADIO CALYPSO.....	7	4	3	1	2	4	0	0	4	2	1	0
.....	.9%	1.1%	.7%	1.2%	1.2%	1.4%	.0%	.0%	4.0%	.9%	.4%	.0%
.....	100%	57.1%	42.9%	14.3%	28.6%	57.1%	.0%	.0%	57.1%	28.6%	14.3%	.0%
UNIVERSITY RADIO.....	2	0	2	0	2	0	0	0	1	0	0	1
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	1.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
RADJU MAS.....	2	0	2	1	0	0	1	0	0	1	0	1
.....	.3%	.0%	.5%	1.2%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.5%
.....	100%	.0%	100%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	4	3	1	0	1	3	0	0	1	2	0	1
.....	.5%	.8%	.2%	.0%	.6%	1.0%	.0%	.0%	1.0%	.9%	.0%	.5%
.....	100%	75.0%	25.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%	50.0%	.0%	25.0%
CAPITAL RADIO.....	8	7	1	1	3	3	1	0	0	3	4	1
.....	1.0%	1.9%	.2%	1.2%	1.7%	1.0%	.7%	.0%	.0%	1.4%	1.6%	.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

**TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF 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%	87.5%	12.5%	12.5%	37.5%	37.5%	12.5%	.0%	.0%	37.5%	50.0%	12.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

Table 6.4-1.1: TV Channel Preferences for Different Programme Sectors (1996)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.80	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.50	8.80	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature Films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Serials/Soap Operas	3.60	1.20	0.40	3.60	20.10	0.80	2.90	67.60	100.00
Documentaries	11.40	5.80	0.10	25.90	6.50	0.40	13.00	36.90	100.00
Current Affairs	12.20	4.80	0.20	6.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.80	10.90	0.20	4.20	4.10	0.20	1.70	43.90	100.00
Quizzes/Game Shows/Variety Prog.	10.00	1.30	0.10	7.60	36.00	0.30	5.00	39.70	100.00
Music Video Clips	6.50	2.80	1.50	3.70	6.30	4.10	8.80	66.30	100.00
Plays	24.30	4.00	0.10	2.60	2.40	0.40	1.40	64.80	100.00
Art & Culture	17.80	5.80	0.00	4.50	3.00	0.20	2.20	66.50	100.00
Women	21.40	6.00	0.10	2.00	4.30	0.20	2.80	63.20	100.00
Children	9.60	2.70	0.00	3.30	9.00	0.50	3.80	71.10	100.00
Religion	28.60	5.10	0.00	2.50	2.20	0.20	0.60	60.80	100.00
Business & Finance	7.40	2.80	0.00	1.80	3.20	0.20	2.70	81.90	100.00

Table 6.4-1.2: TV Channel Preferences for Different Programme Sectors (1997)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	60.2	23.5	0.1	0.2	0.1	0.0	0.1	15.8	100.00
Foreign News	31.5	12.4	0.0	17.7	9.4	0.0	8.7	20.2	100.00
Sports	9.7	5.4	0.8	10.0	7.6	1.6	10.0	54.9	100.00
Weather	31.1	7.7		5.5	2.0	0.0	4.2	49.5	100.00
Feature Films	2.5	0.7	0.1	11.9	38.8	0.5	5.9	39.5	100.00
Serials/Soap Operas	1.2	0.2		3.7	16.3	0.3	1.2	77.1	100.00
Documentaries	5.6	7.7	0.3	21.0	2.2	0.2	13.3	49.7	100.00
Current Affairs	7.0	1.3	0.1	7.2	2.4	0.1	5.4	76.6	100.00
Discussions	21.1	11.4	0.9	3.0	3.6	0.1	3.8	56.2	100.00
Quizzes/Game Shows/Variety Prog.	2.1	3.8	0.2	8.9	27.3	0.5	5.6	51.6	100.00
Music Video Clips	0.6	1.1	5.6	1.3	3.6	3.2	9.4	75.3	100.00
Plays	26.6	3.2	0.0	0.5	0.4	0.1	0.6	68.6	100.00
Art & Culture	11.3	5.8	0.0	3.0	0.2	0.0	1.9	77.9	100.00
Women	12.1	5.6	0.1	0.9	0.5	0.0	1.6	79.1	100.00
Children	5.9	4.7	0.1	1.4	3.4	0.2	2.6	81.7	100.00
Religion	17.3	3.7	0.0	1.3	0.0	0.0	0.2	77.6	100.00
Business & Finance	5.7	0.7	0.0	2.6	0.7	0.2	1.9	88.1	100.00

Table 6.4-1.3: TV Channel Preferences for Different Programme Sectors (1998)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	71.1	22.9	0.2	0.1	0.1	-	0.2	5.4	100.00
Foreign News	34.0	10.9	-	18.9	12.1	0.1	12.9	11.1	100.00
Sports	17.1	8.0	0.9	15.2	6.9	0.6	14.2	37.0	100.00
Weather	50.5	11.3	0.2	8.0	1.7	-	9.5	18.8	100.00
Feature Films	8.6	2.0	0.6	10.6	41.1	1.3	13.3	22.5	100.00
Serials/Soap Operas	34.7	0.6	-	4.0	17.6	0.5	4.1	38.6	100.00
Documentaries	13.6	5.8	0.2	19.9	6.7	0.4	19.6	33.7	100.00
Current Affairs	19.2	4.5	0.2	6.2	5.3	0.1	9.3	55.2	100.00
Discussions	50.9	9.7	0.9	2.2	4.2	0.1	5.1	26.9	100.00
Quizzes/Game Shows/Variety Prog.	15.4	5.4	0.4	7.5	33.4	0.2	7.7	29.9	100.00
Music Video-Clips	5.2	2.2	11.3	2.1	3.7	4.2	15.9	55.5	100.00
Plays	43.7	6.1	-	1.4	0.4	0.1	2.6	45.6	100.00
Art & Culture	23.2	3.4	0.1	6.4	1.2	0.4	10.2	55.2	100.00
Women	29.1	7.4	0.8	1.8	2.9	-	5.3	52.6	100.00
Children	18.9	4.6	0.2	5.8	6.7	0.5	10.3	53.3	100.00
Religion	35.0	4.0	-	2.6	0.1	-	2.6	55.7	100.00
Business & Finance	12.3	2.2	0.1	1.8	1.2	0.2	8.5	73.6	100.00

Table 6.4-1.4: TV Channel Preferences for Different Programme Sectors (1999)

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

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	963	469	494	107	204	356	176	120	131	259	320	253
LOCAL NEWS												
NONE.....	66	34	32	8	19	21	9	9	9	15	31	11
.....	6.9%	7.2%	6.5%	7.5%	9.3%	5.9%	5.1%	7.5%	6.9%	5.8%	9.7%	4.3%
.....	100%	51.5%	48.5%	12.1%	28.8%	31.8%	13.6%	13.6%	13.6%	22.7%	47.0%	16.7%
TVM.....	541	268	273	66	123	195	95	62	80	163	157	141
.....	56.2%	57.1%	55.3%	61.7%	60.3%	54.8%	54.0%	51.7%	61.1%	62.9%	49.1%	55.7%
.....	100%	49.5%	50.5%	12.2%	22.7%	36.0%	17.6%	11.5%	14.8%	30.1%	29.0%	26.1%
SUPER 1 TV.....	198	91	107	11	27	80	43	37	8	33	84	73
.....	20.6%	19.4%	21.7%	10.3%	13.2%	22.5%	24.4%	30.8%	6.1%	12.7%	26.3%	28.9%
.....	100%	46.0%	54.0%	5.6%	13.6%	40.4%	21.7%	18.7%	4.0%	16.7%	42.4%	36.9%
SMASH TV.....	13	8	5	4	1	1	5	2	2	1	6	4
.....	1.3%	1.7%	1.0%	3.7%	.5%	.3%	2.8%	1.7%	1.5%	.4%	1.9%	1.6%
.....	100%	61.5%	38.5%	30.8%	7.7%	7.7%	38.5%	15.4%	15.4%	7.7%	46.2%	30.8%
RAI STATIONS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.8%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
MEDIASET CHANNELS....	2	1	1	1	1	0	0	0	1	0	0	1
.....	.2%	.2%	.2%	.9%	.5%	.0%	.0%	.0%	.8%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
NET TV.....	142	66	76	17	33	59	23	10	30	47	42	23
.....	14.7%	14.1%	15.4%	15.9%	16.2%	16.6%	13.1%	8.3%	22.9%	18.1%	13.1%	9.1%
.....	100%	46.5%	53.5%	12.0%	23.2%	41.5%	16.2%	7.0%	21.1%	33.1%	29.6%	16.2%
FOREIGN NEWS												
NONE.....	90	48	42	11	22	28	16	13	5	18	37	30
.....	9.3%	10.2%	8.5%	10.3%	10.8%	7.9%	9.1%	10.8%	3.8%	6.9%	11.6%	11.9%
.....	100%	53.3%	46.7%	12.2%	24.4%	31.1%	17.8%	14.4%	5.6%	20.0%	41.1%	33.3%
TVM.....	328	155	173	39	60	124	55	50	36	97	103	92
.....	34.1%	33.0%	35.0%	36.4%	29.4%	34.8%	31.3%	41.7%	27.5%	37.5%	32.2%	36.4%
.....	100%	47.3%	52.7%	11.9%	18.3%	37.8%	16.8%	15.2%	11.0%	29.6%	31.4%	28.0%
SUPER 1 TV.....	124	52	72	4	16	45	31	28	7	19	51	47
.....	12.9%	11.1%	14.6%	3.7%	7.8%	12.6%	17.6%	23.3%	5.3%	7.3%	15.9%	18.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: 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%	41.9%	58.1%	3.2%	12.9%	36.3%	25.0%	22.6%	5.6%	15.3%	41.1%	37.9%
SMASH TV.....	6	3	3	4	0	0	0	2	1	1	3	1
.....	.6%	.6%	.6%	3.7%	.0%	.0%	.0%	1.7%	.8%	.4%	.9%	.4%
.....	100%	50.0%	50.0%	66.7%	.0%	.0%	.0%	33.3%	16.7%	16.7%	50.0%	16.7%
RAI STATIONS.....	149	78	71	17	27	64	29	12	24	43	41	41
.....	15.5%	16.6%	14.4%	15.9%	13.2%	18.0%	16.5%	10.0%	18.3%	16.6%	12.8%	16.2%
.....	100%	52.3%	47.7%	11.4%	18.1%	43.0%	19.5%	8.1%	16.1%	28.9%	27.5%	27.5%
MEDIASET CHANNELS....	91	52	39	18	36	20	14	3	18	28	34	11
.....	9.4%	11.1%	7.9%	16.8%	17.6%	5.6%	8.0%	2.5%	13.7%	10.8%	10.6%	4.3%
.....	100%	57.1%	42.9%	19.8%	39.6%	22.0%	15.4%	3.3%	19.8%	30.8%	37.4%	12.1%
OTHER ITALIAN STATIONS.....	4	1	3	0	2	2	0	0	0	1	1	2
.....	.4%	.2%	.6%	.0%	1.0%	.6%	.0%	.0%	.0%	.4%	.3%	.8%
.....	100%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
SATELLITE STATIONS...	104	54	50	9	26	44	20	5	28	30	31	15
.....	10.8%	11.5%	10.1%	8.4%	12.7%	12.4%	11.4%	4.2%	21.4%	11.6%	9.7%	5.9%
.....	100%	51.9%	48.1%	8.7%	25.0%	42.3%	19.2%	4.8%	26.9%	28.8%	29.8%	14.4%
NET TV.....	67	26	41	5	15	29	11	7	12	22	19	14
.....	7.0%	5.5%	8.3%	4.7%	7.4%	8.1%	6.3%	5.8%	9.2%	8.5%	5.9%	5.5%
.....	100%	38.8%	61.2%	7.5%	22.4%	43.3%	16.4%	10.4%	17.9%	32.8%	28.4%	20.9%
SPORTS NONE.....	359	122	237	29	75	131	76	48	54	84	123	98
.....	37.3%	26.0%	48.0%	27.1%	36.8%	36.8%	43.2%	40.0%	41.2%	32.4%	38.4%	38.7%
.....	100%	34.0%	66.0%	8.1%	20.9%	36.5%	21.2%	13.4%	15.0%	23.4%	34.3%	27.3%
TVM.....	186	88	98	22	33	67	34	30	16	51	63	56
.....	19.3%	18.8%	19.8%	20.6%	16.2%	18.8%	19.3%	25.0%	12.2%	19.7%	19.7%	22.1%
.....	100%	47.3%	52.7%	11.8%	17.7%	36.0%	18.3%	16.1%	8.6%	27.4%	33.9%	30.1%
SUPER 1 TV.....	94	51	43	9	16	37	18	14	4	17	36	37
.....	9.8%	10.9%	8.7%	8.4%	7.8%	10.4%	10.2%	11.7%	3.1%	6.6%	11.3%	14.6%
.....	100%	54.3%	45.7%	9.6%	17.0%	39.4%	19.1%	14.9%	4.3%	18.1%	38.3%	39.4%
SMASH TV.....	2	1	1	1	0	1	0	0	0	0	2	0
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.0%	.0%	.6%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.4-1: 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%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
RAI STATIONS.....	98	68	30	8	17	42	19	12	14	36	28	20
.....	10.2%	14.5%	6.1%	7.5%	8.3%	11.8%	10.8%	10.0%	10.7%	13.9%	8.8%	7.9%
.....	100%	69.4%	30.6%	8.2%	17.3%	42.9%	19.4%	12.2%	14.3%	36.7%	28.6%	20.4%
MEDIASET CHANNELS....	62	45	17	18	20	16	5	3	13	17	26	6
.....	6.4%	9.6%	3.4%	16.8%	9.8%	4.5%	2.8%	2.5%	9.9%	6.6%	8.1%	2.4%
.....	100%	72.6%	27.4%	29.0%	32.3%	25.8%	8.1%	4.8%	21.0%	27.4%	41.9%	9.7%
OTHER ITALIAN												
STATIONS.....	8	4	4	1	3	4	0	0	0	4	2	2
.....	.8%	.9%	.8%	.9%	1.5%	1.1%	.0%	.0%	0%	1.5%	.6%	.8%
.....	100%	50.0%	50.0%	12.5%	37.5%	50.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
SATELLITE STATIONS...	113	69	44	18	31	36	20	8	26	34	28	25
.....	11.7%	14.7%	8.9%	16.8%	15.2%	10.1%	11.4%	6.7%	19.8%	13.1%	8.8%	9.9%
.....	100%	61.1%	38.9%	15.9%	27.4%	31.9%	17.7%	7.1%	23.0%	30.1%	24.8%	22.1%
NET TV.....	41	21	20	1	9	22	4	5	4	16	12	9
.....	4.3%	4.5%	4.0%	.9%	4.4%	6.2%	2.3%	4.2%	3.1%	6.2%	3.8%	3.6%
.....	100%	51.2%	48.8%	2.4%	22.0%	53.7%	9.8%	12.2%	9.8%	39.0%	29.3%	22.0%
WEATHER												
NONE.....	227	113	114	25	49	80	38	35	41	50	84	52
.....	23.6%	24.1%	23.1%	23.4%	24.0%	22.5%	21.6%	29.2%	31.3%	19.3%	26.3%	20.6%
.....	100%	49.8%	50.2%	11.0%	21.6%	35.2%	16.7%	15.4%	18.1%	22.0%	37.0%	22.9%
TVM.....	423	196	227	57	87	150	78	51	46	123	131	123
.....	43.9%	41.8%	46.0%	53.3%	42.6%	42.1%	44.3%	42.5%	35.1%	47.5%	40.9%	48.6%
.....	100%	46.3%	53.7%	13.5%	20.6%	35.5%	18.4%	12.1%	10.9%	29.1%	31.0%	29.1%
SUPER 1 TV.....	94	41	53	8	8	38	24	16	4	20	33	37
.....	9.8%	8.7%	10.7%	7.5%	3.9%	10.7%	13.6%	13.3%	3.1%	7.7%	10.3%	14.6%
.....	100%	43.6%	56.4%	8.5%	8.5%	40.4%	25.5%	17.0%	4.3%	21.3%	35.1%	39.4%
SMASH TV.....	2	1	1	0	0	0	0	2	1	0	1	0
.....	.2%	.2%	.2%	.0%	.0%	.0%	.0%	1.7%	.8%	.0%	.3%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	50.0%	.0%	50.0%	.0%
RAI STATIONS.....	59	38	21	3	11	28	11	6	9	21	18	11
.....	6.1%	8.1%	4.3%	2.8%	5.4%	7.9%	6.3%	5.0%	6.9%	8.1%	5.6%	4.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: 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%	64.4%	35.6%	5.1%	18.6%	47.5%	18.6%	10.2%	15.3%	35.6%	30.5%	18.6%
MEDIASET CHANNELS....	30	17	13	4	11	7	6	2	5	12	9	4
.....	3.1%	3.6%	2.6%	3.7%	5.4%	2.0%	3.4%	1.7%	3.8%	4.6%	2.8%	1.6%
.....	100%	56.7%	43.3%	13.3%	36.7%	23.3%	20.0%	6.7%	16.7%	40.0%	30.0%	13.3%
OTHER ITALIAN STATIONS.....	3	2	1	0	1	2	0	0	0	0	2	1
.....	.3%	.4%	.2%	.0%	.5%	.6%	.0%	.0%	.0%	.0%	.6%	.4%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	66.7%	33.3%
SATELLITE STATIONS...	71	36	35	8	19	28	10	6	17	18	23	13
.....	7.4%	7.7%	7.1%	7.5%	9.3%	7.9%	5.7%	5.0%	13.0%	6.9%	7.2%	5.1%
.....	100%	50.7%	49.3%	11.3%	26.8%	39.4%	14.1%	8.5%	23.9%	25.4%	32.4%	18.3%
NET TV.....	54	25	29	2	18	23	9	2	8	15	19	12
.....	5.6%	5.3%	5.9%	1.9%	8.8%	6.5%	5.1%	1.7%	6.1%	5.8%	5.9%	4.7%
.....	100%	46.3%	53.7%	3.7%	33.3%	42.6%	16.7%	3.7%	14.8%	27.8%	35.2%	22.2%
FEATURE FILMS												
NONE.....	213	102	111	12	30	71	48	52	28	42	72	71
.....	22.1%	21.7%	22.5%	11.2%	14.7%	19.9%	27.3%	43.3%	21.4%	16.2%	22.5%	28.1%
.....	100%	47.9%	52.1%	5.6%	14.1%	33.3%	22.5%	24.4%	13.1%	19.7%	33.8%	33.3%
TVM.....	98	39	59	8	15	37	21	17	6	34	30	28
.....	10.2%	8.3%	11.9%	7.5%	7.4%	10.4%	11.9%	14.2%	4.6%	13.1%	9.4%	11.1%
.....	100%	39.8%	60.2%	8.2%	15.3%	37.8%	21.4%	17.3%	6.1%	34.7%	30.6%	28.6%
SUPER 1 TV.....	27	11	16	2	3	12	4	6	2	5	8	12
.....	2.8%	2.3%	3.2%	1.9%	1.5%	3.4%	2.3%	5.0%	1.5%	1.9%	2.5%	4.7%
.....	100%	40.7%	59.3%	7.4%	11.1%	44.4%	14.8%	22.2%	7.4%	18.5%	29.6%	44.4%
SMASH TV.....	14	8	6	0	3	7	3	1	2	5	5	2
.....	1.5%	1.7%	1.2%	.0%	1.5%	2.0%	1.7%	.8%	1.5%	1.9%	1.6%	.8%
.....	100%	57.1%	42.9%	.0%	21.4%	50.0%	21.4%	7.1%	14.3%	35.7%	35.7%	14.3%
RAI STATIONS.....	104	51	53	11	13	36	29	15	15	31	35	23
.....	10.8%	10.9%	10.7%	10.3%	6.4%	10.1%	16.5%	12.5%	11.5%	12.0%	10.9%	9.1%
.....	100%	49.0%	51.0%	10.6%	12.5%	34.6%	27.9%	14.4%	14.4%	29.8%	33.7%	22.1%
MEDIASET CHANNELS....	339	176	163	59	86	121	52	21	44	88	123	84
.....	35.2%	37.5%	33.0%	55.1%	42.2%	34.0%	29.5%	17.5%	33.6%	34.0%	38.4%	33.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: 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%	51.9%	48.1%	17.4%	25.4%	35.7%	15.3%	6.2%	13.0%	26.0%	36.3%	24.8%
OTHER ITALIAN STATIONS.....	22	7	15	1	7	12	0	2	5	5	6	6
.....	2.3%	1.5%	3.0%	.9%	3.4%	3.4%	.0%	1.7%	3.8%	1.9%	1.9%	2.4%
.....	100%	31.8%	68.2%	4.5%	31.8%	54.5%	.0%	9.1%	22.7%	22.7%	27.3%	27.3%
SATELLITE STATIONS...	133	69	64	13	44	53	18	5	28	43	37	25
.....	13.8%	14.7%	13.0%	12.1%	21.6%	14.9%	10.2%	4.2%	21.4%	16.6%	11.6%	9.9%
.....	100%	51.9%	48.1%	9.8%	33.1%	39.8%	13.5%	3.8%	21.1%	32.3%	27.8%	18.8%
NET TV.....	13	6	7	1	3	7	1	1	1	6	4	2
.....	1.3%	1.3%	1.4%	.9%	1.5%	2.0%	.6%	.8%	8%	2.3%	1.3%	.8%
.....	100%	46.2%	53.8%	7.7%	23.1%	53.8%	7.7%	7.7%	7.7%	46.2%	30.8%	15.4%
SERIALS/SOAP OPERAS												
NONE.....	321	192	129	32	60	107	69	53	52	91	105	73
.....	33.3%	40.9%	26.1%	29.9%	29.4%	30.1%	39.2%	44.2%	39.7%	35.1%	32.8%	28.9%
.....	100%	59.8%	40.2%	10.0%	18.7%	33.3%	21.5%	16.5%	16.2%	28.3%	32.7%	22.7%
TVM.....	363	165	198	32	74	155	63	39	30	89	128	116
.....	37.7%	35.2%	40.1%	29.9%	36.3%	43.5%	35.8%	32.5%	22.9%	34.4%	40.0%	45.8%
.....	100%	45.5%	54.5%	8.8%	20.4%	42.7%	17.4%	10.7%	8.3%	24.5%	35.3%	32.0%
SUPER 1 TV.....	20	10	10	2	4	5	5	4	2	2	7	9
.....	2.1%	2.1%	2.0%	1.9%	2.0%	1.4%	2.8%	3.3%	1.5%	.8%	2.2%	3.6%
.....	100%	50.0%	50.0%	10.0%	20.0%	25.0%	25.0%	20.0%	10.0%	10.0%	35.0%	45.0%
SMASH TV.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	43	18	25	9	10	10	5	9	6	18	9	10
.....	4.5%	3.8%	5.1%	8.4%	4.9%	2.8%	2.8%	7.5%	4.6%	6.9%	2.8%	4.0%
.....	100%	41.9%	58.1%	20.9%	23.3%	23.3%	11.6%	20.9%	14.0%	41.9%	20.9%	23.3%
MEDIASET CHANNELS....	151	55	96	21	40	48	27	15	24	40	56	31
.....	15.7%	11.7%	19.4%	19.6%	19.6%	13.5%	15.3%	12.5%	18.3%	15.4%	17.5%	12.3%
.....	100%	36.4%	63.6%	13.9%	26.5%	31.8%	17.9%	9.9%	15.9%	26.5%	37.1%	20.5%
OTHER ITALIAN STATIONS.....	2	1	1	1	1	0	0	0	0	0	1	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	.2%	.2%	.2%	.9%	.5%	.0%	.0%	.0%	.0%	.0%	.3%	.4%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
SATELLITE STATIONS...	55	25	30	9	13	26	7	0	16	16	13	10
.....	5.7%	5.3%	6.1%	8.4%	6.4%	7.3%	4.0%	.0%	12.2%	6.2%	4.1%	4.0%
.....	100%	45.5%	54.5%	16.4%	23.6%	47.3%	12.7%	.0%	29.1%	29.1%	23.6%	18.2%
NET TV.....	7	3	4	1	2	4	0	0	1	3	1	2
.....	.7%	.6%	.8%	.9%	1.0%	1.1%	.0%	.0%	.8%	1.2%	.3%	.8%
.....	100%	42.9%	57.1%	14.3%	28.6%	57.1%	.0%	.0%	14.3%	42.9%	14.3%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.4-2: 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.....	963	469	494	107	204	356	176	120	131	259	320	253
DOCUMENTARIES												
NONE.....	255	109	146	32	57	79	49	38	31	52	91	81
.....	26.5%	23.2%	29.6%	29.9%	27.9%	22.2%	27.8%	31.7%	23.7%	20.1%	28.4%	32.0%
.....	100%	42.7%	57.3%	12.5%	22.4%	31.0%	19.2%	14.9%	12.2%	20.4%	35.7%	31.8%
TVM.....	155	63	92	14	18	60	37	26	11	41	55	48
.....	16.1%	13.4%	18.6%	13.1%	8.8%	16.9%	21.0%	21.7%	8.4%	15.8%	17.2%	19.0%
.....	100%	40.6%	59.4%	9.0%	11.6%	38.7%	23.9%	16.8%	7.1%	26.5%	35.5%	31.0%
SUPER 1 TV.....	70	33	37	4	15	22	17	12	1	16	25	28
.....	7.3%	7.0%	7.5%	3.7%	7.4%	6.2%	9.7%	10.0%	.8%	6.2%	7.8%	11.1%
.....	100%	47.1%	52.9%	5.7%	21.4%	31.4%	24.3%	17.1%	1.4%	22.9%	35.7%	40.0%
SMASH TV.....	8	4	4	2	2	3	1	0	0	1	3	4
.....	.8%	.9%	.8%	1.9%	1.0%	.8%	.6%	.0%	.0%	.4%	.9%	1.6%
.....	100%	50.0%	50.0%	25.0%	25.0%	37.5%	12.5%	.0%	.0%	12.5%	37.5%	50.0%
RAI STATIONS.....	200	114	86	29	39	72	31	29	27	64	70	39
.....	20.8%	24.3%	17.4%	27.1%	19.1%	20.2%	17.6%	24.2%	20.6%	24.7%	21.9%	15.4%
.....	100%	57.0%	43.0%	14.5%	19.5%	36.0%	15.5%	14.5%	13.5%	32.0%	35.0%	19.5%
MEDIASET CHANNELS....	74	40	34	7	16	34	10	7	10	20	27	17
.....	7.7%	8.5%	6.9%	6.5%	7.8%	9.6%	5.7%	5.8%	7.6%	7.7%	8.4%	6.7%
.....	100%	54.1%	45.9%	9.5%	21.6%	45.9%	13.5%	9.5%	13.5%	27.0%	36.5%	23.0%
OTHER ITALIAN STATIONS.....	2	0	2	0	2	0	0	0	0	1	0	1
.....	.2%	.0%	.4%	.0%	1.0%	.0%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE STATIONS...	184	97	87	18	53	76	29	8	49	56	46	33
.....	19.1%	20.7%	17.6%	16.8%	26.0%	21.3%	16.5%	6.7%	37.4%	21.6%	14.4%	13.0%
.....	100%	52.7%	47.3%	9.8%	28.8%	41.3%	15.8%	4.3%	26.6%	30.4%	25.0%	17.9%
NET TV.....	15	9	6	1	2	10	2	0	2	8	3	2
.....	1.6%	1.9%	1.2%	.9%	1.0%	2.8%	1.1%	.0%	1.5%	3.1%	.9%	.8%
.....	100%	60.0%	40.0%	6.7%	13.3%	66.7%	13.3%	.0%	13.3%	53.3%	20.0%	13.3%
CURRENT AFFAIRS												
NONE.....	453	221	232	57	101	149	79	67	53	92	164	144

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: 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
.....	47.0%	47.1%	47.0%	53.3%	49.5%	41.9%	44.9%	55.8%	40.5%	35.5%	51.3%	56.9%
.....	100%	48.8%	51.2%	12.6%	22.3%	32.9%	17.4%	14.8%	11.7%	20.3%	36.2%	31.8%
TVM.....	211	89	122	25	30	87	44	25	21	59	75	56
.....	21.9%	19.0%	24.7%	23.4%	14.7%	24.4%	25.0%	20.8%	16.0%	22.8%	23.4%	22.1%
.....	100%	42.2%	57.8%	11.8%	14.2%	41.2%	20.9%	11.8%	10.0%	28.0%	35.5%	26.5%
SUPER 1 TV.....	51	23	28	1	10	16	16	8	2	9	19	21
.....	5.3%	4.9%	5.7%	.9%	4.9%	4.5%	9.1%	6.7%	1.5%	3.5%	5.9%	8.3%
.....	100%	45.1%	54.9%	2.0%	19.6%	31.4%	31.4%	15.7%	3.9%	17.6%	37.3%	41.2%
SMASH TV.....	7	5	2	0	1	2	3	1	3	0	2	2
.....	.7%	1.1%	.4%	.0%	.5%	.6%	1.7%	.8%	2.3%	.0%	.6%	.8%
.....	100%	71.4%	28.6%	.0%	14.3%	28.6%	42.9%	14.3%	42.9%	.0%	28.6%	28.6%
RAI STATIONS.....	72	43	29	7	14	33	9	9	16	29	20	7
.....	7.5%	9.2%	5.9%	6.5%	6.9%	9.3%	5.1%	7.5%	12.2%	11.2%	6.3%	2.8%
.....	100%	59.7%	40.3%	9.7%	19.4%	45.8%	12.5%	12.5%	22.2%	40.3%	27.8%	9.7%
MEDIASET CHANNELS....	52	28	24	6	18	17	5	6	4	23	18	7
.....	5.4%	6.0%	4.9%	5.6%	8.8%	4.8%	2.8%	5.0%	3.1%	8.9%	5.6%	2.8%
.....	100%	53.8%	46.2%	11.5%	34.6%	32.7%	9.6%	11.5%	7.7%	44.2%	34.6%	13.5%
OTHER ITALIAN												
STATIONS.....	2	1	1	0	1	1	0	0	1	0	0	1
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.8%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	94	47	47	10	25	40	16	3	29	38	17	10
.....	9.8%	10.0%	9.5%	9.3%	12.3%	11.2%	9.1%	2.5%	22.1%	14.7%	5.3%	4.0%
.....	100%	50.0%	50.0%	10.6%	26.6%	42.6%	17.0%	3.2%	30.9%	40.4%	18.1%	10.6%
NET TV.....	21	12	9	1	4	11	4	1	2	9	5	5
.....	2.2%	2.6%	1.8%	.9%	2.0%	3.1%	2.3%	.8%	1.5%	3.5%	1.6%	2.0%
.....	100%	57.1%	42.9%	4.8%	19.0%	52.4%	19.0%	4.8%	9.5%	42.9%	23.8%	23.8%
DISCUSSIONS												
NONE.....	252	134	118	34	46	84	41	47	40	61	83	68
.....	26.2%	28.6%	23.9%	31.8%	22.5%	23.6%	23.3%	39.2%	30.5%	23.6%	25.9%	26.9%
.....	100%	53.2%	46.8%	13.5%	18.3%	33.3%	16.3%	18.7%	15.9%	24.2%	32.9%	27.0%
TVM.....	405	175	230	41	87	159	73	45	44	102	143	116

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: 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
.....	42.1%	37.3%	46.6%	38.3%	42.6%	44.7%	41.5%	37.5%	33.6%	39.4%	44.7%	45.8%
.....	100%	43.2%	56.8%	10.1%	21.5%	39.3%	18.0%	11.1%	10.9%	25.2%	35.3%	28.6%
SUPER 1 TV.....	86	37	49	4	11	35	23	13	3	14	31	38
.....	8.9%	7.9%	9.9%	3.7%	5.4%	9.8%	13.1%	10.8%	2.3%	5.4%	9.7%	15.0%
.....	100%	43.0%	57.0%	4.7%	12.8%	40.7%	26.7%	15.1%	3.5%	16.3%	36.0%	44.2%
SMASH TV.....	27	18	9	4	3	10	9	1	3	7	9	8
.....	2.8%	3.8%	1.8%	3.7%	1.5%	2.8%	5.1%	.8%	2.3%	2.7%	2.8%	3.2%
.....	100%	66.7%	33.3%	14.8%	11.1%	37.0%	33.3%	3.7%	11.1%	25.9%	33.3%	29.6%
RAI STATIONS.....	32	19	13	4	4	11	6	7	7	14	9	2
.....	3.3%	4.1%	2.6%	3.7%	2.0%	3.1%	3.4%	5.8%	5.3%	5.4%	2.8%	.8%
.....	100%	59.4%	40.6%	12.5%	12.5%	34.4%	18.8%	21.9%	21.9%	43.8%	28.1%	6.3%
MEDIASET CHANNELS....	45	27	18	8	15	11	7	4	7	17	15	6
.....	4.7%	5.8%	3.6%	7.5%	7.4%	3.1%	4.0%	3.3%	5.3%	6.6%	4.7%	2.4%
.....	100%	60.0%	40.0%	17.8%	33.3%	24.4%	15.6%	8.9%	15.6%	37.8%	33.3%	13.3%
SATELLITE STATIONS...	57	28	29	10	19	19	8	1	18	19	14	6
.....	5.9%	6.0%	5.9%	9.3%	9.3%	5.3%	4.5%	.8%	13.7%	7.3%	4.4%	2.4%
.....	100%	49.1%	50.9%	17.5%	33.3%	33.3%	14.0%	1.8%	31.6%	33.3%	24.6%	10.5%
NET TV.....	59	31	28	2	19	27	9	2	9	25	16	9
.....	6.1%	6.6%	5.7%	1.9%	9.3%	7.6%	5.1%	1.7%	6.9%	9.7%	5.0%	3.6%
.....	100%	52.5%	47.5%	3.4%	32.2%	45.8%	15.3%	3.4%	15.3%	42.4%	27.1%	15.3%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	320	180	140	25	74	109	64	48	46	81	108	85
.....	33.2%	38.4%	28.3%	23.4%	36.3%	30.6%	36.4%	40.0%	35.1%	31.3%	33.8%	33.6%
.....	100%	56.3%	43.8%	7.8%	23.1%	34.1%	20.0%	15.0%	14.4%	25.3%	33.8%	26.6%
TVM.....	159	64	95	15	26	57	35	26	13	43	50	53
.....	16.5%	13.6%	19.2%	14.0%	12.7%	16.0%	19.9%	21.7%	9.9%	16.6%	15.6%	20.9%
.....	100%	40.3%	59.7%	9.4%	16.4%	35.8%	22.0%	16.4%	8.2%	27.0%	31.4%	33.3%
SUPER 1 TV.....	74	31	43	6	18	27	12	11	1	11	32	30
.....	7.7%	6.6%	8.7%	5.6%	8.8%	7.6%	6.8%	9.2%	.8%	4.2%	10.0%	11.9%
.....	100%	41.9%	58.1%	8.1%	24.3%	36.5%	16.2%	14.9%	1.4%	14.9%	43.2%	40.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH TV.....	11	5	6	4	1	4	1	1	1	4	5	1
.....	1.1%	1.1%	1.2%	3.7%	.5%	1.1%	.6%	.8%	.8%	1.3%	1.6%	.4%
.....	100%	45.5%	54.5%	36.4%	9.1%	36.4%	9.1%	9.1%	9.1%	36.4%	45.5%	9.1%
RAI STATIONS.....	62	33	29	5	7	29	8	13	14	21	17	10
.....	6.4%	7.0%	5.9%	4.7%	3.4%	8.1%	4.5%	10.8%	10.7%	8.1%	5.3%	4.0%
.....	100%	53.2%	46.8%	8.1%	11.3%	46.8%	12.9%	21.0%	22.6%	33.9%	27.4%	16.1%
MEDIASET CHANNELS....	237	121	116	35	52	86	48	16	39	68	78	52
.....	24.6%	25.8%	23.5%	32.7%	25.5%	24.2%	27.3%	13.3%	29.8%	26.3%	24.4%	20.6%
.....	100%	51.1%	48.9%	14.8%	21.9%	36.3%	20.3%	6.8%	16.5%	28.7%	32.9%	21.9%
OTHER ITALIAN STATIONS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE STATIONS...	51	20	31	10	16	20	4	1	12	15	12	12
.....	5.3%	4.3%	6.3%	9.3%	7.8%	5.6%	2.3%	.8%	9.2%	5.8%	3.8%	4.7%
.....	100%	39.2%	60.8%	19.6%	31.4%	39.2%	7.8%	2.0%	23.5%	29.4%	23.5%	23.5%
NET TV.....	48	14	34	7	10	23	4	4	5	15	18	10
.....	5.0%	3.0%	6.9%	6.5%	4.9%	6.5%	2.3%	3.3%	3.8%	5.8%	5.6%	4.0%
.....	100%	29.2%	70.8%	14.6%	20.8%	47.9%	8.3%	8.3%	10.4%	31.3%	37.5%	20.8%
MUSIC VIDEO-CLIPS NONE.....	538	263	275	28	87	204	130	89	68	133	186	151
.....	55.9%	56.1%	55.7%	26.2%	42.6%	57.3%	73.9%	74.2%	51.9%	51.4%	58.1%	59.7%
.....	100%	48.9%	51.1%	5.2%	16.2%	37.9%	24.2%	16.5%	12.6%	24.7%	34.6%	28.1%
TVM.....	58	22	36	4	11	23	11	9	3	22	20	13
.....	6.0%	4.7%	7.3%	3.7%	5.4%	6.5%	6.3%	7.5%	2.3%	8.5%	6.3%	5.1%
.....	100%	37.9%	62.1%	6.9%	19.0%	39.7%	19.0%	15.5%	5.2%	37.9%	34.5%	22.4%
SUPER 1 TV.....	38	16	22	3	5	18	4	8	2	6	16	14
.....	3.9%	3.4%	4.5%	2.8%	2.5%	5.1%	2.3%	6.7%	1.5%	2.3%	5.0%	5.5%
.....	100%	42.1%	57.9%	7.9%	13.2%	47.4%	10.5%	21.1%	5.3%	15.8%	42.1%	36.8%
SMASH TV.....	126	65	61	29	33	46	15	3	12	19	42	32
.....	13.1%	13.9%	12.3%	27.1%	16.2%	12.9%	8.5%	2.5%	9.2%	15.4%	13.1%	12.6%
.....	100%	51.6%	48.4%	23.0%	26.2%	36.5%	11.9%	2.4%	9.5%	31.7%	33.3%	25.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: 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 STATIONS.....	10	6	4	1	0	3	2	4	1	2	4	3
.....	1.0%	1.3%	.8%	.9%	.0%	.8%	1.1%	3.3%	.8%	.8%	1.3%	1.2%
.....	100%	60.0%	40.0%	10.0%	.0%	30.0%	20.0%	40.0%	10.0%	20.0%	40.0%	30.0%
MEDIASET CHANNELS....	19	9	10	2	6	7	3	1	4	5	6	4
.....	2.0%	1.9%	2.0%	1.9%	2.9%	2.0%	1.7%	.8%	3.1%	1.9%	1.9%	1.6%
.....	100%	47.4%	52.6%	10.5%	31.6%	36.8%	15.8%	5.3%	21.1%	26.3%	31.6%	21.1%
OTHER ITALIAN												
STATIONS.....	29	18	11	11	9	5	2	2	3	9	11	6
.....	3.0%	3.8%	2.2%	10.3%	4.4%	1.4%	1.1%	1.7%	2.3%	3.5%	3.4%	2.4%
.....	100%	62.1%	37.9%	37.9%	31.0%	17.2%	6.9%	6.9%	10.3%	31.0%	37.9%	20.7%
SATELLITE STATIONS...	131	65	66	28	51	40	8	4	36	35	31	29
.....	13.6%	13.9%	13.4%	26.2%	25.0%	11.2%	4.5%	3.3%	27.5%	13.5%	9.7%	11.5%
.....	100%	49.6%	50.4%	21.4%	38.9%	30.5%	6.1%	3.1%	27.5%	26.7%	23.7%	22.1%
NET TV.....	14	5	9	1	2	10	1	0	2	7	4	1
.....	1.5%	1.1%	1.8%	.9%	1.0%	2.8%	.6%	.0%	1.5%	2.7%	1.3%	.4%
.....	100%	35.7%	64.3%	7.1%	14.3%	71.4%	7.1%	.0%	14.3%	50.0%	28.6%	7.1%
PLAYS												
NONE.....	520	276	244	63	119	175	91	72	92	140	156	132
.....	54.0%	58.8%	49.4%	58.9%	58.3%	49.2%	51.7%	60.0%	70.2%	54.1%	48.8%	52.2%
.....	100%	53.1%	46.9%	12.1%	22.9%	33.7%	17.5%	13.8%	17.7%	26.9%	30.0%	25.4%
TVM.....	332	137	195	36	62	138	65	31	26	91	130	85
.....	34.5%	29.2%	39.5%	33.6%	30.4%	38.8%	36.9%	25.8%	19.8%	35.1%	40.6%	33.6%
.....	100%	41.3%	58.7%	10.8%	18.7%	41.6%	19.6%	9.3%	7.8%	27.4%	39.2%	25.6%
SUPER 1 TV.....	72	32	40	5	11	30	14	12	3	11	27	31
.....	7.5%	6.8%	8.1%	4.7%	5.4%	8.4%	8.0%	10.0%	2.3%	4.2%	8.4%	12.3%
.....	100%	44.4%	55.6%	6.9%	15.3%	41.7%	19.4%	16.7%	4.2%	15.3%	37.5%	43.1%
SMASH TV.....	2	1	1	1	0	0	1	0	0	2	0	0
.....	.2%	.2%	.2%	.9%	.0%	.0%	.6%	.0%	.0%	.8%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	100%	.0%	.0%
RAI STATIONS.....	9	8	1	0	2	2	1	4	4	2	2	1
.....	.9%	1.7%	.2%	.0%	1.0%	.6%	.6%	3.3%	3.1%	.8%	.6%	.4%
.....	100%	88.9%	11.1%	.0%	22.2%	22.2%	11.1%	44.4%	44.4%	22.2%	22.2%	11.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: 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
MEDIASET CHANNELS....	7	4	3	0	5	1	0	1	0	4	2	1
.....	.7%	.9%	.6%	.0%	2.5%	.3%	.0%	.8%	.0%	1.5%	.6%	.4%
.....	100%	57.1%	42.9%	.0%	71.4%	14.3%	.0%	14.3%	.0%	57.1%	28.6%	14.3%
SATELLITE STATIONS...	17	10	7	2	3	8	4	0	6	7	3	1
.....	1.8%	2.1%	1.4%	1.9%	1.5%	2.2%	2.3%	.0%	4.6%	2.7%	.9%	.4%
.....	100%	58.8%	41.2%	11.8%	17.6%	47.1%	23.5%	.0%	35.3%	41.2%	17.6%	5.9%
NET TV.....	4	1	3	0	2	2	0	0	0	2	0	2
.....	.4%	.2%	.6%	.0%	1.0%	.6%	.0%	.0%	.0%	.8%	.0%	.8%
.....	100%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.4-3: 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.....	963	469	494	107	204	356	176	120	131	259	320	253
ART & CULTURE												
NONE.....	533	258	275	55	119	188	99	72	62	132	182	157
.....	55.3%	55.0%	55.7%	51.4%	58.3%	52.8%	56.3%	60.0%	47.3%	51.0%	56.9%	62.1%
.....	100%	48.4%	51.6%	10.3%	22.3%	35.3%	18.6%	13.5%	11.6%	24.8%	34.1%	29.5%
TVM.....	244	121	123	29	41	96	50	28	27	79	84	54
.....	25.3%	25.8%	24.9%	27.1%	20.1%	27.0%	28.4%	23.3%	20.6%	30.5%	26.3%	21.3%
.....	100%	49.6%	50.4%	11.9%	16.8%	39.3%	20.5%	11.5%	11.1%	32.4%	34.4%	22.1%
SUPER 1 TV.....	38	17	21	0	6	18	7	7	1	5	15	17
.....	3.9%	3.6%	4.3%	.0%	2.9%	5.1%	4.0%	5.8%	8%	1.9%	4.7%	6.7%
.....	100%	44.7%	55.3%	.0%	15.8%	47.4%	18.4%	18.4%	2.6%	13.2%	39.5%	44.7%
SMASH TV.....	2	1	1	0	1	1	0	0	1	0	0	1
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.8%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
RAI STATIONS.....	45	26	19	8	8	13	7	9	6	13	17	9
.....	4.7%	5.5%	3.8%	7.5%	3.9%	3.7%	4.0%	7.5%	4.6%	5.0%	5.3%	3.6%
.....	100%	57.8%	42.2%	17.8%	17.8%	28.9%	15.6%	20.0%	13.3%	28.9%	37.8%	20.0%
MEDIASET CHANNELS....	25	13	12	4	6	8	5	2	5	7	8	5
.....	2.6%	2.8%	2.4%	3.7%	2.9%	2.2%	2.8%	1.7%	3.8%	2.7%	2.5%	2.0%
.....	100%	52.0%	48.0%	16.0%	24.0%	32.0%	20.0%	8.0%	20.0%	28.0%	32.0%	20.0%
OTHER ITALIAN												
STATIONS.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.2%	.4%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.3%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
SATELLITE STATIONS...	65	27	38	11	19	26	7	2	29	17	12	7
.....	6.7%	5.8%	7.7%	10.3%	9.3%	7.3%	4.0%	1.7%	22.1%	6.6%	3.8%	2.8%
.....	100%	41.5%	58.5%	16.9%	29.2%	40.0%	10.8%	3.1%	44.6%	26.2%	18.5%	10.8%
NET TV.....	9	4	5	0	4	4	1	0	0	5	1	3
.....	.9%	.9%	1.0%	.0%	2.0%	1.1%	.6%	.0%	.0%	1.9%	.3%	1.2%
.....	100%	44.4%	55.6%	.0%	44.4%	44.4%	11.1%	.0%	.0%	55.6%	11.1%	33.3%
WOMEN'S PROGRAMMES												
NONE.....	545	334	211	74	121	188	91	71	78	146	181	140

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: 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
.....	56.6%	71.2%	42.7%	69.2%	59.3%	52.8%	51.7%	59.2%	59.5%	56.4%	56.6%	55.3%
.....	100%	61.3%	38.7%	13.6%	22.2%	34.5%	16.7%	13.0%	14.3%	26.8%	33.2%	25.7%
TVM.....	250	85	165	16	45	111	54	24	22	74	85	69
.....	26.0%	18.1%	33.4%	15.0%	22.1%	31.2%	30.7%	20.0%	16.8%	28.6%	26.6%	27.3%
.....	100%	34.0%	66.0%	6.4%	18.0%	44.4%	21.6%	9.6%	8.8%	29.6%	34.0%	27.6%
SUPER 1 TV.....	69	22	47	5	10	21	17	16	2	9	31	27
.....	7.2%	4.7%	9.5%	4.7%	4.9%	5.9%	9.7%	13.3%	1.5%	3.5%	9.7%	10.7%
.....	100%	31.9%	68.1%	7.2%	14.5%	30.4%	24.6%	23.2%	2.9%	13.0%	44.9%	39.1%
SMASH TV.....	6	1	5	0	3	2	1	0	0	1	1	4
.....	.6%	.2%	1.0%	.0%	1.5%	.6%	.6%	.0%	.0%	.4%	.3%	1.6%
.....	100%	16.7%	83.3%	.0%	50.0%	33.3%	16.7%	.0%	.0%	16.7%	16.7%	66.7%
RAI STATIONS.....	13	4	9	1	0	4	3	5	4	4	3	2
.....	1.3%	.9%	1.8%	.9%	.0%	1.1%	1.7%	4.2%	3.1%	1.5%	.9%	.8%
.....	100%	30.8%	69.2%	7.7%	.0%	30.8%	23.1%	38.5%	30.8%	30.8%	23.1%	15.4%
MEDIASET CHANNELS....	15	6	9	3	4	5	1	2	1	4	8	2
.....	1.6%	1.3%	1.8%	2.8%	2.0%	1.4%	.6%	1.7%	.8%	1.5%	2.5%	.8%
.....	100%	40.0%	60.0%	20.0%	26.7%	33.3%	6.7%	13.3%	6.7%	26.7%	53.3%	13.3%
SATELLITE STATIONS...	55	16	39	8	18	21	6	2	23	15	10	7
.....	5.7%	3.4%	7.9%	7.5%	8.8%	5.9%	3.4%	1.7%	17.6%	5.8%	3.1%	2.8%
.....	100%	29.1%	70.9%	14.5%	32.7%	38.2%	10.9%	3.6%	41.8%	27.3%	18.2%	12.7%
NET TV.....	10	1	9	0	3	4	3	0	1	6	1	2
.....	1.0%	.2%	1.8%	.0%	1.5%	1.1%	1.7%	.0%	.8%	2.3%	.3%	.8%
.....	100%	10.0%	90.0%	.0%	30.0%	40.0%	30.0%	.0%	10.0%	60.0%	10.0%	20.0%
CHILDREN'S PROGRAMMES												
NONE.....	544	291	253	40	110	191	120	83	76	148	181	139
.....	56.5%	62.0%	51.2%	37.4%	53.9%	53.7%	68.2%	69.2%	58.0%	57.1%	56.6%	54.9%
.....	100%	53.5%	46.5%	7.4%	20.2%	35.1%	22.1%	15.3%	14.0%	27.2%	33.3%	25.6%
TVM.....	204	87	117	31	35	87	33	18	16	62	68	58
.....	21.2%	18.6%	23.7%	29.0%	17.2%	24.4%	18.8%	15.0%	12.2%	23.9%	21.3%	22.9%
.....	100%	42.6%	57.4%	15.2%	17.2%	42.6%	16.2%	8.8%	7.8%	30.4%	33.3%	28.4%
SUPER 1 TV.....	48	20	28	1	12	19	7	9	1	7	19	21
.....	5.0%	4.3%	5.7%	.9%	5.9%	5.3%	4.0%	7.5%	.8%	2.7%	5.9%	8.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: 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	A8	C1	C2	DE
.....	100%	41.7%	58.3%	2.1%	25.0%	39.6%	14.6%	18.8%	2.1%	14.6%	39.6%	43.8%
SMASH TV.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.3%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
RAI STATIONS.....	20	11	9	3	7	6	2	2	6	4	6	4
.....	2.1%	2.3%	1.8%	2.8%	3.4%	1.7%	1.1%	1.7%	4.6%	1.5%	1.9%	1.6%
.....	100%	55.0%	45.0%	15.0%	35.0%	30.0%	10.0%	10.0%	30.0%	20.0%	30.0%	20.0%
MEDIASET CHANNELS....	51	20	31	11	10	20	5	5	8	12	24	7
.....	5.3%	4.3%	6.3%	10.3%	4.9%	5.6%	2.8%	4.2%	6.1%	4.6%	7.5%	2.8%
.....	100%	39.2%	60.8%	21.6%	19.6%	39.2%	9.8%	9.8%	15.7%	23.5%	47.1%	13.7%
SATELLITE STATIONS...	87	36	51	20	28	28	8	3	22	23	20	22
.....	9.0%	7.7%	10.3%	18.7%	13.7%	7.9%	4.5%	2.5%	16.8%	8.9%	6.3%	8.7%
.....	100%	41.4%	58.6%	23.0%	32.2%	32.2%	9.2%	3.4%	25.3%	26.4%	23.0%	25.3%
NET TV.....	8	3	5	1	2	5	0	0	2	3	1	2
.....	.8%	.6%	1.0%	.9%	1.0%	1.4%	.0%	.0%	1.5%	1.2%	.3%	.8%
.....	100%	37.5%	62.5%	12.5%	25.0%	62.5%	.0%	.0%	25.0%	37.5%	12.5%	25.0%
RELIGION												
NONE.....	493	268	225	67	125	169	77	55	78	140	154	121
.....	51.2%	57.1%	45.5%	62.6%	61.3%	47.5%	43.8%	45.8%	59.5%	54.1%	48.1%	47.8%
.....	100%	54.4%	45.6%	13.6%	25.4%	34.3%	15.6%	11.2%	15.8%	28.4%	31.2%	24.5%
TVM.....	369	149	220	29	62	154	80	44	38	97	131	103
.....	38.3%	31.8%	44.5%	27.1%	30.4%	43.3%	45.5%	36.7%	29.0%	37.5%	40.9%	40.7%
.....	100%	40.4%	59.6%	7.9%	16.8%	41.7%	21.7%	11.9%	10.3%	26.3%	35.5%	27.9%
SUPER 1 TV.....	33	14	19	4	3	9	8	9	1	1	15	16
.....	3.4%	3.0%	3.8%	3.7%	1.5%	2.5%	4.5%	7.5%	.8%	.4%	4.7%	6.3%
.....	100%	42.4%	57.6%	12.1%	9.1%	27.3%	24.2%	27.3%	3.0%	3.0%	45.5%	48.5%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	25	18	7	2	3	9	6	5	4	7	12	2
.....	2.6%	3.8%	1.4%	1.9%	1.5%	2.5%	3.4%	4.2%	3.1%	2.7%	3.8%	.8%
.....	100%	72.0%	28.0%	8.0%	12.0%	36.0%	24.0%	20.0%	16.0%	28.0%	48.0%	8.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: 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
MEDIASET CHANNELS....	10	6	4	0	2	4	1	3	1	3	4	2
.....	1.0%	1.3%	.8%	.0%	1.0%	1.1%	.6%	2.5%	.8%	1.2%	1.3%	.8%
.....	100%	60.0%	40.0%	.0%	20.0%	40.0%	10.0%	30.0%	10.0%	30.0%	40.0%	20.0%
SATELLITE STATIONS...	26	10	16	5	6	7	4	4	9	7	4	6
.....	2.7%	2.1%	3.2%	4.7%	2.9%	2.0%	2.3%	3.3%	6.9%	2.7%	1.3%	2.4%
.....	100%	38.5%	61.5%	19.2%	23.1%	26.9%	15.4%	15.4%	34.6%	26.9%	15.4%	23.1%
NET TV.....	6	3	3	0	2	4	0	0	0	4	0	2
.....	.6%	.6%	.6%	.0%	1.0%	1.1%	.0%	.0%	.0%	1.5%	.0%	.8%
.....	100%	50.0%	50.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	.0%	33.3%
BUSINESS/FINANCE												
NONE.....	706	341	365	81	146	256	131	92	95	165	249	197
.....	73.3%	72.7%	73.9%	75.7%	71.6%	71.9%	74.4%	76.7%	72.5%	63.7%	77.8%	77.9%
.....	100%	48.3%	51.7%	11.5%	20.7%	36.3%	18.6%	13.0%	13.5%	23.4%	35.3%	27.9%
TVM.....	141	70	71	17	29	61	23	11	14	55	36	36
.....	14.6%	14.9%	14.4%	15.9%	14.2%	17.1%	13.1%	9.2%	10.7%	21.2%	11.3%	14.2%
.....	100%	49.6%	50.4%	12.1%	20.6%	43.3%	16.3%	7.8%	9.9%	39.0%	25.5%	25.5%
SUPER 1 TV.....	30	13	17	0	2	9	9	10	1	5	11	13
.....	3.1%	2.8%	3.4%	.0%	1.0%	2.5%	5.1%	8.3%	.8%	1.9%	3.4%	5.1%
.....	100%	43.3%	56.7%	.0%	6.7%	30.0%	30.0%	33.3%	3.3%	16.7%	36.7%	43.3%
SMASH TV.....	6	5	1	3	0	1	2	0	0	2	4	0
.....	.6%	1.1%	.2%	2.8%	.0%	.3%	1.1%	.0%	.0%	.8%	1.3%	.0%
.....	100%	83.3%	16.7%	50.0%	.0%	16.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%
RAI STATIONS.....	8	5	3	1	2	2	0	3	0	5	3	0
.....	.8%	1.1%	.6%	.9%	1.0%	.6%	.0%	2.5%	.0%	1.9%	.9%	.0%
.....	100%	62.5%	37.5%	12.5%	25.0%	25.0%	.0%	37.5%	.0%	62.5%	37.5%	.0%
MEDIASET CHANNELS....	16	9	7	1	3	7	2	3	2	7	5	2
.....	1.7%	1.9%	1.4%	.9%	1.5%	2.0%	1.1%	2.5%	1.5%	2.7%	1.6%	.8%
.....	100%	56.3%	43.8%	6.3%	18.8%	43.8%	12.5%	18.8%	12.5%	43.8%	31.3%	12.5%
SATELLITE STATIONS...	46	22	24	3	18	15	9	1	19	15	9	3
.....	4.8%	4.7%	4.9%	2.8%	8.8%	4.2%	5.1%	.8%	14.5%	5.8%	2.8%	1.2%
.....	100%	47.8%	52.2%	6.5%	39.1%	32.6%	19.6%	2.2%	41.3%	32.6%	19.6%	6.5%
NET TV.....	10	4	6	1	4	5	0	0	0	5	3	2

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

**TABLE 6.4-3: 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
.....	1.0%	.9%	1.2%	.9%	2.0%	1.4%	.0%	.0%	.0%	1.9%	.9%	.8%
.....	100%	40.0%	60.0%	10.0%	40.0%	50.0%	.0%	.0%	.0%	50.0%	30.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.5: 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	A8	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	137	272	330	262
NO ANSWER.....	11	5	6	2	1	2	4	2	1	2	6	2
.....	1.1%	1.0%	1.2%	1.8%	.5%	.5%	2.2%	1.6%	.7%	.7%	1.8%	.8%
.....	100%	45.5%	54.5%	18.2%	9.1%	18.2%	36.4%	18.2%	9.1%	18.2%	54.5%	18.2%
ALWAYS.....	203	115	88	5	22	90	51	35	13	51	65	74
.....	20.3%	23.5%	17.2%	4.5%	10.5%	24.3%	28.0%	27.8%	9.5%	18.8%	19.7%	28.2%
.....	100%	56.7%	43.3%	2.5%	10.8%	44.3%	25.1%	17.2%	6.4%	25.1%	32.0%	36.5%
SOMETIMES.....	456	234	222	43	99	176	81	57	79	131	151	95
.....	45.6%	47.8%	43.4%	38.4%	47.1%	47.4%	44.5%	45.2%	57.7%	48.2%	45.8%	36.3%
.....	100%	51.3%	48.7%	9.4%	21.7%	38.6%	17.8%	12.5%	17.3%	28.7%	33.1%	20.8%
NEVER.....	331	136	195	62	88	103	46	32	44	88	108	91
.....	33.1%	27.8%	38.2%	55.4%	41.9%	27.8%	25.3%	25.4%	32.1%	32.4%	32.7%	34.7%
.....	100%	41.1%	58.9%	18.7%	26.6%	31.1%	13.9%	9.7%	13.3%	26.6%	32.6%	27.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6.6: 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	A B	C1	C2	D E
TOTAL.....	771	364	407	81	172	288	144	86	100	220	253	198
NO ANSWER.....	656	300	356	71	143	244	124	74	91	187	215	163
.....	85.1%	82.4%	87.5%	87.7%	83.1%	84.7%	86.1%	86.0%	91.0%	85.0%	85.0%	82.3%
.....	100%	45.7%	54.3%	10.8%	21.8%	37.2%	18.9%	11.3%	13.9%	28.5%	32.8%	24.8%
PLAYS IN MALTESE.....	17	7	10	1	2	8	5	1	0	3	6	8
.....	2.2%	1.9%	2.5%	1.2%	1.2%	2.8%	3.5%	1.2%	.0%	1.4%	2.4%	4.0%
.....	100%	41.2%	58.8%	5.9%	11.8%	47.1%	29.4%	5.9%	.0%	17.6%	35.3%	47.1%
MORE CHILDREN'S PROGRAMMES.....	2	1	1	1	0	1	0	0	1	0	1	0
.....	.3%	.3%	.2%	1.2%	.0%	.3%	.0%	.0%	1.0%	.0%	.4%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
MALTESE GHANA.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MORE MUSIC.....	40	21	19	8	9	12	7	4	3	8	18	11
.....	5.2%	5.8%	4.7%	9.9%	5.2%	4.2%	4.9%	4.7%	3.0%	3.6%	7.1%	5.6%
.....	100%	52.5%	47.5%	20.0%	22.5%	30.0%	17.5%	10.0%	7.5%	20.0%	45.0%	27.5%
MALTESE NOVELS.....	6	3	3	0	0	3	2	1	0	2	3	1
.....	.8%	.8%	.7%	.0%	.0%	1.0%	1.4%	1.2%	.0%	.9%	1.2%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	33.3%	16.7%	.0%	33.3%	50.0%	16.7%
MORE SPORTS.....	4	4	0	0	1	2	1	0	0	2	0	2
.....	.5%	1.1%	.0%	.0%	.6%	.7%	.7%	.0%	.0%	.9%	.0%	1.0%
.....	100%	100%	.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	50.0%	.0%	50.0%
MORE PROGRAMMES ON MALTESE CULTURE...	2	2	0	0	0	1	1	0	0	0	2	0
.....	.3%	.5%	.0%	.0%	.0%	.3%	.7%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%
MORE DISCUSSION PROGRAMMES.....	16	10	6	0	3	8	4	1	3	5	2	6
.....	2.1%	2.7%	1.5%	.0%	1.7%	2.8%	2.8%	1.2%	3.0%	2.3%	.8%	3.0%
.....	100%	62.5%	37.5%	.0%	18.8%	50.0%	25.0%	6.3%	18.8%	31.3%	12.5%	37.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.6: 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
EDUCATIONAL PROGRAMMES.....	14	7	7	0	6	5	1	2	1	5	4	4
.....	1.8%	1.9%	1.7%	.0%	3.5%	1.7%	.7%	2.3%	1.0%	2.3%	1.6%	2.0%
.....	100%	50.0%	50.0%	.0%	42.9%	35.7%	7.1%	14.3%	7.1%	35.7%	28.6%	28.6%
DOCUMENTARIES.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
QUIZZES.....	2	1	1	0	2	0	0	0	0	2	0	0
.....	.3%	.3%	.2%	.0%	1.2%	.0%	.0%	.0%	.0%	.9%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE PHONE-IN PROGRAMMES.....	5	3	2	0	2	1	1	1	0	2	1	2
.....	.6%	.8%	.5%	.0%	1.2%	.3%	.7%	1.2%	.0%	.9%	.4%	1.0%
.....	100%	60.0%	40.0%	.0%	40.0%	20.0%	20.0%	20.0%	.0%	40.0%	20.0%	40.0%
MORE DIVERSITY IN PROGRAMME SCHEDULING.....	4	2	2	0	1	3	0	0	0	2	1	1
.....	.5%	.5%	.5%	.0%	.6%	1.0%	.0%	.0%	.0%	.9%	.4%	.5%
.....	100%	50.0%	50.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
MORE PROGRAMMES ON CRAFTS.....	3	0	3	0	1	2	0	0	0	0	2	1
.....	.4%	.0%	.7%	.0%	.6%	.7%	.0%	.0%	.0%	.0%	.8%	.5%
.....	100%	.0%	100%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	66.7%	33.3%
MORE SCIENCE RELATED PROGRAMMES.....	2	2	0	0	1	0	0	1	0	2	0	0
.....	.3%	.5%	.0%	.0%	.6%	.0%	.0%	1.2%	.0%	.9%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.6: 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%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	100%	.0%	.0%
MORE HISTORY												
PROGRAMMES.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.2%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE ADVERTS IN												
MALTESE.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.2%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.7: 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.....	963	469	494	107	204	356	176	120	131	259	320	253
NO ANSWER.....	422	227	195	45	87	147	80	63	53	120	135	114
.....	43.8%	48.4%	39.5%	42.1%	42.6%	41.3%	45.5%	52.5%	40.5%	46.3%	42.2%	45.1%
.....	100%	53.8%	46.2%	10.7%	20.6%	34.8%	19.0%	14.9%	12.6%	28.4%	32.0%	27.0%
PLAYS IN MALTESE.....	116	37	79	7	22	44	29	14	7	21	45	43
.....	12.0%	7.9%	16.0%	6.5%	10.8%	12.4%	16.5%	11.7%	5.3%	8.1%	14.1%	17.0%
.....	100%	31.9%	68.1%	6.0%	19.0%	37.9%	25.0%	12.1%	6.0%	18.1%	38.8%	37.1%
MALTESE LANGUAGE PROGRAMMES.....	9	4	5	0	3	1	3	2	0	1	3	5
.....	.9%	.9%	1.0%	.0%	1.5%	.3%	1.7%	1.7%	.0%	.4%	.9%	2.0%
.....	100%	44.4%	55.6%	.0%	33.3%	11.1%	33.3%	22.2%	.0%	11.1%	33.3%	55.6%
MORE CHILDREN'S PROGRAMMES.....	36	11	25	12	2	21	0	1	7	5	17	7
.....	3.7%	2.3%	5.1%	11.2%	1.0%	5.9%	.0%	.8%	5.3%	1.9%	5.3%	2.8%
.....	100%	30.6%	69.4%	33.3%	5.6%	58.3%	.0%	2.8%	19.4%	13.9%	47.2%	19.4%
MALTESE GHANA.....	3	1	2	0	0	1	2	0	0	0	2	1
.....	.3%	.2%	.4%	.0%	.0%	.3%	1.1%	.0%	.0%	.0%	.6%	.4%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%
MORE MUSIC.....	29	15	14	9	5	6	5	4	3	12	12	2
.....	3.0%	3.2%	2.8%	8.4%	2.5%	1.7%	2.8%	3.3%	2.3%	4.6%	3.8%	.8%
.....	100%	51.7%	48.3%	31.0%	17.2%	20.7%	17.2%	13.8%	10.3%	41.4%	41.4%	6.9%
MALTESE NOVELS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE SPORTS.....	53	42	11	6	17	22	6	2	5	22	13	13
.....	5.5%	9.0%	2.2%	5.6%	8.3%	6.2%	3.4%	1.7%	3.8%	8.5%	4.1%	5.1%
.....	100%	79.2%	20.8%	11.3%	32.1%	41.5%	11.3%	3.8%	9.4%	41.5%	24.5%	24.5%
MORE PROGRAMMES ON MALTESE CULTURE...	24	20	4	0	5	11	7	1	8	6	8	2
.....	2.5%	4.3%	.8%	.0%	2.5%	3.1%	4.0%	.8%	6.1%	2.3%	2.5%	.8%
.....	100%	83.3%	16.7%	.0%	20.8%	45.8%	29.2%	4.2%	33.3%	25.0%	33.3%	8.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.7: 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
OLD FILMS.....	6	4	2	1	1	2	1	1	2	0	3	1
.....	.6%	.9%	.4%	.9%	.5%	.6%	.6%	.8%	1.5%	.0%	.9%	.4%
.....	100%	66.7%	33.3%	16.7%	16.7%	33.3%	16.7%	16.7%	33.3%	.0%	50.0%	16.7%
MORE VARIETY SHOWS...	17	5	12	2	3	7	0	5	2	5	5	5
.....	1.8%	1.1%	2.4%	1.9%	1.5%	2.0%	.0%	4.2%	1.5%	1.9%	1.6%	2.0%
.....	100%	29.4%	70.6%	11.8%	17.6%	41.2%	.0%	29.4%	11.8%	29.4%	29.4%	29.4%
MORE DISCUSSION PROGRAMMES.....	44	26	18	3	13	15	5	8	8	9	17	10
.....	4.6%	5.5%	3.6%	2.8%	6.4%	4.2%	2.8%	6.7%	6.1%	3.5%	5.3%	4.0%
.....	100%	59.1%	40.9%	6.8%	29.5%	34.1%	11.4%	18.2%	18.2%	20.5%	38.6%	22.7%
MORE MODERN FILMS....	56	23	33	6	11	21	11	7	11	9	20	16
.....	5.8%	4.9%	6.7%	5.6%	5.4%	5.9%	6.3%	5.8%	8.4%	3.5%	6.3%	6.3%
.....	100%	41.1%	58.9%	10.7%	19.6%	37.5%	19.6%	12.5%	19.6%	16.1%	35.7%	28.6%
EDUCATIONAL PROGRAMMES.....	54	26	28	3	12	25	8	6	9	21	15	9
.....	5.6%	5.5%	5.7%	2.8%	5.9%	7.0%	4.5%	5.0%	6.9%	8.1%	4.7%	3.6%
.....	100%	48.1%	51.9%	5.6%	22.2%	46.3%	14.8%	11.1%	16.7%	38.9%	27.8%	16.7%
DOCUMENTARIES.....	36	20	16	1	9	14	7	5	4	11	10	11
.....	3.7%	4.3%	3.2%	.9%	4.4%	3.9%	4.0%	4.2%	3.1%	4.2%	3.1%	4.3%
.....	100%	55.6%	44.4%	2.8%	25.0%	38.9%	19.4%	13.9%	11.1%	30.6%	27.8%	30.6%
QUIZZES.....	19	4	15	3	2	9	2	3	4	6	4	5
.....	2.0%	.9%	3.0%	2.8%	1.0%	2.5%	1.1%	2.5%	3.1%	2.3%	1.3%	2.0%
.....	100%	21.1%	78.9%	15.8%	10.5%	47.4%	10.5%	15.8%	21.1%	31.6%	21.1%	26.3%
MORE CURRENT AFFAIRS PROGRAMMES.....	7	3	4	0	1	3	2	1	3	3	0	1
.....	.7%	.6%	.8%	.0%	.5%	.8%	1.1%	.8%	2.3%	1.2%	.0%	.4%
.....	100%	42.9%	57.1%	.0%	14.3%	42.9%	28.6%	14.3%	42.9%	42.9%	.0%	14.3%
MORE RELIGIOUS PROGRAMMES.....	10	2	8	0	0	2	4	4	1	3	2	4
.....	1.0%	.4%	1.6%	.0%	.0%	.6%	2.3%	3.3%	.8%	1.2%	.6%	1.6%
.....	100%	20.0%	80.0%	.0%	.0%	20.0%	40.0%	40.0%	10.0%	30.0%	20.0%	40.0%
MORE SOAP OPERAS.....	12	2	10	1	5	4	2	0	2	3	3	4
.....	1.2%	.4%	2.0%	.9%	2.5%	1.1%	1.1%	.0%	1.5%	1.2%	.9%	1.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.7: 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
.....	100%	16.7%	83.3%	8.3%	41.7%	33.3%	16.7%	.0%	16.7%	25.0%	25.0%	33.3%
MORE YOUTH PROGRAMMES	7	1	6	5	0	1	0	1	2	2	2	1
.....	.7%	.2%	1.2%	4.7%	.0%	.3%	.0%	.8%	1.5%	.8%	.6%	.4%
.....	100%	14.3%	85.7%	71.4%	.0%	14.3%	.0%	14.3%	28.6%	28.6%	28.6%	14.3%
MORE DIVERSITY IN PROGRAMME SCHEDULING.....	32	15	17	5	7	15	4	1	8	10	8	6
.....	3.3%	3.2%	3.4%	4.7%	3.4%	4.2%	2.3%	.8%	6.1%	3.9%	2.5%	2.4%
.....	100%	46.9%	53.1%	15.6%	21.9%	46.9%	12.5%	3.1%	25.0%	31.3%	25.0%	18.8%
MORE NEWS.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.2%	.2%	.2%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.3%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
MORE PROGRAMMES ON NATURE.....	20	12	8	1	5	10	3	1	3	3	12	2
.....	2.1%	2.6%	1.6%	.9%	2.5%	2.8%	1.7%	.8%	2.3%	1.2%	3.8%	.8%
.....	100%	60.0%	40.0%	5.0%	25.0%	50.0%	15.0%	5.0%	15.0%	15.0%	60.0%	10.0%
MORE TELESERIALS.....	48	15	33	6	8	19	10	5	4	10	17	17
.....	5.0%	3.2%	6.7%	5.6%	3.9%	5.3%	5.7%	4.2%	3.1%	3.9%	5.3%	6.7%
.....	100%	31.3%	68.8%	12.5%	16.7%	39.6%	20.8%	10.4%	8.3%	20.8%	35.4%	35.4%
MORE CARTOONS.....	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 PROGRAMMES ON CRAFTS.....	14	3	11	0	2	5	6	1	2	5	4	3
.....	1.5%	.6%	2.2%	.0%	1.0%	1.4%	3.4%	.8%	1.5%	1.9%	1.3%	1.2%
.....	100%	21.4%	78.6%	.0%	14.3%	35.7%	42.9%	7.1%	14.3%	35.7%	28.6%	21.4%
MORE SCIENCE RELATED PROGRAMMES.....	3	3	0	0	2	0	0	1	0	2	0	1
.....	.3%	.6%	.0%	.0%	1.0%	.0%	.0%	.8%	.0%	.8%	.0%	.4%
.....	100%	100%	.0%	.0%	66.7%	.0%	.0%	33.3%	.0%	66.7%	.0%	33.3%
MORE HISTORY PROGRAMMES.....	2	2	0	0	0	1	0	1	0	1	1	0
.....	.2%	.4%	.0%	.0%	.0%	.3%	.0%	.8%	.0%	.4%	.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.7: 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
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%

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 1999

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
Monday	1.07	0.20	4.43	1.52	0.11	0.92	1.71	0.00	0.57	0.62	0.00	0.47	0.17	0.51	88.36	100
Tuesday	0.66	0.37	4.39	1.65	0.43	0.62	2.26	0.00	0.66	0.61	0.00	0.47	0.17	0.83	87.67	100
Wednesday	0.99	0.21	3.63	1.44	0.62	1.03	1.48	0.00	0.84	0.96	0.04	0.15	0.09	0.83	88.05	100
Thursday	1.34	0.17	3.87	0.98	0.55	0.87	1.65	0.00	0.59	1.17	0.06	0.10	0.00	0.76	88.34	100
Friday	1.35	0.27	2.70	1.31	0.51	1.14	1.70	0.00	0.57	0.90	0.00	0.12	0.04	0.52	89.31	100
Saturday	0.99	0.20	3.45	0.95	0.75	0.76	1.89	0.00	0.85	1.17	0.00	0.15	0.03	0.42	88.91	100
Sunday	0.99	0.05	3.47	1.03	0.28	0.48	1.32	0.00	0.26	0.32	0.00	0.00	0.06	0.34	91.70	100
Daily Average	1.06	0.21	3.70	1.27	0.46	0.83	1.72	0.00	0.62	0.82	0.01	0.21	0.08	0.60	88.91	100

Table 7.2: Daily Radio Peak Audience Share 1999

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL
Monday	3.85	1.05	10.49	3.85	0.70	2.45	5.24	0.00	1.40	1.75	0.00	1.05	0.70	1.40
Tuesday	2.45	1.05	11.19	4.55	1.75	2.10	5.94	0.00	1.75	2.10	0.00	0.70	0.70	2.10
Wednesday	2.80	0.70	8.74	4.55	2.10	2.80	4.90	0.00	2.10	2.80	0.35	0.35	0.70	1.75
Thursday	3.85	1.05	11.19	2.80	1.75	2.80	4.20	0.00	2.10	3.15	0.35	0.35	0.00	2.10
Friday	3.85	1.40	8.39	4.20	1.75	3.15	4.55	0.00	2.10	2.45	0.00	0.35	0.35	2.10
Saturday	4.20	1.40	8.39	3.15	2.10	3.50	4.20	0.00	3.15	3.15	0.00	0.35	0.35	1.40
Sunday	2.45	0.35	6.29	4.20	1.75	2.45	3.15	0.00	1.40	1.05	0.00	0.00	0.35	1.05
Highest Peak	4.20	1.40	11.19	4.55	2.10	3.50	5.94	0.00	3.15	3.15	0.35	1.05	0.70	2.10

Table 7.3: Daily Average Audience Levels - Radio 1995-99

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

	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA	CAPITAL
1995: Daily Average	0.86	0.24	2.43	0.04	0.94	0.05	0.60	0.57	1.19	0.34	1.63	0.39	-	-
1996: Daily Average	1.56	0.47	3.16	0.06	0.72	0.59	0.40	0.88	2.22	0.22	1.09	0.58	-	-
1997: Daily Average	1.25	0.21	2.19	0.00	1.15	0.61	0.13	0.3	1.57	0.53	1.00	0.31		
1998: Daily Average	1.63	0.18	2.43	0.02	1.66	0.42	0.23	0.85	1.88	0.74	1.02	0.58	0.03	-
1999: Daily Average	1.06	0.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.00	0.62	0.82	0.08	0.60

Table 7.4: Daily Average Audience Levels - Radio 1997 - 1999

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

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
1997: Daily Average	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.01	0.61	-	-
1998: Daily Average	2.16	0.24	3.21	2.21	0.30	1.13	1.93	0.99	1.36	0.77	0.03	0.42	0.04	
1999: Daily Average	1.40	0.28	4.75	1.67	0.62	1.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.70	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	97.90	100
0030	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0230	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
0300	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
0330	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
0400	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
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.00	98.95	100
0530	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.35	0.35			0.00	0.00	98.25	100
0600	0.00	0.00	2.45	3.15	0.00	0.70	0.35	0.00	0.35	0.70		0.35	0.00	0.35	91.61	100
0630	0.35	0.35	5.24	3.85	0.00	1.05	1.05	0.00	0.35	0.35		0.35	0.00	0.35	86.71	100
0700	0.35	0.35	6.64	3.85	0.35	1.75	1.40	0.00	0.70	0.00		0.35	0.00	0.35	83.92	100
0730	1.05	0.35	7.69	3.50	0.70	2.45	1.05	0.00	0.70	0.00		0.35	0.00	1.05	81.12	100
0800	2.10	1.05	8.04	3.15	0.00	2.10	1.75	0.00	0.70	0.00		0.70	0.35	0.70	79.37	100
0830	2.45	0.35	8.04	2.80	0.00	1.40	1.75	0.00	0.70	0.35		0.35	0.35	0.70	80.77	100
0900	2.10	0.35	8.74	2.10	0.00	1.75	3.15	0.00	0.70	1.40		0.35	0.35	0.70	78.32	100
0930	2.10	0.35	8.04	2.45	0.00	1.75	4.55	0.00	0.35	1.40		0.35	0.35	0.70	77.62	100
1000	2.10	0.70	8.04	2.45	0.00	1.40	5.24	0.00	0.35	1.40		0.35	0.35	0.70	76.92	100
1030	2.45	0.70	8.04	2.45	0.00	0.70	5.24	0.00	0.35	1.40		0.35	0.35	1.05	76.92	100
1100	2.45	0.70	8.39	2.10	0.00	1.40	4.55	0.00	0.70	1.75		0.35	0.00	1.05	76.57	100
1130	2.10	0.70	9.09	2.10	0.00	1.40	4.20	0.00	0.70	1.05		0.35	0.00	1.05	77.27	100
NOON	3.85	0.35	10.14	2.10	0.00	1.75	2.80	0.00	0.70	1.05		0.35	0.00	1.05	75.87	100
1230	3.15	0.35	10.49	2.10	0.00	2.45	1.40	0.00	0.70	1.05		0.35	0.35	1.05	76.57	100
1300	2.80	0.00	9.09	2.10	0.00	2.45	1.05	0.00	0.35	1.05		0.70	0.70	1.40	78.32	100
1330	2.45	0.35	7.34	1.40	0.35	2.45	1.05	0.00	0.70	1.05		0.70	0.70	1.40	80.07	100
1400	1.75	0.00	5.24	1.75	0.35	2.10	1.05	0.00	0.70	1.40		1.05	0.35	1.40	82.87	100
1430	1.75	0.00	4.90	1.75	0.35	1.40	1.40	0.00	1.40	1.40		0.70	0.35	1.40	83.22	100
1500	1.40	0.35	4.55	1.40	0.00	1.40	1.75	0.00	1.05	1.40		0.70	0.00	1.40	84.62	100
1530	1.40	0.35	4.90	1.40	0.00	1.40	1.75	0.00	0.70	1.40		0.35	0.00	1.40	84.97	100
1600	1.05	0.35	6.29	3.15	0.35	1.05	1.75	0.00	0.70	1.40		0.35	0.00	1.05	82.52	100
1630	1.05	0.35	6.99	3.15	0.35	2.10	1.40	0.00	1.05	1.05	0.00		0.00	0.70	81.82	100
1700	1.05	0.35	5.94	3.15	0.35	1.75	1.40	0.00	1.40	1.05	0.00		0.35	0.70	82.52	100
1730	1.05	0.35	6.64	2.80	0.35	1.05	1.05	0.00	1.40	0.70	0.00		0.35	0.70	83.57	100
1800	1.05	0.35	6.64	2.45	0.35	1.05	1.75	0.00	1.05	1.05	0.00		0.00	0.70	83.57	100
1830	0.70	0.35	6.29	1.75	0.35	0.70	1.05	0.00	0.70	1.40	0.00		0.00	0.35	86.36	100
1900	1.05	0.00	5.59	1.40	0.00	0.70	3.15	0.00	0.70	1.40	0.00		0.00	0.35	85.66	100
1930	1.05	0.00	3.50	0.70	0.35	0.70	1.05	0.00	0.70	0.35	0.00		0.00	0.00	91.61	100
2000	1.75	0.00	2.45	0.70	0.00	0.70	0.70	0.00	0.70	0.35	0.00		0.00	0.00	92.66	100
2030	1.05	0.00	2.45	0.70	0.00	0.00	1.05	0.00	1.05	0.35	0.00		0.00	0.00	93.36	100
2100	1.05	0.00	2.10	1.05	0.00	0.00	0.70	0.00	1.05	0.35	0.00		0.35	0.00	93.36	100
2130	1.05	0.00	1.40	0.70	0.00	0.00	0.35	0.00	1.05	0.35	0.00		0.35	0.00	94.76	100
2200	0.35	0.00	1.40	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00		0.35	0.00	96.15	100
2230	0.00	0.00	1.40	0.70	0.35	0.35	0.70	0.00	0.70	0.00	0.00		0.00	0.00	95.80	100
2300	0.00	0.00	1.05	0.70	0.35	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.35	96.50	100
2330	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.35	97.20	100
average	1.07	0.20	4.43	1.52	0.11	0.92	1.71	0.00	0.57	0.62	0.00	0.47	0.17	0.51	88.36	100
maximum	3.85	1.05	10.49	3.85	0.70	2.45	5.24	0.00	1.40	1.75	0.00	1.05	0.70	1.40	99.65	100
std. dev.	1.02	0.26	3.28	1.20	0.18	0.83	1.41	0.00	0.39	0.59	0.00	0.20	0.20	0.50	8.50	
average for 0600-2400 hrs	1.43	0.27	5.73	2.01	0.15	1.22	1.76	0.00	0.74	0.82	0.00	0.47	0.17	0.68	84.75	

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.75	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	96.85	100
0030	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.20	100
0100	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.90	100
0130	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.90	100
0200	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0230	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0300	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0330	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0400	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.35	98.60	100
0500	0.00	0.00	0.70	0.70	0.00	0.00		0.00	0.35	0.00			0.00	0.35	97.90	100
0530	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.35	0.35			0.00	0.35	97.55	100
0600	0.00	0.35	2.80	2.45	0.00	0.35	0.35	0.00	0.35	0.35		0.70	0.00	0.35	91.96	100
0630	0.35	0.70	4.90	2.45	0.00	0.35	1.40	0.00	0.35	0.35		0.70	0.35	0.35	87.76	100
0700	0.70	0.70	6.64	3.50	0.70	1.40	1.40	0.00	1.05	0.70		0.70	0.35	0.70	81.47	100
0730	0.70	0.70	6.29	4.55	0.70	1.40	1.05	0.00	0.70	0.70		0.70	0.35	1.05	81.12	100
0800	1.75	0.70	7.34	4.55	0.35	2.10	1.40	0.00	1.05	0.35		0.70	0.35	0.70	78.67	100
0830	1.75	0.70	8.04	3.85	0.70	1.40	1.75	0.00	0.70	0.70		0.70	0.35	0.70	78.67	100
0900	2.45	0.70	8.39	2.80	0.70	0.70	3.85	0.00	0.70	1.75		0.35	0.35	0.70	76.57	100
0930	2.10	0.70	8.04	2.80	0.70	0.70	4.90	0.00	0.70	1.75		0.35	0.35	0.70	76.22	100
1000	1.75	1.05	8.04	3.15	0.35	1.05	5.94	0.00	0.70	1.40		0.35	0.35	0.70	75.17	100
1030	1.75	1.05	7.34	3.50	0.35	0.70	5.24	0.00	0.70	1.40		0.35	0.35	1.05	76.22	100
1100	1.40	1.05	7.34	3.50	0.35	1.05	5.24	0.00	0.70	1.40		0.35	0.70	1.05	75.87	100
1130	1.40	1.05	7.34	2.80	0.35	0.70	4.90	0.00	0.70	1.05		0.35	0.70	1.05	77.62	100
NOON	2.10	0.70	8.39	3.15	0.35	1.05	4.55	0.00	0.70	0.70		0.35	0.00	1.05	76.92	100
1230	1.05	0.35	11.19	2.80	0.35	1.05	2.45	0.00	0.70	0.70		0.35	0.35	1.05	77.62	100
1300	1.75	0.35	10.14	2.45	0.35	1.05	2.10	0.00	0.70	0.70		0.35	0.35	2.10	77.62	100
1330	1.05	0.35	8.04	1.75	1.40	1.05	1.75	0.00	0.70	0.70		0.35	0.35	2.10	80.42	100
1400	1.05	0.35	4.55	1.75	1.05	1.40	1.75	0.00	0.70	0.70		0.70	0.70	2.10	83.22	100
1430	1.05	0.35	4.20	1.75	1.40	1.40	1.75	0.00	1.05	0.70		0.35	0.35	2.10	83.57	100
1500	1.05	0.70	4.20	1.40	1.05	1.05	2.10	0.00	0.70	0.70		0.35	0.00	2.10	84.62	100
1530	0.70	0.70	5.24	1.75	1.05	1.05	1.75	0.00	0.70	0.70		0.35	0.00	2.10	83.92	100
1600	0.35	0.70	6.99	2.45	1.75	0.70	3.15	0.00	1.05	0.70		0.35	0.00	1.40	80.42	100
1630	0.35	0.70	7.69	2.45	1.40	1.40	3.15	0.00	1.05	0.35	0.00		0.00	1.05	80.42	100
1700	0.35	0.70	6.29	2.45	1.40	1.05	2.45	0.00	1.75	0.35	0.00		0.00	1.05	82.17	100
1730	0.70	0.70	5.94	2.80	1.05	0.70	2.10	0.00	1.40	0.35	0.00		0.00	0.35	83.92	100
1800	0.70	0.35	4.20	2.80	0.70	0.70	2.10	0.00	1.05	1.75	0.00		0.00	0.70	84.97	100
1830	0.70	0.70	4.90	2.10	0.35	0.35	1.75	0.00	1.05	2.10	0.00		0.00	0.70	85.31	100
1900	0.70	0.35	4.20	1.05	0.70	0.35	3.15	0.00	1.05	1.75	0.00		0.00	0.70	86.01	100
1930	0.35	0.35	2.80	1.05	0.35	0.35	2.10	0.00	0.70	1.05	0.00		0.00	0.35	90.56	100
2000	0.35	0.00	1.75	0.35	0.00	0.70	1.05	0.00	1.05	1.05	0.00		0.00	0.70	93.01	100
2030	0.35	0.00	1.75	0.35	0.00	0.35	1.05	0.00	0.35	0.70	0.00		0.00	0.35	94.76	100
2100	0.35	0.00	1.75	0.35	0.00	1.05	1.40	0.00	0.35	0.35	0.00		0.00	0.35	94.06	100
2130	0.35	0.00	2.10	0.35	0.00	0.70	1.05	0.00	0.35	0.35	0.00		0.00	0.70	94.06	100
2200	0.00	0.00	2.80	0.70	0.00	0.35	1.05	0.00	0.35	0.35	0.00		0.00	1.05	93.36	100
2230	0.00	0.00	3.15	0.35	0.35	0.00	1.05	0.00	0.35	0.35	0.00		0.00	1.05	93.36	100
2300	0.00	0.00	2.45	0.35	0.35	0.00	1.05	0.00	0.35	0.00	0.00		0.00	0.70	94.76	100
2330	0.35	0.00	2.45	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00		0.00	0.70	94.76	100
average	0.66	0.37	4.39	1.65	0.43	0.62	2.26	0.00	0.66	0.61	0.00	0.47	0.17	0.83	87.67	100
maximum	2.45	1.05	11.19	4.55	1.75	2.10	5.94	0.00	1.75	2.10	0.00	0.70	0.70	2.10	98.60	100
std. dev.	0.69	0.36	2.97	1.36	0.49	0.54	1.50	0.00	0.33	0.57	0.00	0.16	0.21	0.56	8.26	
average for 0600-2400 hrs.	0.88	0.50	5.55	2.14	0.57	0.83	2.32	0.00	0.77	0.81	0.00	0.47	0.18	0.99	84.20	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
0030	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0100	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0130	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0200	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0230	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.70	0.00	0.00		0.00	0.35	97.55	100
0300	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0330	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0400	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.35	98.25	100
0500	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00			0.00	0.35	97.90	100
0530	0.00	0.00	0.70	0.35	0.00	0.00	0.70	0.00	0.35	0.35			0.00	0.35	97.20	100
0600	0.35	0.35	1.40	1.75	0.00	0.00	1.05	0.00	0.35	0.35		0.00	0.00	0.35	94.06	100
0630	0.70	0.35	2.10	2.10	0.00	0.00	1.40	0.00	0.35	0.35		0.35	0.35	0.35	91.61	100
0700	1.05	0.70	3.85	3.15	0.70	1.40	1.40	0.00	0.70	0.70		0.35	0.35	0.70	84.97	100
0730	1.40	0.70	4.20	3.15	0.35	1.75	1.05	0.00	0.70	0.70		0.35	0.35	0.70	84.62	100
0800	2.80	0.70	5.59	4.55	1.05	2.45	2.10	0.00	1.05	1.40		0.35	0.35	1.05	76.57	100
0830	2.45	0.70	6.29	4.20	1.40	2.45	2.10	0.00	1.40	1.40		0.00	0.70	1.05	75.87	100
0900	2.80	0.35	6.99	2.80	2.10	2.10	3.15	0.00	1.40	1.75		0.00	0.70	1.40	74.48	100
0930	2.80	0.35	6.99	2.80	2.10	1.75	3.50	0.00	1.75	1.75		0.00	0.35	1.05	74.83	100
1000	2.80	0.35	8.04	3.85	1.40	2.10	3.15	0.00	1.75	1.75		0.35	0.35	1.05	73.08	100
1030	2.80	0.35	6.99	3.15	1.75	2.45	3.50	0.00	1.75	1.75		0.35	0.35	1.05	73.78	100
1100	2.80	0.35	6.99	3.50	1.40	2.80	3.50	0.00	2.10	1.75		0.35	0.35	1.05	73.08	100
1130	2.80	0.35	6.29	3.15	1.75	2.45	3.85	0.00	2.10	1.75		0.35	0.00	1.05	74.13	100
NOON	2.10	0.35	7.34	2.10	1.40	2.10	4.90	0.00	1.75	1.40		0.35	0.00	1.40	74.83	100
1230	2.10	0.35	8.74	2.10	1.05	2.10	2.10	0.00	1.05	1.40		0.00	0.00	1.05	77.97	100
1300	1.75	0.35	8.74	2.10	1.05	1.75	0.70	0.00	1.05	1.75		0.00	0.00	1.75	79.02	100
1330	1.05	0.35	8.04	2.10	0.70	1.75	0.70	0.00	1.40	1.40		0.00	0.00	1.75	80.77	100
1400	1.75	0.35	4.90	1.75	0.70	1.75	0.70	0.00	1.40	1.40		0.00	0.00	1.75	83.57	100
1430	1.40	0.35	4.90	1.75	1.05	1.40	0.70	0.00	1.05	1.75		0.00	0.00	1.75	83.92	100
1500	1.40	0.35	4.55	2.10	0.70	1.40	1.05	0.00	1.75	2.10		0.00	0.00	1.75	82.87	100
1530	1.40	0.35	4.90	1.40	1.05	1.40	1.05	0.00	1.40	2.10		0.00	0.00	1.75	83.22	100
1600	1.05	0.35	4.90	1.40	1.40	1.40	2.45	0.00	0.70	2.80		0.00	0.00	1.40	82.17	100
1630	1.05	0.35	5.24	1.75	1.05	1.40	2.45	0.00	0.35	2.45	0.00		0.00	1.40	82.52	100
1700	0.70	0.35	6.29	2.10	1.05	1.05	1.75	0.00	1.05	2.10	0.00		0.00	1.05	82.52	100
1730	0.70	0.35	5.59	1.75	1.05	1.05	1.75	0.00	1.05	1.75	0.00		0.00	1.05	83.92	100
1800	1.05	0.00	4.55	2.10	1.05	1.05	1.05	0.00	1.05	2.10	0.00		0.00	1.05	84.97	100
1830	1.05	0.00	4.20	0.70	0.70	1.05	0.35	0.00	1.05	1.40	0.35		0.00	0.70	88.46	100
1900	0.70	0.00	3.50	1.05	0.70	0.70	0.70	0.00	0.70	1.40	0.35		0.00	0.70	89.51	100
1930	0.70	0.35	2.10	1.05	0.35	0.35	1.05	0.00	0.70	0.70	0.35		0.00	0.70	91.61	100
2000	0.70	0.00	1.40	1.05	0.00	0.70	0.00	0.00	0.35	0.70	0.00		0.00	0.35	94.76	100
2030	0.35	0.00	1.05	0.00	0.00	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.35	96.15	100
2100	0.35	0.00	1.40	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00		0.00	0.35	96.50	100
2130	0.35	0.00	1.40	0.00	0.00	1.40	0.00	0.00	0.35	0.00	0.00		0.00	0.70	95.80	100
2200	0.35	0.00	1.05	0.35	0.00	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.70	95.45	100
2230	0.00	0.00	1.75	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00		0.00	0.70	96.15	100
2300	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	97.20	100
2330	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	97.20	100
average	0.99	0.21	3.63	1.44	0.62	1.03	1.48	0.00	0.84	0.96	0.04	0.15	0.09	0.83	88.05	100
maximum	2.80	0.70	8.74	4.55	2.10	2.80	4.90	0.00	2.10	2.80	0.35	0.35	0.70	1.75	98.25	100
std. dev.	0.98	0.22	2.66	1.30	0.64	0.87	1.26	0.00	0.55	0.83	0.12	0.17	0.18	0.49	8.99	
average for 0600-2400 hrs	1.32	0.28	4.56	1.86	0.83	1.38	1.51	0.00	0.99	1.27	0.07	0.15	0.12	0.99	84.78	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.35	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0030	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
0100	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
0130	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
0200	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
0230	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
0300	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
0330	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
0400	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
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.35	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	0.35	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.00	0.00	0.35	0.35	0.00	0.00	1.05	0.00	0.00	0.70		0.00	0.00	0.00	97.55	100
0630	0.70	0.00	1.05	0.70	0.35	0.00	1.05	0.00	0.00	0.70		0.00	0.00	0.00	95.45	100
0700	1.40	0.00	3.50	2.10	0.35	1.40	0.70	0.00	0.35	0.70		0.00	0.00	0.35	89.16	100
0730	2.10	0.00	5.59	1.40	0.00	1.75	1.05	0.00	0.70	1.05		0.00	0.00	0.70	85.66	100
0800	3.50	0.35	8.04	2.80	1.40	1.75	1.75	0.00	1.40	1.75		0.00	0.00	1.75	75.52	100
0830	3.15	0.00	8.04	2.80	1.40	1.40	1.40	0.00	1.05	1.75		0.00	0.00	1.75	77.27	100
0900	3.85	0.00	8.74	2.45	1.75	1.40	3.15	0.00	1.40	2.10		0.00	0.00	2.10	73.08	100
0930	3.50	0.00	8.74	1.75	1.40	1.75	4.20	0.00	1.05	2.45		0.35	0.00	1.75	73.08	100
1000	3.50	0.00	8.74	2.45	1.05	2.10	3.85	0.00	0.70	2.80		0.35	0.00	1.75	72.73	100
1030	3.50	0.70	7.34	2.10	1.05	2.80	3.50	0.00	0.70	2.80		0.35	0.00	1.40	73.78	100
1100	3.50	0.70	7.34	2.45	0.70	2.10	3.50	0.00	1.40	2.45		0.35	0.00	1.40	74.13	100
1130	3.50	0.70	7.69	1.40	0.70	1.75	3.50	0.00	1.05	2.45		0.35	0.00	1.40	75.52	100
NOON	3.15	1.05	8.74	1.40	0.70	1.40	4.20	0.00	0.70	2.45		0.35	0.00	1.40	74.48	100
1230	2.45	0.70	10.49	1.40	1.05	1.40	2.80	0.00	0.35	1.75		0.00	0.00	1.05	76.57	100
1300	2.10	1.05	11.19	0.70	1.05	1.40	2.45	0.00	0.35	2.10		0.00	0.00	1.05	76.57	100
1330	2.10	0.70	9.44	1.05	1.05	1.40	2.10	0.00	0.70	2.10		0.00	0.00	1.40	77.97	100
1400	2.45	0.70	4.90	1.40	1.05	1.40	2.10	0.00	0.70	1.75		0.00	0.00	1.40	82.17	100
1430	2.80	0.70	5.24	1.40	1.40	1.05	2.10	0.00	0.70	2.45		0.00	0.00	1.40	80.77	100
1500	1.75	0.35	4.55	1.75	1.05	1.05	2.10	0.00	2.10	2.10		0.00	0.00	1.40	81.82	100
1530	1.75	0.00	4.55	1.75	0.70	1.05	1.75	0.00	1.75	2.10		0.00	0.00	1.40	83.22	100
1600	2.10	0.00	5.24	1.75	0.70	1.40	1.40	0.00	1.75	3.15		0.00	0.00	1.40	81.12	100
1630	1.40	0.00	4.90	1.75	1.05	1.05	1.40	0.00	1.75	2.80	0.00		0.00	1.05	82.87	100
1700	1.05	0.00	5.94	2.10	1.05	2.10	1.40	0.00	2.10	2.45	0.00		0.00	1.05	80.77	100
1730	1.40	0.00	5.59	1.40	1.05	2.10	1.05	0.00	1.40	1.75	0.00		0.00	1.05	83.22	100
1800	2.45	0.35	5.94	2.10	1.05	1.05	2.10	0.00	1.40	1.75	0.00		0.00	1.05	80.77	100
1830	1.75	0.00	5.24	1.05	0.35	1.05	1.75	0.00	1.05	1.75	0.35		0.00	0.70	84.97	100
1900	1.40	0.00	4.20	1.05	0.35	1.75	1.40	0.00	0.35	1.40	0.35		0.00	1.05	86.71	100
1930	1.05	0.00	2.80	0.70	0.35	0.70	1.05	0.00	0.35	1.05	0.35		0.00	0.70	90.91	100
2000	0.70	0.35	1.40	0.70	0.35	0.70	0.35	0.00	0.00	0.70	0.35		0.00	0.70	93.71	100
2030	0.35	0.00	1.40	0.00	0.70	0.70	0.35	0.00	0.00	0.35	0.00		0.00	0.70	95.45	100
2100	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.35	97.90	100
2130	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
2200	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
2230	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2300	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
2330	0.00	0.00	0.70	0.35	0.35	0.70	0.35	0.00	0.35	0.00	0.00		0.00	0.35	96.85	100
average	1.34	0.17	3.87	0.98	0.55	0.87	1.65	0.00	0.59	1.17	0.06	0.10	0.00	0.76	88.34	100
maximum	3.85	1.05	11.19	2.80	1.75	2.80	4.20	0.00	2.10	3.15	0.35	0.35	0.00	2.10	99.65	100
std. dev.	1.33	0.31	3.42	0.91	0.51	0.79	1.24	0.00	0.64	1.05	0.13	0.16	0.00	0.64	10.08	
average for 0600-2400 hrs	1.79	0.23	5.04	1.31	0.72	1.17	1.69	0.00	0.79	1.55	0.09	0.10	0.00	1.01	84.61	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	98.95	100
0030	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0100	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0130	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0200	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0300	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.00	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	0.00		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	0.35			0.00	0.00	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	99.30	100
0600	0.00	0.00	0.70	1.40	0.00	0.00	1.05	0.00	0.35	0.35		0.35	0.00	0.00	95.80	100
0630	0.70	0.00	1.40	2.10	1.05	0.00	1.05	0.00	0.35	0.70		0.35	0.00	0.00	92.31	100
0700	1.05	0.00	3.50	2.80	1.05	1.40	0.70	0.00	0.70	1.05		0.35	0.00	0.35	87.06	100
0730	1.75	0.00	3.15	3.50	1.05	1.75	0.35	0.00	0.70	1.05		0.35	0.00	1.05	85.31	100
0800	2.80	0.35	5.24	4.20	1.40	2.10	1.05	0.00	1.05	1.40		0.35	0.00	1.40	78.67	100
0830	3.15	0.00	5.24	3.85	1.05	2.10	2.10	0.00	0.70	1.40		0.35	0.00	1.75	78.32	100
0900	3.50	0.35	5.24	3.15	1.05	2.45	3.85	0.00	1.40	2.10		0.35	0.00	2.10	74.48	100
0930	3.50	0.35	4.55	2.80	1.05	2.45	3.85	0.00	2.10	2.45		0.00	0.00	2.10	74.83	100
1000	3.50	0.35	4.90	2.45	1.05	3.15	3.85	0.00	1.75	2.10		0.00	0.00	2.10	74.83	100
1030	3.50	1.05	4.90	2.10	1.05	2.80	4.55	0.00	1.75	2.10		0.00	0.00	1.75	74.48	100
1100	3.85	1.05	4.20	2.10	1.05	2.10	4.20	0.00	1.75	2.10		0.00	0.00	1.40	76.22	100
1130	3.85	1.05	5.24	1.75	0.70	2.10	4.20	0.00	1.75	2.10		0.00	0.00	1.40	75.87	100
NOON	2.80	1.40	8.04	2.45	0.70	2.10	3.50	0.00	1.40	2.10		0.00	0.00	1.05	74.48	100
1230	2.10	1.05	8.39	1.75	0.70	2.10	2.80	0.00	0.70	1.05		0.00	0.00	0.70	78.67	100
1300	2.10	1.40	8.04	1.40	0.70	2.10	2.10	0.00	0.70	1.05		0.00	0.00	1.05	79.37	100
1330	2.10	1.05	6.29	1.40	0.70	2.10	1.75	0.00	0.35	1.05		0.00	0.00	1.05	82.17	100
1400	2.45	1.05	4.55	1.75	1.05	1.75	1.75	0.00	0.35	1.05		0.00	0.00	1.05	83.22	100
1430	2.80	0.70	3.85	1.40	1.05	1.75	1.75	0.00	0.35	1.05		0.00	0.00	1.05	84.27	100
1500	2.80	0.35	3.50	2.10	1.05	1.75	1.75	0.00	0.70	1.05		0.00	0.00	1.05	83.92	100
1530	1.05	0.35	3.15	2.10	1.40	1.75	2.10	0.00	0.35	1.05		0.00	0.35	1.05	85.31	100
1600	1.05	0.35	4.20	2.10	1.75	1.05	2.10	0.00	0.70	0.35		0.00	0.35	0.35	85.66	100
1630	1.40	0.35	2.80	2.10	0.70	1.05	2.10	0.00	0.70	0.35	0.00		0.35	0.35	87.76	100
1700	1.05	0.00	3.15	2.80	0.70	2.10	1.40	0.00	0.70	1.05	0.00		0.35	0.35	86.36	100
1730	1.05	0.00	4.90	2.45	0.70	1.75	1.40	0.00	0.35	1.05	0.00		0.35	0.00	86.01	100
1800	2.10	0.35	4.90	1.40	0.35	1.40	2.10	0.00	0.35	1.40	0.00		0.35	0.00	85.31	100
1830	1.40	0.00	4.90	1.05	0.35	1.05	2.10	0.00	0.35	1.05	0.00		0.00	0.00	87.76	100
1900	1.75	0.00	3.50	0.70	0.35	1.75	1.40	0.00	0.35	1.05	0.00		0.00	0.00	89.16	100
1930	1.40	0.00	2.45	0.70	0.35	1.75	0.70	0.00	0.70	1.05	0.00		0.00	0.00	90.91	100
2000	1.05	0.00	1.40	0.70	0.35	1.75	0.00	0.00	0.70	0.70	0.00		0.00	0.00	93.36	100
2030	0.70	0.00	0.70	0.35	0.00	1.05	0.00	0.00	0.70	0.70	0.00		0.00	0.35	95.45	100
2100	0.35	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.35	0.35	0.00		0.00	0.00	97.55	100
2130	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.35	98.25	100
2200	0.00	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	98.60	100
2230	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
2330	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
average	1.35	0.27	2.70	1.31	0.51	1.14	1.70	0.00	0.57	0.90	0.00	0.12	0.04	0.52	89.31	100
maximum	3.85	1.40	8.39	4.20	1.75	3.15	4.55	0.00	2.10	2.45	0.00	0.35	0.35	2.10	99.65	100
std. dev.	1.26	0.42	2.49	1.18	0.50	0.95	1.35	0.00	0.56	0.62	0.00	0.16	0.12	0.68	8.99	
average for 0600-2400 hrs	1.74	0.36	3.57	1.75	0.68	1.52	1.75	0.00	0.76	1.09	0.00	0.12	0.06	0.70	85.96	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.35	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
0030	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0230	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0300	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.35	98.95	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.35	98.95	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.35	98.95	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.35	98.95	100
0530	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.70	98.25	100
0600	0.70	0.00	3.15	1.05	0.00	0.00	1.05	0.00	0.00	0.35		0.00	0.00	0.35	93.36	100
0630	0.70	0.00	3.85	1.40	0.00	0.00	1.75	0.00	0.00	1.05		0.35	0.00	0.00	90.91	100
0700	2.10	0.00	4.55	1.40	0.00	2.10	1.75	0.00	0.35	1.05		0.35	0.00	0.35	86.01	100
0730	1.40	0.00	4.90	1.40	0.00	2.10	1.75	0.00	0.35	1.40		0.35	0.00	0.35	86.01	100
0800	1.40	0.00	6.29	2.10	0.70	1.75	2.80	0.00	1.40	2.10		0.00	0.00	0.70	80.77	100
0830	2.45	0.00	6.64	2.45	0.70	2.45	3.15	0.00	1.40	2.45		0.00	0.00	0.70	77.62	100
0900	3.50	0.35	7.34	3.15	1.40	3.50	3.15	0.00	2.80	2.10		0.35	0.00	1.40	70.98	100
0930	4.20	0.35	5.94	2.80	1.75	3.15	3.50	0.00	3.15	2.10		0.35	0.00	1.40	71.33	100
1000	3.15	1.05	5.94	2.80	1.40	3.15	3.50	0.00	3.15	2.80		0.35	0.00	1.05	71.68	100
1030	2.80	1.05	5.94	2.45	1.40	2.80	3.15	0.00	3.15	3.15		0.35	0.00	1.05	72.73	100
1100	3.50	1.40	5.94	2.10	1.75	1.75	3.15	0.00	3.15	3.15		0.35	0.00	1.40	72.38	100
1130	2.80	1.05	5.94	2.10	1.75	1.75	3.15	0.00	2.45	2.45		0.35	0.00	1.40	74.83	100
NOON	2.45	0.70	8.39	2.10	1.05	1.75	4.20	0.00	2.10	2.45		0.00	0.00	1.40	73.43	100
1230	1.05	0.35	6.64	1.75	1.05	1.75	3.15	0.00	1.40	1.75		0.00	0.00	1.05	80.07	100
1300	0.70	0.70	5.94	1.40	1.05	1.05	3.15	0.00	1.05	1.75		0.00	0.00	0.70	82.52	100
1330	1.05	0.70	5.59	1.05	1.75	0.70	3.15	0.00	1.40	1.40		0.00	0.00	0.70	82.52	100
1400	1.40	0.70	4.55	1.05	2.10	0.70	2.80	0.00	1.40	1.40		0.00	0.00	0.70	83.22	100
1430	1.40	0.35	4.55	1.05	1.40	0.70	2.45	0.00	1.40	1.40		0.00	0.00	0.70	84.62	100
1500	1.40	0.35	4.20	0.70	1.05	0.70	2.45	0.00	1.75	1.40		0.00	0.00	0.70	85.31	100
1530	1.05	0.35	3.50	0.70	0.70	0.70	2.45	0.00	1.05	1.75		0.00	0.00	0.70	87.06	100
1600	1.05	0.00	4.90	0.35	1.75	1.05	2.45	0.00	0.70	1.75		0.00	0.35	0.35	85.31	100
1630	1.75	0.00	4.55	0.70	1.05	0.35	2.10	0.00	0.70	1.40	0.00		0.35	0.00	87.06	100
1700	1.40	0.00	5.24	1.05	2.10	0.70	1.75	0.00	0.70	1.40	0.00		0.35	0.00	85.31	100
1730	1.40	0.00	5.59	1.05	1.75	0.70	1.40	0.00	1.05	1.05	0.00		0.35	0.00	85.66	100
1800	1.40	0.00	5.24	1.40	1.40	0.70	1.40	0.00	0.35	1.05	0.00		0.00	0.00	87.06	100
1830	0.70	0.00	4.55	1.40	1.05	0.00	1.05	0.00	0.70	1.05	0.00		0.00	0.00	89.51	100
1900	0.35	0.00	3.85	1.05	1.05	0.00	1.75	0.00	0.70	0.70	0.00		0.00	0.00	90.56	100
1930	0.35	0.00	3.50	0.70	1.05	0.00	1.05	0.00	0.70	0.70	0.00		0.00	0.00	91.96	100
2000	0.00	0.00	2.80	0.70	1.05	0.00	0.35	0.00	0.70	0.70	0.00		0.00	0.35	93.36	100
2030	0.00	0.00	1.75	0.35	1.05	0.00	0.35	0.00	0.70	0.70	0.00		0.00	0.35	94.76	100
2100	0.00	0.00	1.75	0.35	0.70	0.00	0.35	0.00	0.35	1.05	0.00		0.00	0.35	95.10	100
2130	0.00	0.00	2.10	0.35	0.70	0.00	0.00	0.00	0.35	1.05	0.00		0.00	0.00	95.45	100
2200	0.00	0.00	1.75	0.00	0.35	0.00	0.35	0.00	0.35	0.70	0.00		0.00	0.00	96.50	100
2230	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00		0.00	0.00	98.25	100
2300	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2330	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	97.90	100
average	0.99	0.20	3.45	0.95	0.75	0.76	1.89	0.00	0.85	1.17	0.00	0.15	0.03	0.42	88.91	100
maximum	4.20	1.40	8.39	3.15	2.10	3.50	4.20	0.00	3.15	3.15	0.00	0.35	0.35	1.40	99.30	100
std. dev.	1.14	0.36	2.38	0.89	0.70	1.00	1.23	0.00	0.98	0.81	0.00	0.17	0.10	0.46	9.23	
average for 0600-2400 hrs	1.32	0.26	4.45	1.25	1.00	1.02	1.94	0.00	1.14	1.45	0.00	0.15	0.04	0.51	85.54	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
0030	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0100	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
0130	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
0200	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
0230	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
0300	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0400	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	98.95	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0500	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.80	100
0530	0.00	0.00	2.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	0.00	97.55	100
0600	1.05	0.00	3.50	1.40	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00	93.36	100
0630	1.05	0.00	4.20	1.75	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.35	0.00	90.91	100
0700	1.05	0.00	5.24	2.80	0.35	0.35	2.45	0.00	0.00	0.35		0.00	0.00	0.00	87.41	100
0730	1.75	0.00	5.59	2.10	0.70	0.70	2.10	0.00	0.35	0.35		0.00	0.00	0.35	86.01	100
0800	2.10	0.00	6.29	1.75	1.40	0.35	2.45	0.00	0.35	0.00		0.00	0.35	0.70	84.27	100
0830	1.40	0.00	6.29	2.10	1.75	1.05	1.75	0.00	0.35	0.35		0.00	0.35	0.70	83.92	100
0900	1.75	0.35	5.94	3.85	1.40	1.75	3.15	0.00	0.35	0.70		0.00	0.00	0.70	80.07	100
0930	2.10	0.00	5.94	3.85	1.05	2.45	2.80	0.00	0.35	0.70		0.00	0.00	0.35	80.42	100
1000	2.45	0.00	5.59	4.20	0.70	2.10	2.80	0.00	0.70	0.70		0.00	0.00	0.70	80.07	100
1030	2.45	0.00	6.29	4.20	0.00	1.75	1.75	0.00	0.70	1.05		0.00	0.00	1.05	80.77	100
1100	2.45	0.00	6.29	3.15	0.00	1.40	1.40	0.00	1.05	1.05		0.00	0.00	0.70	82.52	100
1130	2.10	0.00	6.29	3.15	0.00	1.05	1.40	0.00	0.70	1.05		0.00	0.00	0.70	83.57	100
NOON	2.45	0.00	5.59	1.40	0.00	0.70	2.80	0.00	0.70	0.70		0.00	0.00	1.05	84.62	100
1230	2.10	0.00	5.24	1.40	0.00	0.70	1.75	0.00	0.70	0.35		0.00	0.00	1.05	86.71	100
1300	2.10	0.00	5.59	1.40	0.00	0.70	1.75	0.00	0.35	0.70		0.00	0.00	1.05	86.36	100
1330	1.75	0.00	4.90	1.40	0.00	0.70	1.75	0.00	0.35	0.70		0.00	0.00	1.05	87.41	100
1400	1.75	0.00	3.85	1.40	0.00	0.70	1.40	0.00	0.70	1.05		0.00	0.00	1.05	88.11	100
1430	1.40	0.00	3.85	1.40	0.35	0.70	1.05	0.00	0.70	0.35		0.00	0.00	0.70	89.51	100
1500	1.75	0.00	3.50	1.40	0.35	0.70	1.40	0.00	1.40	0.35		0.00	0.00	1.05	88.11	100
1530	1.40	0.00	3.50	0.70	0.35	0.35	1.40	0.00	1.40	0.35		0.00	0.00	1.05	89.51	100
1600	1.75	0.00	3.85	0.70	0.35	1.05	1.40	0.00	0.70	0.35		0.00	0.00	1.05	88.81	100
1630	1.75	0.00	4.55	0.35	0.35	0.35	1.40	0.00	0.35	0.70	0.00		0.00	1.05	89.16	100
1700	2.10	0.00	4.55	0.35	0.35	0.35	1.05	0.00	0.35	0.35	0.00		0.00	0.00	90.56	100
1730	1.75	0.00	5.59	0.35	0.35	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.00	90.56	100
1800	2.10	0.00	5.24	0.35	0.35	0.35	0.70	0.00	0.00	1.05	0.00		0.00	0.00	89.86	100
1830	0.70	0.00	4.55	1.05	0.70	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	91.96	100
1900	1.05	0.00	3.85	0.35	0.70	0.35	2.10	0.00	0.00	0.35	0.00		0.00	0.00	91.26	100
1930	0.00	0.35	4.20	0.35	0.35	0.35	1.05	0.00	0.00	0.35	0.00		0.00	0.00	93.01	100
2000	0.00	0.35	3.85	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	94.41	100
2030	0.00	0.35	3.15	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	95.10	100
2100	0.00	0.35	2.80	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	96.15	100
2130	0.00	0.35	2.10	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.20	100
2200	0.00	0.35	1.75	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2230	0.00	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.40	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	1.40	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
average	0.99	0.05	3.47	1.03	0.28	0.48	1.32	0.00	0.26	0.32	0.00	0.00	0.06	0.34	91.70	100
maximum	2.45	0.35	6.29	4.20	1.75	2.45	3.15	0.00	1.40	1.05	0.00	0.00	0.35	1.05	99.65	100
std. dev.	0.95	0.12	2.04	1.25	0.41	0.58	0.85	0.00	0.37	0.35	0.00	0.00	0.13	0.44	6.28	
average for 0600-2400 hrs	1.32	0.07	4.38	1.37	0.37	0.64	1.36	0.00	0.35	0.43	0.00	0.00	0.04	0.45	89.23	

**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 (1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	5.46	1.65	1.30	0.52	1.34	0.11	0.09	0.07	0.00	1.01	89.43	100
Tuesday	4.68	2.12	1.37	1.36	2.06	0.17	0.07	0.06	0.02	0.63	88.62	100
Wednesday	4.42	1.08	1.12	0.99	2.83	0.33	0.07	0.00	0.00	0.98	88.97	100
Thursday	3.03	1.68	0.76	0.95	2.32	0.11	0.13	0.00	0.00	0.96	90.81	100
Friday	5.92	0.84	1.08	0.39	1.64	0.07	0.09	0.00	0.00	0.34	90.13	100
Saturday	4.95	1.11	2.02	0.63	1.71	0.27	0.03	0.09	0.00	0.72	90.03	100
Sunday	3.37	1.47	1.69	1.24	1.84	0.22	0.04	0.00	0.00	1.49	90.04	100
Daily Average	4.55	1.42	1.33	0.87	1.96	0.18	0.07	0.03	0.00	0.88	89.72	100

Table 8.2 Daily Peak TV Audience Share (1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	41.96	17.13	5.59	3.85	6.64	1.05	1.05	0.70	0.00	5.94
Tuesday	38.46	19.23	6.29	10.84	9.09	0.70	0.70	0.35	0.35	3.50
Wednesday	34.62	14.34	4.55	6.64	15.03	2.80	0.35	0.00	0.00	4.20
Thursday	37.06	14.69	5.94	7.69	13.29	1.40	1.05	0.00	0.00	5.59
Friday	41.61	13.64	6.29	2.45	8.74	0.70	0.70	0.00	0.00	1.75
Saturday	32.52	10.14	6.29	6.29	10.84	1.75	0.70	0.35	0.00	3.15
Sunday	27.62	10.49	5.59	4.20	12.24	1.05	0.35	0.00	0.00	4.90
Highest Peak	41.96	19.23	6.29	10.84	15.03	2.80	1.05	0.70	0.35	5.94

Table 8.3: Daily Average Audience Levels for TV: 1995-99

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
1995: Daily Average	2.7	0.5	-	1.1	2.9	0.3	0.1			0.8
1996: Daily Average	3.14	1.18	-	1.73	3.16	0.23	0.10			0.82
1997: Daily Average	1.91	1.62	-	0.85	2.63	0.43	0.14	0.05	0.02	0.71
1998: Daily Average	5.00	1.46	-	1.13	2.37	0.20	0.11	0.06	0.04	1.36
1999: Daily Average	4.55	1.42	1.33	0.87	1.96	0.18	0.07	0.03	0.00	0.88

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.70	0.00	0.00	0.00	0.00	0.00	0.00			0.00	99.30	100
0030	0.35		0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0130	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0200	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0300	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.35	0.00		0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.35	0.00		0.00	0.70	0.00	0.00			0.00	98.95	100
0700	1.05	0.35	0.70	0.00	0.35	0.00	0.00			0.00	97.55	100
0730	0.70	0.00	0.35	0.00	0.35	0.00	0.00			0.00	98.60	100
0800	1.75	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	97.90	100
0830	1.40	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.35	97.55	100
0900	2.10	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	97.20	100
0930	2.10	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.20	100
1000	3.15	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	95.45	100
1030	3.85	1.40	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	93.71	100
1100	3.85	1.40	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	93.71	100
1130	4.20	1.40		0.35	0.00	0.00	0.00	0.00		0.00	94.06	100
NOON	4.90	1.40		0.70	0.00	0.00	0.00	0.00		0.35	92.66	100
1230	4.20	0.70		0.35	0.35	0.00	0.00	0.00		0.00	94.41	100
1300	7.69	0.70		0.35	0.35	0.00	0.00	0.00		0.00	90.91	100
1330	6.29	1.75		0.00	0.70	0.00	0.00	0.00		0.00	91.26	100
1400	6.64	2.10		0.00	2.45	0.00	0.00	0.00		0.00	88.81	100
1430	7.34	2.10		0.00	1.75	0.00	0.00	0.00		0.35	88.46	100
1500	3.85	1.75		0.00	1.75	0.00	0.00	0.00		0.35	92.31	100
1530	2.80	1.05		0.00	1.40	0.00	0.00	0.00		0.35	94.41	100
1600	2.45	0.35	0.00	0.70	0.70	0.00	0.35	0.00	0.00	1.05	94.41	100
1630	1.40	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	1.40	95.80	100
1700	1.75	0.70	0.00	0.70	0.35	0.00	0.35	0.00	0.00	1.40	94.76	100
1730	3.50	1.05	0.35	0.00	1.40	0.00	0.00	0.00	0.00	2.10	91.61	100
1800	4.90	1.40	2.10	0.35	2.45	0.00	0.00	0.00	0.00	2.45	86.36	100
1830	3.50	1.40	2.45	1.05	1.75	0.00	0.00	0.00	0.00	3.15	86.71	100
1900	2.80	2.80	4.55	1.05	2.10	0.00	0.00	0.00	0.00	3.15	83.57	100
1930	3.15	17.13	3.50	0.70	3.15	0.00	0.00	0.00	0.00	3.85	68.53	100
2000	33.57	6.29	4.20	0.70	3.50	0.00	0.00	0.00	0.00	4.20	47.55	100
2030	41.96	3.15	5.59	2.45	4.20	0.70	0.00	0.00	0.00	4.90	37.06	100
2100	40.21	2.45	2.45	3.85	5.24	1.05	0.00	0.35	0.00	5.94	38.46	100
2130	31.47	1.75	2.45	3.85	5.24	0.70	0.35	0.35	0.00	4.55	49.30	100
2200	11.89	1.75	2.80	3.85	6.64	1.05	1.05	0.70	0.00	2.80	67.48	100
2230	4.90	1.75	1.40	2.45	6.29	1.05	0.70	0.35		1.75	79.37	100
2300	2.10	1.40	1.40	1.05	4.20	0.35	0.70	0.35		1.05	87.41	100
2330	1.05	1.05		0.35	2.80	0.35	0.35			1.05	93.01	100
average	5.46	1.65	1.30	0.52	1.34	0.11	0.09	0.07	0.00	1.01	89.43	
maximum	41.96	17.13	5.59	3.85	6.64	1.05	1.05	0.70	0.00	5.94	100.00	
std. dev.	9.84	2.84	1.63	1.02	1.78	0.29	0.22	0.16	0.00	1.54	15.77	

**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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0100	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	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0630	0.35	0.00		0.00	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.00	0.70	0.00	0.35	0.00	0.00			0.00	98.60	100
0730	0.35	0.00	0.35	0.00	0.35	0.00	0.00			0.00	98.95	100
0800	1.40	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	97.90	100
0830	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	98.25	100
0900	1.05	0.00	0.35	0.00	0.70	0.00	0.00	0.00		0.00	97.90	100
0930	0.70	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	2.80	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	95.45	100
1030	3.50	1.75	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.00	93.01	100
1100	3.85	1.75	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	92.31	100
1130	3.85	1.75		1.05	0.35	0.00	0.00	0.00		0.00	93.01	100
NOON	5.24	1.40		1.40	0.35	0.00	0.00	0.00		0.35	91.26	100
1230	4.20	0.70		1.05	0.70	0.00	0.00	0.00		0.00	93.36	100
1300	11.54	0.70		0.70	0.35	0.00	0.00	0.00		0.00	86.71	100
1330	11.54	2.10		0.35	1.05	0.00	0.00	0.00		0.00	84.97	100
1400	11.54	2.10		0.35	1.40	0.70	0.00	0.00		0.00	83.92	100
1430	10.14	2.10		0.35	1.40	0.00	0.35	0.00		0.35	85.31	100
1500	6.99	2.45		0.70	2.45	0.00	0.35	0.00		0.35	86.71	100
1530	3.50	2.10		1.05	2.80	0.00	0.00	0.00		0.00	90.56	100
1600	3.15	1.40	0.00	1.05	3.50	0.35	0.00	0.00	0.00	0.35	90.21	100
1630	2.45	1.05	0.00	0.35	3.15	0.35	0.00	0.00	0.00	0.35	92.31	100
1700	2.80	0.70	0.00	0.00	2.80	0.35	0.00	0.00	0.00	0.70	92.66	100
1730	3.85	0.35	0.00	0.70	3.50	0.35	0.00	0.00	0.00	1.05	90.21	100
1800	3.50	1.05	2.10	1.40	5.24	0.70	0.70	0.00	0.00	2.10	83.22	100
1830	2.45	0.70	2.45	2.10	4.90	0.35	0.70	0.00	0.00	2.10	84.27	100
1900	4.55	2.10	2.45	2.80	4.90	0.35	0.70	0.00	0.00	2.80	79.37	100
1930	5.24	19.23	3.15	2.45	3.85	0.35	0.35	0.00	0.00	2.80	62.59	100
2000	38.46	5.59	4.90	1.75	5.59	0.35	0.35	0.00	0.35	2.10	40.56	100
2030	25.87	5.94	6.29	6.29	9.09	0.35	0.00	0.00	0.00	3.50	42.66	100
2100	20.63	5.59	4.20	9.44	8.39	0.35	0.00	0.35	0.00	3.15	47.90	100
2130	15.38	5.94	3.50	10.84	8.74	0.35	0.00	0.35	0.00	3.50	51.40	100
2200	9.09	4.55	2.10	10.84	6.99	0.35	0.00	0.35	0.00	2.45	63.29	100
2230	2.10	2.10	1.75	5.59	5.59	0.70	0.00	0.35		0.70	81.12	100
2300	1.05	0.70	0.70	1.05	2.45	0.70	0.00	0.35		0.70	92.31	100
2330	0.00	0.00	0.70	0.35	1.75	0.35	0.00			0.70	96.15	100
average	4.68	2.12	1.37	1.36	2.06	0.17	0.07	0.06	0.02	0.63	88.62	
maximum	38.46	19.23	6.29	10.84	9.09	0.70	0.70	0.35	0.35	3.50	100.00	
std. dev.	7.38	3.39	1.70	2.66	2.52	0.23	0.19	0.13	0.08	1.06	15.53	

**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	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.70	0.00	0.00			0.00	99.30	100
0030	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0130	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.00	0.00	0.35	0.35	0.00	0.00			0.00	98.95	100
0730	1.05	0.00	0.00	0.35	0.70	0.00	0.00			0.00	97.90	100
0800	1.40	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.20	100
0830	0.70	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.90	100
0900	0.70	0.00	0.00	0.00	1.40	0.00	0.35	0.00		0.35	97.20	100
0930	0.70	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.35	97.55	100
1000	2.10	0.00	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.35	95.80	100
1030	1.40	0.35	0.00	0.35	1.40	0.00	0.35	0.00	0.00	0.35	95.80	100
1100	1.75	0.35	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.35	95.80	100
1130	1.75	0.35		0.35	0.70	0.00	0.00	0.00		0.35	96.50	100
NOON	4.20	0.35		0.70	0.35	0.00	0.00	0.00		0.35	94.06	100
1230	3.50	0.00		0.70	0.70	0.00	0.00	0.00		0.35	94.76	100
1300	11.54	0.00		0.70	0.35	0.00	0.00	0.00		0.70	86.71	100
1330	10.14	0.00		0.35	1.05	0.00	0.00	0.00		0.70	87.76	100
1400	10.14	0.35		0.35	0.70	0.35	0.00	0.00		0.70	87.41	100
1430	9.09	0.35		0.00	0.70	0.35	0.00	0.00		1.05	88.46	100
1500	4.90	0.70		0.35	1.40	0.00	0.00	0.00		1.40	91.26	100
1530	2.45	1.05		1.05	2.80	0.00	0.00	0.00		1.40	91.26	100
1600	2.45	0.70	0.00	1.40	3.15	0.00	0.00	0.00	0.00	1.40	90.91	100
1630	2.45	0.70	0.00	0.35	3.15	0.00	0.00	0.00	0.00	1.05	92.31	100
1700	3.50	0.70	0.00	0.70	4.20	0.00	0.00	0.00	0.00	2.10	88.81	100
1730	3.15	0.70	0.35	1.05	5.24	0.35	0.00	0.00	0.00	2.45	86.71	100
1800	2.80	0.70	2.80	0.70	5.59	1.05	0.00	0.00	0.00	2.80	83.57	100
1830	1.75	0.70	2.80	1.75	4.90	0.70	0.00	0.00	0.00	2.80	84.62	100
1900	3.15	0.70	3.15	2.45	5.59	0.35	0.35	0.00	0.00	2.80	81.47	100
1930	3.50	14.34	2.45	2.80	4.55	0.00	0.35	0.00	0.00	2.10	69.93	100
2000	34.62	5.24	4.20	1.05	6.64	1.05	0.35	0.00	0.00	1.75	45.10	100
2030	25.52	2.10	4.55	3.50	13.64	2.45	0.35	0.00	0.00	2.80	45.10	100
2100	19.58	2.45	2.45	6.29	15.03	2.80	0.35	0.00	0.00	4.20	46.85	100
2130	18.18	2.45	2.10	6.64	14.34	2.80	0.00	0.00	0.00	3.85	49.65	100
2200	13.99	1.40	2.10	5.24	13.29	2.10	0.00	0.00	0.00	3.15	58.74	100
2230	6.29	1.40	1.05	3.85	9.79	1.40	0.00	0.00		2.45	73.78	100
2300	2.10	0.35	0.70	1.40	2.80	0.00	0.00	0.00		1.40	91.26	100
2330	1.40	0.35	0.35	0.70	2.80	0.00	0.00			1.05	93.36	100
average	4.42	1.08	1.12	0.99	2.83	0.33	0.07	0.00	0.00	0.98	88.97	
maximum	34.62	14.34	4.55	6.64	15.03	2.80	0.35	0.00	0.00	4.20	100.00	
std. dev.	7.12	2.46	1.44	1.58	3.99	0.74	0.14	0.00	0.00	1.17	15.27	

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

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0130	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0200	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0230	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	100.00	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.35	0.70	0.00	0.00			0.00	98.95	100
0700	0.70	0.35	0.00	0.35	1.05	0.00	0.00			0.00	97.55	100
0730	0.70	0.00	0.00	0.35	1.05	0.00	0.00			0.00	97.90	100
0800	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
0830	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
0900	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.60	100
0930	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
1000	2.10	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	96.50	100
1030	1.75	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.35	96.85	100
1100	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
1130	1.05	0.00		0.35	0.35	0.00	0.00	0.00		0.35	97.90	100
NOON	3.50	0.35		0.35	0.35	0.00	0.00	0.00		0.35	95.10	100
1230	2.80	0.35		0.35	0.70	0.00	0.00	0.00		0.70	95.10	100
1300	5.59	0.35		0.35	0.70	0.00	0.00	0.00		1.40	91.61	100
1330	5.24	0.35		0.35	0.70	0.00	0.00	0.00		1.40	91.96	100
1400	4.90	0.00		0.35	1.40	0.00	0.00	0.00		1.05	92.31	100
1430	5.24	0.00		0.00	0.70	0.00	0.00	0.00		0.70	93.36	100
1500	1.75	0.00		0.00	2.45	0.00	0.00	0.00		0.70	95.10	100
1530	2.45	0.00		0.00	2.80	0.00	0.00	0.00		0.35	94.41	100
1600	2.45	0.00	0.00	0.70	2.10	0.00	0.00	0.00	0.00	0.35	94.41	100
1630	1.05	0.00	0.00	0.70	2.10	0.00	0.00	0.00	0.00	1.05	95.10	100
1700	2.10	0.00	0.00	1.05	2.10	0.00	0.00	0.00	0.00	1.40	93.36	100
1730	2.10	0.35	0.00	0.70	2.45	0.00	0.35	0.00	0.00	1.40	92.66	100
1800	2.80	0.70	1.05	0.35	4.20	0.00	0.00	0.00	0.00	1.05	89.86	100
1830	0.70	0.70	1.75	0.00	4.20	0.00	0.00	0.00	0.00	1.05	91.61	100
1900	2.45	1.05	1.05	0.70	4.55	0.00	1.05	0.00	0.00	2.80	86.36	100
1930	3.50	14.69	2.45	0.35	3.50	0.00	0.35	0.00	0.00	2.10	73.08	100
2000	37.06	4.20	4.20	1.05	5.94	0.00	0.35	0.00	0.00	1.40	45.80	100
2030	19.58	8.39	5.94	4.55	9.79	1.40	0.70	0.00	0.00	3.15	46.50	100
2100	13.29	10.14	1.75	6.64	13.29	1.05	1.05	0.00	0.00	5.59	47.20	100
2130	8.74	8.04	0.70	7.69	13.29	1.05	1.05	0.00	0.00	5.24	54.20	100
2200	5.24	5.59	0.70	7.34	11.89	1.05	0.70	0.00	0.00	4.90	62.59	100
2230	2.10	3.15	0.35	4.55	7.69	0.70	0.70	0.00		4.20	76.57	100
2300	1.05	1.75	0.35	2.10	2.10	0.00	0.00	0.00		1.75	90.91	100
2330	0.35	0.00	0.35	0.70	2.45	0.00	0.00			0.70	95.45	100
average	3.03	1.68	0.76	0.95	2.32	0.11	0.13	0.00	0.00	0.96	90.81	
maximum	37.06	14.69	5.94	7.69	13.29	1.40	1.05	0.00	0.00	5.59	100.00	
std. dev.	6.12	3.40	1.40	1.87	3.38	0.33	0.30	0.00	0.00	1.43	14.66	

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.35			0.00	99.65	100
0030	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	100.00	100
0130	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	100.00	100
0230	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	100.00	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0830	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0900	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0930	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1000	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
1030	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1100	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
1130	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	98.60	100
NOON	2.45	0.00		0.35	0.35	0.00	0.00	0.00		0.00	96.85	100
1230	2.45	0.00		0.35	0.35	0.00	0.00	0.00		0.00	96.85	100
1300	5.24	0.35		0.00	0.35	0.00	0.00	0.00		0.00	94.06	100
1330	5.24	0.35		0.00	0.70	0.00	0.00	0.00		0.35	93.36	100
1400	5.94	0.00		0.00	1.40	0.00	0.00	0.00		0.00	92.66	100
1430	5.59	0.00		0.00	1.40	0.00	0.00	0.00		0.00	93.01	100
1500	3.50	0.00		0.00	2.45	0.00	0.00	0.00		0.35	93.71	100
1530	3.85	0.00		0.00	2.45	0.00	0.00	0.00		0.00	93.71	100
1600	3.50	0.00	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.00	94.06	100
1630	2.80	0.00	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.00	94.76	100
1700	2.80	0.35	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.00	94.76	100
1730	3.50	0.70	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.00	93.71	100
1800	2.45	0.35	1.75	0.35	2.45	0.35	0.35	0.00	0.00	0.00	91.96	100
1830	1.40	0.00	2.10	1.05	2.80	0.35	0.00	0.00	0.00	1.05	91.26	100
1900	2.10	1.40	2.45	2.10	4.20	0.70	0.70	0.00	0.00	1.05	85.31	100
1930	1.40	13.64	2.45	2.45	5.24	0.35	0.70	0.00	0.00	1.05	72.73	100
2000	34.97	3.85	5.24	1.75	6.64	0.00	0.35	0.00	0.00	1.75	45.45	100
2030	39.86	2.45	6.29	2.45	6.64	0.00	0.35	0.00	0.00	1.75	40.21	100
2100	41.61	1.75	4.90	2.45	8.74	0.35	0.35	0.00	0.00	1.40	38.46	100
2130	39.16	1.75	3.85	2.45	6.99	0.35	0.35	0.00	0.00	1.40	43.71	100
2200	33.57	1.05	3.15	1.05	6.29	0.35	0.35	0.00	0.00	1.75	52.45	100
2230	25.87	0.70	2.10	0.35	4.55	0.35	0.00	0.00		1.75	64.34	100
2300	9.44	0.00	1.05	0.00	1.75	0.00	0.35	0.00		1.05	86.36	100
2330	2.80	0.00	1.05	0.00	1.40	0.00	0.35			0.70	93.71	100
average	5.92	0.84	1.37	0.39	1.64	0.07	0.09	0.00	0.00	0.34	90.14	
maximum	41.61	13.64	6.29	2.45	8.74	0.70	0.70	0.00	0.00	1.75	100.00	
std. dev.	11.64	2.31	1.84	0.76	2.25	0.15	0.19	0.00	0.00	0.58	17.16	

**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*)

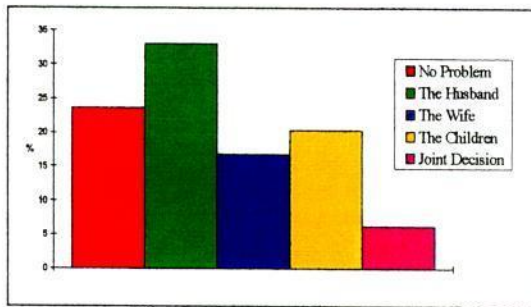
	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.00	0.00	0.00			0.70	99.30	100
0030	0.00			0.00	0.00	0.00	0.00			0.70	99.30	100
0100	0.00			0.00	0.00	0.00	0.00			1.05	98.95	100
0130	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0200	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0230	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0300	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0730	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0800	0.00	0.00		0.00	0.70	0.00	0.00	0.00		0.00	99.30	100
0830	0.35	0.00		0.00	0.70	0.00	0.00	0.00		0.35	98.60	100
0900	0.70	0.35		0.00	1.05	0.00	0.35	0.00		0.35	97.20	100
0930	0.70	0.00		0.00	1.05	0.00	0.00	0.00		0.35	97.90	100
1000	1.05	0.70		0.00	0.70	0.35	0.00	0.00		0.35	96.85	100
1030	2.10	0.70		0.00	0.70	0.35	0.00	0.00		0.35	95.80	100
1100	1.75	0.70		0.00	0.70	0.35	0.00	0.00		0.35	96.15	100
1130	2.10	0.70		0.00	1.05	0.35	0.00	0.00		0.35	95.45	100
NOON	1.75	0.35		0.00	0.70	0.35	0.00	0.00		0.70	96.15	100
1230	2.45	0.35		0.00	0.70	0.00	0.00	0.00		1.05	95.45	100
1300	5.24	0.35		0.00	0.70	0.00	0.00	0.00		1.05	92.66	100
1330	4.55	0.35		0.00	0.70	0.00	0.00	0.00		0.00	94.41	100
1400	8.04	0.00		0.00	2.10	0.00	0.00	0.00		0.00	89.86	100
1430	9.79	0.00		0.00	1.75	0.00	0.00	0.00		0.00	88.46	100
1500	10.49	0.70	0.70	0.00	1.05	0.00	0.00	0.00		0.00	87.06	100
1530	9.44	1.05	0.70	0.00	0.70	0.00	0.00	0.00		0.00	88.11	100
1600	9.09	1.75	0.70	0.00	0.70	0.00	0.00	0.00		0.00	87.76	100
1630	8.74	2.80	1.05	0.00	0.35	0.00	0.00	0.00		0.00	87.06	100
1700	7.34	2.10	0.70	0.35	0.70	0.00	0.00	0.00		0.70	88.11	100
1730	6.29	1.40	0.70	0.35	1.75	0.00	0.00	0.00		0.70	88.81	100
1800	4.90	1.40	4.55	0.35	1.75	0.00	0.00	0.00		1.05	86.01	100
1830	2.80	1.05	5.94	0.70	1.75	0.00	0.00	0.00		1.05	86.71	100
1900	2.45	1.75	6.29	1.40	1.40	0.70	0.70	0.00	0.00	1.40	83.92	100
1930	3.15	10.14	6.29	0.70	1.75	0.70	0.35	0.35	0.00	1.75	74.83	100
2000	32.52	3.15	3.50	0.35	4.20	0.35	0.00	0.35	0.00	2.10	53.50	100
2030	26.22	2.45	3.15	4.55	8.74	1.40	0.00	0.35	0.00	2.10	51.05	100
2100	23.08	2.10	1.40	6.29	10.49	1.75	0.00	0.35	0.00	2.45	52.10	100
2130	18.53	1.40	0.35	5.59	10.84	1.75	0.00	0.35	0.00	2.80	58.39	100
2200	13.99	0.70	0.00	4.90	9.79	1.75	0.00	0.35	0.00	3.15	65.38	100
2230	11.54	0.70	0.00	3.15	5.94	1.05	0.00	0.35		2.80	74.48	100
2300	3.85	0.35	0.35	1.40	4.55	1.05	0.00	0.35		1.75	86.36	100
2330	2.80	0.35	0.00	0.35	1.75	0.70	0.00			1.75	92.31	100
average	4.95	1.11	2.02	0.63	1.71	0.27	0.03	0.09	0.00	0.72	90.03	
maximum	32.52	10.14	6.29	6.29	10.84	1.75	0.70	0.35	0.00	3.15	100.00	
std. dev.	7.25	1.75	2.23	1.53	2.77	0.50	0.12	0.15	0.00	0.86	13.31	

**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.*

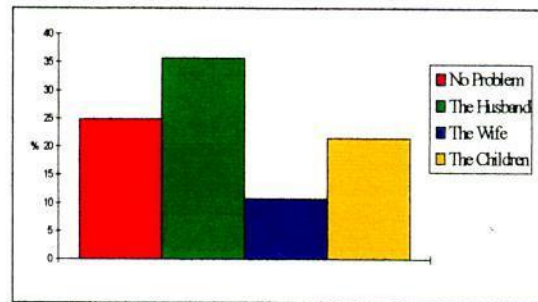
TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0030	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	100.00	100
0130	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	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0330	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0400	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0430	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	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0800	0.00	0.00		0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.35	0.00		0.35	0.00	0.00	0.35	0.00		0.35	98.60	100
0900	1.05	0.00		0.70	0.00	0.00	0.35	0.00		0.70	97.20	100
0930	1.75	0.35		0.70	0.00	0.00	0.35	0.00		1.05	95.80	100
1000	3.15	1.05		0.70	0.00	0.35	0.00	0.00		1.05	93.71	100
1030	2.80	0.70		1.05	0.00	0.70	0.00	0.00		0.70	94.06	100
1100	3.50	0.70		1.05	0.00	0.35	0.00	0.00		0.70	93.71	100
1130	4.20	0.70		1.40	0.00	0.35	0.00	0.00		1.05	92.31	100
NOON	3.85	1.05		1.40	0.00	0.00	0.00	0.00		1.40	92.31	100
1230	4.90	0.35		1.05	0.00	0.00	0.00	0.00		1.05	92.66	100
1300	8.04	0.00		1.75	1.05	0.00	0.00	0.00		2.10	87.06	100
1330	9.09	0.35		0.70	0.70	0.00	0.00	0.00		1.75	87.41	100
1400	8.04	0.35		1.75	2.80	0.00	0.00	0.00		1.75	85.31	100
1430	6.29	0.35		2.45	2.45	0.00	0.00	0.00		2.10	86.36	100
1500	5.94	0.35	0.35	2.45	2.80	0.00	0.00	0.00		2.45	85.66	100
1530	4.90	0.00	0.35	2.10	2.80	0.00	0.00	0.00		2.45	87.41	100
1600	4.20	0.00	0.35	2.80	3.15	0.00	0.00	0.00		2.10	87.41	100
1630	2.80	0.00	0.35	3.15	2.80	0.35	0.00	0.00		2.45	88.11	100
1700	2.45	0.00	0.35	2.80	2.10	0.35	0.00	0.00		2.80	89.16	100
1730	1.75	0.70	0.70	2.10	2.10	0.35	0.00	0.00		2.80	89.51	100
1800	3.50	0.35	4.20	2.80	1.75	0.35	0.00	0.00		3.15	83.92	100
1830	3.15	0.35	5.24	2.45	1.40	0.35	0.00	0.00		3.15	83.92	100
1900	3.50	2.80	5.59	1.75	1.75	0.70	0.35	0.00	0.00	2.45	81.12	100
1930	2.45	10.49	4.55	1.40	2.10	0.70	0.35	0.00	0.00	1.75	76.22	100
2000	27.62	4.55	3.15	1.40	2.80	0.70	0.00	0.00	0.00	2.10	57.69	100
2030	13.64	7.69	3.85	3.50	8.74	0.70	0.00	0.00	0.00	3.85	58.04	100
2100	10.49	7.69	0.70	4.20	11.89	1.05	0.00	0.00	0.00	4.90	59.09	100
2130	8.74	5.59	0.00	4.20	12.24	0.70	0.00	0.00	0.00	4.55	63.99	100
2200	5.24	3.50	0.35	2.80	10.84	0.35	0.00	0.00	0.00	4.90	72.03	100
2230	2.45	1.75	0.35	1.75	6.29	0.35	0.00	0.00		4.20	82.87	100
2300	0.70	1.75	0.00	1.05	3.50	0.70	0.00	0.00		3.50	88.81	100
2330	0.70	1.05	0.00	0.35	2.10	1.05	0.00			2.45	92.31	100
average	3.37	1.47	1.69	1.24	1.84	0.22	0.04	0.00	0.00	1.49	90.04	
maximum	27.62	10.49	5.59	4.20	12.24	1.05	0.35	0.00	0.00	4.90	100.00	
std. dev.	4.79	2.51	2.00	1.20	3.09	0.31	0.11	0.00	0.00	1.49	11.54	

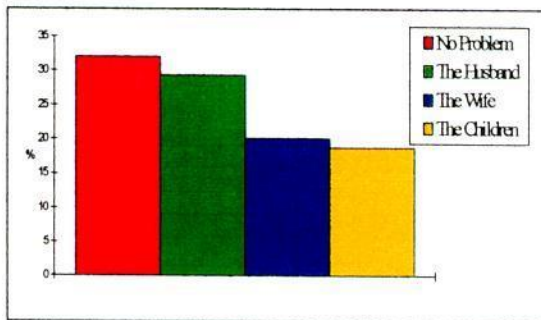
**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*



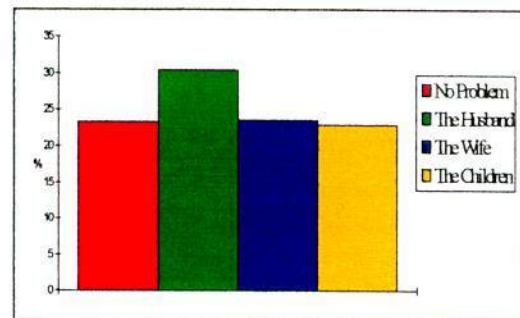
a: 1996



b: 1997



c: 1998



d: 1999

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

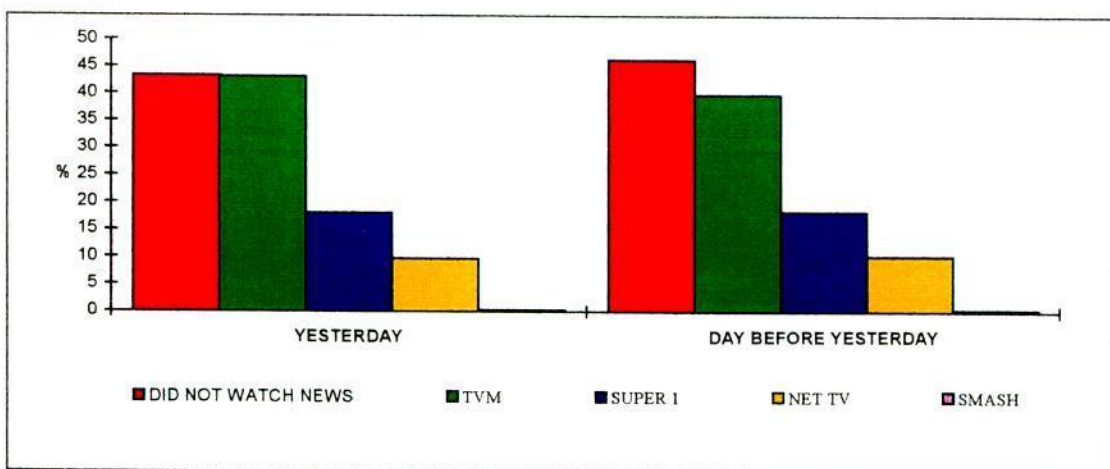


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

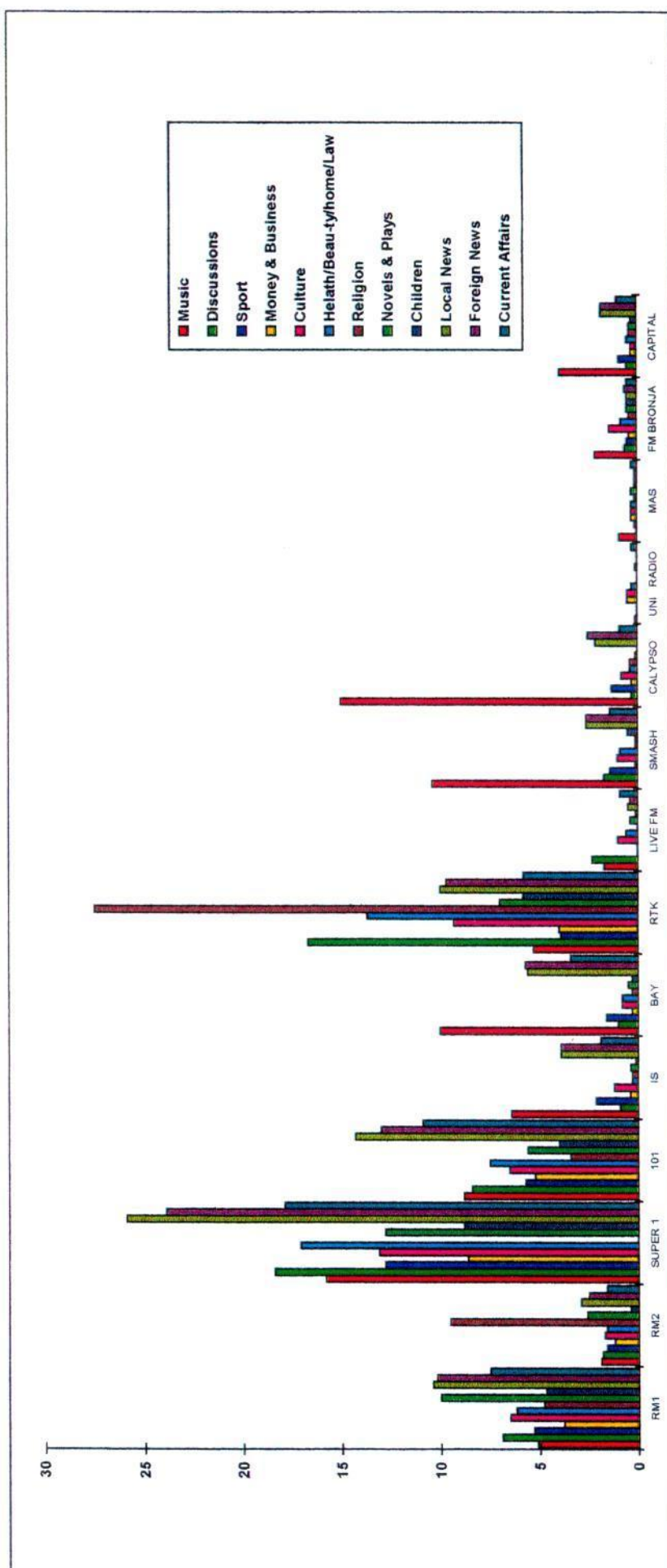


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (1999)

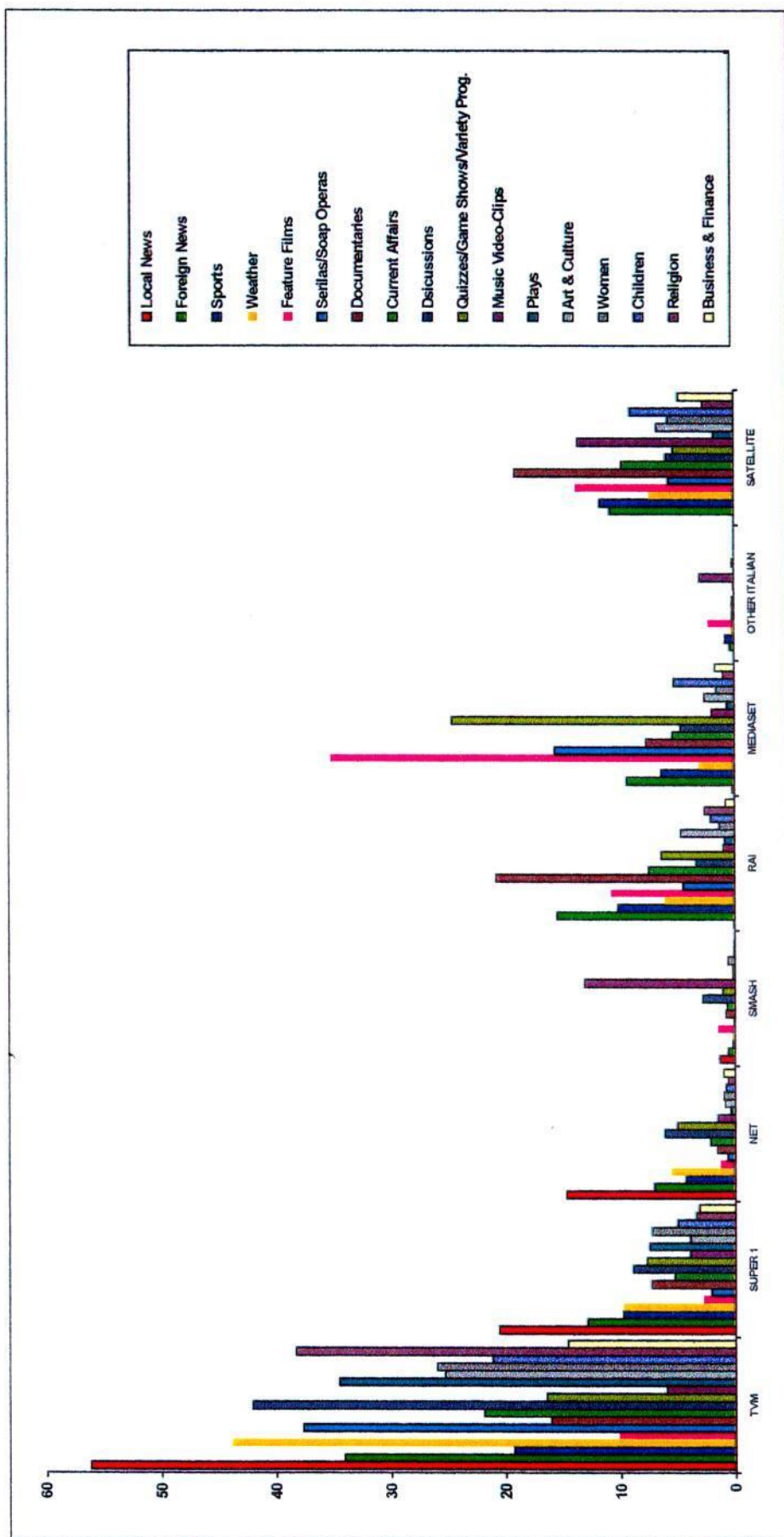
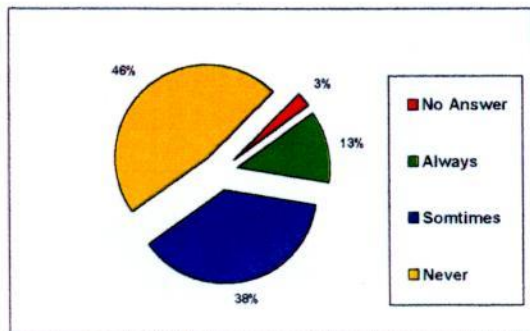
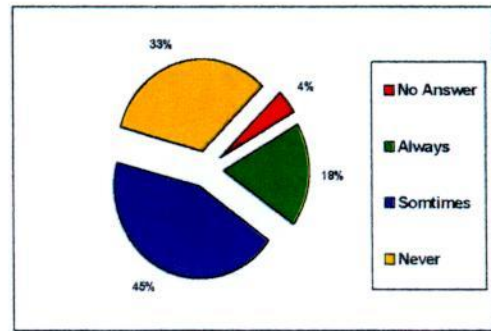


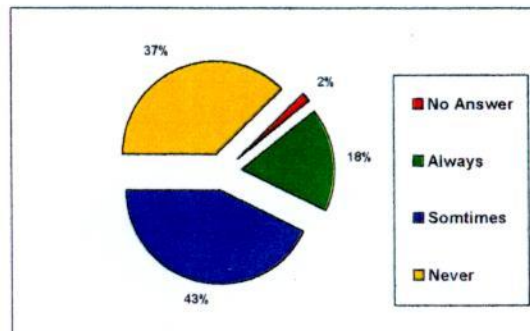
Fig 6.2: Comparative TV Station Ranking by Different Programme Segments (1999)



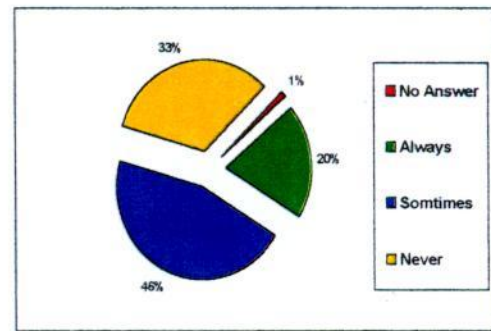
1996



1997



1998



1999

Fig 6.3: Extent of Interest in Political Broadcasts 1996 - 1999

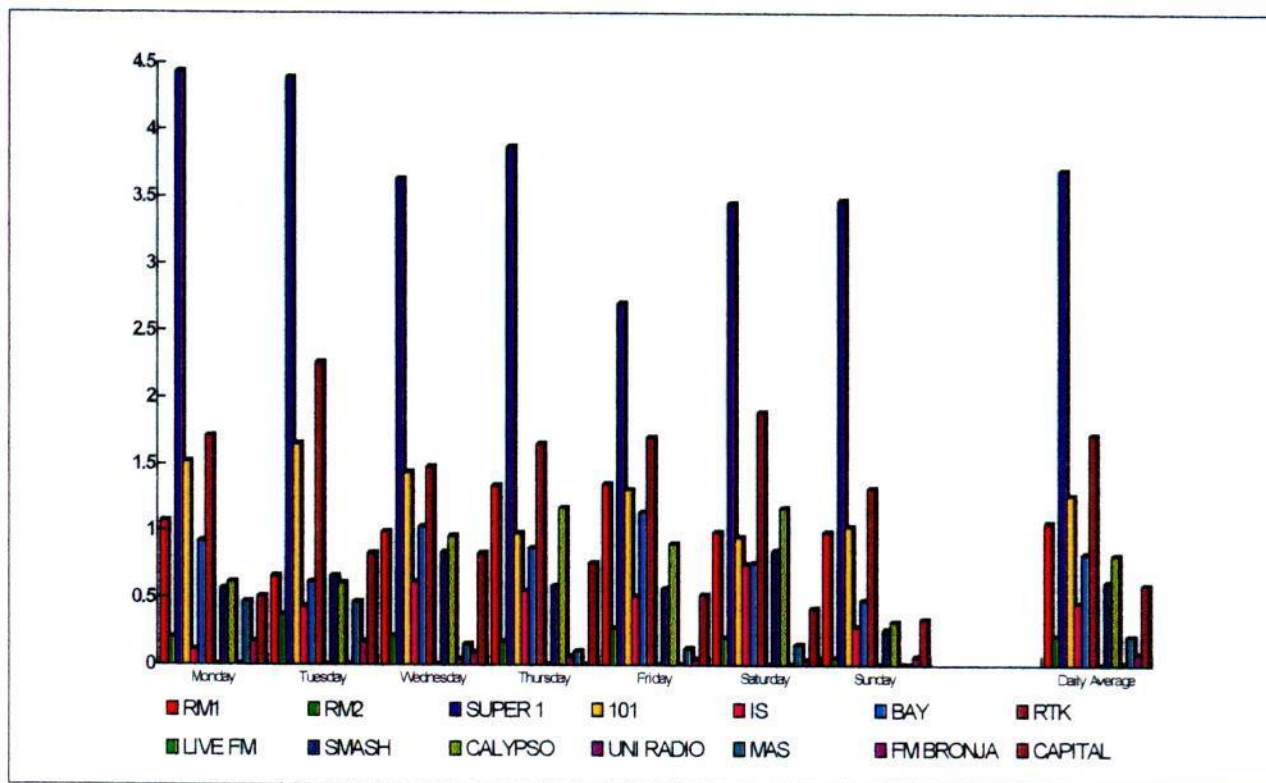


Figure 7.1: Daily Radio Average Audience Share 1999

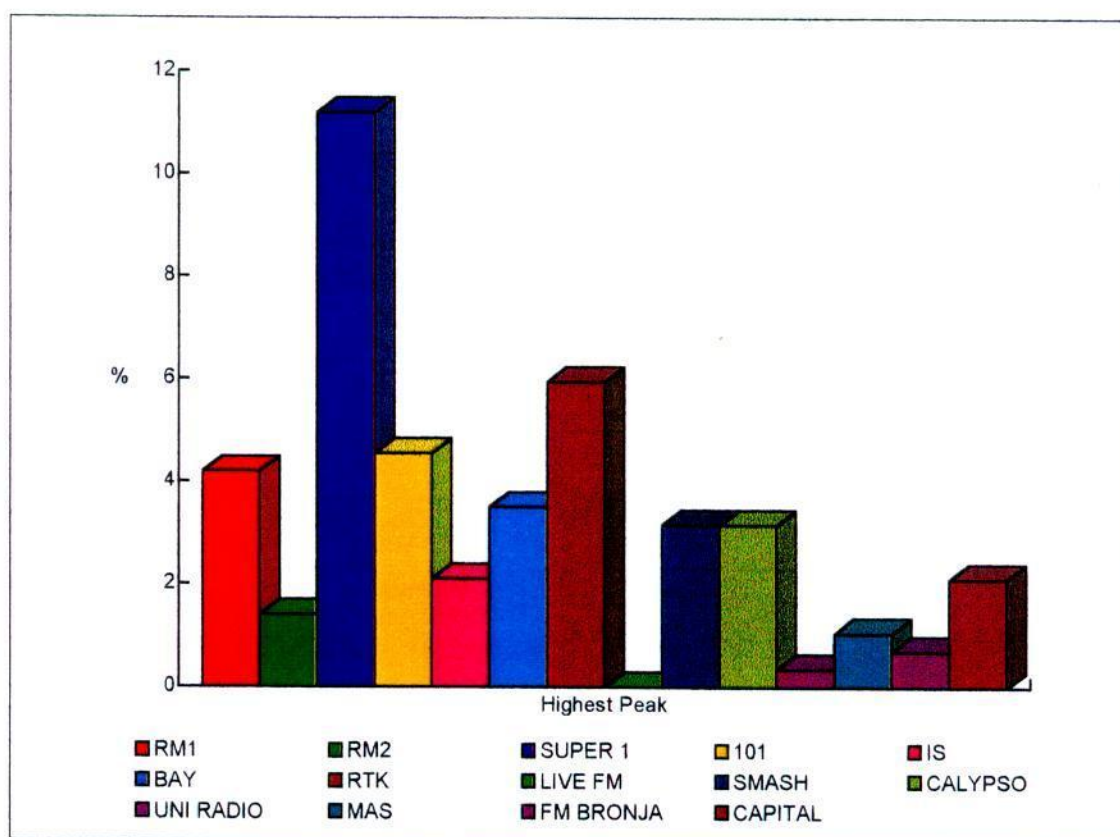


Figure 7.2: Highest Radio Station Peak Audience Share 1999

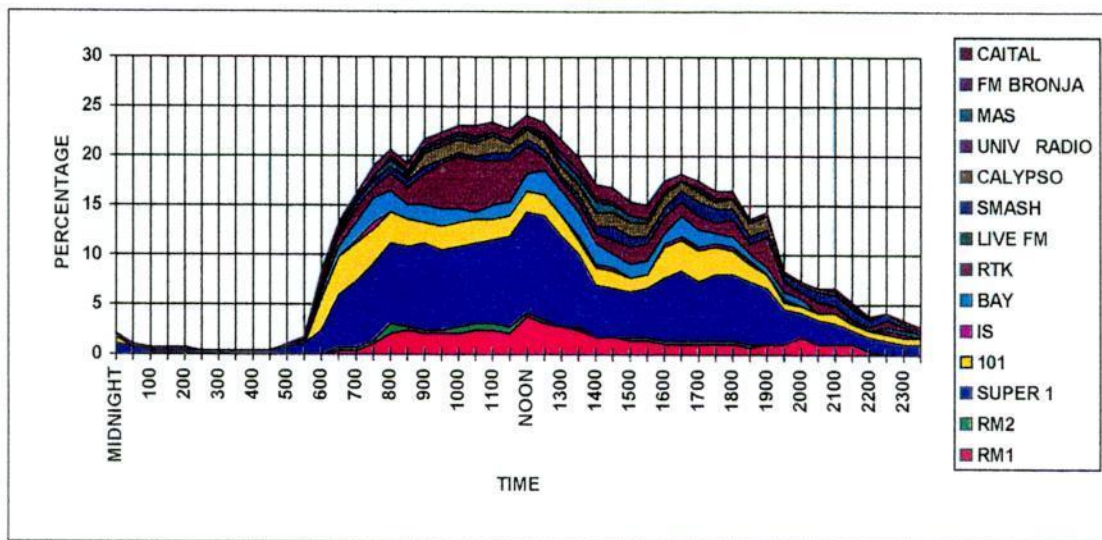


Fig 7.3: Radio Audiences - Monday

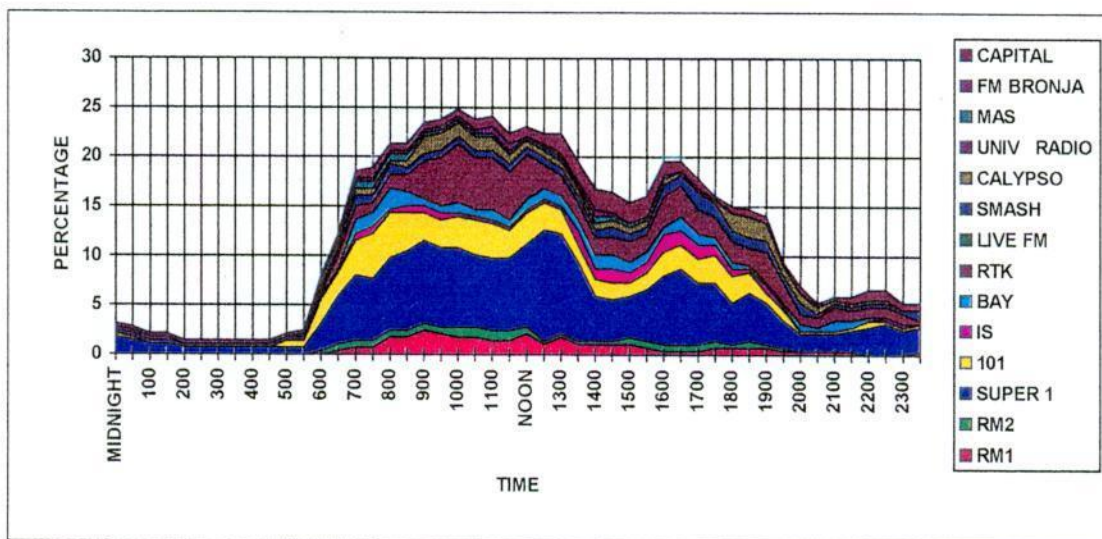


Fig 7.4: Radio Audiences - Tuesday

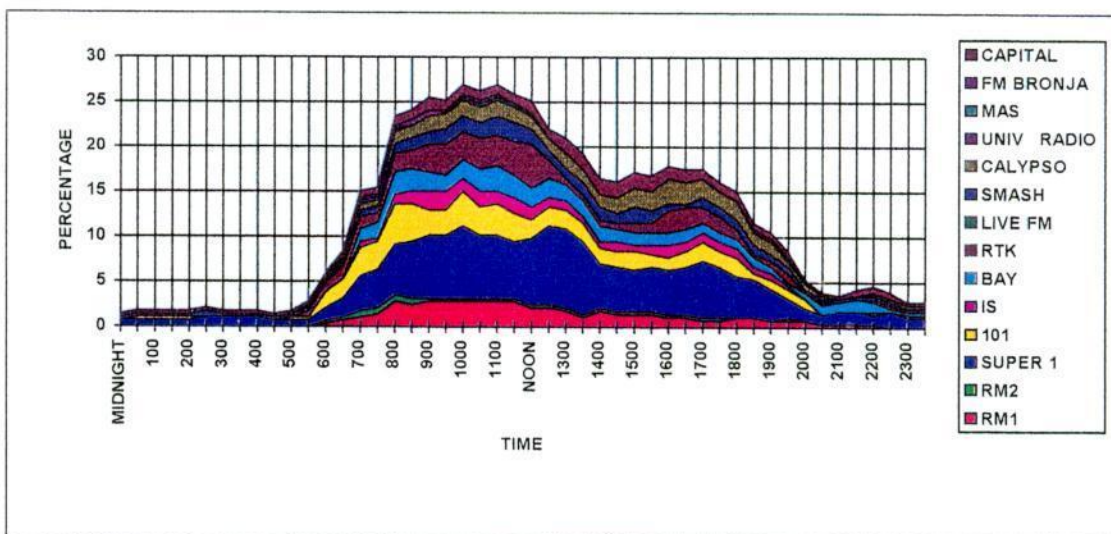


Fig 7.5: Radio Audiences - Wednesday

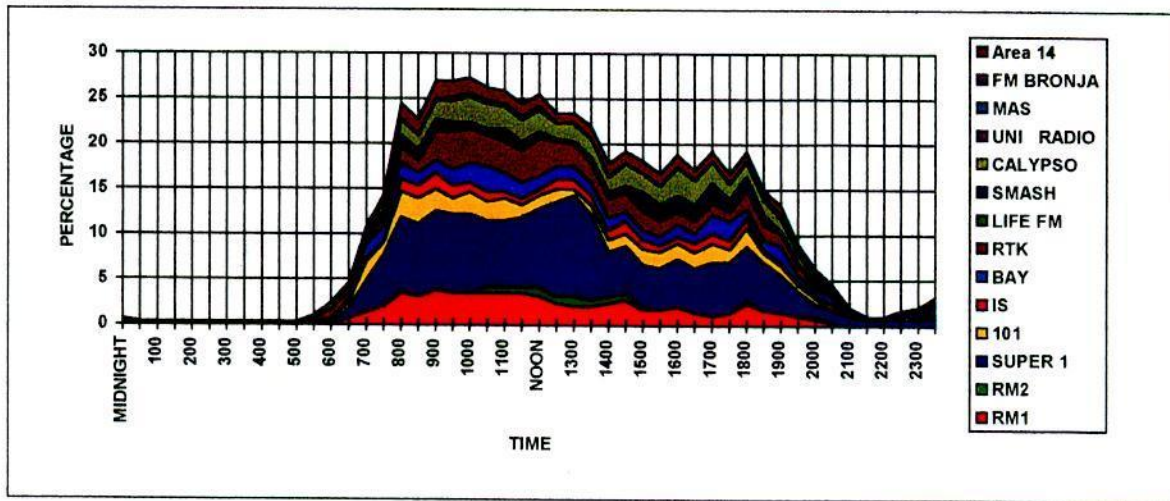


Fig 7.6: Radio Audiences - Thursday

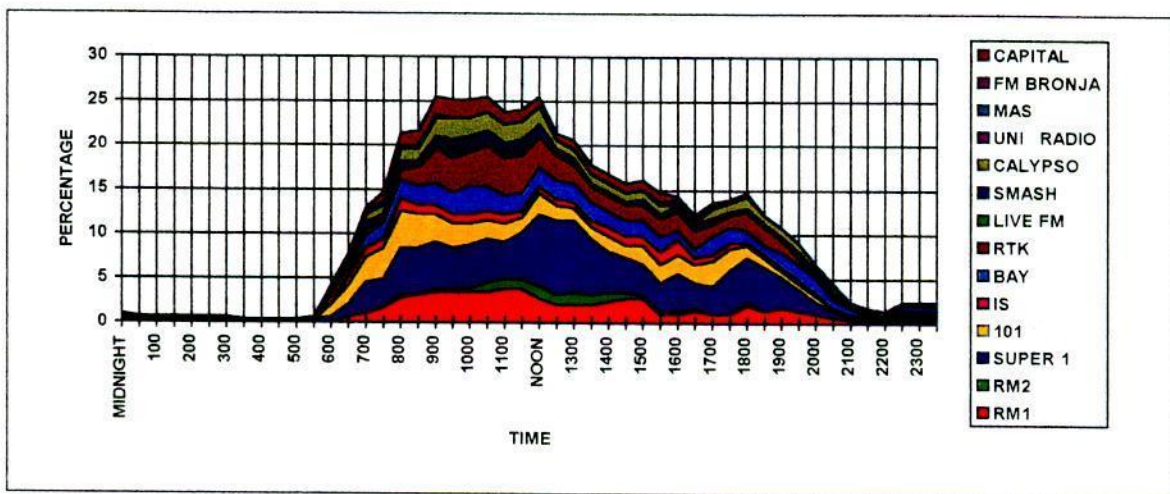


Fig 7.7: Radio Audiences - Friday

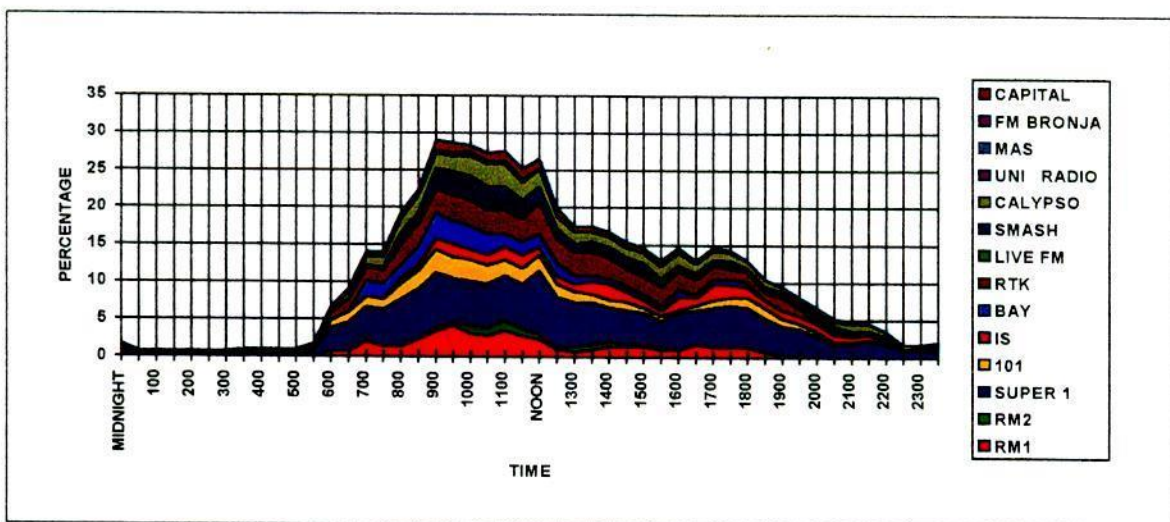


Fig 7.8: Radio Audiences - Saturday

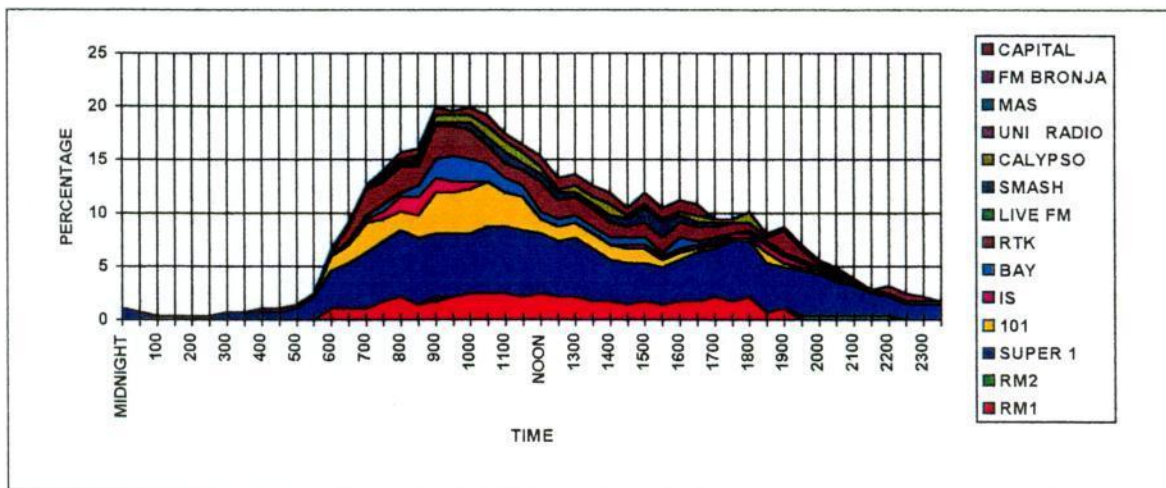
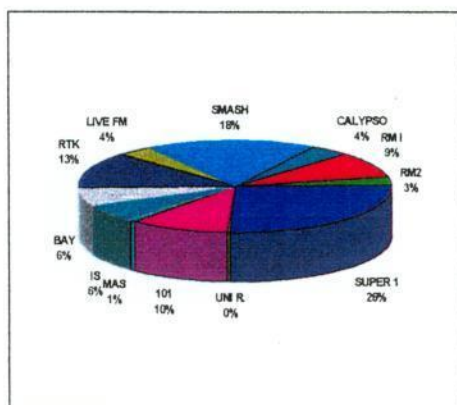
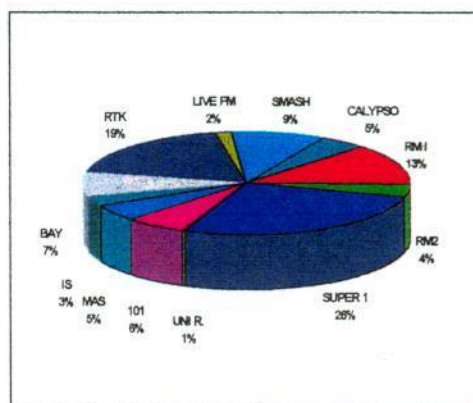


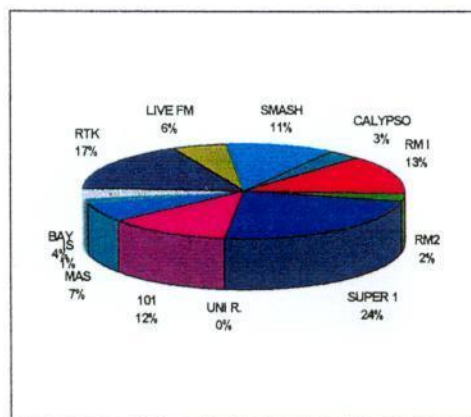
Fig 7.9: Radio Audiences - Sunday



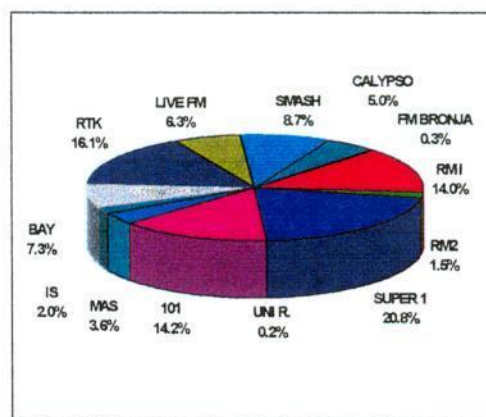
1995



1996



1997



1998

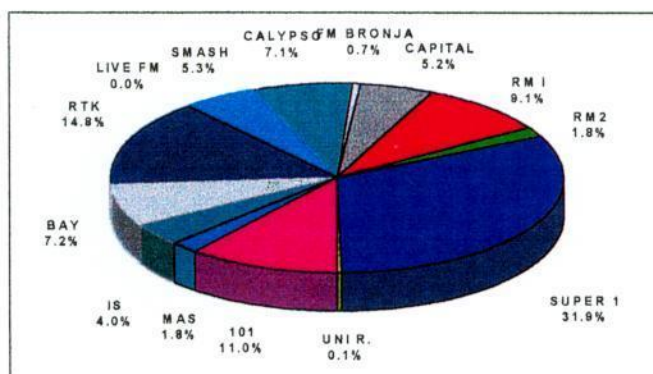


Fig. 7.10 Daily Average Audience Radio Levels: 1995-1999

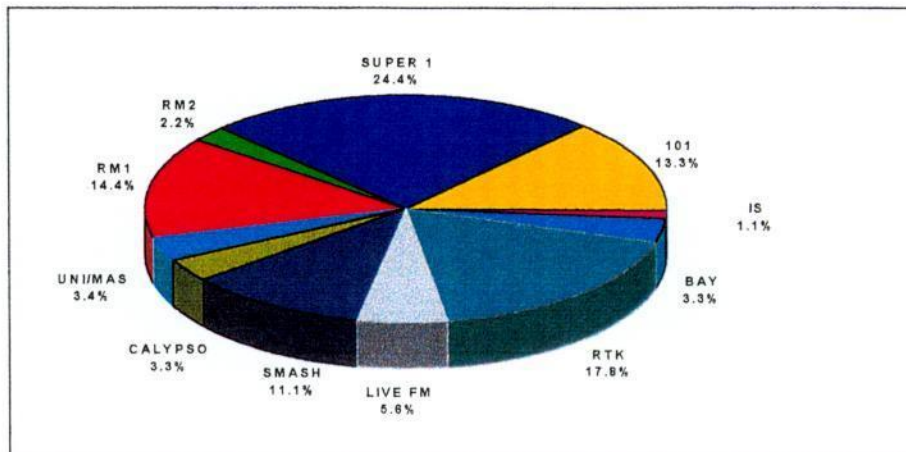


Fig. 7.11: Daily Average Audience Radio Levels - 1997
(6.00 a.m. - Midnight)

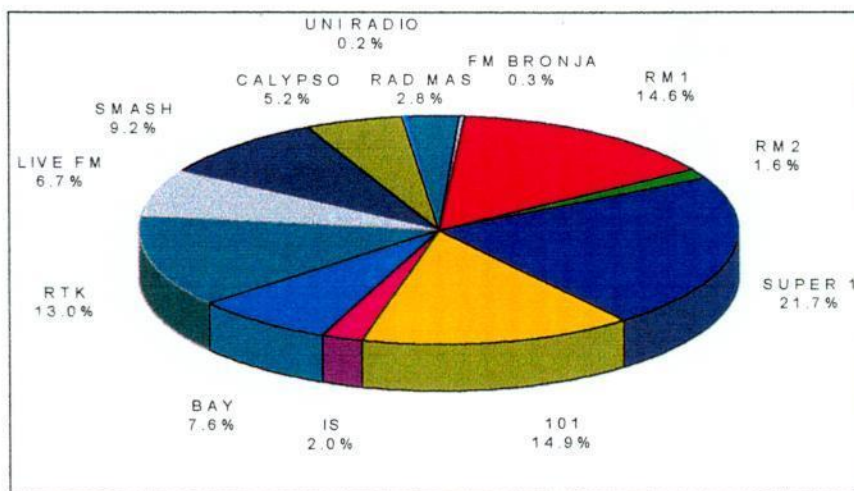


Fig. 7.12: Daily Average Audience Radio Levels - 1998
(6.0 a.m. - Midnight)

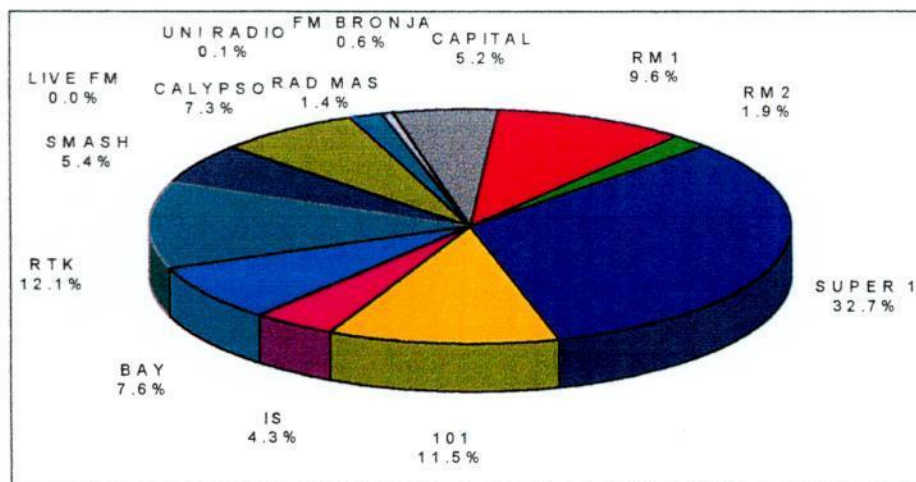


Fig. 7.13: Daily Average Audience Radio Levels - 1999
(6.0 a.m. - Midnight)

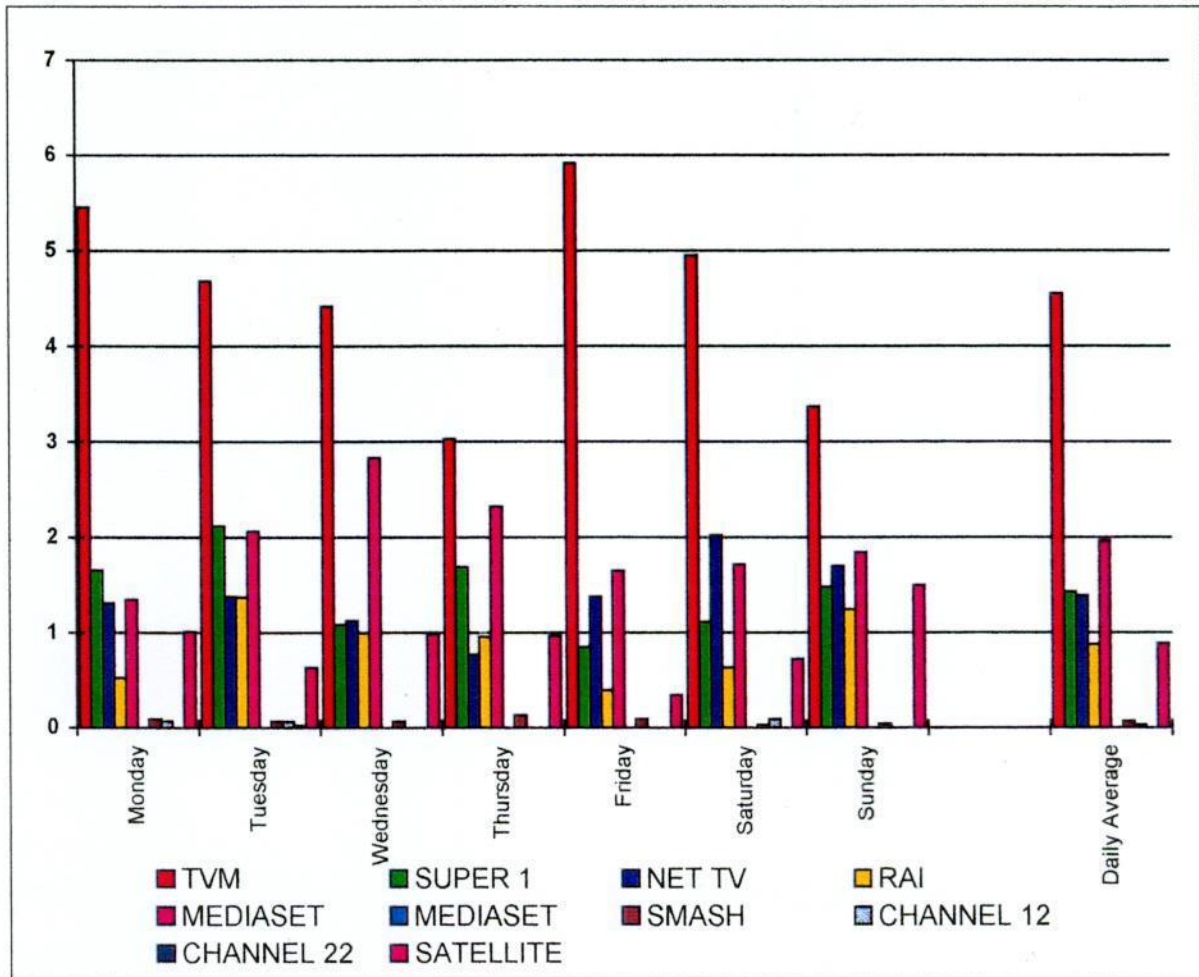


Figure 8.1: Daily TV Average Audience Share (1999)

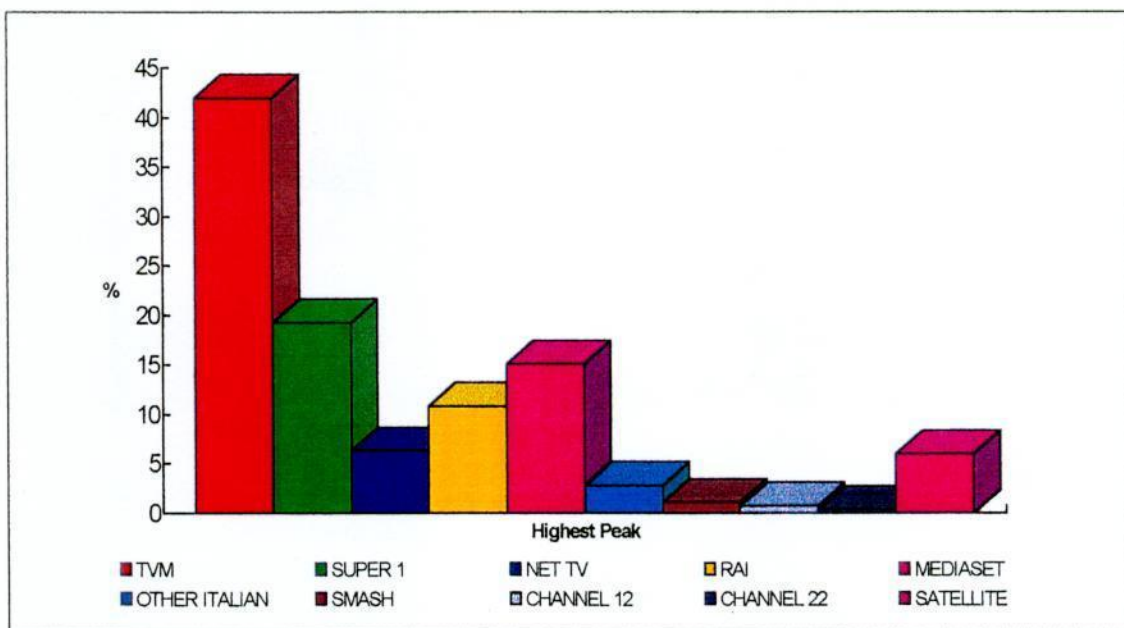


Figure 8.2: Highest TV Channel Peak Audience Share

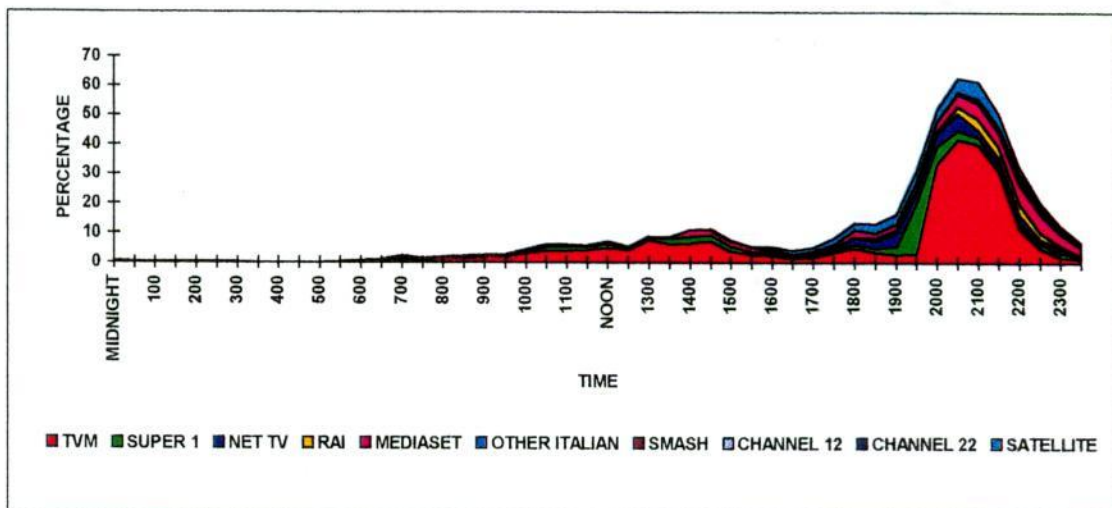


Fig 8.3: TV Audience Shares: Monday

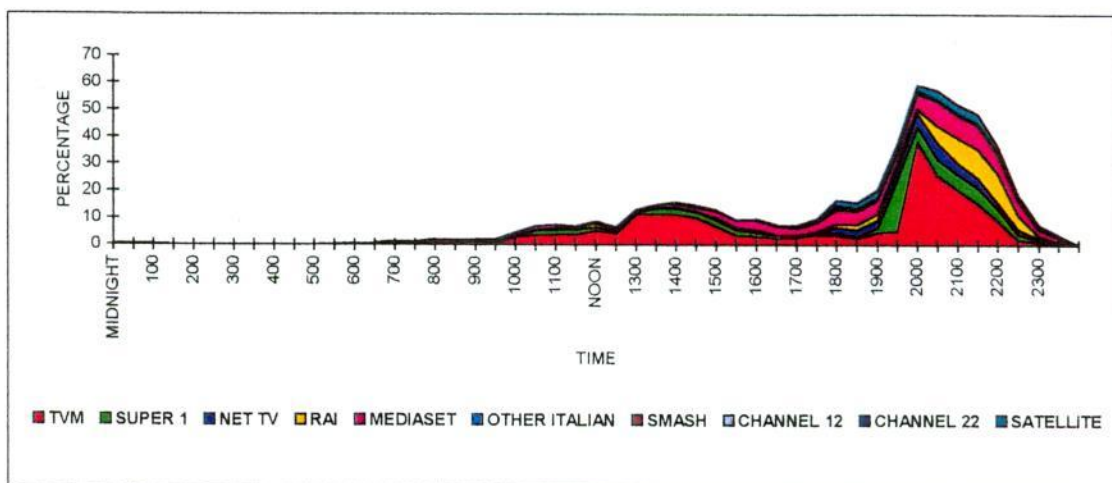


Fig 8.4: TV Audience Shares: Tuesday

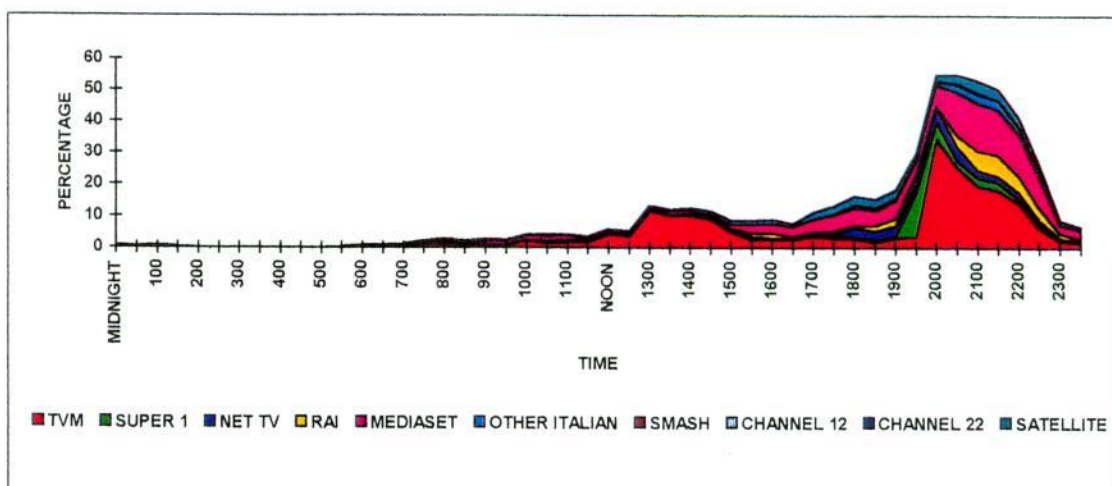


Fig 8.5: TV Audience Shares: Wednesday

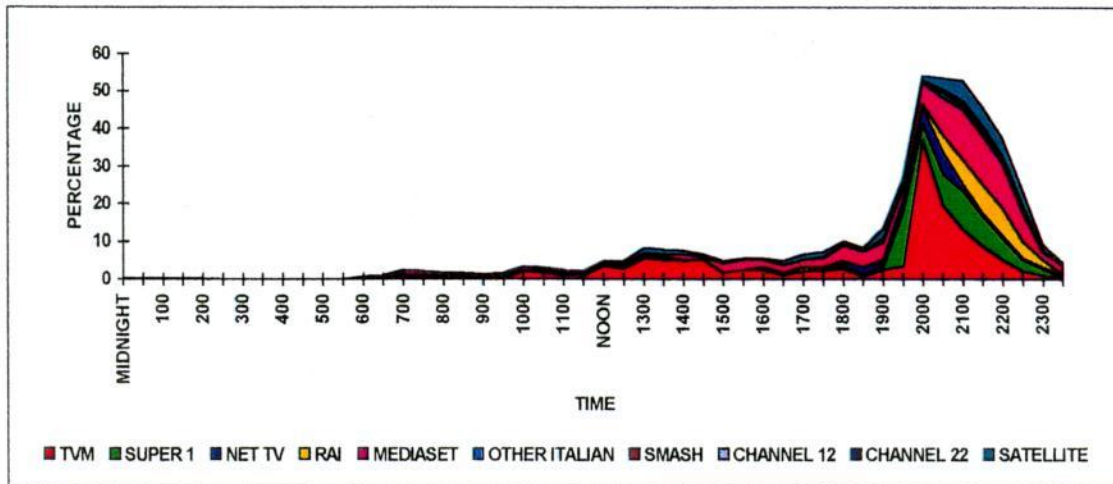


Fig 8.6: TV Audience Shares: Thursday

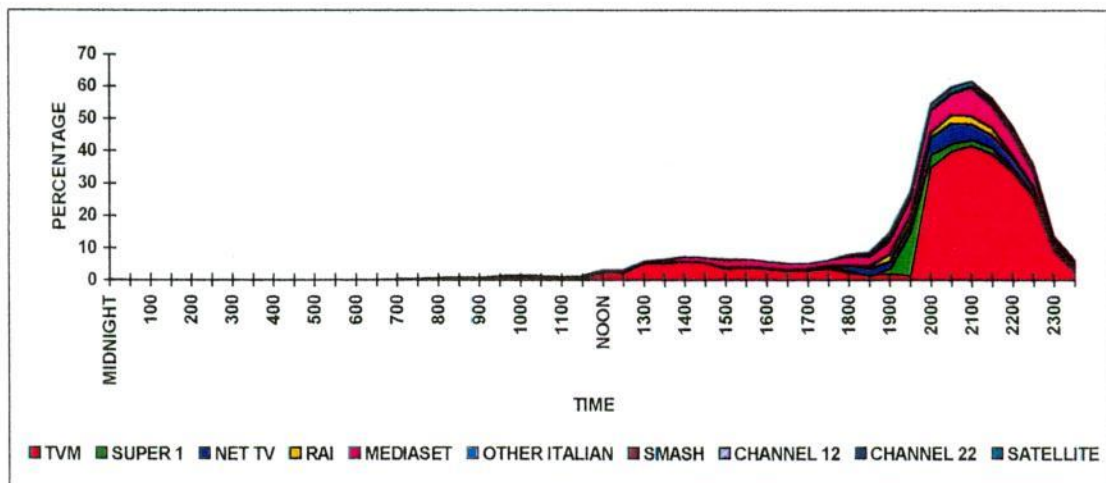


Fig 8.7: TV Audience Shares: Friday

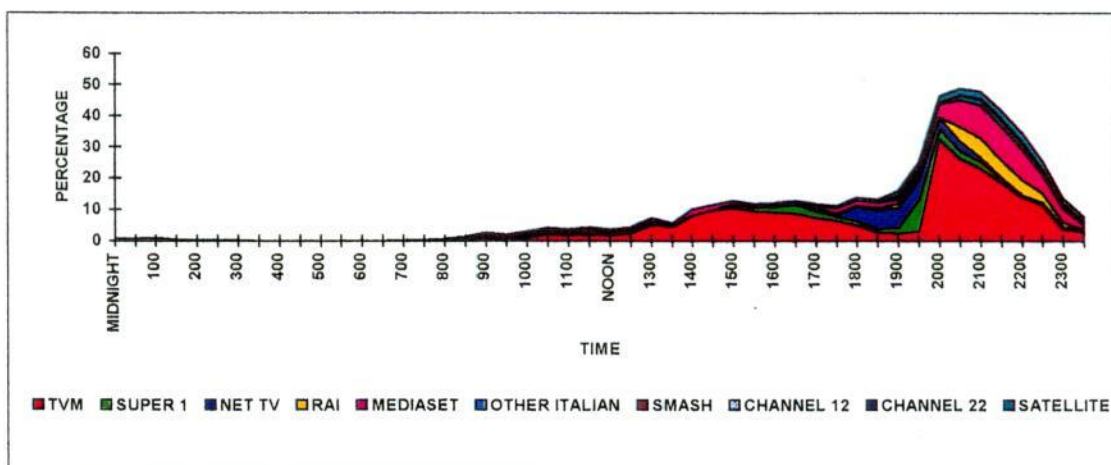


Fig 8.8: TV Audience Shares: Saturday

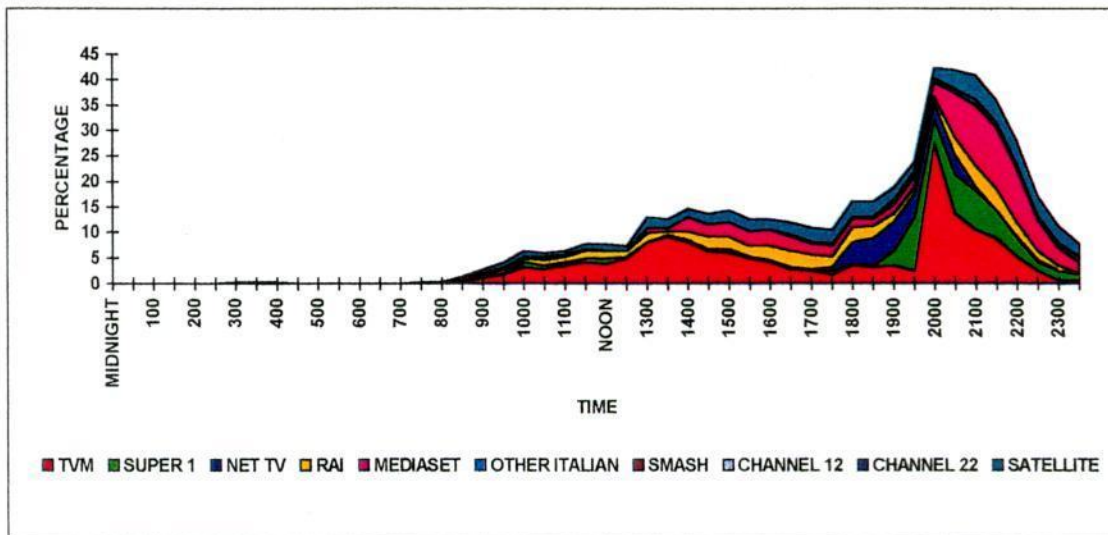


Fig 8.9: TV Audience Shares: Sunday

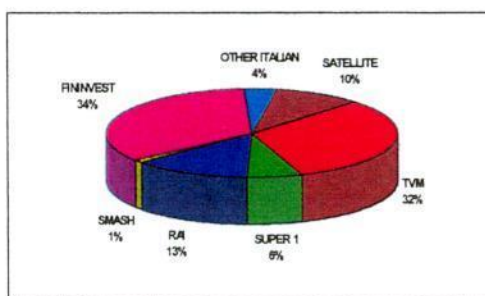
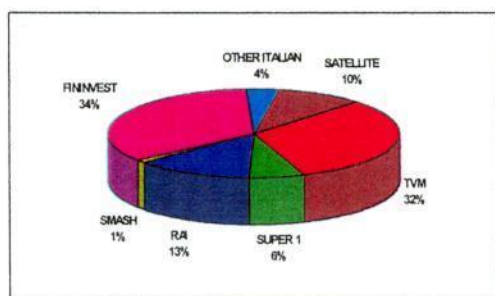


Fig. 8.10: Daily Average Audience TV Levels: 1995 & 1996

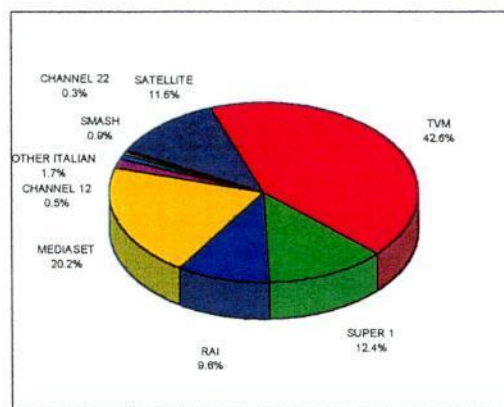
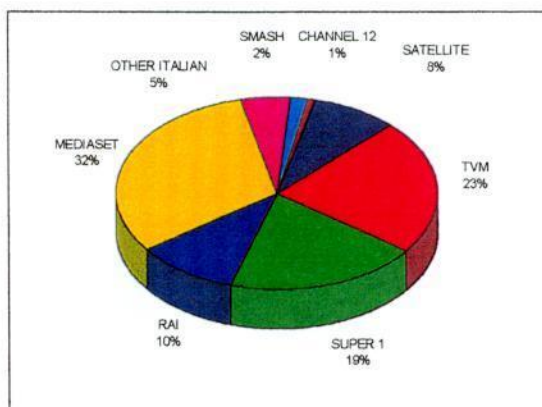


Fig. 8.11: Daily Average Audience TV Levels - 1997 & 1998

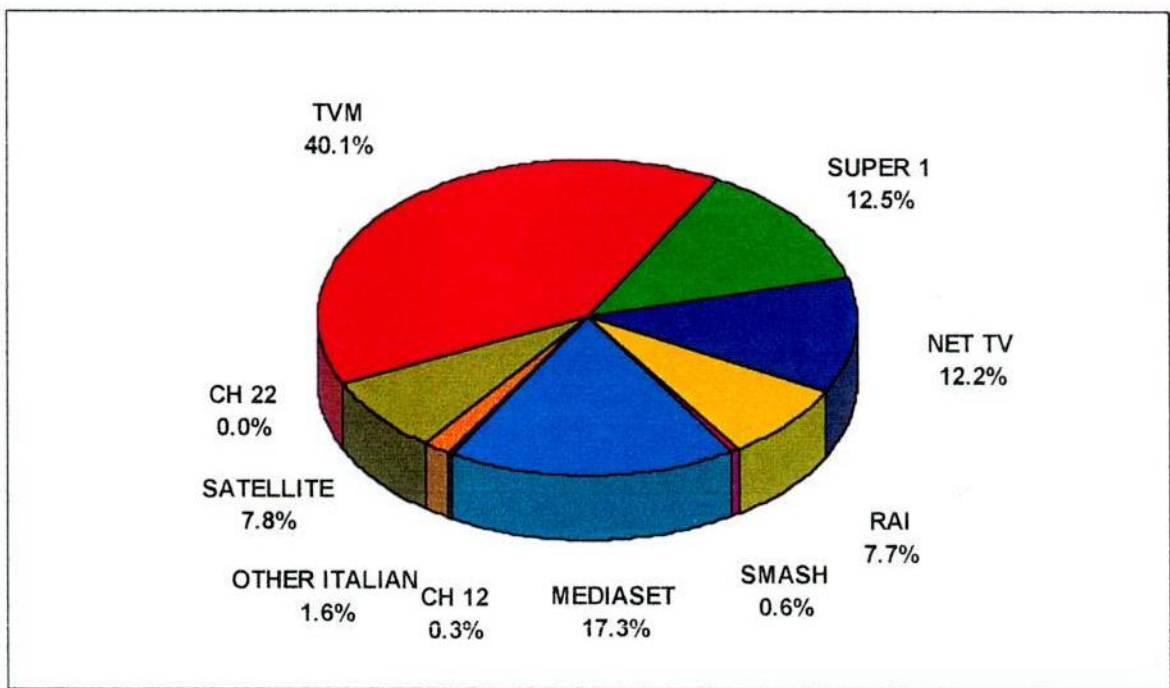


Fig. 8.12: Daily Average Audience TV Levels - 1999

