

A Report

on A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

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March 2001

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- AGE BY GENDER, SOCIO-ECONOMIC GROUP & LAST SCHOOL ATTENDED

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP				EDUCATIONAL LEVEL				
		MALE	FEMALE	AB	C1	C2	DE	NO SCHOOL	PRIMARY	SECONDARY	TECHNICAL INSTITUTE	TERTIARY
TOTAL.....	1001	489	512	161	334	204	302	18	203	590	52	138
AGE GROUP												
12 - 17.....	112	55	57	12	40	25	35	1	0	103	2	6
.....	11.2%	11.2%	11.1%	7.5%	12.0%	12.3%	11.6%	5.6%	.0%	17.5%	3.8%	4.3%
.....	100%	49.1%	50.9%	10.7%	35.7%	22.3%	31.3%	.9%	.0%	92.0%	1.8%	5.4%
18 - 30.....	209	104	105	40	83	34	52	0	6	124	21	58
.....	20.9%	21.3%	20.5%	24.8%	24.9%	16.7%	17.2%	.0%	3.0%	21.0%	40.4%	42.0%
.....	100%	49.8%	50.2%	19.1%	39.7%	16.3%	24.9%	.0%	2.9%	59.3%	10.0%	27.8%
31 - 50.....	371	182	189	60	126	72	113	3	61	247	15	45
.....	37.1%	37.2%	36.9%	37.3%	37.7%	35.3%	37.4%	16.7%	30.0%	41.9%	28.8%	32.6%
.....	100%	49.1%	50.9%	16.2%	34.0%	19.4%	30.5%	.8%	16.4%	66.6%	4.0%	12.1%
51 - 65.....	183	92	91	30	44	40	69	4	70	86	6	17
.....	18.3%	18.8%	17.8%	18.6%	13.2%	19.6%	22.8%	22.2%	34.5%	14.6%	11.5%	12.3%
.....	100%	50.3%	49.7%	16.4%	24.0%	21.9%	37.7%	2.2%	38.3%	47.0%	3.3%	9.3%
OVER 65.....	126	56	70	19	41	33	33	10	66	30	8	12
.....	12.6%	11.5%	13.7%	11.8%	12.3%	16.2%	10.9%	55.6%	32.5%	5.1%	15.4%	8.7%
.....	100%	44.4%	55.6%	15.1%	32.5%	26.2%	26.2%	7.9%	52.4%	23.8%	6.3%	9.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	489	512	112	209	371	183	126	161	334	204	302
LISTEN TO THE RADIO..	745	361	384	67	169	271	141	97	117	259	145	224
.....	74.4%	73.8%	75.0%	59.8%	80.9%	73.0%	77.0%	77.0%	72.7%	77.5%	71.1%	74.2%
.....	100%	48.5%	51.5%	9.0%	22.7%	36.4%	18.9%	13.0%	15.7%	34.8%	19.5%	30.1%
DO NOT LISTEN TO THE												
RADIO.....	256	128	128	45	40	100	42	29	44	75	59	78
.....	25.6%	26.2%	25.0%	40.2%	19.1%	27.0%	23.0%	23.0%	27.3%	22.5%	28.9%	25.8%
.....	100%	50.0%	50.0%	17.6%	15.6%	39.1%	16.4%	11.3%	17.2%	29.3%	23.0%	30.5%

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.....	745	361	384	67	169	271	141	97	117	259	145	224
VARIES CONSIDERABLY..	13	5	8	1	3	5	3	1	5	5	1	2
.....	1.7%	1.4%	2.1%	1.5%	1.8%	1.8%	2.1%	1.0%	4.3%	1.9%	.7%	.9%
.....	100%	38.5%	61.5%	7.7%	23.1%	38.5%	23.1%	7.7%	38.5%	38.5%	7.7%	15.4%
ONE.....	260	148	112	31	73	86	46	24	63	93	36	68
.....	34.9%	41.0%	29.2%	46.3%	43.2%	31.7%	32.6%	24.7%	53.8%	35.9%	24.8%	30.4%
.....	100%	56.9%	43.1%	11.9%	28.1%	33.1%	17.7%	9.2%	24.2%	35.8%	13.8%	26.2%
TWO.....	140	72	68	16	33	42	30	19	23	55	20	42
.....	18.8%	19.9%	17.7%	23.9%	19.5%	15.5%	21.3%	19.6%	19.7%	21.2%	13.8%	18.8%
.....	100%	51.4%	48.6%	11.4%	23.6%	30.0%	21.4%	13.6%	16.4%	39.3%	14.3%	30.0%
THREE.....	72	30	42	3	7	34	15	13	6	25	21	20
.....	9.7%	8.3%	10.9%	4.5%	4.1%	12.5%	10.6%	13.4%	5.1%	9.7%	14.5%	8.9%
.....	100%	41.7%	58.3%	4.2%	9.7%	47.2%	20.8%	18.1%	8.3%	34.7%	29.2%	27.8%
FOUR.....	48	17	31	4	10	17	8	9	5	18	9	16
.....	6.4%	4.7%	8.1%	6.0%	5.9%	6.3%	5.7%	9.3%	4.3%	6.9%	6.2%	7.1%
.....	100%	35.4%	64.6%	8.3%	20.8%	35.4%	16.7%	18.8%	10.4%	37.5%	18.8%	33.3%
FIVE.....	53	18	35	4	11	20	9	9	4	23	7	19
.....	7.1%	5.0%	9.1%	6.0%	6.5%	7.4%	6.4%	9.3%	3.4%	8.9%	4.8%	8.5%
.....	100%	34.0%	66.0%	7.5%	20.8%	37.7%	17.0%	17.0%	7.5%	43.4%	13.2%	35.8%
SIX.....	41	15	26	1	5	22	9	4	4	13	13	11
.....	5.5%	4.2%	6.8%	1.5%	3.0%	8.1%	6.4%	4.1%	3.4%	5.0%	9.0%	4.9%
.....	100%	36.6%	63.4%	2.4%	12.2%	53.7%	22.0%	9.8%	9.8%	31.7%	31.7%	26.8%
SEVEN.....	25	13	12	0	6	11	5	3	3	3	10	9
.....	3.4%	3.6%	3.1%	.0%	3.6%	4.1%	3.5%	3.1%	2.6%	1.2%	6.9%	4.0%
.....	100%	52.0%	48.0%	.0%	24.0%	44.0%	20.0%	12.0%	12.0%	12.0%	40.0%	36.0%
EIGHT.....	34	10	24	2	11	9	5	7	0	10	7	17
.....	4.6%	2.8%	6.3%	3.0%	6.5%	3.3%	3.5%	7.2%	.0%	3.9%	4.8%	7.6%
.....	100%	29.4%	70.6%	5.9%	32.4%	26.5%	14.7%	20.6%	.0%	29.4%	20.6%	50.0%
NINE.....	15	8	7	2	4	6	3	0	0	5	4	6
.....	2.0%	2.2%	1.8%	3.0%	2.4%	2.2%	2.1%	.0%	.0%	1.9%	2.8%	2.7%
.....	100%	53.3%	46.7%	13.3%	26.7%	40.0%	20.0%	.0%	.0%	33.3%	26.7%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	17	7	10	2	4	7	4	0	2	3	5	7
.....	2.3%	1.9%	2.6%	3.0%	2.4%	2.6%	2.8%	.0%	1.7%	1.2%	3.4%	3.1%
.....	100%	41.2%	58.8%	11.8%	23.5%	41.2%	23.5%	.0%	11.8%	17.6%	29.4%	41.2%
ELEVEN.....	6	6	0	0	0	2	1	3	1	2	3	0
.....	.8%	1.7%	.0%	.0%	.0%	.7%	.7%	3.1%	.9%	.8%	2.1%	.0%
.....	100%	100%	.0%	.0%	.0%	33.3%	16.7%	50.0%	16.7%	33.3%	50.0%	.0%
TWELVE.....	9	5	4	1	1	4	1	2	0	2	3	4
.....	1.2%	1.4%	1.0%	1.5%	.6%	1.5%	.7%	2.1%	.0%	.8%	2.1%	1.8%
.....	100%	55.6%	44.4%	11.1%	11.1%	44.4%	11.1%	22.2%	.0%	22.2%	33.3%	44.4%
THIRTEEN.....	3	1	2	0	0	2	1	0	0	1	1	1
.....	.4%	.3%	.5%	.0%	.0%	.7%	.7%	.0%	.0%	.4%	.7%	.4%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	33.3%
FOURTEEN.....	4	3	1	0	0	4	0	0	0	1	2	1
.....	.5%	.8%	.3%	.0%	.0%	1.5%	.0%	.0%	.0%	.4%	1.4%	.4%
.....	100%	75.0%	25.0%	.0%	.0%	100%	.0%	.0%	.0%	25.0%	50.0%	25.0%
FIFTEEN.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
SIXTEEN.....	4	3	1	0	1	0	1	2	1	0	3	0
.....	.5%	.8%	.3%	.0%	.6%	.0%	.7%	2.1%	.9%	.0%	2.1%	.0%
.....	100%	75.0%	25.0%	.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	75.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	745	361	384	67	169	271	141	97	117	259	145	224
NO ANSWER.....	7	4	3	1	2	1	2	1	0	2	1	4
.....	.9%	1.1%	.8%	1.5%	1.2%	.4%	1.4%	1.0%	.0%	.8%	.7%	1.8%
.....	100%	57.1%	42.9%	14.3%	28.6%	14.3%	28.6%	14.3%	.0%	28.6%	14.3%	57.1%
AT HOME.....	545	222	323	59	83	193	115	95	75	189	114	167
.....	73.2%	61.5%	84.1%	88.1%	49.1%	71.2%	81.6%	97.9%	64.1%	73.0%	78.6%	74.6%
.....	100%	40.7%	59.3%	10.8%	15.2%	35.4%	21.1%	17.4%	13.8%	34.7%	20.9%	30.6%
AT WORK.....	128	87	41	7	49	58	14	0	3	50	30	45
.....	17.2%	24.1%	10.7%	10.4%	29.0%	21.4%	9.9%	.0%	2.6%	19.3%	20.7%	20.1%
.....	100%	68.0%	32.0%	5.5%	38.3%	45.3%	10.9%	.0%	2.3%	39.1%	23.4%	35.2%
IN THE CAR.....	219	148	71	6	91	92	27	3	59	79	28	53
.....	29.4%	41.0%	18.5%	9.0%	53.8%	33.9%	19.1%	3.1%	50.4%	30.5%	19.3%	23.7%
.....	100%	67.6%	32.4%	2.7%	41.6%	42.0%	12.3%	1.4%	26.9%	36.1%	12.8%	24.2%

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	489	512	112	209	371	183	126	161	334	204	302
WATCH TV.....	983	478	505	111	208	362	178	124	158	330	198	297
.....	98.2%	97.8%	98.6%	99.1%	99.5%	97.6%	97.3%	98.4%	98.1%	98.8%	97.1%	98.3%
.....	100%	48.6%	51.4%	11.3%	21.2%	36.8%	18.1%	12.6%	16.1%	33.6%	20.1%	30.2%
DO NOT WATCH TV.....	18	11	7	1	1	9	5	2	3	4	6	5
.....	1.8%	2.2%	1.4%	.9%	.5%	2.4%	2.7%	1.6%	1.9%	1.2%	2.9%	1.7%
.....	100%	61.1%	38.9%	5.6%	5.6%	50.0%	27.8%	11.1%	16.7%	22.2%	33.3%	27.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
VARIES CONSIDERABLY..	4	3	1	1	1	1	0	1	1	3	0	0
.....	.4%	.6%	.2%	.9%	.5%	.3%	.0%	.8%	.6%	.9%	.0%	.0%
.....	100%	75.0%	25.0%	25.0%	25.0%	25.0%	.0%	25.0%	25.0%	75.0%	.0%	.0%
ONE.....	130	63	67	14	32	43	24	17	27	41	21	41
.....	13.2%	13.2%	13.3%	12.6%	15.4%	11.9%	13.5%	13.7%	17.1%	12.4%	10.6%	13.8%
.....	100%	48.5%	51.5%	10.8%	24.6%	33.1%	18.5%	13.1%	20.8%	31.5%	16.2%	31.5%
TWO.....	298	153	145	43	64	106	57	28	59	106	56	77
.....	30.3%	32.0%	28.7%	38.7%	30.8%	29.3%	32.0%	22.6%	37.3%	32.1%	28.3%	25.9%
.....	100%	51.3%	48.7%	14.4%	21.5%	35.6%	19.1%	9.4%	19.8%	35.6%	18.8%	25.8%
THREE.....	244	114	130	26	52	97	43	26	36	79	52	77
.....	24.8%	23.8%	25.7%	23.4%	25.0%	26.8%	24.2%	21.0%	22.8%	23.9%	26.3%	25.9%
.....	100%	46.7%	53.3%	10.7%	21.3%	39.8%	17.6%	10.7%	14.8%	32.4%	21.3%	31.6%
FOUR.....	138	68	70	14	28	48	24	24	22	40	30	46
.....	14.0%	14.2%	13.9%	12.6%	13.5%	13.3%	13.5%	19.4%	13.9%	12.1%	15.2%	15.5%
.....	100%	49.3%	50.7%	10.1%	20.3%	34.8%	17.4%	17.4%	15.9%	29.0%	21.7%	33.3%
FIVE.....	100	49	51	9	21	39	18	13	7	34	23	36
.....	10.2%	10.3%	10.1%	8.1%	10.1%	10.8%	10.1%	10.5%	4.4%	10.3%	11.6%	12.1%
.....	100%	49.0%	51.0%	9.0%	21.0%	39.0%	18.0%	13.0%	7.0%	34.0%	23.0%	36.0%
SIX.....	34	14	20	2	3	15	7	7	3	15	8	8
.....	3.5%	2.9%	4.0%	1.8%	1.4%	4.1%	3.9%	5.6%	1.9%	4.5%	4.0%	2.7%
.....	100%	41.2%	58.8%	5.9%	8.8%	44.1%	20.6%	20.6%	8.8%	44.1%	23.5%	23.5%
SEVEN.....	8	3	5	0	1	5	0	2	2	2	2	2
.....	.8%	.6%	1.0%	.0%	.5%	1.4%	.0%	1.6%	1.3%	.6%	1.0%	.7%
.....	100%	37.5%	62.5%	.0%	12.5%	62.5%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%
EIGHT.....	12	4	8	1	3	3	3	2	1	3	1	7
.....	1.2%	.8%	1.6%	.9%	1.4%	.8%	1.7%	1.6%	.6%	.9%	.5%	2.4%
.....	100%	33.3%	66.7%	8.3%	25.0%	25.0%	25.0%	16.7%	8.3%	25.0%	8.3%	58.3%
NINE.....	4	0	4	0	0	3	0	1	0	0	2	2
.....	.4%	.0%	.8%	.0%	.0%	.8%	.0%	.8%	.0%	.0%	1.0%	.7%
.....	100%	.0%	100%	.0%	.0%	75.0%	.0%	25.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	8	4	4	1	2	1	2	2	0	5	2	1
.....	.8%	.8%	.8%	.9%	1.0%	.3%	1.1%	1.6%	.0%	1.5%	1.0%	.3%
.....	100%	50.0%	50.0%	12.5%	25.0%	12.5%	25.0%	25.0%	.0%	62.5%	25.0%	12.5%
ELEVEN.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
TWELVE.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
SIXTEEN.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.5%	.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.....	983	478	505	111	208	362	178	124	158	330	198	297
IN THE SITTING ROOM..	441	219	222	51	88	158	90	54	104	151	79	107
.....	44.9%	45.8%	44.0%	45.9%	42.3%	43.6%	50.6%	43.5%	65.8%	45.8%	39.9%	36.0%
.....	100%	49.7%	50.3%	11.6%	20.0%	35.8%	20.4%	12.2%	23.6%	34.2%	17.9%	24.3%
IN THE DINING ROOM...	47	21	26	6	9	16	10	6	3	17	12	15
.....	4.8%	4.4%	5.1%	5.4%	4.3%	4.4%	5.6%	4.8%	1.9%	5.2%	6.1%	5.1%
.....	100%	44.7%	55.3%	12.8%	19.1%	34.0%	21.3%	12.8%	6.4%	36.2%	25.5%	31.9%
IN THE KITCHEN.....	224	99	125	16	44	99	36	29	23	64	49	88
.....	22.8%	20.7%	24.8%	14.4%	21.2%	27.3%	20.2%	23.4%	14.6%	19.4%	24.7%	29.6%
.....	100%	44.2%	55.8%	7.1%	19.6%	44.2%	16.1%	12.9%	10.3%	28.6%	21.9%	39.3%
IN THE BEDROOM.....	261	133	128	37	65	86	41	32	28	92	55	86
.....	26.6%	27.8%	25.3%	33.3%	31.3%	23.8%	23.0%	25.8%	17.7%	27.9%	27.8%	29.0%
.....	100%	51.0%	49.0%	14.2%	24.9%	33.0%	15.7%	12.3%	10.7%	35.2%	21.1%	33.0%
AT ANOTHER PLACE.....	10	6	4	1	2	3	1	3	0	6	3	1
.....	1.0%	1.3%	.8%	.9%	1.0%	.8%	.6%	2.4%	.0%	1.8%	1.5%	.3%
.....	100%	60.0%	40.0%	10.0%	20.0%	30.0%	10.0%	30.0%	.0%	60.0%	30.0%	10.0%

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	489	512	112	209	371	183	126	161	334	204	302
NOT CONNECTED.....	336	171	165	36	58	126	70	46	34	102	85	115
.....	33.6%	35.0%	32.2%	32.1%	27.8%	34.0%	38.3%	36.5%	21.1%	30.5%	41.7%	38.1%
.....	100%	50.9%	49.1%	10.7%	17.3%	37.5%	20.8%	13.7%	10.1%	30.4%	25.3%	34.2%
CONNECTED: BASIC.....	207	106	101	27	51	79	30	20	34	86	34	53
.....	20.7%	21.7%	19.7%	24.1%	24.4%	21.3%	16.4%	15.9%	21.1%	25.7%	16.7%	17.5%
.....	100%	51.2%	48.8%	13.0%	24.6%	38.2%	14.5%	9.7%	16.4%	41.5%	16.4%	25.6%
CONNECTED: RECEPTION.	305	126	179	28	58	114	57	48	34	92	72	107
.....	30.5%	25.8%	35.0%	25.0%	27.8%	30.7%	31.1%	38.1%	21.1%	27.5%	35.3%	35.4%
.....	100%	41.3%	58.7%	9.2%	19.0%	37.4%	18.7%	15.7%	11.1%	30.2%	23.6%	35.1%
CONNECTED: TV PLUS...	153	86	67	21	42	52	26	12	59	54	13	27
.....	15.3%	17.6%	13.1%	18.8%	20.1%	14.0%	14.2%	9.5%	36.6%	16.2%	6.4%	8.9%
.....	100%	56.2%	43.8%	13.7%	27.5%	34.0%	17.0%	7.8%	38.6%	35.3%	8.5%	17.6%

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.....	665	318	347	76	151	245	113	80	127	232	119	187
NO MOVIE CHANNEL.....	579	269	310	61	125	225	97	71	101	197	107	174
.....	87.1%	84.6%	89.3%	80.3%	82.8%	91.8%	85.8%	88.8%	79.5%	84.9%	89.9%	93.0%
.....	100%	46.5%	53.5%	10.5%	21.6%	38.9%	16.8%	12.3%	17.4%	34.0%	18.5%	30.1%
SUBSCRIBED TO MOVIE CHANNEL.....	86	49	37	15	26	20	16	9	26	35	12	13
.....	12.9%	15.4%	10.7%	19.7%	17.2%	8.2%	14.2%	11.3%	20.5%	15.1%	10.1%	7.0%
.....	100%	57.0%	43.0%	17.4%	30.2%	23.3%	18.6%	10.5%	30.2%	40.7%	14.0%	15.1%
NO SPORTS CHANNEL.....	553	253	300	62	120	209	93	69	90	190	104	169
.....	83.2%	79.6%	86.5%	81.6%	79.5%	85.3%	82.3%	86.3%	70.9%	81.9%	87.4%	90.4%
.....	100%	45.8%	54.2%	11.2%	21.7%	37.8%	16.8%	12.5%	16.3%	34.4%	18.8%	30.6%
SUBSCRIBED TO THE SPORTS CHANNEL.....	112	65	47	14	31	36	20	11	37	42	15	18
.....	16.8%	20.4%	13.5%	18.4%	20.5%	14.7%	17.7%	13.8%	29.1%	18.1%	12.6%	9.6%
.....	100%	58.0%	42.0%	12.5%	27.7%	32.1%	17.9%	9.8%	33.0%	37.5%	13.4%	16.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	489	512	112	209	371	183	126	161	334	204	302
YES.....	83	43	40	8	20	33	14	8	13	41	13	16
.....	8.3%	8.8%	7.8%	7.1%	9.6%	8.9%	7.7%	6.3%	8.1%	12.3%	6.4%	5.3%
.....	100%	51.8%	48.2%	9.6%	24.1%	39.8%	16.9%	9.6%	15.7%	49.4%	15.7%	19.3%
NO.....	918	446	472	104	189	338	169	118	148	293	191	286
.....	91.7%	91.2%	92.2%	92.9%	90.4%	91.1%	92.3%	93.7%	91.9%	87.7%	93.6%	94.7%
.....	100%	48.6%	51.4%	11.3%	20.6%	36.8%	18.4%	12.9%	16.1%	31.9%	20.8%	31.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	489	512	112	209	371	183	126	161	334	204	302
NO ONE IN PARTICULAR.....	378	174	204	34	78	146	67	53	56	121	78	123
.....	37.8%	35.6%	39.8%	30.4%	37.3%	39.4%	36.6%	42.1%	34.8%	36.2%	38.2%	40.7%
.....	100%	46.0%	54.0%	9.0%	20.6%	38.6%	17.7%	14.0%	14.8%	32.0%	20.6%	32.5%
THE HUSBAND.....	252	154	98	19	48	99	51	35	45	81	56	70
.....	25.2%	31.5%	19.1%	17.0%	23.0%	26.7%	27.9%	27.8%	28.0%	24.3%	27.5%	23.2%
.....	100%	61.1%	38.9%	7.5%	19.0%	39.3%	20.2%	13.9%	17.9%	32.1%	22.2%	27.8%
THE WIFE.....	180	71	109	9	28	69	40	34	30	65	31	54
.....	18.0%	14.5%	21.3%	8.0%	13.4%	18.6%	21.9%	27.0%	18.6%	19.5%	15.2%	17.9%
.....	100%	39.4%	60.6%	5.0%	15.6%	38.3%	22.2%	18.9%	16.7%	36.1%	17.2%	30.0%
CHILDREN - BOYS.....	107	69	38	21	33	36	14	3	19	42	20	26
.....	10.7%	14.1%	7.4%	18.8%	15.8%	9.7%	7.7%	2.4%	11.8%	12.6%	9.8%	8.6%
.....	100%	64.5%	35.5%	19.6%	30.8%	33.6%	13.1%	2.8%	17.8%	39.3%	18.7%	24.3%
CHILDREN - GIRLS.....	84	21	63	29	22	21	11	1	11	25	19	29
.....	8.4%	4.3%	12.3%	25.9%	10.5%	5.7%	6.0%	.8%	6.8%	7.5%	9.3%	9.6%
.....	100%	25.0%	75.0%	34.5%	26.2%	25.0%	13.1%	1.2%	13.1%	29.8%	22.6%	34.5%

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	489	512	112	209	371	183	126	161	334	204	302
NO PARTICULAR PREFERENCE.....	11	5	6	5	0	3	3	0	2	3	2	4
.....	1.1%	1.0%	1.2%	4.5%	.0%	.8%	1.6%	.0%	1.2%	.9%	1.0%	1.3%
.....	100%	45.5%	54.5%	45.5%	.0%	27.3%	27.3%	.0%	18.2%	27.3%	18.2%	36.4%
LISTEN TO THEM ON THE RADIO.....	105	50	55	3	23	35	23	21	20	37	23	25
.....	10.5%	10.2%	10.7%	2.7%	11.0%	9.4%	12.6%	16.7%	12.4%	11.1%	11.3%	8.3%
.....	100%	47.6%	52.4%	2.9%	21.9%	33.3%	21.9%	20.0%	19.0%	35.2%	21.9%	23.8%
WATCH THEM ON TV.....	786	377	409	83	152	307	146	98	112	254	166	254
.....	78.5%	77.1%	79.9%	74.1%	72.7%	82.7%	79.8%	77.8%	69.6%	76.0%	81.4%	84.1%
.....	100%	48.0%	52.0%	10.6%	19.3%	39.1%	18.6%	12.5%	14.2%	32.3%	21.1%	32.3%
READ THEM IN A NEWSPAPER.....	69	45	24	10	23	21	9	6	24	30	7	8
.....	6.9%	9.2%	4.7%	8.9%	11.0%	5.7%	4.9%	4.8%	14.9%	9.0%	3.4%	2.6%
.....	100%	65.2%	34.8%	14.5%	33.3%	30.4%	13.0%	8.7%	34.8%	43.5%	10.1%	11.6%
PICK THEM UP FROM OTHER PERSONS.....	30	12	18	11	11	5	2	1	3	10	6	11
.....	3.0%	2.5%	3.5%	9.8%	5.3%	1.3%	1.1%	.8%	1.9%	3.0%	2.9%	3.6%
.....	100%	40.0%	60.0%	36.7%	36.7%	16.7%	6.7%	3.3%	10.0%	33.3%	20.0%	36.7%

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	489	512	112	209	371	183	126	161	334	204	302
NO PARTICULAR PREFERENCE.....	12	5	7	6	0	3	2	1	1	3	2	6
.....	1.2%	1.0%	1.4%	5.4%	.0%	.8%	1.1%	.8%	.6%	.9%	1.0%	2.0%
.....	100%	41.7%	58.3%	50.0%	.0%	25.0%	16.7%	8.3%	8.3%	25.0%	16.7%	50.0%
LISTEN TO THEM ON THE RADIO.....	88	41	47	4	14	28	22	20	14	29	22	23
.....	8.8%	8.4%	9.2%	3.6%	6.7%	7.5%	12.0%	15.9%	8.7%	8.7%	10.8%	7.6%
.....	100%	46.6%	53.4%	4.5%	15.9%	31.8%	25.0%	22.7%	15.9%	33.0%	25.0%	26.1%
WATCH THEM ON TV.....	818	398	420	86	166	317	149	100	125	270	167	256
.....	81.7%	81.4%	82.0%	76.8%	79.4%	85.4%	81.4%	79.4%	77.6%	80.8%	81.9%	84.8%
.....	100%	48.7%	51.3%	10.5%	20.3%	38.8%	18.2%	12.2%	15.3%	33.0%	20.4%	31.3%
READ THEM IN A NEWSPAPER.....	54	36	18	7	18	18	8	3	19	22	8	5
.....	5.4%	7.4%	3.5%	6.3%	8.6%	4.9%	4.4%	2.4%	11.8%	6.6%	3.9%	1.7%
.....	100%	66.7%	33.3%	13.0%	33.3%	33.3%	14.8%	5.6%	35.2%	40.7%	14.8%	9.3%
PICK THEM UP FROM OTHER PERSONS.....	29	9	20	9	11	5	2	2	2	10	5	12
.....	2.9%	1.8%	3.9%	8.0%	5.3%	1.3%	1.1%	1.6%	1.2%	3.0%	2.5%	4.0%
.....	100%	31.0%	69.0%	31.0%	37.9%	17.2%	6.9%	6.9%	6.9%	34.5%	17.2%	41.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	489	512	112	209	371	183	126	161	334	204	302
PREFERRED TIME FOR TV NEWS BULLETIN												
NA.....	130	74	56	20	21	51	21	17	19	43	28	40
.....	13.0%	15.1%	10.9%	17.9%	10.0%	13.7%	11.5%	13.5%	11.8%	12.9%	13.7%	13.2%
.....	100%	56.9%	43.1%	15.4%	16.2%	39.2%	16.2%	13.1%	14.6%	33.1%	21.5%	30.8%
4.00 P.M.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
6.00 P.M.....	14	2	12	2	2	2	4	4	1	1	4	8
.....	1.4%	.4%	2.3%	1.8%	1.0%	.5%	2.2%	3.2%	.6%	.3%	2.0%	2.6%
.....	100%	14.3%	85.7%	14.3%	14.3%	14.3%	28.6%	28.6%	7.1%	7.1%	28.6%	57.1%
6.30 P.M.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
7.00 P.M.....	11	5	6	5	2	1	3	0	0	6	5	0
.....	1.1%	1.0%	1.2%	4.5%	1.0%	.3%	1.6%	.0%	.0%	1.8%	2.5%	.0%
.....	100%	45.5%	54.5%	45.5%	18.2%	9.1%	27.3%	.0%	.0%	54.5%	45.5%	.0%
7.30 P.M.....	127	61	66	7	21	38	35	26	9	33	30	55
.....	12.7%	12.5%	12.9%	6.3%	10.0%	10.2%	19.1%	20.6%	5.6%	9.9%	14.7%	18.2%
.....	100%	48.0%	52.0%	5.5%	16.5%	29.9%	27.6%	20.5%	7.1%	26.0%	23.6%	43.3%
7.45 P.M.....	43	17	26	0	6	18	15	4	8	18	9	8
.....	4.3%	3.5%	5.1%	.0%	2.9%	4.9%	8.2%	3.2%	5.0%	5.4%	4.4%	2.6%
.....	100%	39.5%	60.5%	.0%	14.0%	41.9%	34.9%	9.3%	18.6%	41.9%	20.9%	18.6%
8.00 P.M.....	625	300	325	72	141	243	97	72	111	215	118	181
.....	62.4%	61.3%	63.5%	64.3%	67.5%	65.5%	53.0%	57.1%	68.9%	64.4%	57.8%	59.9%
.....	100%	48.0%	52.0%	11.5%	22.6%	38.9%	15.5%	11.5%	17.8%	34.4%	18.9%	29.0%
8.15 P.M.....	1	1	0	0	1	0	0	.0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
8.30 P.M.....	17	8	9	3	3	5	4	2	2	6	5	4
.....	1.7%	1.6%	1.8%	2.7%	1.4%	1.3%	2.2%	1.6%	1.2%	1.8%	2.5%	1.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	47.1%	52.9%	17.6%	17.6%	29.4%	23.5%	11.8%	11.8%	35.3%	29.4%	23.5%
9.00 P.M.....	13	8	5	2	7	3	1	0	5	5	2	1
.....	1.3%	1.6%	1.0%	1.8%	3.3%	.8%	.5%	.0%	3.1%	1.5%	1.0%	.3%
.....	100%	61.5%	38.5%	15.4%	53.8%	23.1%	7.7%	.0%	38.5%	38.5%	15.4%	7.7%
9.30 P.M.....	4	1	3	0	0	3	1	0	1	1	1	1
.....	.4%	.2%	.6%	.0%	.0%	.8%	.5%	.0%	.6%	.3%	.5%	.3%
.....	100%	25.0%	75.0%	.0%	.0%	75.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%
10.00 P.M.....	3	3	0	0	0	2	1	0	2	1	0	0
.....	.3%	.6%	.0%	.0%	.0%	.5%	.5%	.0%	1.2%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%
11.00 P.M.....	11	7	4	0	5	4	1	1	3	5	2	1
.....	1.1%	1.4%	.8%	.0%	2.4%	1.1%	.5%	.8%	1.9%	1.5%	1.0%	.3%
.....	100%	63.6%	36.4%	.0%	45.5%	36.4%	9.1%	9.1%	27.3%	45.5%	18.2%	9.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
DID NOT WATCH THE												
NEWS.....	596	286	310	94	154	208	97	43	109	193	125	169
.....	60.6%	59.8%	61.4%	84.7%	74.0%	57.5%	54.5%	34.7%	69.0%	58.5%	63.1%	56.9%
.....	100%	48.0%	52.0%	15.8%	25.8%	34.9%	16.3%	7.2%	18.3%	32.4%	21.0%	28.4%
TVM.....	290	145	145	15	38	115	62	60	44	110	53	83
.....	29.5%	30.3%	28.7%	13.5%	18.3%	31.8%	34.8%	48.4%	27.8%	33.3%	26.8%	27.9%
.....	100%	50.0%	50.0%	5.2%	13.1%	39.7%	21.4%	20.7%	15.2%	37.9%	18.3%	28.6%
SUPER 1.....	183	94	89	5	24	69	45	40	22	55	40	66
.....	18.6%	19.7%	17.6%	4.5%	11.5%	19.1%	25.3%	32.3%	13.9%	16.7%	20.2%	22.2%
.....	100%	51.4%	48.6%	2.7%	13.1%	37.7%	24.6%	21.9%	12.0%	30.1%	21.9%	36.1%
NET TV.....	134	71	63	5	23	56	30	20	26	53	28	27
.....	13.6%	14.9%	12.5%	4.5%	11.1%	15.5%	16.9%	16.1%	16.5%	16.1%	14.1%	9.1%
.....	100%	53.0%	47.0%	3.7%	17.2%	41.8%	22.4%	14.9%	19.4%	39.6%	20.9%	20.1%
SMASH.....	34	15	19	8	11	9	3	3	5	14	5	10
.....	3.5%	3.1%	3.8%	7.2%	5.3%	2.5%	1.7%	2.4%	3.2%	4.2%	2.5%	3.4%
.....	100%	44.1%	55.9%	23.5%	32.4%	26.5%	8.8%	8.8%	14.7%	41.2%	14.7%	29.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
DID NOT WATCH THE NEWS.....	647	314	333	100	157	230	106	54	115	215	121	196
.....	65.8%	65.7%	65.9%	90.1%	75.5%	63.5%	59.6%	43.5%	72.8%	65.2%	61.1%	66.0%
.....	100%	48.5%	51.5%	15.5%	24.3%	35.5%	16.4%	8.3%	17.8%	33.2%	18.7%	30.3%
TVM.....	238	123	115	10	39	93	51	45	35	85	53	65
.....	24.2%	25.7%	22.8%	9.0%	18.8%	25.7%	28.7%	36.3%	22.2%	25.8%	26.8%	21.9%
.....	100%	51.7%	48.3%	4.2%	16.4%	39.1%	21.4%	18.9%	14.7%	35.7%	22.3%	27.3%
SUPER 1.....	180	88	92	2	25	68	44	41	21	55	47	57
.....	18.3%	18.4%	18.2%	1.8%	12.0%	18.8%	24.7%	33.1%	13.3%	16.7%	23.7%	19.2%
.....	100%	48.9%	51.1%	1.1%	13.9%	37.8%	24.4%	22.8%	11.7%	30.6%	26.1%	31.7%
NET TV.....	120	65	55	6	25	46	27	16	33	37	25	25
.....	12.2%	13.6%	10.9%	5.4%	12.0%	12.7%	15.2%	12.9%	20.9%	11.2%	12.6%	8.4%
.....	100%	54.2%	45.8%	5.0%	20.8%	38.3%	22.5%	13.3%	27.5%	30.8%	20.8%	20.8%
SMASH.....	37	15	22	10	8	12	2	5	4	20	7	6
.....	3.8%	3.1%	4.4%	9.0%	3.8%	3.3%	1.1%	4.0%	2.5%	6.1%	3.5%	2.0%
.....	100%	40.5%	59.5%	27.0%	21.6%	32.4%	5.4%	13.5%	10.8%	54.1%	18.9%	16.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

Table 6.1 General Preferences for Radio Programme Sectors (1996 - 2001)
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	2000 (March)	2001 (March)
Music	82.5	78.9	87.2	87.4	86.5	87.0
Local News	74.7	70.6	84.5	80.5	76.6	77.7
Foreign News	68.1	63.9	77.1	76.9	74.6	74.2
Discussions	61.2	58.1	67.6	59.7	57.7	57.4
Current Affairs	42.2	31.2	56.8	54.3	57.3	52.5
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0	46.6	46.2
Religion	50.6	34.7	53.3	47.1	47.1	44.7
Culture	36.4	29.1	45.8	44.4	37.8	38.9
Sports	37.5	29.0	48.2	37.2	36.8	38.3
Novels/Plays	35.6	27.9	49.5	40.7	35.7	33.8
Women	NA	NA	NA	NA	21.6	32.6
Money/Business	19.0	16.7	31.7	25.2	23.4	25.8
Children	20.3	15.9	30.2	25.8	20.1	19.6

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

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	2000 (March)	2001 (March)
Foreign News	85.3	79.8	88.9	90.7	90.2	91.8
Local News	89.3	84.2	94.6	93.1	90.6	91.0
Feature Films	72.0	60.5	77.5	77.9	80.9	78.3
Weather	78.2	50.5	81.2	76.4	70.0	75.5
Discussions	56.1	43.8	72.1	73.8	71.5	71.7
Quizzes / Game Shows / Variety Programmes	60.4	51.6	70.1	66.8	60.4	67.8
Documentaries	63.1	50.3	66.3	73.5	66.6	65.2
Sports	55.3	45.1	63.0	62.7	60.7	64.3
Plays	35.0	31.4	54.4	46.0	54.8	62.6
Serials/Soap Operas	32.5	22.9	61.4	66.7	53.0	56.4
Current Affairs	36.3	23.4	44.8	53.0	45.5	43.8
Religion	39.3	22.4	44.3	48.8	42.1	40.4
Music Video-Clips	33.7	24.7	45.5	44.1	40.8	42.4
Art & Culture	33.5	22.1	44.8	44.7	38.2	39.5
Women's Programmes	36.8	20.9	47.4	43.4	36.3	37.6
Children's Programmes	29.0	18.3	47.0	43.5	31.1	33.1
Business & Finance	18.1	11.9	27.0	23.7	27.0	26.2

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(1st Quarter 2000)**

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

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(1st Quarter 2001)**

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.9	-	13.3	7.8	2.8	17.9	7.1	5.9	12.1	0.1	2.6	1.9	9.7	13.0	100
Discussions	11.7	0.3	19.5	9.8	-	0.5	13.8	0.1	0.5	-	0.4	0.5	0.3	42.6	100
Sport	8.6	-	12.9	7.0	0.8	2.0	3.6	0.4	1.6	-	0.1	0.1	1.1	61.7	100
Money & Business	8.5	-	8.9	4.3	0.4	0.3	2.6	-	0.7	-	0.1	0.1	-	74.2	100
Culture	13.6	-	10.2	6.4	-	0.4	5.4	-	1.1	-	0.1	1.5	0.3	61.1	100
Health/Beau- ty/home/Law	11.9	0.1	13.3	8.8	-	0.4	10.3	0.1	0.4	-	0.3	0.1	0.3	53.8	100
Religion	9.7	-	5.4	2.8	-	0.3	25.8	0.1	0.3	-	0.3	0.1	-	55.3	100
Novels & Plays	13.7	0.3	10.6	3.8	-	-	5.0	-	0.1	-	0.1	0.3	-	66.2	100
Children	8.5	-	6.0	2.4	0.1	-	2.4	-	-	-	-	0.1	-	80.4	100
Women's Prg	9.8	-	8.5	5.0	-	-	8.6	-	0.5	-	-	0.3	-	67.4	100
Local News	13.3	0.5	24.7	14.0	2.1	5.6	9.7	1.6	2.6	-	0.7	0.4	2.6	22.3	100
Foreign News	13.7	0.5	22.4	13.4	2.7	5.6	9.0	1.3	2.6	-	0.5	0.4	2.0	25.8	100
Current Affairs	10.2	0.4	18.7	10.2	1.1	1.9	6.8	0.5	1.2	-	0.3	0.4	0.6	47.5	100

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	745	361	384	67	169	271	141	97	117	259	145	224
MUSIC												
NONE.....	97	34	63	2	10	27	31	27	14	25	16	42
.....	13.0%	9.4%	16.4%	3.0%	5.9%	10.0%	22.0%	27.8%	12.0%	9.7%	11.0%	18.8%
.....	100%	35.1%	64.9%	2.1%	10.3%	27.8%	32.0%	27.8%	14.4%	25.8%	16.5%	43.3%
RADIO MALTA.....	44	23	21	0	3	17	12	12	6	18	11	9
.....	5.9%	6.4%	5.5%	.0%	1.8%	6.3%	8.5%	12.4%	5.1%	6.9%	7.6%	4.0%
.....	100%	52.3%	47.7%	.0%	6.8%	38.6%	27.3%	27.3%	13.6%	40.9%	25.0%	20.5%
RADIO SUPER 1.....	99	56	43	0	12	43	23	21	8	22	23	46
.....	13.3%	15.5%	11.2%	.0%	7.1%	15.9%	16.3%	21.6%	6.8%	8.5%	15.9%	20.5%
.....	100%	56.6%	43.4%	.0%	12.1%	43.4%	23.2%	21.2%	8.1%	22.2%	23.2%	46.5%
RADIO 101.....	58	27	31	5	7	22	17	7	10	21	14	13
.....	7.8%	7.5%	8.1%	7.5%	4.1%	8.1%	12.1%	7.2%	8.5%	8.1%	9.7%	5.8%
.....	100%	46.6%	53.4%	8.6%	12.1%	37.9%	29.3%	12.1%	17.2%	36.2%	24.1%	22.4%
ISLAND SOUND.....	21	11	10	5	6	8	1	1	8	10	3	0
.....	2.8%	3.0%	2.6%	7.5%	3.6%	3.0%	.7%	1.0%	6.8%	3.9%	2.1%	.0%
.....	100%	52.4%	47.6%	23.8%	28.6%	38.1%	4.8%	4.8%	38.1%	47.6%	14.3%	.0%
BAY RADIO.....	133	67	66	25	64	35	6	3	32	67	15	19
.....	17.9%	18.6%	17.2%	37.3%	37.9%	12.9%	4.3%	3.1%	27.4%	25.9%	10.3%	8.5%
.....	100%	50.4%	49.6%	18.8%	48.1%	26.3%	4.5%	2.3%	24.1%	50.4%	11.3%	14.3%
RTK.....	53	15	38	1	0	23	18	11	4	16	14	19
.....	7.1%	4.2%	9.9%	1.5%	.0%	8.5%	12.8%	11.3%	3.4%	6.2%	9.7%	8.5%
.....	100%	28.3%	71.7%	1.9%	.0%	43.4%	34.0%	20.8%	7.5%	30.2%	26.4%	35.8%
SMASH.....	44	23	21	13	14	12	3	2	5	10	9	20
.....	5.9%	6.4%	5.5%	19.4%	8.3%	4.4%	2.1%	2.1%	4.3%	3.9%	6.2%	8.9%
.....	100%	52.3%	47.7%	29.5%	31.8%	27.3%	6.8%	4.5%	11.4%	22.7%	20.5%	45.5%
RADIO CALYPSO.....	90	44	46	4	13	47	19	7	13	39	20	18
.....	12.1%	12.2%	12.0%	6.0%	7.7%	17.3%	13.5%	7.2%	11.1%	15.1%	13.8%	8.0%
.....	100%	48.9%	51.1%	4.4%	14.4%	52.2%	21.1%	7.8%	14.4%	43.3%	22.2%	20.0%
UNIVERSITY RADIO.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

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.....	19	8	11	0	8	10	1	0	1	6	6	6
.....	2.6%	2.2%	2.9%	.0%	4.7%	3.7%	.7%	.0%	.9%	2.3%	4.1%	2.7%
.....	100%	42.1%	57.9%	.0%	42.1%	52.6%	5.3%	.0%	5.3%	31.6%	31.6%	31.6%
FM BRONJA.....	14	10	4	0	0	3	6	5	9	4	0	1
.....	1.9%	2.8%	1.0%	.0%	.0%	1.1%	4.3%	5.2%	7.7%	1.5%	.0%	.4%
.....	100%	71.4%	28.6%	.0%	.0%	21.4%	42.9%	35.7%	64.3%	28.6%	.0%	7.1%
CAPITAL RADIO.....	72	43	29	12	32	23	4	1	7	21	14	30
.....	9.7%	11.9%	7.6%	17.9%	18.9%	8.5%	2.8%	1.0%	6.0%	8.1%	9.7%	13.4%
.....	100%	59.7%	40.3%	16.7%	44.4%	31.9%	5.6%	1.4%	9.7%	29.2%	19.4%	41.7%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	317	181	136	54	99	98	45	21	65	114	55	83
.....	42.6%	50.1%	35.4%	80.6%	58.6%	36.2%	31.9%	21.6%	55.6%	44.0%	37.9%	37.1%
.....	100%	57.1%	42.9%	17.0%	31.2%	30.9%	14.2%	6.6%	20.5%	36.0%	17.4%	26.2%
RADIO MALTA.....	87	34	53	6	17	29	20	15	12	37	15	23
.....	11.7%	9.4%	13.8%	9.0%	10.1%	10.7%	14.2%	15.5%	10.3%	14.3%	10.3%	10.3%
.....	100%	39.1%	60.9%	6.9%	19.5%	33.3%	23.0%	17.2%	13.8%	42.5%	17.2%	26.4%
RADJU PARLAMENT.....	2	2	0	0	0	1	1	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.0%	.4%	.7%	.0%	.0%	.4%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
RADIO SUPER 1.....	145	76	69	1	23	63	26	32	10	40	34	61
.....	19.5%	21.1%	18.0%	1.5%	13.6%	23.2%	18.4%	33.0%	8.5%	15.4%	23.4%	27.2%
.....	100%	52.4%	47.6%	.7%	15.9%	43.4%	17.9%	22.1%	6.9%	27.6%	23.4%	42.1%
RADIO 101.....	73	32	41	1	16	27	19	10	12	26	19	16
.....	9.8%	8.9%	10.7%	1.5%	9.5%	10.0%	13.5%	10.3%	10.3%	10.0%	13.1%	7.1%
.....	100%	43.8%	56.2%	1.4%	21.9%	37.0%	26.0%	13.7%	16.4%	35.6%	26.0%	21.9%
BAY RADIO.....	4	2	2	2	1	1	0	0	0	2	0	2
.....	.5%	.6%	.5%	3.0%	.6%	.4%	.0%	.0%	.0%	.8%	.0%	.9%
.....	100%	50.0%	50.0%	50.0%	25.0%	25.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
RTK.....	103	31	72	2	9	44	29	19	16	33	21	33
.....	13.8%	8.6%	18.8%	3.0%	5.3%	16.2%	20.6%	19.6%	13.7%	12.7%	14.5%	14.7%
.....	100%	30.1%	69.9%	1.9%	8.7%	42.7%	28.2%	18.4%	15.5%	32.0%	20.4%	32.0%

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
SMASH.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADIO CALYPSO.....	4	0	4	0	0	3	1	0	0	2	1	1
.....	.5%	.0%	1.0%	.0%	.0%	1.1%	.7%	.0%	.0%	.8%	.7%	.4%
.....	100%	.0%	100%	.0%	.0%	75.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%
RADJU MAS.....	3	1	2	0	2	1	0	0	0	1	0	2
.....	.4%	.3%	.5%	.0%	1.2%	.4%	.0%	.0%	.0%	.4%	.0%	.9%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	.0%	66.7%
FM BRONJA.....	4	1	3	0	1	3	0	0	2	1	0	1
.....	.5%	.3%	.8%	.0%	.6%	1.1%	.0%	.0%	1.7%	.4%	.0%	.4%
.....	100%	25.0%	75.0%	.0%	25.0%	75.0%	.0%	.0%	50.0%	25.0%	.0%	25.0%
CAPITAL RADIO.....	2	1	1	1	1	0	0	0	0	1	0	1
.....	.3%	.3%	.3%	1.5%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
SPORT												
NONE.....	460	180	280	46	112	158	82	62	88	145	91	136
.....	61.7%	49.9%	72.9%	68.7%	66.3%	58.3%	58.2%	63.9%	75.2%	56.0%	62.8%	60.7%
.....	100%	39.1%	60.9%	10.0%	24.3%	34.3%	17.8%	13.5%	19.1%	31.5%	19.8%	29.6%
RADIO MALTA.....	64	36	28	6	14	23	14	7	5	34	13	12
.....	8.6%	10.0%	7.3%	9.0%	8.3%	8.5%	9.9%	7.2%	4.3%	13.1%	9.0%	5.4%
.....	100%	56.3%	43.8%	9.4%	21.9%	35.9%	21.9%	10.9%	7.8%	53.1%	20.3%	18.8%
RADIO SUPER 1.....	96	66	30	2	11	46	18	19	8	28	17	43
.....	12.9%	18.3%	7.8%	3.0%	6.5%	17.0%	12.8%	19.6%	6.8%	10.8%	11.7%	19.2%
.....	100%	68.8%	31.3%	2.1%	11.5%	47.9%	18.8%	19.8%	8.3%	29.2%	17.7%	44.8%
RADIO 101.....	52	37	15	4	13	21	11	3	10	18	12	12
.....	7.0%	10.2%	3.9%	6.0%	7.7%	7.7%	7.8%	3.1%	8.5%	6.9%	8.3%	5.4%
.....	100%	71.2%	28.8%	7.7%	25.0%	40.4%	21.2%	5.8%	19.2%	34.6%	23.1%	23.1%
ISLAND SOUND.....	6	5	1	2	3	1	0	0	3	2	1	0
.....	.8%	1.4%	.3%	3.0%	1.8%	.4%	.0%	.0%	2.6%	.8%	.7%	.0%
.....	100%	83.3%	16.7%	33.3%	50.0%	16.7%	.0%	.0%	50.0%	33.3%	16.7%	.0%
BAY RADIO.....	15	11	4	3	7	5	0	0	2	8	2	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
.....	2.0%	3.0%	1.0%	4.5%	4.1%	1.8%	.0%	.0%	1.7%	3.1%	1.4%	1.3%
.....	100%	73.3%	26.7%	20.0%	46.7%	33.3%	.0%	.0%	13.3%	53.3%	13.3%	20.0%
RTK.....	27	12	15	0	0	8	13	6	0	10	5	12
.....	3.6%	3.3%	3.9%	.0%	.0%	3.0%	9.2%	6.2%	.0%	3.9%	3.4%	5.4%
.....	100%	44.4%	55.6%	.0%	.0%	29.6%	48.1%	22.2%	.0%	37.0%	18.5%	44.4%
SMASH.....	3	2	1	0	1	2	0	0	0	1	1	1
.....	.4%	.6%	.3%	.0%	.6%	.7%	.0%	.0%	.0%	.4%	.7%	.4%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	33.3%	33.3%
RADIO CALYPSO.....	12	6	6	1	4	5	2	0	1	7	2	2
.....	1.6%	1.7%	1.6%	1.5%	2.4%	1.8%	1.4%	.0%	.9%	2.7%	1.4%	.9%
.....	100%	50.0%	50.0%	8.3%	33.3%	41.7%	16.7%	.0%	8.3%	58.3%	16.7%	16.7%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CAPITAL RADIO.....	8	6	2	3	3	1	1	0	0	6	1	1
.....	1.1%	1.7%	.5%	4.5%	1.8%	.4%	.7%	.0%	.0%	2.3%	.7%	.4%
.....	100%	75.0%	25.0%	37.5%	37.5%	12.5%	12.5%	.0%	.0%	75.0%	12.5%	12.5%
MONEY & BUSINESS												
NONE.....	553	257	296	59	136	189	100	69	101	177	105	170
.....	74.2%	71.2%	77.1%	88.1%	80.5%	69.7%	70.9%	71.1%	86.3%	68.3%	72.4%	75.9%
.....	100%	46.5%	53.5%	10.7%	24.6%	34.2%	18.1%	12.5%	18.3%	32.0%	19.0%	30.7%
RADIO MALTA.....	63	32	31	6	14	23	12	8	6	34	11	12
.....	8.5%	8.9%	8.1%	9.0%	8.3%	8.5%	8.5%	8.2%	5.1%	13.1%	7.6%	5.4%
.....	100%	50.8%	49.2%	9.5%	22.2%	36.5%	19.0%	12.7%	9.5%	54.0%	17.5%	19.0%
RADIO SUPER 1.....	66	40	26	1	7	35	10	13	3	22	15	26
.....	8.9%	11.1%	6.8%	1.5%	4.1%	12.9%	7.1%	13.4%	2.6%	8.5%	10.3%	11.6%
.....	100%	60.6%	39.4%	1.5%	10.6%	53.0%	15.2%	19.7%	4.5%	33.3%	22.7%	39.4%
RADIO 101.....	32	19	13	1	6	13	10	2	2	14	10	6
.....	4.3%	5.3%	3.4%	1.5%	3.6%	4.8%	7.1%	2.1%	1.7%	5.4%	6.9%	2.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	59.4%	40.6%	3.1%	18.8%	40.6%	31.3%	6.3%	6.3%	43.8%	31.3%	18.8%
ISLAND SOUND.....	3	2	1	0	2	1	0	0	3	0	0	0
.....	.4%	.6%	.3%	.0%	1.2%	.4%	.0%	.0%	2.6%	.0%	.0%	.0%
.....	100%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	100%	.0%	.0%	.0%
BAY RADIO.....	2	2	0	0	2	0	0	0	1	1	0	0
.....	.3%	.6%	.0%	.0%	1.2%	.0%	.0%	.0%	.9%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RTK.....	19	8	11	0	0	6	8	5	1	9	3	6
.....	2.6%	2.2%	2.9%	.0%	.0%	2.2%	5.7%	5.2%	.9%	3.5%	2.1%	2.7%
.....	100%	42.1%	57.9%	.0%	.0%	31.6%	42.1%	26.3%	5.3%	47.4%	15.8%	31.6%
RADIO CALYPSO.....	5	1	4	0	1	3	1	0	0	2	1	2
.....	.7%	.3%	1.0%	.0%	.6%	1.1%	.7%	.0%	.0%	.8%	.7%	.9%
.....	100%	20.0%	80.0%	.0%	20.0%	60.0%	20.0%	.0%	.0%	40.0%	20.0%	40.0%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CULTURE												
NONE.....	455	223	232	56	118	152	80	49	81	144	89	141
.....	61.1%	61.8%	60.4%	83.6%	69.8%	56.1%	56.7%	50.5%	69.2%	55.6%	61.4%	62.9%
.....	100%	49.0%	51.0%	12.3%	25.9%	33.4%	17.6%	10.8%	17.8%	31.6%	19.6%	31.0%
RADIO MALTA.....	101	53	48	6	19	41	20	15	14	47	20	20
.....	13.6%	14.7%	12.5%	9.0%	11.2%	15.1%	14.2%	15.5%	12.0%	18.1%	13.8%	8.9%
.....	100%	52.5%	47.5%	5.9%	18.8%	40.6%	19.8%	14.9%	13.9%	46.5%	19.8%	19.8%
RADIO SUPER 1.....	76	40	36	1	13	35	12	15	5	22	17	32
.....	10.2%	11.1%	9.4%	1.5%	7.7%	12.9%	8.5%	15.5%	4.3%	8.5%	11.7%	14.3%
.....	100%	52.6%	47.4%	1.3%	17.1%	46.1%	15.8%	19.7%	6.6%	28.9%	22.4%	42.1%
RADIO 101.....	48	24	24	2	10	20	11	5	7	18	12	11
.....	6.4%	6.6%	6.3%	3.0%	5.9%	7.4%	7.8%	5.2%	6.0%	6.9%	8.3%	4.9%
.....	100%	50.0%	50.0%	4.2%	20.8%	41.7%	22.9%	10.4%	14.6%	37.5%	25.0%	22.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY RADIO.....	3	1	2	0	1	2	0	0	0	2	0	1
.....	.4%	.3%	.5%	.0%	.6%	.7%	.0%	.0%	.0%	.8%	.0%	.4%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	.0%	33.3%
RTK.....	40	10	30	0	2	13	14	11	4	17	6	13
.....	5.4%	2.8%	7.8%	.0%	1.2%	4.8%	9.9%	11.3%	3.4%	6.6%	4.1%	5.8%
.....	100%	25.0%	75.0%	.0%	5.0%	32.5%	35.0%	27.5%	10.0%	42.5%	15.0%	32.5%
RADIO CALYPSO.....	8	3	5	0	3	3	2	0	1	5	1	1
.....	1.1%	.8%	1.3%	.0%	1.8%	1.1%	1.4%	.0%	.9%	1.9%	.7%	.4%
.....	100%	37.5%	62.5%	.0%	37.5%	37.5%	25.0%	.0%	12.5%	62.5%	12.5%	12.5%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	11	6	5	0	2	5	2	2	5	3	0	3
.....	1.5%	1.7%	1.3%	.0%	1.2%	1.8%	1.4%	2.1%	4.3%	1.2%	.0%	1.3%
.....	100%	54.5%	45.5%	.0%	18.2%	45.5%	18.2%	18.2%	45.5%	27.3%	.0%	27.3%
CAPITAL RADIO.....	2	1	1	2	0	0	0	0	0	1	0	1
.....	.3%	.3%	.3%	3.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	50.0%	50.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	401	235	166	56	118	125	65	37	78	146	66	111
.....	53.8%	65.1%	43.2%	83.6%	69.8%	46.1%	46.1%	38.1%	66.7%	56.4%	45.5%	49.6%
.....	100%	58.6%	41.4%	14.0%	29.4%	31.2%	16.2%	9.2%	19.5%	36.4%	16.5%	27.7%
RADIO MALTA.....	89	35	54	6	16	31	22	14	12	37	16	24
.....	11.9%	9.7%	14.1%	9.0%	9.5%	11.4%	15.6%	14.4%	10.3%	14.3%	11.0%	10.7%
.....	100%	39.3%	60.7%	6.7%	18.0%	34.8%	24.7%	15.7%	13.5%	41.6%	18.0%	27.0%
RADJU PARLAMENT.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	99	45	54	1	15	47	14	22	7	27	25	40
.....	13.3%	12.5%	14.1%	1.5%	8.9%	17.3%	9.9%	22.7%	6.0%	10.4%	17.2%	17.9%
.....	100%	45.5%	54.5%	1.0%	15.2%	47.5%	14.1%	22.2%	7.1%	27.3%	25.3%	40.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO 101.....	66	24	42	2	12	27	17	8	12	22	18	14
.....	8.9%	6.6%	10.9%	3.0%	7.1%	10.0%	12.1%	8.2%	10.3%	8.5%	12.4%	6.3%
.....	100%	36.4%	63.6%	3.0%	18.2%	40.9%	25.8%	12.1%	18.2%	33.3%	27.3%	21.2%
BAY RADIO.....	3	2	1	1	0	2	0	0	0	0	1	2
.....	.4%	.6%	.3%	1.5%	.0%	.7%	.0%	.0%	.0%	.0%	.7%	.9%
.....	100%	66.7%	33.3%	33.3%	.0%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%
RTK.....	77	19	58	1	6	32	22	16	8	23	19	27
.....	10.3%	5.3%	15.1%	1.5%	3.6%	11.8%	15.6%	16.5%	6.8%	8.9%	13.1%	12.1%
.....	100%	24.7%	75.3%	1.3%	7.8%	41.6%	28.6%	20.8%	10.4%	29.9%	24.7%	35.1%
SMASH.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADIO CALYPSO.....	3	0	3	0	0	3	0	0	0	2	0	1
.....	.4%	.0%	.8%	.0%	.0%	1.1%	.0%	.0%	.0%	.8%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	66.7%	.0%	33.3%
RADJU MAS.....	2	0	2	0	1	1	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CAPITAL RADIO.....	2	0	2	0	1	1	0	0	0	0	0	2
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	745	361	384	67	169	271	141	97	117	259	145	224
RELIGION												
NONE.....	412	217	195	53	127	142	56	34	71	143	79	119
.....	55.3%	60.1%	50.8%	79.1%	75.1%	52.4%	39.7%	35.1%	60.7%	55.2%	54.5%	53.1%
.....	100%	52.7%	47.3%	12.9%	30.8%	34.5%	13.6%	8.3%	17.2%	34.7%	19.2%	28.9%
RADIO MALTA.....	72	36	36	6	12	29	15	10	5	34	15	18
.....	9.7%	10.0%	9.4%	9.0%	7.1%	10.7%	10.6%	10.3%	4.3%	13.1%	10.3%	8.0%
.....	100%	50.0%	50.0%	8.3%	16.7%	40.3%	20.8%	13.9%	6.9%	47.2%	20.8%	25.0%
RADIO SUPER 1.....	40	22	18	0	5	17	4	14	3	7	13	17
.....	5.4%	6.1%	4.7%	.0%	3.0%	6.3%	2.8%	14.4%	2.6%	2.7%	9.0%	7.6%
.....	100%	55.0%	45.0%	.0%	12.5%	42.5%	10.0%	35.0%	7.5%	17.5%	32.5%	42.5%
RADIO 101.....	21	7	14	0	0	9	9	3	1	6	8	6
.....	2.8%	1.9%	3.6%	.0%	.0%	3.3%	6.4%	3.1%	.9%	2.3%	5.5%	2.7%
.....	100%	33.3%	66.7%	.0%	.0%	42.9%	42.9%	14.3%	4.8%	28.6%	38.1%	28.6%
BAY RADIO.....	2	1	1	0	0	2	0	0	0	2	0	0
.....	.3%	.3%	.3%	.0%	.0%	.7%	.0%	.0%	.0%	.8%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	192	77	115	8	23	68	57	36	36	65	30	61
.....	25.8%	21.3%	29.9%	11.9%	13.6%	25.1%	40.4%	37.1%	30.8%	25.1%	20.7%	27.2%
.....	100%	40.1%	59.9%	4.2%	12.0%	35.4%	29.7%	18.8%	18.8%	33.9%	15.6%	31.8%
SMASH.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	2	0	2	0	0	2	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
RADJU MAS.....	2	0	2	0	1	1	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NOVELS & PLAYS												
NONE.....	493	249	244	59	132	177	81	44	97	166	88	142
.....	66.2%	69.0%	63.5%	88.1%	78.1%	65.3%	57.4%	45.4%	82.9%	64.1%	60.7%	63.4%
.....	100%	50.5%	49.5%	12.0%	26.8%	35.9%	16.4%	8.9%	19.7%	33.7%	17.8%	28.8%
RADIO MALTA.....												
.....	102	50	52	6	21	39	21	15	9	49	17	27
.....	13.7%	13.9%	13.5%	9.0%	12.4%	14.4%	14.9%	15.5%	7.7%	18.9%	11.7%	12.1%
.....	100%	49.0%	51.0%	5.9%	20.6%	38.2%	20.6%	14.7%	8.8%	48.0%	16.7%	26.5%
RADJU PARLAMENT.....												
.....	2	2	0	0	0	0	1	1	1	0	0	1
.....	.3%	.6%	.0%	.0%	.0%	.0%	.7%	1.0%	.9%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%	50.0%
RADIO SUPER 1.....												
.....	79	39	40	1	11	33	12	22	6	19	21	33
.....	10.6%	10.8%	10.4%	1.5%	6.5%	12.2%	8.5%	22.7%	5.1%	7.3%	14.5%	14.7%
.....	100%	49.4%	50.6%	1.3%	13.9%	41.8%	15.2%	27.8%	7.6%	24.1%	26.6%	41.8%
RADIO 101.....												
.....	28	11	17	1	2	10	10	5	2	9	10	7
.....	3.8%	3.0%	4.4%	1.5%	1.2%	3.7%	7.1%	5.2%	1.7%	3.5%	6.9%	3.1%
.....	100%	39.3%	60.7%	3.6%	7.1%	35.7%	35.7%	17.9%	7.1%	32.1%	35.7%	25.0%
RTK.....												
.....	37	10	27	0	1	10	16	10	2	14	9	12
.....	5.0%	2.8%	7.0%	.0%	.6%	3.7%	11.3%	10.3%	1.7%	5.4%	6.2%	5.4%
.....	100%	27.0%	73.0%	.0%	2.7%	27.0%	43.2%	27.0%	5.4%	37.8%	24.3%	32.4%
RADIO CALYPSO.....												
.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....												
.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....												
.....	2	0	2	0	1	1	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CHILDREN'S PROGRAMMES												
NONE.....	599	297	302	58	147	210	111	73	105	208	111	175
.....	80.4%	82.3%	78.6%	86.6%	87.0%	77.5%	78.7%	75.3%	89.7%	80.3%	76.6%	78.1%
.....	100%	49.6%	50.4%	9.7%	24.5%	35.1%	18.5%	12.2%	17.5%	34.7%	18.5%	29.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO MALTA.....	63	31	32	7	15	22	12	7	5	33	12	13
.....	8.5%	8.6%	8.3%	10.4%	8.9%	8.1%	8.5%	7.2%	4.3%	12.7%	8.3%	5.8%
.....	100%	49.2%	50.8%	11.1%	23.8%	34.9%	19.0%	11.1%	7.9%	52.4%	19.0%	20.6%
RADIO SUPER 1.....	45	22	23	0	5	26	4	10	3	5	12	25
.....	6.0%	6.1%	6.0%	.0%	3.0%	9.6%	2.8%	10.3%	2.6%	1.9%	8.3%	11.2%
.....	100%	48.9%	51.1%	.0%	11.1%	57.8%	8.9%	22.2%	6.7%	11.1%	26.7%	55.6%
RADIO 101.....	18	5	13	1	1	6	7	3	1	4	9	4
.....	2.4%	1.4%	3.4%	1.5%	.6%	2.2%	5.0%	3.1%	.9%	1.5%	6.2%	1.8%
.....	100%	27.8%	72.2%	5.6%	5.6%	33.3%	38.9%	16.7%	5.6%	22.2%	50.0%	22.2%
ISLAND SOUND.....	1	1	0	1	0	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	1.5%	.0%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RTK.....	18	5	13	0	1	6	7	4	2	9	1	6
.....	2.4%	1.4%	3.4%	.0%	.6%	2.2%	5.0%	4.1%	1.7%	3.5%	.7%	2.7%
.....	100%	27.8%	72.2%	.0%	5.6%	33.3%	38.9%	22.2%	11.1%	50.0%	5.6%	33.3%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
WOMEN'S PROGRAMMES												
NONE.....	502	291	211	60	135	163	86	58	91	175	88	148
.....	67.4%	80.6%	54.9%	89.6%	79.9%	60.1%	61.0%	59.8%	77.8%	67.6%	60.7%	66.1%
.....	100%	58.0%	42.0%	12.0%	26.9%	32.5%	17.1%	11.6%	18.1%	34.9%	17.5%	29.5%
RADIO MALTA.....	73	28	45	6	15	29	14	9	6	38	14	15
.....	9.8%	7.8%	11.7%	9.0%	8.9%	10.7%	9.9%	9.3%	5.1%	14.7%	9.7%	6.7%
.....	100%	38.4%	61.6%	8.2%	20.5%	39.7%	19.2%	12.3%	8.2%	52.1%	19.2%	20.5%
RADIO SUPER 1.....	63	25	38	1	11	31	9	11	5	10	19	29
.....	8.5%	6.9%	9.9%	1.5%	6.5%	11.4%	6.4%	11.3%	4.3%	3.9%	13.1%	12.9%
.....	100%	39.7%	60.3%	1.6%	17.5%	49.2%	14.3%	17.5%	7.9%	15.9%	30.2%	46.0%
RADIO 101.....	37	6	31	0	1	19	12	5	5	12	10	10
.....	5.0%	1.7%	8.1%	.0%	.6%	7.0%	8.5%	5.2%	4.3%	4.6%	6.9%	4.5%
.....	100%	16.2%	83.8%	.0%	2.7%	51.4%	32.4%	13.5%	13.5%	32.4%	27.0%	27.0%
RTK.....	64	11	53	0	5	25	20	14	10	21	13	20

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	8.6%	3.0%	13.8%	.0%	3.0%	9.2%	14.2%	14.4%	8.5%	8.1%	9.0%	8.9%
.....	100%	17.2%	82.8%	.0%	7.8%	39.1%	31.3%	21.9%	15.6%	32.8%	20.3%	31.3%
RADIO CALYPSO.....	4	0	4	0	1	3	0	0	0	2	1	1
.....	.5%	.0%	1.0%	.0%	.6%	1.1%	.0%	.0%	.0%	.8%	.7%	.4%
.....	100%	.0%	100%	.0%	25.0%	75.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
FM BRONJA.....	2	0	2	0	1	1	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
LOCAL NEWS												
NONE.....	166	86	80	28	60	40	24	14	30	48	33	55
.....	22.3%	23.8%	20.8%	41.8%	35.5%	14.8%	17.0%	14.4%	25.6%	18.5%	22.8%	24.6%
.....	100%	51.8%	48.2%	16.9%	36.1%	24.1%	14.5%	8.4%	18.1%	28.9%	19.9%	33.1%
RADIO MALTA.....	99	37	62	6	16	35	24	18	16	40	17	26
.....	13.3%	10.2%	16.1%	9.0%	9.5%	12.9%	17.0%	18.6%	13.7%	15.4%	11.7%	11.6%
.....	100%	37.4%	62.6%	6.1%	16.2%	35.4%	24.2%	18.2%	16.2%	40.4%	17.2%	26.3%
RADJU PARLAMENT.....	4	2	2	0	0	2	1	1	1	2	0	1
.....	.5%	.6%	.5%	.0%	.0%	.7%	.7%	1.0%	.9%	.8%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	25.0%	25.0%	25.0%	50.0%	.0%	25.0%
RADIO SUPER 1.....	184	100	84	1	25	85	39	34	15	53	38	78
.....	24.7%	27.7%	21.9%	1.5%	14.8%	31.4%	27.7%	35.1%	12.8%	20.5%	26.2%	34.8%
.....	100%	54.3%	45.7%	.5%	13.6%	46.2%	21.2%	18.5%	8.2%	28.8%	20.7%	42.4%
RADIO 101.....	104	57	47	2	16	45	27	14	24	37	23	20
.....	14.0%	15.8%	12.2%	3.0%	9.5%	16.6%	19.1%	14.4%	20.5%	14.3%	15.9%	8.9%
.....	100%	54.8%	45.2%	1.9%	15.4%	43.3%	26.0%	13.5%	23.1%	35.6%	22.1%	19.2%
ISLAND SOUND.....	16	8	8	5	7	4	0	0	7	7	2	0
.....	2.1%	2.2%	2.1%	7.5%	4.1%	1.5%	.0%	.0%	6.0%	2.7%	1.4%	.0%
.....	100%	50.0%	50.0%	31.3%	43.8%	25.0%	.0%	.0%	43.8%	43.8%	12.5%	.0%
BAY RADIO.....	42	22	20	9	23	10	0	0	9	20	5	8
.....	5.6%	6.1%	5.2%	13.4%	13.6%	3.7%	.0%	.0%	7.7%	7.7%	3.4%	3.6%
.....	100%	52.4%	47.6%	21.4%	54.8%	23.8%	.0%	.0%	21.4%	47.6%	11.9%	19.0%
RTK.....	72	23	49	3	4	28	22	15	7	25	19	21
.....	9.7%	6.4%	12.8%	4.5%	2.4%	10.3%	15.6%	15.5%	6.0%	9.7%	13.1%	9.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	31.9%	68.1%	4.2%	5.6%	38.9%	30.6%	20.8%	9.7%	34.7%	26.4%	29.2%
SMASH.....	12	6	6	5	3	4	0	0	3	4	0	5
.....	1.6%	1.7%	1.6%	7.5%	1.8%	1.5%	.0%	.0%	2.6%	1.5%	.0%	2.2%
.....	100%	50.0%	50.0%	41.7%	25.0%	33.3%	.0%	.0%	25.0%	33.3%	.0%	41.7%
RADIO CALYPSO.....	19	6	13	2	4	10	3	0	1	13	3	2
.....	2.6%	1.7%	3.4%	3.0%	2.4%	3.7%	2.1%	.0%	.9%	5.0%	2.1%	.9%
.....	100%	31.6%	68.4%	10.5%	21.1%	52.6%	15.8%	.0%	5.3%	68.4%	15.8%	10.5%
RADJU MAS.....	5	1	4	0	3	2	0	0	0	2	1	2
.....	.7%	.3%	1.0%	.0%	1.8%	.7%	.0%	.0%	.0%	.8%	.7%	.9%
.....	100%	20.0%	80.0%	.0%	60.0%	40.0%	.0%	.0%	.0%	40.0%	20.0%	40.0%
FM BRONJA.....	3	2	1	0	0	2	0	1	2	0	0	1
.....	.4%	.6%	.3%	.0%	.0%	.7%	.0%	1.0%	1.7%	.0%	.0%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	66.7%	.0%	.0%	33.3%
CAPITAL RADIO.....	19	11	8	6	8	4	1	0	2	8	4	5
.....	2.6%	3.0%	2.1%	9.0%	4.7%	1.5%	.7%	.0%	1.7%	3.1%	2.8%	2.2%
.....	100%	57.9%	42.1%	31.6%	42.1%	21.1%	5.3%	.0%	10.5%	42.1%	21.1%	26.3%
FOREIGN NEWS												
NONE.....	192	99	93	31	65	51	31	14	33	63	38	58
.....	25.8%	27.4%	24.2%	46.3%	38.5%	18.8%	22.0%	14.4%	28.2%	24.3%	26.2%	25.9%
.....	100%	51.6%	48.4%	16.1%	33.9%	26.6%	16.1%	7.3%	17.2%	32.8%	19.8%	30.2%
RADIO MALTA.....	102	38	64	6	16	41	23	16	18	40	17	27
.....	13.7%	10.5%	16.7%	9.0%	9.5%	15.1%	16.3%	16.5%	15.4%	15.4%	11.7%	12.1%
.....	100%	37.3%	62.7%	5.9%	15.7%	40.2%	22.5%	15.7%	17.6%	39.2%	16.7%	26.5%
RADJU PARLAMENT.....	4	2	2	0	0	2	1	1	1	2	0	1
.....	.5%	.6%	.5%	.0%	.0%	.7%	.7%	1.0%	.9%	.8%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	25.0%	25.0%	25.0%	50.0%	.0%	25.0%
RADIO SUPER 1.....	167	92	75	1	21	75	35	35	13	43	36	75
.....	22.4%	25.5%	19.5%	1.5%	12.4%	27.7%	24.8%	36.1%	11.1%	16.6%	24.8%	33.5%
.....	100%	55.1%	44.9%	.6%	12.6%	44.9%	21.0%	21.0%	7.8%	25.7%	21.6%	44.9%
RADIO 101.....	100	55	45	2	14	43	27	14	21	36	23	20
.....	13.4%	15.2%	11.7%	3.0%	8.3%	15.9%	19.1%	14.4%	17.9%	13.9%	15.9%	8.9%
.....	100%	55.0%	45.0%	2.0%	14.0%	43.0%	27.0%	14.0%	21.0%	36.0%	23.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
ISLAND SOUND.....	20	11	9	5	9	6	0	0	9	8	2	1
.....	2.7%	3.0%	2.3%	7.5%	5.3%	2.2%	.0%	.0%	7.7%	3.1%	1.4%	.4%
.....	100%	55.0%	45.0%	25.0%	45.0%	30.0%	.0%	.0%	45.0%	40.0%	10.0%	5.0%
BAY RADIO.....	42	22	20	9	22	10	0	1	9	20	5	8
.....	5.6%	6.1%	5.2%	13.4%	13.0%	3.7%	.0%	1.0%	7.7%	7.7%	3.4%	3.6%
.....	100%	52.4%	47.6%	21.4%	52.4%	23.8%	.0%	2.4%	21.4%	47.6%	11.9%	19.0%
RTK.....	67	22	45	3	4	25	20	15	6	24	16	21
.....	9.0%	6.1%	11.7%	4.5%	2.4%	9.2%	14.2%	15.5%	5.1%	9.3%	11.0%	9.4%
.....	100%	32.8%	67.2%	4.5%	6.0%	37.3%	29.9%	22.4%	9.0%	35.8%	23.9%	31.3%
SMASH.....	10	5	5	5	3	2	0	0	2	4	0	4
.....	1.3%	1.4%	1.3%	7.5%	1.8%	.7%	.0%	.0%	1.7%	1.5%	.0%	1.8%
.....	100%	50.0%	50.0%	50.0%	30.0%	20.0%	.0%	.0%	20.0%	40.0%	.0%	40.0%
RADIO CALYPSO.....	19	5	14	2	5	9	3	0	1	13	3	2
.....	2.6%	1.4%	3.6%	3.0%	3.0%	3.3%	2.1%	.0%	.9%	5.0%	2.1%	.9%
.....	100%	26.3%	73.7%	10.5%	26.3%	47.4%	15.8%	.0%	5.3%	68.4%	15.8%	10.5%
RADJU MAS.....	4	1	3	0	3	1	0	0	0	1	1	2
.....	.5%	.3%	.8%	.0%	1.8%	.4%	.0%	.0%	.0%	.4%	.7%	.9%
.....	100%	25.0%	75.0%	.0%	75.0%	25.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
FM BRONJA.....	3	2	1	0	0	2	0	1	2	0	0	1
.....	.4%	.6%	.3%	.0%	.0%	.7%	.0%	1.0%	1.7%	.0%	.0%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	66.7%	.0%	.0%	33.3%
CAPITAL RADIO.....	15	7	8	3	7	4	1	0	2	5	4	4
.....	2.0%	1.9%	2.1%	4.5%	4.1%	1.5%	.7%	.0%	1.7%	1.9%	2.8%	1.8%
.....	100%	46.7%	53.3%	20.0%	46.7%	26.7%	6.7%	.0%	13.3%	33.3%	26.7%	26.7%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	354	161	193	47	102	112	61	32	66	110	66	112
.....	47.5%	44.6%	50.3%	70.1%	60.4%	41.3%	43.3%	33.0%	56.4%	42.5%	45.5%	50.0%
.....	100%	45.5%	54.5%	13.3%	28.8%	31.6%	17.2%	9.0%	18.6%	31.1%	18.6%	31.6%
RADIO MALTA.....	76	30	46	6	15	27	16	12	11	35	13	17
.....	10.2%	8.3%	12.0%	9.0%	8.9%	10.0%	11.3%	12.4%	9.4%	13.5%	9.0%	7.6%
.....	100%	39.5%	60.5%	7.9%	19.7%	35.5%	21.1%	15.8%	14.5%	46.1%	17.1%	22.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADJU PARLAMENT.....	3	2	1	0	0	2	0	1	1	1	0	1
.....	.4%	.6%	.3%	.0%	.0%	.7%	.0%	1.0%	.9%	.4%	.0%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%
RADIO SUPER 1.....	139	80	59	1	16	70	24	28	11	41	34	53
.....	18.7%	22.2%	15.4%	1.5%	9.5%	25.8%	17.0%	28.9%	9.4%	15.8%	23.4%	23.7%
.....	100%	57.6%	42.4%	.7%	11.5%	50.4%	17.3%	20.1%	7.9%	29.5%	24.5%	38.1%
RADIO 101.....	76	42	34	1	14	30	21	10	13	31	17	15
.....	10.2%	11.6%	8.9%	1.5%	8.3%	11.1%	14.9%	10.3%	11.1%	12.0%	11.7%	6.7%
.....	100%	55.3%	44.7%	1.3%	18.4%	39.5%	27.6%	13.2%	17.1%	40.8%	22.4%	19.7%
ISLAND SOUND.....	8	7	1	3	3	2	0	0	5	2	1	0
.....	1.1%	1.9%	.3%	4.5%	1.8%	.7%	.0%	.0%	4.3%	.8%	.7%	.0%
.....	100%	87.5%	12.5%	37.5%	37.5%	25.0%	.0%	.0%	62.5%	25.0%	12.5%	.0%
BAY RADIO.....	14	7	7	3	6	4	0	1	1	8	2	3
.....	1.9%	1.9%	1.8%	4.5%	3.6%	1.5%	.0%	1.0%	.9%	3.1%	1.4%	1.3%
.....	100%	50.0%	50.0%	21.4%	42.9%	28.6%	.0%	7.1%	7.1%	57.1%	14.3%	21.4%
RTK.....	51	21	30	2	3	17	17	12	6	18	12	15
.....	6.8%	5.8%	7.8%	3.0%	1.8%	6.3%	12.1%	12.4%	5.1%	6.9%	8.3%	6.7%
.....	100%	41.2%	58.8%	3.9%	5.9%	33.3%	33.3%	23.5%	11.8%	35.3%	23.5%	29.4%
SMASH.....	4	3	1	1	2	1	0	0	1	2	0	1
.....	.5%	.8%	.3%	1.5%	1.2%	.4%	.0%	.0%	.9%	.8%	.0%	.4%
.....	100%	75.0%	25.0%	25.0%	50.0%	25.0%	.0%	.0%	25.0%	50.0%	.0%	25.0%
RADIO CALYPSO.....	9	2	7	1	3	4	1	0	0	8	0	1
.....	1.2%	.6%	1.8%	1.5%	1.8%	1.5%	.7%	.0%	.0%	3.1%	.0%	.4%
.....	100%	22.2%	77.8%	11.1%	33.3%	44.4%	11.1%	.0%	.0%	88.9%	.0%	11.1%
RADJU MAS.....	2	1	1	0	2	0	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	3	2	1	0	0	2	0	1	2	0	0	1
.....	.4%	.6%	.3%	.0%	.0%	.7%	.0%	1.0%	1.7%	.0%	.0%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	66.7%	.0%	.0%	33.3%
CAPITAL RADIO.....	6	3	3	2	3	0	1	0	0	3	0	3
.....	.8%	.8%	.8%	3.0%	1.8%	.0%	.7%	.0%	.0%	1.2%	.0%	1.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	50.0%	50.0%	33.3%	50.0%	.0%	16.7%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	745	361	384	67	169	271	141	97	117	259	145	224
NONE.....	17	8	9	1	8	3	2	3	4	6	1	6
.....	2.3%	2.2%	2.3%	1.5%	4.7%	1.1%	1.4%	3.1%	3.4%	2.3%	.7%	2.7%
.....	100%	47.1%	52.9%	5.9%	47.1%	17.6%	11.8%	17.6%	23.5%	35.3%	5.9%	35.3%
RADIO MALTA.....	68	28	40	0	4	26	19	19	14	23	15	16
.....	9.1%	7.8%	10.4%	.0%	2.4%	9.6%	13.5%	19.6%	12.0%	8.9%	10.3%	7.1%
.....	100%	41.2%	58.8%	.0%	5.9%	38.2%	27.9%	27.9%	20.6%	33.8%	22.1%	23.5%
RADJU PARLAMENT.....	2	1	1	0	0	2	0	0	1	1	0	0
.....	.3%	.3%	.3%	.0%	.0%	.7%	.0%	.0%	.9%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%
SUPER 1.....	158	87	71	1	16	71	36	34	15	36	33	74
.....	21.2%	24.1%	18.5%	1.5%	9.5%	26.2%	25.5%	35.1%	12.8%	13.9%	22.8%	33.0%
.....	100%	55.1%	44.9%	.6%	10.1%	44.9%	22.8%	21.5%	9.5%	22.8%	20.9%	46.8%
RADIO 101.....	86	41	45	4	8	36	24	14	19	31	21	15
.....	11.5%	11.4%	11.7%	6.0%	4.7%	13.3%	17.0%	14.4%	16.2%	12.0%	14.5%	6.7%
.....	100%	47.7%	52.3%	4.7%	9.3%	41.9%	27.9%	16.3%	22.1%	36.0%	24.4%	17.4%
ISLAND SOUND.....	20	9	11	6	9	4	1	0	6	11	3	0
.....	2.7%	2.5%	2.9%	9.0%	5.3%	1.5%	.7%	.0%	5.1%	4.2%	2.1%	.0%
.....	100%	45.0%	55.0%	30.0%	45.0%	20.0%	5.0%	.0%	30.0%	55.0%	15.0%	.0%
BAY RADIO.....	114	58	56	24	60	24	4	2	25	58	14	17
.....	15.3%	16.1%	14.6%	35.8%	35.5%	8.9%	2.8%	2.1%	21.4%	22.4%	9.7%	7.6%
.....	100%	50.9%	49.1%	21.1%	52.6%	21.1%	3.5%	1.8%	21.9%	50.9%	12.3%	14.9%
RTK.....	104	33	71	1	6	36	37	24	12	34	21	37
.....	14.0%	9.1%	18.5%	1.5%	3.6%	13.3%	26.2%	24.7%	10.3%	13.1%	14.5%	16.5%
.....	100%	31.7%	68.3%	1.0%	5.8%	34.6%	35.6%	23.1%	11.5%	32.7%	20.2%	35.6%
SMASH.....	34	17	17	13	11	8	2	0	4	9	5	16
.....	4.6%	4.7%	4.4%	19.4%	6.5%	3.0%	1.4%	.0%	3.4%	3.5%	3.4%	7.1%
.....	100%	50.0%	50.0%	38.2%	32.4%	23.5%	5.9%	.0%	11.8%	26.5%	14.7%	47.1%
RADIO CALYPSO.....	59	32	27	5	10	33	11	0	7	28	13	11
.....	7.9%	8.9%	7.0%	7.5%	5.9%	12.2%	7.8%	.0%	6.0%	10.8%	9.0%	4.9%
.....	100%	54.2%	45.8%	8.5%	16.9%	55.9%	18.6%	.0%	11.9%	47.5%	22.0%	18.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADJU MAS.....	13	3	10	0	5	7	1	0	0	2	5	6
.....	1.7%	.8%	2.6%	.0%	3.0%	2.6%	.7%	.0%	.0%	.8%	3.4%	2.7%
.....	100%	23.1%	76.9%	.0%	38.5%	53.8%	7.7%	.0%	.0%	15.4%	38.5%	46.2%
FM BRONJA.....	6	4	2	0	0	3	2	1	3	1	0	2
.....	.8%	1.1%	.5%	.0%	.0%	1.1%	1.4%	1.0%	2.6%	.4%	.0%	.9%
.....	100%	66.7%	33.3%	.0%	.0%	50.0%	33.3%	16.7%	50.0%	16.7%	.0%	33.3%
CAPITAL RADIO.....	64	40	24	12	32	18	2	0	7	19	14	24
.....	8.6%	11.1%	6.3%	17.9%	18.9%	6.6%	1.4%	.0%	6.0%	7.3%	9.7%	10.7%
.....	100%	62.5%	37.5%	18.8%	50.0%	28.1%	3.1%	.0%	10.9%	29.7%	21.9%	37.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(2000, 1st Quarter)**

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

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(2001, 1st Quarter)**

	TVM	SUPER	NET	MAX PLUS	SMAS	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%		%	%	%	%	%	%	%
Local News	48.5	24.6	17.9	-	-	-	-	-	-	9.0	100.00
Foreign News	24.2	18.4	9.7	0.1	0.1	16.1	11.2	1.0	11.0	8.2	100.00
Sports	12.6	11.9	9.2	0.1	0.3	9.7	9.0	0.8	10.8	35.7	100.00
Weather	31.9	15.7	10.3	-	-	5.9	4.1	0.3	7.3	24.5	100.00
Feature Films	3.4	5.4	1.0	1.7	1.1	13.0	34.6	2.3	15.8	21.7	100.00
Serials/Soap Operas	3.9	13.7	1.9	1.8	-	5.3	24.3	0.3	5.1	43.6	100.00
Documentaries	10.6	7.1	1.5	0.3	-	16.2	8.7	0.5	20.2	34.8	100.00
Current Affairs	13.5	12.4	5.4	-	0.2	3.3	2.0	0.2	6.8	56.2	100.00
Discussions	40.7	15.3	8.6	-	0.8	1.1	2.5	0.1	2.5	28.3	100.00
Quizzes/Game Shows/Variety Prog.	5.1	13.4	7.0	1.5	0.3	9.9	26.7	0.8	3.1	32.2	100.00
Music Video-Clips	2.2	3.5	0.6	-	14.2	0.5	5.9	1.5	13.9	57.6	100.00
Plays	20.4	34.9	3.9	-	0.2	0.3	0.4	-	2.4	37.4	100.00
Art & Culture	16.3	8.4	1.6	0.1	0.1	6.0	1.3	-	5.6	60.5	100.00
Women	10.3	10.4	2.6	6.5	0.3	0.8	3.8	0.2	2.7	62.4	100.00
Children	5.5	7.0	4.4	1.2	-	1.2	7.1	0.2	6.4	66.9	100.00
Religion	16.2	5.9	12.7	-	0.1	3.8	0.2	-	1.5	59.6	100.00
Business & Finance	12.7	4.4	1.8	-	-	1.9	1.2	-	4.2	73.8	100.00

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
LOCAL NEWS												
NONE.....	88	41	47	20	22	30	10	6	14	22	21	31
.....	9.0%	8.6%	9.3%	18.0%	10.6%	8.3%	5.6%	4.8%	8.9%	6.7%	10.6%	10.4%
.....	100%	46.6%	53.4%	22.7%	25.0%	34.1%	11.4%	6.8%	15.9%	25.0%	23.9%	35.2%
TVM.....	477	220	257	60	98	176	84	59	89	175	84	129
.....	48.5%	46.0%	50.9%	54.1%	47.1%	48.6%	47.2%	47.6%	56.3%	53.0%	42.4%	43.4%
.....	100%	46.1%	53.9%	12.6%	20.5%	36.9%	17.6%	12.4%	18.7%	36.7%	17.6%	27.0%
SUPER 1 TV.....	242	132	110	14	42	95	49	42	15	60	62	105
.....	24.6%	27.6%	21.8%	12.6%	20.2%	26.2%	27.5%	33.9%	9.5%	18.2%	31.3%	35.4%
.....	100%	54.5%	45.5%	5.8%	17.4%	39.3%	20.2%	17.4%	6.2%	24.8%	25.6%	43.4%
NET TV.....	176	85	91	17	46	61	35	17	40	73	31	32
.....	17.9%	17.8%	18.0%	15.3%	22.1%	16.9%	19.7%	13.7%	25.3%	22.1%	15.7%	10.8%
.....	100%	48.3%	51.7%	9.7%	26.1%	34.7%	19.9%	9.7%	22.7%	41.5%	17.6%	18.2%
FOREIGN NEWS												
NONE.....	81	36	45	21	22	20	10	8	8	20	26	27
.....	8.2%	7.5%	8.9%	18.9%	10.6%	5.5%	5.6%	6.5%	5.1%	6.1%	13.1%	9.1%
.....	100%	44.4%	55.6%	25.9%	27.2%	24.7%	12.3%	9.9%	9.9%	24.7%	32.1%	33.3%
TVM.....	238	106	132	22	38	97	47	34	31	76	46	85
.....	24.2%	22.2%	26.1%	19.8%	18.3%	26.8%	26.4%	27.4%	19.6%	23.0%	23.2%	28.6%
.....	100%	44.5%	55.5%	9.2%	16.0%	40.8%	19.7%	14.3%	13.0%	31.9%	19.3%	35.7%
SUPER 1 TV.....	181	93	88	11	29	71	38	32	8	33	43	97
.....	18.4%	19.5%	17.4%	9.9%	13.9%	19.6%	21.3%	25.8%	5.1%	10.0%	21.7%	32.7%
.....	100%	51.4%	48.6%	6.1%	16.0%	39.2%	21.0%	17.7%	4.4%	18.2%	23.8%	53.6%
NET TV.....	95	45	50	10	21	34	21	9	13	38	24	20
.....	9.7%	9.4%	9.9%	9.0%	10.1%	9.4%	11.8%	7.3%	8.2%	11.5%	12.1%	6.7%
.....	100%	47.4%	52.6%	10.5%	22.1%	35.8%	22.1%	9.5%	13.7%	40.0%	25.3%	21.1%
SMASH TV.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MAX PLUS.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RAI.....	158	88	70	12	30	62	28	26	43	66	29	20
.....	16.1%	18.4%	13.9%	10.8%	14.4%	17.1%	15.7%	21.0%	27.2%	20.0%	14.6%	6.7%
.....	100%	55.7%	44.3%	7.6%	19.0%	39.2%	17.7%	16.5%	27.2%	41.8%	18.4%	12.7%
MEDIASET.....	110	42	68	17	36	35	15	7	20	45	17	28
.....	11.2%	8.8%	13.5%	15.3%	17.3%	9.7%	8.4%	5.6%	12.7%	13.6%	8.6%	9.4%
.....	100%	38.2%	61.8%	15.5%	32.7%	31.8%	13.6%	6.4%	18.2%	40.9%	15.5%	25.5%
OTHER ITALIAN.....	10	8	2	2	1	3	4	0	2	3	1	4
.....	1.0%	1.7%	.4%	1.8%	.5%	.8%	2.2%	.0%	1.3%	.9%	.5%	1.3%
.....	100%	80.0%	20.0%	20.0%	10.0%	30.0%	40.0%	.0%	20.0%	30.0%	10.0%	40.0%
SATELLITE.....	108	58	50	15	31	39	15	8	33	47	12	16
.....	11.0%	12.1%	9.9%	13.5%	14.9%	10.8%	8.4%	6.5%	20.9%	14.2%	6.1%	5.4%
.....	100%	53.7%	46.3%	13.9%	28.7%	36.1%	13.9%	7.4%	30.6%	43.5%	11.1%	14.8%
SPORTS												
NONE.....	351	96	255	33	61	126	70	61	53	109	65	124
.....	35.7%	20.1%	50.5%	29.7%	29.3%	34.8%	39.3%	49.2%	33.5%	33.0%	32.8%	41.8%
.....	100%	27.4%	72.6%	9.4%	17.4%	35.9%	19.9%	17.4%	15.1%	31.1%	18.5%	35.3%
TVM.....	124	59	65	16	17	55	25	11	16	40	26	42
.....	12.6%	12.3%	12.9%	14.4%	8.2%	15.2%	14.0%	8.9%	10.1%	12.1%	13.1%	14.1%
.....	100%	47.6%	52.4%	12.9%	13.7%	44.4%	20.2%	8.9%	12.9%	32.3%	21.0%	33.9%
SUPER 1 TV.....	117	67	50	14	16	50	21	16	4	27	34	52
.....	11.9%	14.0%	9.9%	12.6%	7.7%	13.8%	11.8%	12.9%	2.5%	8.2%	17.2%	17.5%
.....	100%	57.3%	42.7%	12.0%	13.7%	42.7%	17.9%	13.7%	3.4%	23.1%	29.1%	44.4%
NET TV.....	90	53	37	7	26	33	17	7	11	33	21	25
.....	9.2%	11.1%	7.3%	6.3%	12.5%	9.1%	9.6%	5.6%	7.0%	10.0%	10.6%	8.4%
.....	100%	58.9%	41.1%	7.8%	28.9%	36.7%	18.9%	7.8%	12.2%	36.7%	23.3%	27.8%
SMASH TV.....	3	2	1	0	2	1	0	0	0	0	3	0
.....	.3%	.4%	.2%	.0%	1.0%	.3%	.0%	.0%	.0%	.0%	1.5%	.0%
.....	100%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100%	.0%
MAX PLUS.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RAI.....	95	67	28	10	22	35	15	13	20	43	13	19
.....	9.7%	14.0%	5.5%	9.0%	10.6%	9.7%	8.4%	10.5%	12.7%	13.0%	6.6%	6.4%
.....	100%	70.5%	29.5%	10.5%	23.2%	36.8%	15.8%	13.7%	21.1%	45.3%	13.7%	20.0%
MEDIASET.....	88	57	31	15	29	28	9	7	19	34	22	13
.....	9.0%	11.9%	6.1%	13.5%	13.9%	7.7%	5.1%	5.6%	12.0%	10.3%	11.1%	4.4%
.....	100%	64.8%	35.2%	17.0%	33.0%	31.8%	10.2%	8.0%	21.6%	38.6%	25.0%	14.8%
OTHER ITALIAN.....	8	7	1	2	2	2	1	1	3	3	0	2
.....	.8%	1.5%	.2%	1.8%	1.0%	.6%	.6%	.8%	1.9%	.9%	.0%	.7%
.....	100%	87.5%	12.5%	25.0%	25.0%	25.0%	12.5%	12.5%	37.5%	37.5%	.0%	25.0%
SATELLITE.....	106	69	37	14	33	32	20	7	32	40	14	20
.....	10.8%	14.4%	7.3%	12.6%	15.9%	8.8%	11.2%	5.6%	20.3%	12.1%	7.1%	6.7%
.....	100%	65.1%	34.9%	13.2%	31.1%	30.2%	18.9%	6.6%	30.2%	37.7%	13.2%	18.9%
WEATHER												
NONE.....	241	102	139	35	53	80	42	31	41	75	44	81
.....	24.5%	21.3%	27.5%	31.5%	25.5%	22.1%	23.6%	25.0%	25.9%	22.7%	22.2%	27.3%
.....	100%	42.3%	57.7%	14.5%	22.0%	33.2%	17.4%	12.9%	17.0%	31.1%	18.3%	33.6%
TVM.....	314	141	173	31	62	123	60	38	49	109	63	93
.....	31.9%	29.5%	34.3%	27.9%	29.8%	34.0%	33.7%	30.6%	31.0%	33.0%	31.8%	31.3%
.....	100%	44.9%	55.1%	9.9%	19.7%	39.2%	19.1%	12.1%	15.6%	34.7%	20.1%	29.6%
SUPER 1 TV.....	154	85	69	12	18	61	34	29	8	34	43	69
.....	15.7%	17.8%	13.7%	10.8%	8.7%	16.9%	19.1%	23.4%	5.1%	10.3%	21.7%	23.2%
.....	100%	55.2%	44.8%	7.8%	11.7%	39.6%	22.1%	18.8%	5.2%	22.1%	27.9%	44.8%
NET TV.....	101	55	46	11	22	34	23	11	22	37	22	20
.....	10.3%	11.5%	9.1%	9.9%	10.6%	9.4%	12.9%	8.9%	13.9%	11.2%	11.1%	6.7%
.....	100%	54.5%	45.5%	10.9%	21.8%	33.7%	22.8%	10.9%	21.8%	36.6%	21.8%	19.8%
RAI.....	58	28	30	3	11	25	10	9	12	28	7	11
.....	5.9%	5.9%	5.9%	2.7%	5.3%	6.9%	5.6%	7.3%	7.6%	8.5%	3.5%	3.7%
.....	100%	48.3%	51.7%	5.2%	19.0%	43.1%	17.2%	15.5%	20.7%	48.3%	12.1%	19.0%
MEDIASET.....	40	20	20	7	15	13	2	3	4	18	7	11
.....	4.1%	4.2%	4.0%	6.3%	7.2%	3.6%	1.1%	2.4%	2.5%	5.5%	3.5%	3.7%
.....	100%	50.0%	50.0%	17.5%	37.5%	32.5%	5.0%	7.5%	10.0%	45.0%	17.5%	27.5%
OTHER ITALIAN.....	3	3	0	1	2	0	0	0	1	1	0	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.3%	.6%	.0%	.9%	1.0%	.0%	.0%	.0%	.6%	.3%	.0%	.3%
.....	100%	100%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	33.3%	.0%	33.3%
SATELLITE.....	72	44	28	11	25	26	7	3	21	28	12	11
.....	7.3%	9.2%	5.5%	9.9%	12.0%	7.2%	3.9%	2.4%	13.3%	8.5%	6.1%	3.7%
.....	100%	61.1%	38.9%	15.3%	34.7%	36.1%	9.7%	4.2%	29.2%	38.9%	16.7%	15.3%
FEATURE FILMS												
NONE.....	213	97	116	8	26	75	61	43	36	66	38	73
.....	21.7%	20.3%	23.0%	7.2%	12.5%	20.7%	34.3%	34.7%	22.8%	20.0%	19.2%	24.6%
.....	100%	45.5%	54.5%	3.8%	12.2%	35.2%	28.6%	20.2%	16.9%	31.0%	17.8%	34.3%
TVM.....	33	12	21	2	6	10	8	7	2	10	7	14
.....	3.4%	2.5%	4.2%	1.8%	2.9%	2.8%	4.5%	5.6%	1.3%	3.0%	3.5%	4.7%
.....	100%	36.4%	63.6%	6.1%	18.2%	30.3%	24.2%	21.2%	6.1%	30.3%	21.2%	42.4%
SUPER 1 TV.....	53	28	25	9	6	22	8	8	1	11	15	26
.....	5.4%	5.9%	5.0%	8.1%	2.9%	6.1%	4.5%	6.5%	.6%	3.3%	7.6%	8.8%
.....	100%	52.8%	47.2%	17.0%	11.3%	41.5%	15.1%	15.1%	1.9%	20.8%	28.3%	49.1%
NET TV.....	10	4	6	5	0	2	3	0	1	5	1	3
.....	1.0%	.8%	1.2%	4.5%	.0%	.6%	1.7%	.0%	.6%	1.5%	.5%	1.0%
.....	100%	40.0%	60.0%	50.0%	.0%	20.0%	30.0%	.0%	10.0%	50.0%	10.0%	30.0%
SMASH TV.....	11	5	6	1	0	4	4	2	3	1	3	4
.....	1.1%	1.0%	1.2%	.9%	.0%	1.1%	2.2%	1.6%	1.9%	.3%	1.5%	1.3%
.....	100%	45.5%	54.5%	9.1%	.0%	36.4%	36.4%	18.2%	27.3%	9.1%	27.3%	36.4%
MAX PLUS.....	17	9	8	1	4	8	3	1	0	5	5	7
.....	1.7%	1.9%	1.6%	.9%	1.9%	2.2%	1.7%	.8%	.0%	1.5%	2.5%	2.4%
.....	100%	52.9%	47.1%	5.9%	23.5%	47.1%	17.6%	5.9%	.0%	29.4%	29.4%	41.2%
RAI.....	128	62	66	7	18	53	21	29	19	46	30	33
.....	13.0%	13.0%	13.1%	6.3%	8.7%	14.6%	11.8%	23.4%	12.0%	13.9%	15.2%	11.1%
.....	100%	48.4%	51.6%	5.5%	14.1%	41.4%	16.4%	22.7%	14.8%	35.9%	23.4%	25.8%
MEDIASET.....	340	160	180	52	102	122	44	20	48	119	70	103
.....	34.6%	33.5%	35.6%	46.8%	49.0%	33.7%	24.7%	16.1%	30.4%	36.1%	35.4%	34.7%
.....	100%	47.1%	52.9%	15.3%	30.0%	35.9%	12.9%	5.9%	14.1%	35.0%	20.6%	30.3%
OTHER ITALIAN.....	23	15	8	6	4	8	5	0	4	8	4	7
.....	2.3%	3.1%	1.6%	5.4%	1.9%	2.2%	2.8%	.0%	2.5%	2.4%	2.0%	2.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	65.2%	34.8%	26.1%	17.4%	34.8%	21.7%	.0%	17.4%	34.8%	17.4%	30.4%
SATELLITE.....	155	86	69	20	42	58	21	14	44	59	25	27
.....	15.8%	18.0%	13.7%	18.0%	20.2%	16.0%	11.8%	11.3%	27.8%	17.9%	12.6%	9.1%
.....	100%	55.5%	44.5%	12.9%	27.1%	37.4%	13.5%	9.0%	28.4%	38.1%	16.1%	17.4%
SERIALS/SOAP OPERAS												
NONE.....	429	266	163	48	93	153	80	55	89	140	79	121
.....	43.6%	55.6%	32.3%	43.2%	44.7%	42.3%	44.9%	44.4%	56.3%	42.4%	39.9%	40.7%
.....	100%	62.0%	38.0%	11.2%	21.7%	35.7%	18.6%	12.8%	20.7%	32.6%	18.4%	28.2%
TVM.....	38	21	17	5	6	15	8	4	5	8	6	19
.....	3.9%	4.4%	3.4%	4.5%	2.9%	4.1%	4.5%	3.2%	3.2%	2.4%	3.0%	6.4%
.....	100%	55.3%	44.7%	13.2%	15.8%	39.5%	21.1%	10.5%	13.2%	21.1%	15.8%	50.0%
SUPER 1 TV.....	135	64	71	14	14	58	27	22	11	35	35	54
.....	13.7%	13.4%	14.1%	12.6%	6.7%	16.0%	15.2%	17.7%	7.0%	10.6%	17.7%	18.2%
.....	100%	47.4%	52.6%	10.4%	10.4%	43.0%	20.0%	16.3%	8.1%	25.9%	25.9%	40.0%
NET TV.....	19	8	11	2	4	6	6	1	3	4	8	4
.....	1.9%	1.7%	2.2%	1.8%	1.9%	1.7%	3.4%	.8%	1.9%	1.2%	4.0%	1.3%
.....	100%	42.1%	57.9%	10.5%	21.1%	31.6%	31.6%	5.3%	15.8%	21.1%	42.1%	21.1%
MAX PLUS.....	18	3	15	5	4	5	3	1	4	10	1	3
.....	1.8%	.6%	3.0%	4.5%	1.9%	1.4%	1.7%	.8%	2.5%	3.0%	.5%	1.0%
.....	100%	16.7%	83.3%	27.8%	22.2%	27.8%	16.7%	5.6%	22.2%	55.6%	5.6%	16.7%
RAI.....	52	22	30	4	8	13	11	16	6	22	11	13
.....	5.3%	4.6%	5.9%	3.6%	3.8%	3.6%	6.2%	12.9%	3.8%	6.7%	5.6%	4.4%
.....	100%	42.3%	57.7%	7.7%	15.4%	25.0%	21.2%	30.8%	11.5%	42.3%	21.2%	25.0%
MEDIASET.....	239	65	174	26	66	91	35	21	26	88	49	76
.....	24.3%	13.6%	34.5%	23.4%	31.7%	25.1%	19.7%	16.9%	16.5%	26.7%	24.7%	25.6%
.....	100%	27.2%	72.8%	10.9%	27.6%	38.1%	14.6%	8.8%	10.9%	36.8%	20.5%	31.8%
OTHER ITALIAN.....	3	1	2	2	1	0	0	0	0	1	0	2
.....	.3%	.2%	.4%	1.8%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.7%
.....	100%	33.3%	66.7%	66.7%	33.3%	.0%	.0%	.0%	.0%	33.3%	.0%	66.7%
SATELLITE.....	50	28	22	5	12	21	8	4	14	22	9	5
.....	5.1%	5.9%	4.4%	4.5%	5.8%	5.8%	4.5%	3.2%	8.9%	6.7%	4.5%	1.7%
.....	100%	56.0%	44.0%	10.0%	24.0%	42.0%	16.0%	8.0%	28.0%	44.0%	18.0%	10.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
DOCUMENTARIES												
NONE.....	342	138	204	57	67	104	68	46	34	108	69	131
.....	34.8%	28.9%	40.4%	51.4%	32.2%	28.7%	38.2%	37.1%	21.5%	32.7%	34.8%	44.1%
.....	100%	40.4%	59.6%	16.7%	19.6%	30.4%	19.9%	13.5%	9.9%	31.6%	20.2%	38.3%
TVM.....	104	48	56	12	19	32	30	11	10	35	23	36
.....	10.6%	10.0%	11.1%	10.8%	9.1%	8.8%	16.9%	8.9%	6.3%	10.6%	11.6%	12.1%
.....	100%	46.2%	53.8%	11.5%	18.3%	30.8%	28.8%	10.6%	9.6%	33.7%	22.1%	34.6%
SUPER 1 TV.....	70	42	28	3	6	30	11	20	7	16	21	26
.....	7.1%	8.8%	5.5%	2.7%	2.9%	8.3%	6.2%	16.1%	4.4%	4.8%	10.6%	8.8%
.....	100%	60.0%	40.0%	4.3%	8.6%	42.9%	15.7%	28.6%	10.0%	22.9%	30.0%	37.1%
NET TV.....	15	5	10	0	6	2	6	1	5	4	1	5
.....	1.5%	1.0%	2.0%	.0%	2.9%	.6%	3.4%	.8%	3.2%	1.2%	.5%	1.7%
.....	100%	33.3%	66.7%	.0%	40.0%	13.3%	40.0%	6.7%	33.3%	26.7%	6.7%	33.3%
MAX PLUS.....	3	2	1	0	0	2	1	0	0	0	0	3
.....	.3%	.4%	.2%	.0%	.0%	.6%	.6%	.0%	.0%	.0%	.0%	1.0%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100%
RAI.....	159	77	82	11	39	62	23	24	24	60	39	36
.....	16.2%	16.1%	16.2%	9.9%	18.8%	17.1%	12.9%	19.4%	15.2%	18.2%	19.7%	12.1%
.....	100%	48.4%	51.6%	6.9%	24.5%	39.0%	14.5%	15.1%	15.1%	37.7%	24.5%	22.6%
MEDIASET.....	86	45	41	11	17	40	14	4	10	31	17	28
.....	8.7%	9.4%	8.1%	9.9%	8.2%	11.0%	7.9%	3.2%	6.3%	9.4%	8.6%	9.4%
.....	100%	52.3%	47.7%	12.8%	19.8%	46.5%	16.3%	4.7%	11.6%	36.0%	19.8%	32.6%
OTHER ITALIAN.....	5	3	2	0	1	2	1	1	2	2	0	1
.....	.5%	.6%	.4%	.0%	.5%	.6%	.6%	.8%	1.3%	.6%	.0%	.3%
.....	100%	60.0%	40.0%	.0%	20.0%	40.0%	20.0%	20.0%	40.0%	40.0%	.0%	20.0%
SATELLITE.....	199	118	81	17	53	88	24	17	66	74	28	31
.....	20.2%	24.7%	16.0%	15.3%	25.5%	24.3%	13.5%	13.7%	41.8%	22.4%	14.1%	10.4%
.....	100%	59.3%	40.7%	8.5%	26.6%	44.2%	12.1%	8.5%	33.2%	37.2%	14.1%	15.6%
CURRENT AFFAIRS												
NONE.....	552	246	306	80	121	187	103	61	79	172	119	182
.....	56.2%	51.5%	60.6%	72.1%	58.2%	51.7%	57.9%	49.2%	50.0%	52.1%	60.1%	61.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	44.6%	55.4%	14.5%	21.9%	33.9%	18.7%	11.1%	14.3%	31.2%	21.6%	33.0%
TVM.....	133	59	74	13	22	46	29	23	21	52	23	37
.....	13.5%	12.3%	14.7%	11.7%	10.6%	12.7%	16.3%	18.5%	13.3%	15.8%	11.6%	12.5%
.....	100%	44.4%	55.6%	9.8%	16.5%	34.6%	21.8%	17.3%	15.8%	39.1%	17.3%	27.8%
SUPER 1 TV.....	122	75	47	6	20	57	19	20	7	32	30	53
.....	12.4%	15.7%	9.3%	5.4%	9.6%	15.7%	10.7%	16.1%	4.4%	9.7%	15.2%	17.8%
.....	100%	61.5%	38.5%	4.9%	16.4%	46.7%	15.6%	16.4%	5.7%	26.2%	24.6%	43.4%
NET TV.....	53	31	22	4	12	15	15	7	13	23	9	8
.....	5.4%	6.5%	4.4%	3.6%	5.8%	4.1%	8.4%	5.6%	8.2%	7.0%	4.5%	2.7%
.....	100%	58.5%	41.5%	7.5%	22.6%	28.3%	28.3%	13.2%	24.5%	43.4%	17.0%	15.1%
SMASH TV.....	2	1	1	0	1	0	0	1	0	1	0	1
.....	.2%	.2%	.2%	.0%	.5%	.0%	.0%	.8%	.0%	.3%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
RAI.....	32	22	10	3	8	14	4	3	9	14	4	5
.....	3.3%	4.6%	2.0%	2.7%	3.8%	3.9%	2.2%	2.4%	5.7%	4.2%	2.0%	1.7%
.....	100%	68.8%	31.3%	9.4%	25.0%	43.8%	12.5%	9.4%	28.1%	43.8%	12.5%	15.6%
MEDIASET.....	20	6	14	1	6	8	3	2	5	5	3	7
.....	2.0%	1.3%	2.8%	.9%	2.9%	2.2%	1.7%	1.6%	3.2%	1.5%	1.5%	2.4%
.....	100%	30.0%	70.0%	5.0%	30.0%	40.0%	15.0%	10.0%	25.0%	25.0%	15.0%	35.0%
OTHER ITALIAN.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.0%	.6%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	67	37	30	4	18	34	4	7	24	29	10	4
.....	6.8%	7.7%	5.9%	3.6%	8.7%	9.4%	2.2%	5.6%	15.2%	8.8%	5.1%	1.3%
.....	100%	55.2%	44.8%	6.0%	26.9%	50.7%	6.0%	10.4%	35.8%	43.3%	14.9%	6.0%
DISCUSSIONS												
NONE.....	278	129	149	50	58	87	45	38	35	93	63	87
.....	28.3%	27.0%	29.5%	45.0%	27.9%	24.0%	25.3%	30.6%	22.2%	28.2%	31.8%	29.3%
.....	100%	46.4%	53.6%	18.0%	20.9%	31.3%	16.2%	13.7%	12.6%	33.5%	22.7%	31.3%
TVM.....	400	193	207	43	89	162	69	37	74	143	68	115
.....	40.7%	40.4%	41.0%	38.7%	42.8%	44.8%	38.8%	29.8%	46.8%	43.3%	34.3%	38.7%
.....	100%	48.3%	51.8%	10.8%	22.3%	40.5%	17.3%	9.3%	18.5%	35.8%	17.0%	28.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SUPER 1 TV.....	150	82	68	10	29	55	30	26	9	33	39	69
.....	15.3%	17.2%	13.5%	9.0%	13.9%	15.2%	16.9%	21.0%	5.7%	10.0%	19.7%	23.2%
.....	100%	54.7%	45.3%	6.7%	19.3%	36.7%	20.0%	17.3%	6.0%	22.0%	26.0%	46.0%
NET TV.....	85	42	43	4	13	30	23	15	20	29	16	20
.....	8.6%	8.8%	8.5%	3.6%	6.3%	8.3%	12.9%	12.1%	12.7%	8.8%	8.1%	6.7%
.....	100%	49.4%	50.6%	4.7%	15.3%	35.3%	27.1%	17.6%	23.5%	34.1%	18.8%	23.5%
SMASH TV.....	8	4	4	0	5	2	0	1	2	4	1	1
.....	.8%	.8%	.8%	.0%	2.4%	.6%	.0%	.8%	1.3%	1.2%	.5%	.3%
.....	100%	50.0%	50.0%	.0%	62.5%	25.0%	.0%	12.5%	25.0%	50.0%	12.5%	12.5%
RAI.....	11	5	6	0	4	5	1	1	6	3	2	0
.....	1.1%	1.0%	1.2%	.0%	1.9%	1.4%	.6%	.8%	3.8%	.9%	1.0%	.0%
.....	100%	45.5%	54.5%	.0%	36.4%	45.5%	9.1%	9.1%	54.5%	27.3%	18.2%	.0%
MEDIASET.....	25	11	14	2	7	7	6	3	6	12	3	4
.....	2.5%	2.3%	2.8%	1.8%	3.4%	1.9%	3.4%	2.4%	3.8%	3.6%	1.5%	1.3%
.....	100%	44.0%	56.0%	8.0%	28.0%	28.0%	24.0%	12.0%	24.0%	48.0%	12.0%	16.0%
OTHER ITALIAN.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	25	12	13	2	3	14	3	3	6	12	6	1
.....	2.5%	2.5%	2.6%	1.8%	1.4%	3.9%	1.7%	2.4%	3.8%	3.6%	3.0%	.3%
.....	100%	48.0%	52.0%	8.0%	12.0%	56.0%	12.0%	12.0%	24.0%	48.0%	24.0%	4.0%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	317	175	142	30	65	117	64	41	68	90	59	100
.....	32.2%	36.6%	28.1%	27.0%	31.3%	32.3%	36.0%	33.1%	43.0%	27.3%	29.8%	33.7%
.....	100%	55.2%	44.8%	9.5%	20.5%	36.9%	20.2%	12.9%	21.5%	28.4%	18.6%	31.5%
TVM.....	50	21	29	8	11	18	9	4	4	18	12	16
.....	5.1%	4.4%	5.7%	7.2%	5.3%	5.0%	5.1%	3.2%	2.5%	5.5%	6.1%	5.4%
.....	100%	42.0%	58.0%	16.0%	22.0%	36.0%	18.0%	8.0%	8.0%	36.0%	24.0%	32.0%
SUPER 1 TV.....	132	65	67	10	22	49	29	22	5	36	30	61
.....	13.4%	13.6%	13.3%	9.0%	10.6%	13.5%	16.3%	17.7%	3.2%	10.9%	15.2%	20.5%
.....	100%	49.2%	50.8%	7.6%	16.7%	37.1%	22.0%	16.7%	3.8%	27.3%	22.7%	46.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NET TV.....	69	32	37	7	14	26	15	7	9	29	13	18
.....	7.0%	6.7%	7.3%	6.3%	6.7%	7.2%	8.4%	5.6%	5.7%	8.8%	6.6%	6.1%
.....	100%	46.4%	53.6%	10.1%	20.3%	37.7%	21.7%	10.1%	13.0%	42.0%	18.8%	26.1%
SMASH TV.....	3	0	3	0	1	0	1	1	0	3	0	0
.....	.3%	.0%	.6%	.0%	.5%	.0%	.6%	.8%	.0%	.9%	.0%	.0%
.....	100%	.0%	100%	.0%	33.3%	.0%	33.3%	33.3%	.0%	100%	.0%	.0%
MAX PLUS.....	15	3	12	2	3	5	3	2	1	6	2	6
.....	1.5%	.6%	2.4%	1.8%	1.4%	1.4%	1.7%	1.6%	.6%	1.8%	1.0%	2.0%
.....	100%	20.0%	80.0%	13.3%	20.0%	33.3%	20.0%	13.3%	6.7%	40.0%	13.3%	40.0%
RAI.....	97	43	54	13	14	32	20	18	22	40	20	15
.....	9.9%	9.0%	10.7%	11.7%	6.7%	8.8%	11.2%	14.5%	13.9%	12.1%	10.1%	5.1%
.....	100%	44.3%	55.7%	13.4%	14.4%	33.0%	20.6%	18.6%	22.7%	41.2%	20.6%	15.5%
MEDIASET.....	262	118	144	33	72	95	35	27	41	96	53	72
.....	26.7%	24.7%	28.5%	29.7%	34.6%	26.2%	19.7%	21.8%	25.9%	29.1%	26.8%	24.2%
.....	100%	45.0%	55.0%	12.6%	27.5%	36.3%	13.4%	10.3%	15.6%	36.6%	20.2%	27.5%
OTHER ITALIAN.....	8	5	3	1	2	4	1	0	2	3	0	3
.....	.8%	1.0%	.6%	.9%	1.0%	1.1%	.6%	.0%	1.3%	.9%	.0%	1.0%
.....	100%	62.5%	37.5%	12.5%	25.0%	50.0%	12.5%	.0%	25.0%	37.5%	.0%	37.5%
SATELLITE.....	30	16	14	7	4	16	1	2	6	9	9	6
.....	3.1%	3.3%	2.8%	6.3%	1.9%	4.4%	.6%	1.6%	3.8%	2.7%	4.5%	2.0%
.....	100%	53.3%	46.7%	23.3%	13.3%	53.3%	3.3%	6.7%	20.0%	30.0%	30.0%	20.0%
MUSIC VIDEO-CLIPS												
NONE.....	566	265	301	33	74	230	131	98	93	164	124	185
.....	57.6%	55.4%	59.6%	29.7%	35.6%	63.5%	73.6%	79.0%	58.9%	49.7%	62.6%	62.3%
.....	100%	46.8%	53.2%	5.8%	13.1%	40.6%	23.1%	17.3%	16.4%	29.0%	21.9%	32.7%
TVM.....	22	10	12	2	1	8	4	7	0	10	6	6
.....	2.2%	2.1%	2.4%	1.8%	.5%	2.2%	2.2%	5.6%	.0%	3.0%	3.0%	2.0%
.....	100%	45.5%	54.5%	9.1%	4.5%	36.4%	18.2%	31.8%	.0%	45.5%	27.3%	27.3%
SUPER 1 TV.....	34	21	13	3	3	18	5	5	1	6	7	20
.....	3.5%	4.4%	2.6%	2.7%	1.4%	5.0%	2.8%	4.0%	.6%	1.8%	3.5%	6.7%
.....	100%	61.8%	38.2%	8.8%	8.8%	52.9%	14.7%	14.7%	2.9%	17.6%	20.6%	58.8%
NET TV.....	6	3	3	1	2	0	3	0	2	2	2	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.6%	.6%	.6%	.9%	1.0%	.0%	1.7%	.0%	1.3%	.6%	1.0%	.0%
.....	100%	50.0%	50.0%	16.7%	33.3%	.0%	50.0%	.0%	33.3%	33.3%	33.3%	.0%
SMASH TV.....	140	66	74	35	43	41	17	4	12	52	28	48
.....	14.2%	13.8%	14.7%	31.5%	20.7%	11.3%	9.6%	3.2%	7.6%	15.8%	14.1%	16.2%
.....	100%	47.1%	52.9%	25.0%	30.7%	29.3%	12.1%	2.9%	8.6%	37.1%	20.0%	34.3%
RAI.....	5	3	2	1	0	0	2	2	2	1	1	1
.....	.5%	.6%	.4%	.9%	.0%	.0%	1.1%	1.6%	1.3%	.3%	.5%	.3%
.....	100%	60.0%	40.0%	20.0%	.0%	.0%	40.0%	40.0%	40.0%	20.0%	20.0%	20.0%
MEDIASET.....	58	28	30	10	21	18	5	4	7	29	11	11
.....	5.9%	5.9%	5.9%	9.0%	10.1%	5.0%	2.8%	3.2%	4.4%	8.8%	5.6%	3.7%
.....	100%	48.3%	51.7%	17.2%	36.2%	31.0%	8.6%	6.9%	12.1%	50.0%	19.0%	19.0%
OTHER ITALIAN.....	15	8	7	3	9	2	0	1	2	10	1	2
.....	1.5%	1.7%	1.4%	2.7%	4.3%	.6%	.0%	.8%	1.3%	3.0%	.5%	.7%
.....	100%	53.3%	46.7%	20.0%	60.0%	13.3%	.0%	6.7%	13.3%	66.7%	6.7%	13.3%
SATELLITE.....	137	74	63	23	55	45	11	3	39	56	18	24
.....	13.9%	15.5%	12.5%	20.7%	26.4%	12.4%	6.2%	2.4%	24.7%	17.0%	9.1%	8.1%
.....	100%	54.0%	46.0%	16.8%	40.1%	32.8%	8.0%	2.2%	28.5%	40.9%	13.1%	17.5%
PLAYS												
NONE.....	368	196	172	54	90	112	73	39	88	120	58	102
.....	37.4%	41.0%	34.1%	48.6%	43.3%	30.9%	41.0%	31.5%	55.7%	36.4%	29.3%	34.3%
.....	100%	53.3%	46.7%	14.7%	24.5%	30.4%	19.8%	10.6%	23.9%	32.6%	15.8%	27.7%
TVM.....	201	90	111	24	42	73	34	28	28	71	40	62
.....	20.4%	18.8%	22.0%	21.6%	20.2%	20.2%	19.1%	22.6%	17.7%	21.5%	20.2%	20.9%
.....	100%	44.8%	55.2%	11.9%	20.9%	36.3%	16.9%	13.9%	13.9%	35.3%	19.9%	30.8%
SUPER 1 TV.....	343	154	189	25	65	143	60	50	29	114	83	117
.....	34.9%	32.2%	37.4%	22.5%	31.3%	39.5%	33.7%	40.3%	18.4%	34.5%	41.9%	39.4%
.....	100%	44.9%	55.1%	7.3%	19.0%	41.7%	17.5%	14.6%	8.5%	33.2%	24.2%	34.1%
NET TV.....	38	20	18	3	3	18	9	5	6	10	10	12
.....	3.9%	4.2%	3.6%	2.7%	1.4%	5.0%	5.1%	4.0%	3.8%	3.0%	5.1%	4.0%
.....	100%	52.6%	47.4%	7.9%	7.9%	47.4%	23.7%	13.2%	15.8%	26.3%	26.3%	31.6%
SMASH TV.....	2	0	2	0	1	0	0	1	1	0	1	0
.....	.2%	.0%	.4%	.0%	.5%	.0%	.0%	.8%	.6%	.0%	.5%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 1ST QUARTER 2001

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	.0%	100%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
RAI.....	3	3	0	0	1	1	0	1	0	2	1	0
.....	.3%	.6%	.0%	.0%	.5%	.3%	.0%	.8%	.0%	.6%	.5%	.0%
.....	100%	100%	.0%	.0%	33.3%	33.3%	.0%	33.3%	.0%	66.7%	33.3%	.0%
MEDIASET.....	4	1	3	0	0	4	0	0	0	3	0	1
.....	.4%	.2%	.6%	.0%	.0%	1.1%	.0%	.0%	.0%	.9%	.0%	.3%
.....	100%	25.0%	75.0%	.0%	.0%	100%	.0%	.0%	.0%	75.0%	.0%	25.0%
SATELLITE.....	24	14	10	5	6	11	2	0	6	10	5	3
.....	2.4%	2.9%	2.0%	4.5%	2.9%	3.0%	1.1%	.0%	3.8%	3.0%	2.5%	1.0%
.....	100%	58.3%	41.7%	20.8%	25.0%	45.8%	8.3%	.0%	25.0%	41.7%	20.8%	12.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 1ST QUARTER 2001

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
ART & CULTURE												
NONE.....	595	286	309	82	140	199	109	65	85	181	117	212
.....	60.5%	59.8%	61.2%	73.9%	67.3%	55.0%	61.2%	52.4%	53.8%	54.8%	59.1%	71.4%
.....	100%	48.1%	51.9%	13.8%	23.5%	33.4%	18.3%	10.9%	14.3%	30.4%	19.7%	35.6%
TVM.....	160	73	87	14	23	69	28	26	25	60	40	35
.....	16.3%	15.3%	17.2%	12.6%	11.1%	19.1%	15.7%	21.0%	15.8%	18.2%	20.2%	11.8%
.....	100%	45.6%	54.4%	8.8%	14.4%	43.1%	17.5%	16.3%	15.6%	37.5%	25.0%	21.9%
SUPER 1 TV.....	83	46	37	4	13	33	16	17	9	24	17	33
.....	8.4%	9.6%	7.3%	3.6%	6.3%	9.1%	9.0%	13.7%	5.7%	7.3%	8.6%	11.1%
.....	100%	55.4%	44.6%	4.8%	15.7%	39.8%	19.3%	20.5%	10.8%	28.9%	20.5%	39.8%
NET TV.....	16	7	9	0	1	6	4	5	3	4	6	3
.....	1.6%	1.5%	1.8%	.0%	.5%	1.7%	2.2%	4.0%	1.9%	1.2%	3.0%	1.0%
.....	100%	43.8%	56.3%	.0%	6.3%	37.5%	25.0%	31.3%	18.8%	25.0%	37.5%	18.8%
SMASH TV.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
MAX PLUS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
RAI.....	59	35	24	3	15	25	10	6	9	34	8	8
.....	6.0%	7.3%	4.8%	2.7%	7.2%	6.9%	5.6%	4.8%	5.7%	10.3%	4.0%	2.7%
.....	100%	59.3%	40.7%	5.1%	25.4%	42.4%	16.9%	10.2%	15.3%	57.6%	13.6%	13.6%
MEDIASET.....	13	3	10	2	1	4	5	1	5	3	2	3
.....	1.3%	.6%	2.0%	1.8%	.5%	1.1%	2.8%	.8%	3.2%	.9%	1.0%	1.0%
.....	100%	23.1%	76.9%	15.4%	7.7%	30.8%	38.5%	7.7%	38.5%	23.1%	15.4%	23.1%
SATELLITE.....	55	26	29	6	14	26	6	3	22	24	6	3
.....	5.6%	5.4%	5.7%	5.4%	6.7%	7.2%	3.4%	2.4%	13.9%	7.3%	3.0%	1.0%
.....	100%	47.3%	52.7%	10.9%	25.5%	47.3%	10.9%	5.5%	40.0%	43.6%	10.9%	5.5%
WOMEN'S PROGRAMMES												
NONE.....	613	361	252	96	141	196	112	68	118	205	116	174
.....	62.4%	75.5%	49.9%	86.5%	67.8%	54.1%	62.9%	54.8%	74.7%	62.1%	58.6%	58.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	58.9%	41.1%	15.7%	23.0%	32.0%	18.3%	11.1%	19.2%	33.4%	18.9%	28.4%
TVM.....	101	23	78	3	10	43	21	24	11	36	23	31
.....	10.3%	4.8%	15.4%	2.7%	4.8%	11.9%	11.8%	19.4%	7.0%	10.9%	11.6%	10.4%
.....	100%	22.8%	77.2%	3.0%	9.9%	42.6%	20.8%	23.8%	10.9%	35.6%	22.8%	30.7%
SUPER 1 TV.....	102	41	61	3	16	52	16	15	6	18	31	47
.....	10.4%	8.6%	12.1%	2.7%	7.7%	14.4%	9.0%	12.1%	3.8%	5.5%	15.7%	15.8%
.....	100%	40.2%	59.8%	2.9%	15.7%	51.0%	15.7%	14.7%	5.9%	17.6%	30.4%	46.1%
NET TV.....	26	9	17	1	6	9	6	4	3	5	12	6
.....	2.6%	1.9%	3.4%	.9%	2.9%	2.5%	3.4%	3.2%	1.9%	1.5%	6.1%	2.0%
.....	100%	34.6%	65.4%	3.8%	23.1%	34.6%	23.1%	15.4%	11.5%	19.2%	46.2%	23.1%
SMASH TV.....	3	0	3	0	0	2	0	1	1	1	0	1
.....	.3%	.0%	.6%	.0%	.0%	.6%	.0%	.8%	.6%	.3%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%
MAX PLUS.....	64	12	52	2	10	29	15	8	9	26	7	22
.....	6.5%	2.5%	10.3%	1.8%	4.8%	8.0%	8.4%	6.5%	5.7%	7.9%	3.5%	7.4%
.....	100%	18.8%	81.3%	3.1%	15.6%	45.3%	23.4%	12.5%	14.1%	40.6%	10.9%	34.4%
RAI.....	8	2	6	0	1	3	2	2	0	2	3	3
.....	.8%	.4%	1.2%	.0%	.5%	.8%	1.1%	1.6%	.0%	.6%	1.5%	1.0%
.....	100%	25.0%	75.0%	.0%	12.5%	37.5%	25.0%	25.0%	.0%	25.0%	37.5%	37.5%
MEDIASET.....	37	17	20	5	11	15	5	1	3	23	3	8
.....	3.8%	3.6%	4.0%	4.5%	5.3%	4.1%	2.8%	.8%	1.9%	7.0%	1.5%	2.7%
.....	100%	45.9%	54.1%	13.5%	29.7%	40.5%	13.5%	2.7%	8.1%	62.2%	8.1%	21.6%
OTHER ITALIAN.....	2	2	0	0	0	2	0	0	0	1	0	1
.....	.2%	.4%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.3%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE.....	27	11	16	1	13	11	1	1	7	13	3	4
.....	2.7%	2.3%	3.2%	.9%	6.3%	3.0%	.6%	.8%	4.4%	3.9%	1.5%	1.3%
.....	100%	40.7%	59.3%	3.7%	48.1%	40.7%	3.7%	3.7%	25.9%	48.1%	11.1%	14.8%
CHILDREN'S PROGRAMMES												
NONE.....	658	332	326	64	139	219	136	100	116	210	135	197
.....	66.9%	69.5%	64.6%	57.7%	66.8%	60.5%	76.4%	80.6%	73.4%	63.6%	68.2%	66.3%
.....	100%	50.5%	49.5%	9.7%	21.1%	33.3%	20.7%	15.2%	17.6%	31.9%	20.5%	29.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TVM.....	54	23	31	5	7	27	7	8	7	19	15	13
.....	5.5%	4.8%	6.1%	4.5%	3.4%	7.5%	3.9%	6.5%	4.4%	5.8%	7.6%	4.4%
.....	100%	42.6%	57.4%	9.3%	13.0%	50.0%	13.0%	14.8%	13.0%	35.2%	27.8%	24.1%
SUPER 1 TV.....	69	36	33	7	9	34	12	7	2	14	16	37
.....	7.0%	7.5%	6.5%	6.3%	4.3%	9.4%	6.7%	5.6%	1.3%	4.2%	8.1%	12.5%
.....	100%	52.2%	47.8%	10.1%	13.0%	49.3%	17.4%	10.1%	2.9%	20.3%	23.2%	53.6%
NET TV.....	43	19	24	7	12	14	9	1	3	15	13	12
.....	4.4%	4.0%	4.8%	6.3%	5.8%	3.9%	5.1%	.8%	1.9%	4.5%	6.6%	4.0%
.....	100%	44.2%	55.8%	16.3%	27.9%	32.6%	20.9%	2.3%	7.0%	34.9%	30.2%	27.9%
MAX PLUS.....	12	4	8	1	2	4	4	1	1	6	0	5
.....	1.2%	.8%	1.6%	.9%	1.0%	1.1%	2.2%	.8%	.6%	1.8%	.0%	1.7%
.....	100%	33.3%	66.7%	8.3%	16.7%	33.3%	33.3%	8.3%	8.3%	50.0%	.0%	41.7%
RAI.....	12	4	8	2	2	4	2	2	0	6	3	3
.....	1.2%	.8%	1.6%	1.8%	1.0%	1.1%	1.1%	1.6%	.0%	1.8%	1.5%	1.0%
.....	100%	33.3%	66.7%	16.7%	16.7%	33.3%	16.7%	16.7%	.0%	50.0%	25.0%	25.0%
MEDIASET.....	70	25	45	13	21	31	4	1	9	36	7	18
.....	7.1%	5.2%	8.9%	11.7%	10.1%	8.6%	2.2%	.8%	5.7%	10.9%	3.5%	6.1%
.....	100%	35.7%	64.3%	18.6%	30.0%	44.3%	5.7%	1.4%	12.9%	51.4%	10.0%	25.7%
OTHER ITALIAN.....	2	2	0	0	0	1	1	0	0	1	0	1
.....	.2%	.4%	.0%	.0%	.0%	.3%	.6%	.0%	.0%	.3%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE.....	63	33	30	12	16	28	3	4	20	23	9	11
.....	6.4%	6.9%	5.9%	10.8%	7.7%	7.7%	1.7%	3.2%	12.7%	7.0%	4.5%	3.7%
.....	100%	52.4%	47.6%	19.0%	25.4%	44.4%	4.8%	6.3%	31.7%	36.5%	14.3%	17.5%
RELIGION												
NONE.....	586	305	281	84	134	212	101	55	100	195	108	183
.....	59.6%	63.8%	55.6%	75.7%	64.4%	58.6%	56.7%	44.4%	63.3%	59.1%	54.5%	61.6%
.....	100%	52.0%	48.0%	14.3%	22.9%	36.2%	17.2%	9.4%	17.1%	33.3%	18.4%	31.2%
TVM.....	159	66	93	10	24	60	30	35	24	39	44	52
.....	16.2%	13.8%	18.4%	9.0%	11.5%	16.6%	16.9%	28.2%	15.2%	11.8%	22.2%	17.5%
.....	100%	41.5%	58.5%	6.3%	15.1%	37.7%	18.9%	22.0%	15.1%	24.5%	27.7%	32.7%
SUPER 1 TV.....	58	27	31	5	7	26	8	12	3	20	13	22

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	5.9%	5.6%	6.1%	4.5%	3.4%	7.2%	4.5%	9.7%	1.9%	6.1%	6.6%	7.4%
.....	100%	46.6%	53.4%	8.6%	12.1%	44.8%	13.8%	20.7%	5.2%	34.5%	22.4%	37.9%
NET TV.....	125	49	76	9	29	43	30	14	18	50	25	32
.....	12.7%	10.3%	15.0%	8.1%	13.9%	11.9%	16.9%	11.3%	11.4%	15.2%	12.6%	10.8%
.....	100%	39.2%	60.8%	7.2%	23.2%	34.4%	24.0%	11.2%	14.4%	40.0%	20.0%	25.6%
SMASH TV.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	*100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RAI.....	37	21	16	1	9	15	6	6	8	21	2	6
.....	3.8%	4.4%	3.2%	.9%	4.3%	4.1%	3.4%	4.8%	5.1%	6.4%	1.0%	2.0%
.....	100%	56.8%	43.2%	2.7%	24.3%	40.5%	16.2%	16.2%	21.6%	56.8%	5.4%	16.2%
MEDIASET.....	2	0	2	1	0	1	0	0	0	1	1	0
.....	.2%	.0%	.4%	.9%	.0%	.3%	.0%	.0%	.0%	.3%	.5%	.0%
.....	100%	.0%	100%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
SATELLITE.....	15	9	6	1	4	5	3	2	4	4	5	2
.....	1.5%	1.9%	1.2%	.9%	1.9%	1.4%	1.7%	1.6%	2.5%	1.2%	2.5%	.7%
.....	100%	60.0%	40.0%	6.7%	26.7%	33.3%	20.0%	13.3%	26.7%	26.7%	33.3%	13.3%
BUSINESS/FINANCE												
NONE.....	725	340	385	93	152	253	131	96	123	226	143	233
.....	73.8%	71.1%	76.2%	83.8%	73.1%	69.9%	73.6%	77.4%	77.8%	68.5%	72.2%	78.5%
.....	100%	46.9%	53.1%	12.8%	21.0%	34.9%	18.1%	13.2%	17.0%	31.2%	19.7%	32.1%
TVM.....	125	58	67	10	24	51	27	13	12	54	26	33
.....	12.7%	12.1%	13.3%	9.0%	11.5%	14.1%	15.2%	10.5%	7.6%	16.4%	13.1%	11.1%
.....	100%	46.4%	53.6%	8.0%	19.2%	40.8%	21.6%	10.4%	9.6%	43.2%	20.8%	26.4%
SUPER 1 TV.....	43	27	16	2	9	17	8	7	3	4	12	24
.....	4.4%	5.6%	3.2%	1.8%	4.3%	4.7%	4.5%	5.6%	1.9%	1.2%	6.1%	8.1%
.....	100%	62.8%	37.2%	4.7%	20.9%	39.5%	18.6%	16.3%	7.0%	9.3%	27.9%	55.8%
NET TV.....	18	12	6	0	3	7	4	4	2	11	4	1
.....	1.8%	2.5%	1.2%	.0%	1.4%	1.9%	2.2%	3.2%	1.3%	3.3%	2.0%	.3%
.....	100%	66.7%	33.3%	.0%	16.7%	38.9%	22.2%	22.2%	11.1%	61.1%	22.2%	5.6%
RAI.....	19	9	10	1	6	8	3	1	2	11	2	4
.....	1.9%	1.9%	2.0%	.9%	2.9%	2.2%	1.7%	.8%	1.3%	3.3%	1.0%	1.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	47.4%	52.6%	5.3%	31.6%	42.1%	15.8%	5.3%	10.5%	57.9%	10.5%	21.1%
MEDIASET.....	12	7	5	2	3	6	0	1	2	7	2	1
.....	1.2%	1.5%	1.0%	1.8%	1.4%	1.7%	.0%	.8%	1.3%	2.1%	1.0%	.3%
.....	100%	58.3%	41.7%	16.7%	25.0%	50.0%	.0%	8.3%	16.7%	58.3%	16.7%	8.3%
SATELLITE.....	41	25	16	3	11	20	5	2	14	17	9	1
.....	4.2%	5.2%	3.2%	2.7%	5.3%	5.5%	2.8%	1.6%	8.9%	5.2%	4.5%	.3%
.....	100%	61.0%	39.0%	7.3%	26.8%	48.8%	12.2%	4.9%	34.1%	41.5%	22.0%	2.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	489	512	112	209	371	183	126	161	334	204	302
NO ANSWER.....	5	0	5	1	0	3	0	1	0	0	0	5
.....	.5%	.0%	1.0%	.9%	.0%	.8%	.0%	.8%	.0%	.0%	.0%	1.7%
.....	100%	.0%	100%	20.0%	.0%	60.0%	.0%	20.0%	.0%	.0%	.0%	100%
ALWAYS.....	116	59	57	0	13	50	32	21	23	39	23	31
.....	11.6%	12.1%	11.1%	.0%	6.2%	13.5%	17.5%	16.7%	14.3%	11.7%	11.3%	10.3%
.....	100%	50.9%	49.1%	.0%	11.2%	43.1%	27.6%	18.1%	19.8%	33.6%	19.8%	26.7%
SOMETIMES.....	436	228	208	24	89	178	87	58	78	139	89	130
.....	43.6%	46.6%	40.6%	21.4%	42.6%	48.0%	47.5%	46.0%	48.4%	41.6%	43.6%	43.0%
.....	100%	52.3%	47.7%	5.5%	20.4%	40.8%	20.0%	13.3%	17.9%	31.9%	20.4%	29.8%
NEVER.....	444	202	242	87	107	140	64	46	60	156	92	136
.....	44.4%	41.3%	47.3%	77.7%	51.2%	37.7%	35.0%	36.5%	37.3%	46.7%	45.1%	45.0%
.....	100%	45.5%	54.5%	19.6%	24.1%	31.5%	14.4%	10.4%	13.5%	35.1%	20.7%	30.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	745	361	384	67	169	271	141	97	117	259	145	224
NO ANSWER.....	662	324	338	61	156	235	126	84	100	235	124	203
.....	88.9%	89.8%	88.0%	91.0%	92.3%	86.7%	89.4%	86.6%	85.5%	90.7%	85.5%	90.6%
.....	100%	48.9%	51.1%	9.2%	23.6%	35.5%	19.0%	12.7%	15.1%	35.5%	18.7%	30.7%
MORE MUSIC FROM 1970s & 1980s.....	11	3	8	1	5	4	0	1	0	2	3	6
.....	1.5%	.8%	2.1%	1.5%	3.0%	1.5%	.0%	1.0%	.0%	.8%	2.1%	2.7%
.....	100%	27.3%	72.7%	9.1%	45.5%	36.4%	.0%	9.1%	.0%	18.2%	27.3%	54.5%
MORE DISCUSSION PROGRAMMES.....	16	6	10	1	4	5	5	1	7	2	3	4
.....	2.1%	1.7%	2.6%	1.5%	2.4%	1.8%	3.5%	1.0%	6.0%	.8%	2.1%	1.8%
.....	100%	37.5%	62.5%	6.3%	25.0%	31.3%	31.3%	6.3%	43.8%	12.5%	18.8%	25.0%
MORE PLAYS.....	15	4	11	0	3	5	6	1	1	8	4	2
.....	2.0%	1.1%	2.9%	.0%	1.8%	1.8%	4.3%	1.0%	.9%	3.1%	2.8%	.9%
.....	100%	26.7%	73.3%	.0%	20.0%	33.3%	40.0%	6.7%	6.7%	53.3%	26.7%	13.3%
MORE MUSIC.....	11	9	2	4	1	5	0	1	4	3	2	2
.....	1.5%	2.5%	.5%	6.0%	.6%	1.8%	.0%	1.0%	3.4%	1.2%	1.4%	.9%
.....	100%	81.8%	18.2%	36.4%	9.1%	45.5%	.0%	9.1%	36.4%	27.3%	18.2%	18.2%
MORE SPORTS.....	4	4	0	0	0	2	1	1	1	1	1	1
.....	.5%	1.1%	.0%	.0%	.0%	.7%	.7%	1.0%	.9%	.4%	.7%	.4%
.....	100%	100%	.0%	.0%	.0%	50.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
LESS POLITICS.....	2	0	2	0	0	2	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
QUIZZES.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MORE CULTURAL PROGRAMMES.....	2	1	1	0	0	0	0	2	0	1	1	0
.....	.3%	.3%	.3%	.0%	.0%	.0%	.0%	2.1%	.0%	.4%	.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%	50.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
PROGRAMMES FOR OLD PEOPLE.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
MORE CHILDREN'S PROGRAMMES.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.7%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MORE NEWS.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
MORE EDUCATIONAL PROGRAMMES.....	9	5	4	0	0	5	3	1	0	4	2	3
.....	1.2%	1.4%	1.0%	.0%	.0%	1.8%	2.1%	1.0%	.0%	1.5%	1.4%	1.3%
.....	100%	55.6%	44.4%	.0%	.0%	55.6%	33.3%	11.1%	.0%	44.4%	22.2%	33.3%
MORE PROGRAMMES ON HEALTH.....	2	0	2	0	0	1	0	1	0	1	1	0
.....	.3%	.0%	.5%	.0%	.0%	.4%	.0%	1.0%	.0%	.4%	.7%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
COMPLAINTS PROGRAMME.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
OLD SONGS.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CLASSICAL MUSIC.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
HOUSEHOLD RELATED PROGRAMMES.....	2	0	2	0	0	2	0	0	0	1	0	1
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
CURRENT AFFAIRS												
PROGRAMMES.....	2	2	0	0	0	1	0	1	0	0	2	0
.....	.3%	.6%	.0%	.0%	.0%	.4%	.0%	1.0%	.0%	.0%	1.4%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	100%	.0%
HEALTH RELATED												
PROGRAMMES.....	2	0	2	0	0	2	0	0	0	0	1	1
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.7%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
MORE GHANA.....	2	1	1	0	0	1	0	1	0	0	1	1
.....	.3%	.3%	.3%	.0%	.0%	.4%	.0%	1.0%	.0%	.0%	.7%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	983	478	505	111	208	362	178	124	158	330	198	297
NO ANSWER.....	584	281	303	72	121	210	105	76	85	201	116	182
.....	59.4%	58.8%	60.0%	64.9%	58.2%	58.0%	59.0%	61.3%	53.8%	60.9%	58.6%	61.3%
.....	100%	48.1%	51.9%	12.3%	20.7%	36.0%	18.0%	13.0%	14.6%	34.4%	19.9%	31.2%
PROGRAMMES IN MALTESE	11	5	6	0	2	6	2	1	2	1	5	3
.....	1.1%	1.0%	1.2%	.0%	1.0%	1.7%	1.1%	.8%	1.3%	.3%	2.5%	1.0%
.....	100%	45.5%	54.5%	.0%	18.2%	54.5%	18.2%	9.1%	18.2%	9.1%	45.5%	27.3%
MORE INFORMATION ON												
EU.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
MORE PLAYS IN MALTESE	78	23	55	4	11	30	23	10	9	18	22	29
.....	7.9%	4.8%	10.9%	3.6%	5.3%	8.3%	12.9%	8.1%	5.7%	5.5%	11.1%	9.8%
.....	100%	29.5%	70.5%	5.1%	14.1%	38.5%	29.5%	12.8%	11.5%	23.1%	28.2%	37.2%
OLD FILMS.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE FILMS.....	54	24	30	7	16	22	6	3	11	19	9	15
.....	5.5%	5.0%	5.9%	6.3%	7.7%	6.1%	3.4%	2.4%	7.0%	5.8%	4.5%	5.1%
.....	100%	44.4%	55.6%	13.0%	29.6%	40.7%	11.1%	5.6%	20.4%	35.2%	16.7%	27.8%
MORE DISCUSSION												
PROGRAMMES.....	11	3	8	0	3	4	2	2	3	6	1	1
.....	1.1%	.6%	1.6%	.0%	1.4%	1.1%	1.1%	1.6%	1.9%	1.8%	.5%	.3%
.....	100%	27.3%	72.7%	.0%	27.3%	36.4%	18.2%	18.2%	27.3%	54.5%	9.1%	9.1%
QUIZZES.....	12	2	10	2	6	1	2	1	3	5	1	3
.....	1.2%	.4%	2.0%	1.8%	2.9%	.3%	1.1%	.8%	1.9%	1.5%	.5%	1.0%
.....	100%	16.7%	83.3%	16.7%	50.0%	8.3%	16.7%	8.3%	25.0%	41.7%	8.3%	25.0%
CARTOONS.....	9	7	2	3	0	6	0	0	1	3	0	5
.....	.9%	1.5%	.4%	2.7%	.0%	1.7%	.0%	.0%	.6%	.9%	.0%	1.7%
.....	100%	77.8%	22.2%	33.3%	.0%	66.7%	.0%	.0%	11.1%	33.3%	.0%	55.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
HOUSEHOLD RELATED PROGRAMMES: COOKING, SEWING ETC.....	26	4	22	2	6	5	9	4	1	11	4	10
.....	2.6%	.8%	4.4%	1.8%	2.9%	1.4%	5.1%	3.2%	.6%	3.3%	2.0%	3.4%
.....	100%	15.4%	84.6%	7.7%	23.1%	19.2%	34.6%	15.4%	3.8%	42.3%	15.4%	38.5%
CHILDREN'S PROGRAMMES	12	3	9	1	3	7	1	0	3	3	2	4
.....	1.2%	.6%	1.8%	.9%	1.4%	1.9%	.6%	.0%	1.9%	.9%	1.0%	1.3%
.....	100%	25.0%	75.0%	8.3%	25.0%	58.3%	8.3%	.0%	25.0%	25.0%	16.7%	33.3%
MORE SPORTS.....	48	43	5	7	15	14	7	5	8	10	16	14
.....	4.9%	9.0%	1.0%	6.3%	7.2%	3.9%	3.9%	4.0%	5.1%	3.0%	8.1%	4.7%
.....	100%	89.6%	10.4%	14.6%	31.3%	29.2%	14.6%	10.4%	16.7%	20.8%	33.3%	29.2%
DOCUMENTARIES.....	46	32	14	4	8	22	7	5	13	19	7	7
.....	4.7%	6.7%	2.8%	3.6%	3.8%	6.1%	3.9%	4.0%	8.2%	5.8%	3.5%	2.4%
.....	100%	69.6%	30.4%	8.7%	17.4%	47.8%	15.2%	10.9%	28.3%	41.3%	15.2%	15.2%
MORE COMEDY.....	16	5	11	0	0	10	6	0	3	4	4	5
.....	1.6%	1.0%	2.2%	.0%	.0%	2.8%	3.4%	.0%	1.9%	1.2%	2.0%	1.7%
.....	100%	31.3%	68.8%	.0%	.0%	62.5%	37.5%	.0%	18.8%	25.0%	25.0%	31.3%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	58	31	27	2	10	28	10	8	8	23	12	15
.....	5.9%	6.5%	5.3%	1.8%	4.8%	7.7%	5.6%	6.5%	5.1%	7.0%	6.1%	5.1%
.....	100%	53.4%	46.6%	3.4%	17.2%	48.3%	17.2%	13.8%	13.8%	39.7%	20.7%	25.9%
MORE YOUTH PROGRAMMES	7	4	3	5	0	2	0	0	1	3	2	1
.....	.7%	.8%	.6%	4.5%	.0%	.6%	.0%	.0%	.6%	.9%	1.0%	.3%
.....	100%	57.1%	42.9%	71.4%	.0%	28.6%	.0%	.0%	14.3%	42.9%	28.6%	14.3%
MORE MUSIC.....	11	5	6	3	5	2	1	0	3	7	0	1
.....	1.1%	1.0%	1.2%	2.7%	2.4%	.6%	.6%	.0%	1.9%	2.1%	.0%	.3%
.....	100%	45.5%	54.5%	27.3%	45.5%	18.2%	9.1%	.0%	27.3%	63.6%	.0%	9.1%
MORE RELIGIOUS PROGRAMMES.....	3	0	3	0	0	1	0	2	0	2	1	0
.....	.3%	.0%	.6%	.0%	.0%	.3%	.0%	1.6%	.0%	.6%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	33.3%	.0%	66.7%	.0%	66.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE MALTESE SOAP												
OPERAS.....	34	19	15	3	9	12	6	4	4	10	9	11
.....	3.5%	4.0%	3.0%	2.7%	4.3%	3.3%	3.4%	3.2%	2.5%	3.0%	4.5%	3.7%
.....	100%	55.9%	44.1%	8.8%	26.5%	35.3%	17.6%	11.8%	11.8%	29.4%	26.5%	32.4%
MORE GHANA.....	3	2	1	0	0	0	1	2	0	0	2	1
.....	.3%	.4%	.2%	.0%	.0%	.0%	.6%	1.6%	.0%	.0%	1.0%	.3%
.....	100%	66.7%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%	66.7%	33.3%
ENGLISH PROGRAMMES ON												
LOCAL TV.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.6%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
CULTURAL PROGRAMMES..	22	10	12	1	3	9	6	3	12	4	2	4
.....	2.2%	2.1%	2.4%	.9%	1.4%	2.5%	3.4%	2.4%	7.6%	1.2%	1.0%	1.3%
.....	100%	45.5%	54.5%	4.5%	13.6%	40.9%	27.3%	13.6%	54.5%	18.2%	9.1%	18.2%
PROGRAMMES ON HOBBIES	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
VARIETY SHOWS.....	3	1	2	0	1	1	0	1	0	1	1	1
.....	.3%	.2%	.4%	.0%	.5%	.3%	.0%	.8%	.0%	.3%	.5%	.3%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	33.3%
PROGRAMMES ON CARS...	2	2	0	1	1	0	0	0	0	0	1	1
.....	.2%	.4%	.0%	.9%	.5%	.0%	.0%	.0%	.0%	.0%	.5%	.3%
.....	100%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
ENGLISH SOAP OPERAS..	3	2	1	0	1	1	0	1	1	1	1	0
.....	.3%	.4%	.2%	.0%	.5%	.3%	.0%	.8%	.6%	.3%	.5%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	33.3%	.0%
MORE FREQUENT NEWS												
BULLETINS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
LESS POLITICS.....	5	2	3	0	1	1	3	0	2	1	1	1
.....	.5%	.4%	.6%	.0%	.5%	.3%	1.7%	.0%	1.3%	.3%	.5%	.3%
.....	100%	40.0%	60.0%	.0%	20.0%	20.0%	60.0%	.0%	40.0%	20.0%	20.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
CURRENT AFFAIRS												
PROGRAMMES.....	3	1	2	0	0	1	1	1	1	0	0	2
.....	.3%	.2%	.4%	.0%	.0%	.3%	.6%	.8%	.6%	.0%	.0%	.7%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	33.3%	.0%	.0%	66.7%

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 – 1st Quarter 2001
Basis: All lots when Station is transmitting

	RM	RP	UPER	101	IS	BAY	RTK	SMASH	DALYPS	UM ADIC	MAS	FM BRONJA	APITAL	NONE
Monday	0.90	0.09	2.31	1.33	0.31	0.85	2.13	0.34	1.57	0.00	0.68	0.24	1.31	88.64
Tuesday	1.09	0.09	3.27	0.74	0.32	1.41	2.35	0.26	0.96	0.00	0.17	0.14	1.30	88.32
Wednesday	1.10	0.21	2.51	0.79	0.07	0.80	2.27	0.52	0.67	0.00	0.38	0.00	1.55	89.69
Thursday	0.63	0.01	1.52	1.42	0.16	0.90	1.42	0.61	1.17	0.00	0.33	0.00	1.09	91.13
Friday	0.63	0.04	2.15	1.86	0.32	1.22	0.70	0.57	1.31	0.00	0.92	0.00	1.17	89.77
Saturday	1.02	0.00	2.69	1.56	0.16	1.02	1.14	0.24	0.57	0.00	0.52	0.00	1.15	90.41
Sunday	1.00	0.17	1.73	1.20	0.36	0.39	1.09	0.32	0.61	0.10	0.63	0.06	0.39	92.45
Daily Average	0.91	0.09	2.31	1.27	0.24	0.94	1.59	0.41	0.98	0.01	0.52	0.07	1.14	90.06

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

	RM	RP	SUPER 1	101	IS	BAY	RTK	MASH	ALYP SO	UNI RADIO	MAS	FM RONJA	APITAL
Monday	2.80	0.35	6.99	3.85	1.05	2.45	6.29	1.05	4.20	0.00	1.05	0.70	3.15
Tuesday	3.50	0.35	9.44	2.45	1.40	3.50	6.64	1.05	2.45	0.00	0.70	0.35	3.50
Wednesday	3.15	0.70	7.69	2.80	0.35	2.45	5.94	2.10	2.10	0.00	0.70	0.00	3.85
Thursday	2.45	0.35	4.90	4.90	1.05	2.10	4.55	2.10	3.15	0.00	0.70	0.00	2.80
Friday	2.80	0.35	6.29	5.24	1.05	3.85	2.80	1.75	2.80	0.00	1.40	0.00	2.45
Saturday	3.15	0.00	6.99	4.55	1.05	3.15	5.24	1.05	1.75	0.00	0.70	0.00	3.15
Sunday	2.80	0.70	4.90	4.55	1.40	1.05	3.85	1.40	1.40	0.35	1.05	0.35	1.75
Highest Peak	3.50	0.70	9.44	5.24	1.40	3.85	6.64	2.10	4.20	0.35	1.40	0.70	3.85

Table 7.3: Daily Average Audience Levels: 1999 – 2001*

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

	RM1	RM2	JPER	UNI RADIO	101	MAS	IS	3AY	RTK	JVE FM	SMASH	CALYPSO	FM RONJA	CAPITAL
1 st Quarter 1999: Daily Average	1.06	3.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.00	0.62	0.82	0.08	0.60
1 st Quarter 2000 Daily Average	1.09	3.34	3.06	0.00	2.04	0.51	0.29	1.25	2.16	-	0.56	0.56	0.11	1.07
1 st Quarter 2001 Daily Average	0.91	3.09	2.31	0.01	1.27	0.52	0.24	0.94	1.59	-	0.41	0.98	0.07	1.14

* Note: In 2001, Radio Malta 1 had been renamed Radio Malta; Radio Malta 2 had been discontinued; Radju Parlament had been launched.

Table 7.4: Daily Average Audience Levels – Radio* 1999 -2001

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

	RM1	RM2	SUPER	101	IS	3AY	RTK	JVE FM	MAS	CALYPSO	UNI RADIO	RADJU MAS	FM 3RONJA	CAPITAL
1 st Quarter 1999: Daily Average	1.40	3.28	4.75	0.67	0.62	0.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76
1 st Quarter 2000 Daily Average	1.45	3.46	4.01	2.04	0.38	0.66	2.22	-	0.74	0.73	0.00	0.51	0.14	1.42
1 st Quarter 2001 Daily Average	1.18	3.12	3.07	1.70	0.32	0.24	1.81	-	0.54	1.30	0.03	0.52	0.09	1.51

*Note: In 2001, Radio Malta 1 had been renamed Radio Malta; Radio Malta 2 had been discontinued; Radju Parlament had been launched.

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

	RM	RP	JUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1600	0.35	0.00	1.75	1.05	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	96.15	100
1630	0.35	0.00	2.45	1.40	0.00	0.35	0.70	0.00	0.35		0.00	0.00	0.35	94.06	100
1700	0.70	0.00	2.45	1.75	0.35	1.05	2.10	0.35	1.05		0.70	0.00	2.45	87.06	100
1730	0.70	0.00	2.80	1.40	0.35	1.40	2.10	0.35	1.75		0.70	0.35	2.10	86.01	100
1800	1.75	0.00	4.55	2.10	0.35	2.45	3.15	0.35	3.50		0.70	0.35	2.80	77.97	100
1830	2.10	0.00	4.20	2.80	0.70	2.10	4.20	0.35	3.50		0.70	0.35	3.15	75.87	100
1900	2.45	0.35	4.55	3.50	0.35	1.75	4.20	0.35	4.20		0.70	0.70	2.45	74.48	100
1930	2.80	0.35	4.90	2.80	0.35	1.40	4.90	0.35	3.85		0.70	0.35	2.45	74.83	100
1000	2.80	0.35	4.90	3.15	0.35	1.75	5.24	0.35	3.85		1.05	0.35	2.45	73.43	100
1030	2.45	0.35	5.59	3.50	0.35	1.40	6.29	0.35	4.20		1.05	0.35	2.45	71.68	100
1100	2.10	0.35	6.29	3.15	0.35	1.40	5.94	0.70	3.85		0.70	0.35	2.45	72.38	100
1130	2.10	0.35	6.29	3.15	0.35	1.40	5.59	0.70	3.50		0.70	0.35	2.45	73.08	100
NOON	2.80	0.35	6.99	3.85	0.70	1.40	5.59	0.70	3.15		0.70	0.35	2.45	70.98	100
1230	1.75	0.35	6.99	3.50	0.35	1.05	3.50	0.70	3.15		0.70	0.70	2.45	74.83	100
1300	1.75	0.00	6.29	2.10	0.35	1.75	2.45	0.70	3.50		0.70	0.70	2.45	77.27	100
1330	1.75	0.00	4.90	2.10	0.35	2.10	2.45	0.70	3.50		0.70	0.70	2.10	78.67	100
1400	1.75	0.00	3.50	2.10	0.35	2.10	2.10	1.05	3.50		0.70	0.70	2.10	80.07	100
1430	1.75	0.00	3.85	2.10	0.35	1.75	1.75	1.05	3.50		0.70	0.35	2.45	80.42	100
1500	1.75	0.00	3.50	2.10	0.35	1.40	1.75	1.05	3.15		0.70	0.70	2.10	81.47	100
1530	1.75	0.00	3.15	2.10	0.35	1.40	1.75	0.70	3.15		0.70	0.70	2.10	82.17	100
1600	1.40	0.00	2.45	2.10	0.35	1.75	3.50	0.70	3.15		0.35	0.70	2.80	80.77	100
1630	1.40	0.35	2.10	2.10	0.35	1.75	3.50	0.70	2.45	0.00		0.35	2.80	82.17	100
1700	1.05	0.35	3.15	2.10	0.70	2.10	3.15	0.70	2.10	0.00		0.70	2.45	81.47	100
1730	1.05	0.35	3.15	2.10	0.70	1.40	2.80	0.70	1.40	0.00		0.70	2.80	82.87	100
1800	1.05	0.35	3.85	1.75	1.05	1.05	1.75	0.35	2.10	0.00		0.35	2.80	83.57	100
1830	0.35	0.35	2.10	1.40	0.70	1.05	1.40	0.35	1.75	0.00		0.35	1.75	88.46	100
1900	0.35	0.00	1.75	1.05	1.05	0.70	2.10	0.35	1.40	0.00		0.00	1.05	90.21	100
1930	0.35	0.00	1.40	0.70	0.35	0.70	0.70	0.35	0.70	0.00		0.00	0.70	94.06	100
2000	0.35	0.00	0.70	0.35	0.35	0.70	0.35	0.35	0.00	0.00		0.00	0.70	96.15	100
2030	0.35	0.00	0.35	0.35	0.35	0.35	0.35	0.35	0.00	0.00		0.00	0.70	96.85	100
2100	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.00		0.00	0.35	98.25	100
2130	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2200	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2230	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	100.00	100
average	0.90	0.09	2.31	1.33	0.31	0.85	2.13	0.34	1.57	0.00	0.68	0.24	1.31	88.64	
maximum	2.80	0.35	6.99	3.85	1.05	2.45	6.29	1.05	4.20	0.00	1.05	0.70	3.15	100.00	
std. dev.	0.95	0.16	2.28	1.25	0.26	0.80	1.90	0.33	1.60	0.00	0.21	0.28	1.18	10.56	
average for 0600- 2400 hrs	1.20	0.13	3.08	1.78	0.41	1.14	2.43	0.45	2.09	0.00	0.68	0.32	1.75	84.86	

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

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

	RM	RP	IUPER *	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	WAS	FM RONJ	CAPITAI	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1600	0.35	0.00	1.05	0.35	0.00	0.35	0.70	0.00	0.00		0.00	0.00	0.70	96.50	100
1630	1.05	0.00	1.75	0.70	0.00	1.40	1.05	0.00	0.00		0.00	0.00	1.05	93.01	100
1700	2.10	0.00	3.50	1.40	0.00	2.10	3.15	0.00	0.00		0.00	0.00	2.10	85.66	100
1730	1.75	0.00	3.50	1.40	0.70	3.15	3.15	0.00	0.35		0.00	0.00	2.45	83.57	100
1800	2.45	0.00	5.94	1.40	0.35	3.50	4.20	0.00	1.75		0.00	0.00	3.15	77.27	100
1830	2.10	0.00	5.94	1.40	0.35	3.15	4.55	0.00	1.75		0.35	0.00	3.50	76.92	100
1900	2.45	0.00	7.69	1.40	0.70	2.80	5.59	0.70	2.10		0.35	0.35	3.15	72.73	100
1930	2.45	0.00	7.69	1.75	0.70	2.10	5.59	0.70	2.10		0.35	0.35	3.15	73.08	100
1000	2.80	0.00	8.04	2.45	0.70	1.75	5.94	0.70	2.45		0.70	0.35	2.80	71.33	100
1030	2.80	0.00	7.69	2.45	0.70	1.75	6.29	0.70	2.45		0.70	0.35	2.80	71.33	100
1100	2.80	0.00	7.69	2.10	0.70	2.10	6.64	0.70	2.45		0.35	0.35	2.80	71.33	100
1130	2.80	0.00	8.04	2.10	0.70	2.10	6.29	0.35	2.45		0.35	0.35	2.80	71.68	100
NOON	3.50	0.35	9.44	2.10	0.35	2.45	5.59	0.35	2.10		0.35	0.35	2.45	70.63	100
1230	2.10	0.35	9.44	1.40	0.35	2.10	3.85	0.35	2.10		0.00	0.35	2.45	75.17	100
1300	2.10	0.00	8.04	0.70	0.35	2.45	3.50	0.35	2.45		0.00	0.35	2.45	77.27	100
1330	1.75	0.00	7.34	0.35	0.35	2.80	2.80	0.35	2.45		0.00	0.35	2.10	79.97	100
1400	1.40	0.35	5.94	0.35	0.35	2.80	2.80	0.35	1.75		0.00	0.35	2.10	81.47	100
1430	1.40	0.35	5.24	0.00	0.35	2.45	2.80	0.35	1.75		0.00	0.35	2.45	82.52	100
1500	0.70	0.35	5.24	0.35	0.35	2.10	2.80	0.35	1.75		0.00	0.35	1.75	83.92	100
1530	0.70	0.35	5.24	0.35	0.35	2.10	2.80	0.00	1.75		0.00	0.35	1.75	84.27	100
1600	1.05	0.35	4.55	1.40	0.70	2.80	3.50	0.70	1.75		0.00	0.35	3.15	79.72	100
1630	1.05	0.35	4.20	1.40	0.35	2.80	3.15	1.05	1.75	0.00		0.35	2.45	81.12	100
1700	1.40	0.35	4.20	1.75	0.35	3.50	2.45	1.05	1.40	0.00		0.35	2.10	81.12	100
1730	1.05	0.00	3.85	1.75	0.70	2.45	2.10	1.05	1.40	0.00		0.35	1.40	83.92	100
1800	1.40	0.00	3.50	1.75	1.40	2.45	1.40	0.70	2.10	0.00		0.35	1.40	83.57	100
1830	1.40	0.00	2.10	1.05	1.05	1.75	1.40	0.70	2.10	0.00		0.00	1.05	87.41	100
1900	1.40	0.00	1.75	1.05	0.70	1.40	0.70	0.35	1.05	0.00		0.00	1.05	90.56	100
1930	0.70	0.00	1.40	1.05	0.70	1.05	0.70	0.35	0.70	0.00		0.00	1.05	92.31	100
2000	1.40	0.00	1.05	0.00	0.35	0.70	0.35	0.35	0.00	0.00		0.00	0.35	95.45	100
2030	0.70	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
2100	0.70	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
2130	0.35	0.35	1.40	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2200	0.35	0.35	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
average	1.09	0.09	3.27	0.74	0.32	1.41	2.35	0.26	0.96	0.00	0.17	0.14	1.30	88.32	
maximum	3.50	0.35	9.44	2.45	1.40	3.50	6.64	1.05	2.45	0.00	0.70	0.35	3.50	100.00	
std. dev.	1.01	0.16	3.11	0.81	0.33	1.16	2.15	0.33	1.00	0.00	0.23	0.17	1.21	10.57	
average for 0600- 2400 hrs	1.46	0.13	4.36	0.99	0.43	1.88	2.68	0.35	1.28	0.00	0.17	0.18	1.74	84.42	

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

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

	RM	RP	SUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	WAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
3030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
3100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
3130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
3200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
3230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
3300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
3330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
3400	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
3430	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
3500	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
3530	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
3600	0.00	0.35	1.40	0.35	0.00	0.35	1.05	0.00	0.00	0.00		0.00	0.35	96.15	100
3630	0.35	0.35	1.75	0.35	0.00	1.05	1.40	0.00	0.00		0.35	0.00	0.35	94.06	100
3700	1.05	0.35	3.85	1.40	0.00	1.75	3.50	0.35	0.00		0.00	0.00	2.10	85.66	100
3730	1.40	0.00	3.85	1.40	0.00	2.10	3.85	0.70	0.00		0.00	0.00	2.10	84.62	100
3800	3.15	0.00	5.94	1.40	0.00	2.45	3.85	1.40	1.40		0.35	0.00	3.15	76.92	100
3830	3.15	0.00	4.90	1.40	0.00	1.40	4.20	1.05	0.70		0.70	0.00	3.50	79.02	100
3900	3.15	0.70	4.90	1.40	0.35	1.40	5.94	2.10	1.05		0.70	0.00	3.50	74.83	100
3930	2.80	0.70	5.59	1.75	0.35	1.40	5.24	2.10	1.40		0.70	0.00	3.50	74.48	100
1000	3.15	0.70	5.94	1.75	0.35	1.40	4.90	2.10	2.10		0.70	0.00	3.50	73.43	100
1030	2.10	0.35	6.29	1.75	0.35	1.05	5.59	2.10	2.10		0.70	0.00	3.85	73.78	100
1100	2.80	0.35	5.59	1.75	0.35	1.05	4.90	1.75	2.10		0.70	0.00	3.85	74.83	100
1130	2.45	0.35	5.24	1.75	0.35	0.70	4.55	1.75	1.75		0.70	0.00	3.85	76.57	100
NOON	2.45	0.35	7.69	2.80	0.00	1.05	3.50	1.75	0.70		0.70	0.00	3.50	75.52	100
1230	2.10	0.35	6.64	1.40	0.00	0.70	2.80	1.05	0.35		0.35	0.00	3.15	81.12	100
1300	2.80	0.35	5.94	1.40	0.00	0.35	3.15	0.70	0.70		0.35	0.00	2.80	81.47	100
1330	2.45	0.00	5.94	1.05	0.00	0.70	2.45	0.70	1.05		0.35	0.00	2.80	82.52	100
1400	2.80	0.35	4.55	1.05	0.00	0.70	3.15	0.70	1.05		0.35	0.00	3.15	82.17	100
1430	2.10	0.35	3.85	1.05	0.35	0.35	3.15	0.35	1.05		0.00	0.00	2.80	84.62	100
1500	1.05	0.35	3.85	0.35	0.35	1.05	3.15	0.70	1.40		0.00	0.00	2.10	85.66	100
1530	1.05	0.35	3.15	0.70	0.35	1.05	2.80	0.35	1.75		0.00	0.00	2.10	86.36	100
1600	1.05	0.35	3.15	1.40	0.00	2.10	2.45	0.70	1.40		0.00	0.00	2.80	84.62	100
1630	1.40	0.70	3.50	1.40	0.00	1.75	2.45	0.35	1.40	0.00		0.00	2.80	84.27	100
1700	1.75	0.70	3.50	1.75	0.00	1.75	2.10	0.35	1.40	0.00		0.00	2.45	84.27	100
1730	1.40	0.70	3.15	2.10	0.00	1.05	1.75	0.70	1.75	0.00		0.00	1.75	85.66	100
1800	1.40	0.35	2.10	2.10	0.00	1.05	2.10	0.70	1.40	0.00		0.00	1.75	87.06	100
1830	1.05	0.35	2.10	1.05	0.00	1.05	1.05	0.35	1.05	0.00		0.00	1.75	90.21	100
1900	0.35	0.35	2.10	0.70	0.00	1.40	1.75	0.00	0.35	0.00		0.00	1.40	91.61	100
1930	0.35	0.00	1.05	0.70	0.00	0.70	1.05	0.00	0.35	0.00		0.00	1.05	94.76	100
2000	0.35	0.00	1.05	0.35	0.00	0.70	1.05	0.00	0.00	0.00		0.00	0.70	95.80	100
2030	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.35	97.90	100
2100	0.35	0.00	0.35	0.00	0.00	0.70	1.05	0.00	0.35	0.00		0.00	0.35	96.85	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.35	97.55	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.35	98.25	100
2230	0.00	0.00	0.00	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	0.35	97.90	100
2300	0.00	0.00	0.35	0.00	0.00	1.40	0.35	0.00	0.00			0.00	0.35	97.55	100
2330	0.00	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.00			0.00	0.00	98.60	100
average	1.10	0.21	2.51	0.79	0.07	0.80	2.27	0.52	0.67	0.00	0.38	0.00	1.55	89.69	
maximum	3.15	0.70	7.69	2.80	0.35	2.45	5.94	2.10	2.10	0.00	0.70	0.00	3.85	100.00	
std. dev.	1.13	0.24	2.40	0.78	0.14	0.65	1.72	0.69	0.69	0.00	0.29	0.00	1.41	9.28	
average for 0600- 2400 hrs	1.46	0.28	3.34	1.05	0.09	1.07	2.58	0.69	0.86	0.00	0.38	0.00	2.07	86.30	

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

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

	RM	RP	SUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1400	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
1430	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
1500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.35	99.30	100
1530	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	98.60	100
1600	0.35	0.00	1.75	0.70	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
1630	0.35	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.00		0.35	0.00	0.35	95.45	100
1700	0.70	0.00	3.15	2.80	0.35	0.35	1.40	0.35	0.35		0.00	0.00	1.75	88.81	100
1730	1.05	0.00	2.80	3.15	0.35	1.05	1.40	0.70	0.70		0.00	0.00	1.75	87.06	100
1800	1.75	0.00	4.20	2.80	0.35	2.10	2.10	1.40	1.40		0.35	0.00	2.45	81.12	100
1830	1.75	0.00	3.15	3.15	0.35	1.40	2.10	1.40	1.75		0.35	0.00	2.45	82.17	100
1900	1.75	0.00	3.85	3.15	0.35	1.75	3.85	1.40	2.45		0.35	0.00	2.45	78.67	100
1930	1.40	0.00	3.85	3.15	0.35	1.40	4.55	1.75	2.45		0.35	0.00	2.45	78.32	100
1000	1.75	0.00	3.50	3.50	0.00	2.10	4.55	1.40	2.45		0.35	0.00	2.45	77.97	100
1030	1.05	0.00	3.50	3.85	0.00	1.75	4.55	1.40	2.45		0.35	0.00	2.80	78.32	100
1100	1.40	0.00	2.80	3.85	0.00	1.40	3.50	1.75	2.45		0.35	0.00	2.80	79.72	100
1130	1.40	0.00	2.80	3.50	0.00	1.05	3.15	2.10	2.45		0.35	0.00	2.80	80.42	100
NOON	1.75	0.35	4.90	4.90	0.35	1.40	2.80	1.75	2.10		0.35	0.00	2.80	76.57	100
1230	2.10	0.00	4.55	3.15	0.35	1.05	2.45	1.40	1.75		0.35	0.00	2.80	80.07	100
1300	2.45	0.00	3.50	3.15	0.35	1.05	1.75	1.40	2.10		0.35	0.00	1.75	82.17	100
1330	2.10	0.00	3.15	2.45	0.35	1.40	1.40	2.10	2.10		0.35	0.00	1.75	82.87	100
1400	1.40	0.00	2.45	2.10	0.35	1.40	1.40	1.40	2.80		0.35	0.00	2.10	84.27	100
1430	0.35	0.00	2.80	1.75	0.35	1.40	1.75	1.05	2.80		0.70	0.00	1.75	85.31	100
1500	0.00	0.00	2.10	1.40	0.70	1.75	1.75	1.05	2.80		0.35	0.00	1.40	86.71	100
1530	0.00	0.00	1.40	1.75	0.70	1.75	1.75	1.05	2.45		0.35	0.00	1.05	87.76	100
1600	0.35	0.00	0.70	2.10	1.05	2.10	1.75	1.05	2.80		0.35	0.00	1.05	86.71	100
1630	0.35	0.00	2.10	1.75	0.70	2.10	1.75	1.05	3.15	0.00		0.00	1.05	86.01	100
1700	0.70	0.00	2.10	2.45	0.00	1.75	1.40	1.05	2.80	0.00		0.00	1.40	86.36	100
1730	0.70	0.00	1.40	2.45	0.00	1.05	1.05	0.70	2.10	0.00		0.00	1.40	89.16	100
1800	0.70	0.00	1.40	2.45	0.35	1.75	0.70	0.35	1.75	0.00		0.00	1.05	89.51	100
1830	0.35	0.00	1.05	1.75	0.00	1.75	0.35	0.00	1.40	0.00		0.00	1.05	92.31	100
1900	0.00	0.00	1.05	0.35	0.00	1.75	2.10	0.00	1.05	0.00		0.00	1.05	92.66	100
1930	0.00	0.00	0.35	0.00	0.00	0.70	0.35	0.35	0.70	0.00		0.00	0.35	97.20	100
2000	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.70	0.00		0.00	0.70	97.20	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.70	98.25	100
2100	0.35	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.70	97.90	100
2130	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.60	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.35	98.95	100
2230	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.35	0.00	0.00	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00			0.00	0.00	98.95	100
average	0.63	0.01	1.52	1.42	0.16	0.90	1.42	0.61	1.17	0.00	0.33	0.00	1.09	91.13	
maximum	2.45	0.35	4.90	4.90	1.05	2.10	4.55	2.10	3.15	0.00	0.70	0.00	2.80	100.00	
std. dev.	0.71	0.05	1.54	1.47	0.25	0.74	1.34	0.70	1.11	0.00	0.13	0.00	0.99	8.14	
average for 0600- 2400 hrs	0.84	0.01	2.02	1.89	0.21	1.19	1.61	0.82	1.53	0.00	0.33	0.00	1.44	88.25	

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

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

	RM	RP	JUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
1400	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
1430	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
1500	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
1530	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.60	100
1600	0.00	0.00	1.75	1.40	0.00	0.35	0.70	0.70	0.00	0.00		0.00	1.05	94.06	100
1630	0.70	0.00	1.75	1.75	0.00	0.35	0.70	0.70	0.00	0.00		0.00	1.05	93.01	100
1700	0.35	0.00	3.50	3.85	0.70	0.70	1.05	0.35	0.70		0.35	0.00	1.75	86.71	100
1730	0.70	0.00	3.50	4.20	0.35	1.05	1.05	0.35	1.40		0.35	0.00	1.75	85.31	100
1800	2.10	0.00	4.55	4.90	0.35	1.40	1.40	0.35	1.75		0.35	0.00	2.10	80.77	100
1830	1.75	0.35	3.85	4.90	0.35	1.75	2.10	0.70	2.10		1.05	0.00	2.10	79.02	100
1900	1.40	0.00	3.85	5.24	0.70	3.15	2.45	1.05	2.80		1.05	0.00	2.45	75.87	100
1930	1.40	0.00	4.55	4.20	0.35	3.50	2.80	1.05	2.80		1.05	0.00	2.45	75.87	100
1000	2.10	0.00	5.24	4.90	0.70	3.85	2.45	1.05	2.80		1.40	0.00	2.45	73.08	100
1030	2.10	0.00	4.90	4.90	0.70	3.85	2.45	1.40	2.80		1.40	0.00	2.45	73.08	100
1100	2.10	0.00	4.55	4.55	0.70	2.80	2.45	1.75	2.80		1.05	0.00	2.45	74.83	100
1130	1.75	0.00	3.50	4.55	0.70	2.45	1.75	1.75	2.80		1.05	0.00	2.45	77.27	100
NOON	2.80	0.35	5.24	5.24	0.70	2.45	1.75	1.40	2.80		0.70	0.00	2.10	74.48	100
1230	1.75	0.35	6.29	3.15	0.70	1.75	1.05	1.40	2.80		0.70	0.00	2.10	77.97	100
1300	2.10	0.00	5.59	3.15	0.35	1.40	0.70	1.05	2.80		0.70	0.00	2.10	80.07	100
1330	1.75	0.00	5.59	2.80	0.35	2.10	0.70	1.05	2.45		0.70	0.00	1.75	80.77	100
1400	1.40	0.00	4.55	1.75	0.70	2.45	0.00	1.05	2.45		0.70	0.00	1.75	83.22	100
1430	1.05	0.00	4.55	1.75	0.70	2.10	0.00	0.70	2.45		1.05	0.00	1.75	83.92	100
1500	0.35	0.00	3.50	1.75	0.70	2.10	0.00	1.05	2.10		1.05	0.00	2.45	84.97	100
1530	0.00	0.00	3.15	1.75	1.05	1.75	0.00	1.40	2.10		1.40	0.00	2.45	84.97	100
1600	0.00	0.00	2.45	2.80	1.05	1.75	0.00	1.05	2.10		1.40	0.00	1.75	85.66	100
1630	0.00	0.00	2.45	3.15	1.05	1.75	0.00	1.05	2.10	0.00		0.00	1.75	86.71	100
1700	0.35	0.00	2.45	3.50	0.35	1.75	0.35	1.05	2.45	0.00		0.00	1.40	86.36	100
1730	0.35	0.00	2.45	2.80	0.35	1.05	0.35	0.70	2.10	0.00		0.00	2.10	87.76	100
1800	0.35	0.35	2.45	2.80	0.70	0.70	0.00	0.70	2.10	0.00		0.00	1.75	88.11	100
1830	0.35	0.00	1.40	1.75	0.35	0.70	0.00	1.05	1.75	0.00		0.00	1.75	90.91	100
1900	0.00	0.00	1.05	0.70	0.00	1.05	0.70	0.70	2.45	0.00		0.00	1.40	91.96	100
1930	0.00	0.00	0.70	0.35	0.35	0.70	0.00	0.35	2.10	0.00		0.00	1.05	94.41	100
2000	0.00	0.00	0.35	0.35	0.35	1.75	0.00	0.35	1.05	0.00		0.00	0.70	95.10	100
2030	0.00	0.00	0.70	0.35	0.00	1.40	0.00	0.00	0.70	0.00		0.00	0.35	96.50	100
2100	0.35	0.00	0.70	0.00	0.00	1.40	0.00	0.00	0.35	0.00		0.00	0.35	96.85	100
2130	0.35	0.00	0.70	0.00	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.35	97.20	100
2200	0.35	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.35	0.00		0.00	0.00	97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00		0.00	0.00	98.25	100
2300	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
average	0.63	0.04	2.15	1.86	0.32	1.22	0.70	0.57	1.31	0.00	0.92	0.00	1.17	89.77	
maximum	2.80	0.35	6.29	5.24	1.05	3.85	2.80	1.75	2.80	0.00	1.40	0.00	2.45	100.00	
std. dev.	0.82	0.12	2.01	1.89	0.34	1.08	0.87	0.55	1.15	0.00	0.34	0.00	0.96	9.15	
average for 0600- 2400 hrs.	0.84	0.06	2.86	2.48	0.43	1.58	0.80	0.76	1.75	0.00	0.92	0.00	1.54	86.42	

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

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

	RM	RP	iUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
1030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
1100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
1130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
1200	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
1230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
1300	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.30	100
1330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
1400	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
1430	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
1500	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
1530	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.25	100
1600	0.35	0.00	2.10	1.05	0.00	0.70	0.70	0.00	0.00	0.00		0.00	0.70	94.41	100
1630	0.70	0.00	2.45	1.05	0.00	0.70	0.70	0.00	0.00	0.00		0.00	0.70	93.71	100
1700	0.70	0.00	3.50	2.45	0.35	1.05	0.70	0.00	0.70		0.00	0.00	0.70	89.86	100
1730	1.05	0.00	3.15	3.15	0.35	0.70	0.70	0.00	0.70		0.00	0.00	1.05	89.16	100
1800	1.40	0.00	4.55	3.85	0.00	1.05	1.40	0.35	0.70		0.70	0.00	1.40	84.62	100
1830	2.10	0.00	5.24	3.50	0.00	0.70	2.45	0.35	0.70		0.35	0.00	1.05	83.71	100
1900	2.80	0.00	6.29	4.20	1.05	1.75	3.50	0.35	1.05		0.35	0.00	2.45	76.22	100
1930	3.15	0.00	6.64	4.55	0.70	2.45	3.50	0.35	1.40		0.35	0.00	2.45	74.48	100
2000	3.15	0.00	6.99	4.55	0.70	3.15	5.24	0.35	1.40		0.70	0.00	2.80	70.98	100
2030	3.15	0.00	5.94	4.20	1.05	2.80	4.55	0.35	1.75		0.70	0.00	2.80	72.73	100
2100	3.15	0.00	5.94	4.20	0.35	2.45	4.55	1.05	1.40		0.70	0.00	3.15	73.08	100
2130	2.80	0.00	5.59	4.20	0.70	2.45	3.85	1.05	1.40		0.70	0.00	2.80	74.48	100
NOON	3.15	0.00	5.59	4.55	0.35	1.75	2.80	1.05	1.05		0.70	0.00	2.45	76.57	100
1230	2.45	0.00	5.94	3.85	0.35	1.05	2.10	0.35	1.05		0.70	0.00	2.45	79.72	100
1300	1.75	0.00	6.29	2.45	0.00	1.05	1.75	0.35	1.05		0.70	0.00	2.45	82.17	100
1330	1.75	0.00	4.55	2.45	0.00	1.05	1.75	0.35	0.70		0.70	0.00	2.10	84.62	100
1400	1.40	0.00	3.85	1.75	0.35	2.10	1.05	0.35	0.70		0.70	0.00	2.80	84.97	100
1430	0.70	0.00	3.85	1.40	0.35	2.10	0.70	0.00	0.70		0.70	0.00	2.80	86.71	100
1500	0.70	0.00	3.85	1.40	0.35	2.10	0.70	0.00	1.05		0.35	0.00	2.45	87.06	100
1530	0.35	0.00	3.85	1.40	0.35	2.10	0.70	0.35	0.70		0.35	0.00	2.45	87.41	100
1600	0.70	0.00	4.20	1.40	0.35	1.75	0.70	1.05	0.70		0.35	0.00	2.80	86.01	100
1630	0.70	0.00	3.50	1.75	0.00	2.45	0.70	1.05	0.70	0.00		0.00	2.45	86.71	100
1700	0.70	0.00	3.85	2.45	0.00	1.40	0.70	1.05	0.70	0.00		0.00	1.75	87.41	100
1730	0.70	0.00	4.20	2.10	0.00	1.05	0.35	0.35	0.70	0.00		0.00	1.40	89.16	100
1800	0.70	0.00	4.20	2.45	0.00	0.70	0.35	0.35	1.40	0.00		0.00	1.05	88.81	100
1830	0.70	0.00	2.45	2.10	0.00	0.70	0.35	0.35	1.40	0.00		0.00	0.70	91.26	100
1900	0.35	0.00	1.75	1.05	0.00	0.70	0.00	0.35	1.05	0.00		0.00	0.70	94.06	100
1930	0.35	0.00	1.75	0.70	0.00	0.35	0.00	0.00	0.70	0.00		0.00	1.05	95.10	100
2000	0.35	0.00	2.10	0.70	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.70	95.10	100
2030	0.35	0.00	1.40	0.00	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2100	0.35	0.00	0.70	0.00	0.00	1.40	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2130	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
2330	0.35	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00			0.00	0.00	98.60	100
average	1.02	0.00	2.69	1.56	0.16	1.02	1.14	0.24	0.57	0.00	0.52	0.00	1.15	90.41	
maximum	3.15	0.00	6.99	4.55	1.05	3.15	5.24	1.05	1.75	0.00	0.70	0.00	3.15	99.65	
std. dev.	0.97	0.00	2.30	1.61	0.28	0.86	1.46	0.34	0.52	0.00	0.24	0.00	1.12	8.87	
average for 0600- 2400 hrs	1.23	0.00	3.57	2.08	0.21	1.31	1.30	0.32	0.76	0.00	0.52	0.00	1.52	87.42	

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

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

	RM	RP	UPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	APITAI	NONE	TOTAL
11DNIGHT	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
14130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
15200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
16230	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
17300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
18330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
19400	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
20430	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
21500	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
22530	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
23600	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
24600	0.35	0.00	2.45	0.70	0.00	0.35	0.70	0.00	0.00		0.00	0.00	0.00	95.45	100
25630	0.70	0.00	2.80	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.00	0.00	94.06	100
26700	0.70	0.00	3.50	1.40	0.00	1.05	1.05	0.00	0.70		0.35	0.00	0.00	91.26	100
27730	0.70	0.00	3.50	1.75	0.35	0.70	1.05	0.00	1.05		0.35	0.00	0.00	90.56	100
28800	1.40	0.00	3.50	2.10	0.35	1.05	1.75	0.70	1.05		0.35	0.00	0.00	87.76	100
29830	1.75	0.00	3.50	2.45	0.35	0.70	1.75	0.35	1.40		0.70	0.35	0.00	86.71	100
30900	1.75	0.00	3.85	3.15	1.05	0.70	2.80	0.35	1.40		0.70	0.35	0.35	83.57	100
31930	1.75	0.00	3.85	3.15	0.70	0.70	2.80	0.70	1.05		0.70	0.35	0.35	83.92	100
33000	2.45	0.70	4.20	4.20	0.70	0.35	3.85	0.35	1.05		0.70	0.35	1.75	79.37	100
34030	2.45	0.70	4.20	4.20	0.35	0.70	3.85	0.35	1.05		1.05	0.00	1.75	79.37	100
35100	2.45	0.70	4.55	4.55	0.35	1.05	3.85	0.35	1.05		1.05	0.00	1.40	78.67	100
36130	2.45	0.70	4.90	4.55	0.35	1.05	3.50	1.40	1.05		1.05	0.00	1.75	77.27	100
37NOON	2.80	0.70	3.85	4.20	0.70	0.70	3.15	1.05	1.05		1.05	0.00	1.75	79.02	100
381230	2.80	0.70	4.20	3.50	0.70	0.00	2.45	1.05	1.05		0.70	0.35	1.40	81.12	100
391300	2.10	0.70	3.15	2.45	0.70	0.00	2.10	1.05	1.05		0.70	0.35	0.70	84.97	100
401330	1.75	0.35	2.10	2.10	0.70	0.35	1.75	1.05	1.05		0.70	0.35	0.70	87.06	100
411400	1.75	0.35	2.10	1.75	0.35	1.05	1.40	0.70	1.05		0.70	0.35	0.70	87.76	100
421430	0.70	0.35	1.40	1.75	0.35	0.70	0.70	0.70	1.40		0.70	0.35	1.05	89.86	100
431500	0.70	0.35	1.40	1.75	0.35	0.70	0.70	0.70	1.05		0.70	0.35	1.40	89.86	100
441530	0.70	0.35	1.05	1.40	0.35	0.70	0.70	0.35	1.40		0.70	0.35	1.05	90.91	100
451600	0.70	0.00	1.40	1.40	0.35	0.70	0.35	1.05	1.40		0.35	0.35	0.70	91.26	100
461630	0.70	0.00	1.75	1.40	0.35	0.70	1.05	0.70	1.40	0.00		0.00	0.70	91.26	100
471700	0.70	0.00	2.45	1.05	0.70	0.70	0.70	1.05	1.05	0.35		0.00	0.35	90.91	100
481730	0.70	0.00	2.45	0.35	0.70	0.70	0.70	1.05	1.05	0.35		0.00	0.00	91.96	100
491800	1.05	0.00	2.80	0.35	0.70	0.35	0.35	0.35	1.40	0.35		0.00	0.35	91.96	100
501830	0.70	0.00	1.40	0.35	0.35	0.35	0.35	0.00	1.40	0.35		0.00	0.00	94.76	100
511900	0.70	0.00	1.05	0.35	0.70	0.35	0.35	0.00	0.70	0.35		0.00	0.00	95.45	100
521930	0.70	0.00	1.05	0.35	1.05	0.35	0.35	0.00	0.35	0.35		0.00	0.00	95.45	100
532000	1.05	0.00	0.35	0.00	1.05	0.35	0.00	0.00	0.35	0.35		0.00	0.00	96.50	100
542030	0.70	0.35	0.35	0.35	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.20	100
552100	0.70	0.35	0.35	0.00	1.40	0.35	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
562130	0.70	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
572200	0.70	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
582230	0.70	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
592300	0.70	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.35	97.90	100
602330	0.35	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.35	98.25	100
average	1.00	0.17	1.73	1.20	0.36	0.39	1.09	0.32	0.61	0.10	0.63	0.09	0.39	92.45	
maximum	2.80	0.70	4.90	4.55	1.40	1.05	3.85	1.40	1.40	0.35	1.05	0.35	1.75	99.65	
std. dev.	0.75	0.26	1.56	1.45	0.36	0.37	1.21	0.42	0.57	0.16	0.30	0.15	0.58	6.89	
average for 0600- 2400 hrs	1.21	0.23	2.29	1.60	0.49	0.51	1.27	0.43	0.82	0.19	0.63	0.12	0.52	90.06	

**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 (1st Quarter 2001) – All Available Slots

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RA I	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	3.22	3.18	1.93	0.21	0.11	0.80	2.11	0.35	0.00	0.00	0.86	88.04
Tuesday	1.61	4.52	2.02	0.39	0.11	0.63	2.47	0.18	0.04	0.00	1.17	87.76
Wednesday	2.08	2.13	1.71	0.42	0.06	0.68	2.51	0.19	0.07	0.00	0.90	90.07
Thursday	1.53	2.06	2.78	0.54	0.17	0.84	2.68	0.14	0.03	0.00	0.95	89.45
Friday	6.34	1.09	1.32	0.43	0.16	0.39	1.19	0.14	0.00	0.00	0.52	89.05
Saturday	1.61	1.90	1.56	0.37	0.10	0.54	2.63	0.29	0.00	0.00	1.26	90.40
Sunday	1.94	3.70	2.20	0.15	0.05	0.70	2.52	0.24	0.05	0.00	1.72	87.59
Daily Average	2.62	2.66	1.93	0.36	0.11	0.65	2.30	0.22	0.03	0.00	1.05	88.91

Table 8.2 Daily Peak TV Audience Share (2001, 1st Quarter)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	34.97	23.43	13.99	1.05	0.70	5.24	11.89	2.45	0.00	0.00	4.90
Tuesday	25.87	34.27	17.13	1.40	0.70	3.50	17.83	1.75	0.35	0.00	4.55
Wednesday	25.87	18.88	13.99	1.05	0.70	4.55	18.18	2.10	0.70	0.00	4.20
Thursday	23.78	13.99	13.64	1.40	0.70	5.94	18.53	1.40	0.35	0.00	3.85
Friday	51.05	12.94	11.89	2.45	0.70	2.45	6.99	1.05	0.00	0.00	3.15
Saturday	19.23	16.43	11.54	1.05	0.70	2.80	11.19	3.15	0.00	0.00	6.29
Sunday	20.98	25.87	10.14	1.05	0.70	3.85	10.49	2.45	0.35	0.00	6.29
Highest Pk	51.05	34.27	17.13	2.45	0.70	5.94	18.53	3.15	0.70	0.00	6.29

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.35			0.00	0.00	0.00	0.00			0.00	99.30	100
0730	0.35	0.35			0.00	0.00	0.00	0.00			0.00	99.30	100
0800	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0830	0.35	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	97.90	100
0930	0.35	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	97.55	100
1000	0.70	1.40	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.35	96.15	100
1030	0.00	1.40	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	97.20	100
1100	0.00	1.40	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.85	100
1130	0.35	1.75	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.15	100
NOON	0.35	1.75	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	96.85	100
1230	0.35	1.75	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.70	96.15	100
1300	0.70	1.75	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	1.05	95.45	100
1330	0.70	1.40	0.00	0.00	0.00	0.00	2.45	0.00	0.00	0.00	1.05	94.41	100
1400	0.70	1.75	0.35	0.70	0.00	0.35	3.15	0.00	0.00	0.00	1.05	91.96	100
1430	0.70	1.75	0.70	0.70	0.00	0.35	3.15	0.00	0.00	0.00	1.05	91.61	100
1500	0.70	2.10	0.70	0.70	0.00	0.35	1.75	0.70	0.00	0.00	1.05	91.96	100
1530	0.70	2.80	0.70	1.05	0.00	0.35	1.75	1.05	0.00	0.00	0.70	90.91	100
1600	0.35	3.85	0.35	0.00	0.00	0.35	1.05	1.40	0.00	0.00	1.40	91.26	100
1630	0.35	2.45	0.35	0.00	0.00	0.35	1.05	1.05	0.00	0.00	1.05	93.36	100
1700	0.35	2.80	0.35	0.00	0.00	1.05	1.05	1.05	0.00	0.00	0.70	92.66	100
1730	0.35	2.80	0.70	0.00	0.00	0.70	1.05	0.70	0.00	0.00	0.70	93.01	100
1800	1.75	3.15	2.45	0.00	0.00	1.40	2.45	0.35	0.00	0.00	0.70	87.76	100
1830	1.05	3.85	2.45	0.00	0.00	1.40	3.50	0.00	0.00	0.00	1.75	86.01	100
1900	2.80	4.90	4.20	0.00	0.00	2.10	4.20	0.00	0.00	0.00	1.75	80.07	100
1930	3.15	23.43	5.59	0.00	0.35	2.10	3.85	0.00	0.00	0.00	1.05	60.49	100
1945	3.15	17.13	13.99	0.00	0.35	1.40	2.80	0.00	0.00	0.00	1.05	60.14	100
2000	34.97	12.24	6.29	0.35	0.35	1.05	6.29	0.00	0.00	0.00	1.75	36.71	100
2030	32.52	14.34	4.90	0.35	0.70	3.85	9.79	1.40	0.00	0.00	2.80	29.37	100
2100	26.92	12.94	4.90	0.35	0.35	5.24	11.54	2.10	0.00	0.00	4.90	30.77	100
2130	21.68	11.89	3.85	0.70	0.70	4.90	11.89	2.45	0.00	0.00	4.90	37.06	100
2200	12.24	9.09	3.85	0.70	0.70	4.20	11.19	2.45		0.00	3.85	51.75	100
2230	6.64	4.55	2.45	0.35	0.70	2.80	6.99	1.75		0.00	2.80	70.98	100
2300	1.05	2.10	0.70	0.35	0.70	2.10	4.20	0.35			0.70	87.76	100
2330	0.00	0.00			0.35	0.70	2.10	0.35			0.00	96.50	100
Tot. Avg.	3.22	3.18	1.93	0.21	0.11	0.80	2.11	0.35	0.00	0.00	0.86	88.04	
maximum	34.97	23.43	13.99	1.05	0.70	5.24	11.89	2.45	0.00	0.00	4.90	100.00	
std. dev.	8.08	5.04	2.94	0.31	0.23	1.31	3.16	0.67	0.00	0.00	1.17	19.49	
Band 1	0.29	0.76	0.00	0.00	0.00	0.17	0.29	0.00	0.00	0.00	0.23	98.25	
Band 2	0.65	2.42	0.65	0.22	0.00	0.47	1.77	0.45	0.00	0.00	0.97	92.38	
Band 3	13.19	10.24	5.07	0.31	0.48	2.77	6.80	0.99	0.00	0.00	2.32	58.33	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 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	0.00	0.35	0.00			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.70			0.00	0.00	0.00	0.00			0.35	98.60	100
0730	0.35	0.70			0.00	0.00	0.00	0.00			0.35	98.60	100
0800	0.35	0.70	0.00		0.00	0.00	0.35	0.00	0.00		0.35	98.25	100
0830	0.35	0.70			0.00	0.00	0.35	0.00	0.00		0.35	98.25	100
0900	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.35	98.60	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1000	0.00	1.05	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.35	97.55	100
1030	0.00	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
1100	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.55	100
1130	0.00	0.70	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.70	97.55	100
NOON	0.35	1.40	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	1.40	95.45	100
1230	0.00	1.40	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.00	1.40	95.45	100
1300	0.00	2.10	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.40	95.80	100
1330	0.00	1.05	0.00	0.35	0.00	0.00	1.75	0.00	0.00	0.00	1.05	95.80	100
1400	0.00	1.05	0.00	1.05	0.00	0.35	2.10	0.35	0.00	0.00	1.05	94.08	100
1430	0.00	1.40	0.00	0.70	0.00	0.35	1.75	0.35	0.00	0.00	1.05	94.41	100
1500	0.00	2.45	0.00	1.05	0.00	0.35	1.75	0.00	0.00	0.00	0.70	93.71	100
1530	0.00	2.45	0.00	1.40	0.00	0.35	1.40	0.00	0.00	0.00	0.70	93.71	100
1600	0.00	2.10	0.70	0.35	0.35	0.70	0.70	0.00	0.00	0.00	0.70	94.41	100
1630	0.00	1.75	0.70	0.00	0.35	0.70	1.05	0.00	0.00	0.00	1.05	94.41	100
1700	0.00	1.75	0.70	0.00	0.00	0.35	1.05	0.00	0.00	0.00	1.40	94.78	100
1730	0.00	2.10	0.70	0.00	0.00	0.35	1.05	0.35	0.00	0.00	1.75	93.71	100
1800	1.05	4.20	2.45	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.45	88.11	100
1830	0.70	3.50	3.15	0.35	0.00	0.35	2.45	0.35	0.00	0.00	3.15	86.01	100
1900	0.70	4.20	3.85	0.35	0.70	2.10	3.85	0.00	0.00	0.00	2.80	81.47	100
1930	1.40	23.08	6.64	0.35	0.35	2.45	3.15	0.00	0.00	0.00	2.10	60.49	100
1945	1.75	17.83	17.13	0.00	0.35	2.10	3.15	0.35	0.00	0.00	1.75	55.59	100
2000	25.87	15.73	6.64	0.35	0.00	2.45	7.34	0.35	0.00	0.00	1.40	39.86	100
2030	14.34	29.37	4.55	0.35	0.00	3.50	12.59	1.05	0.35	0.00	3.50	30.42	100
2100	8.74	34.27	4.90	0.35	0.35	3.15	15.73	1.40	0.35	0.00	4.55	26.22	100
2130	8.04	32.17	3.85	0.35	0.35	3.15	17.83	1.75	0.35	0.00	4.55	27.62	100
2200	6.29	19.58	3.85	0.70	0.35	3.15	16.08	1.40	0.35	0.00	4.55	43.71	100
2230	5.94	5.94	2.45	0.35	0.35	2.10	11.89	0.35	0.00	0.00	4.20	66.43	100
2300	2.10	3.15	0.35	0.35	0.70	1.05	5.94	0.00	0.00		2.45	83.92	100
2330	0.00	0.00		0.35	0.35	0.35	2.80	0.00			1.40	94.76	100
Tot. Avg.	1.61	4.52	2.02	0.39	0.11	0.63	2.47	0.18	0.04	0.00	1.17	87.76	
maximum	25.87	34.27	17.13	1.40	0.70	3.50	17.83	1.75	0.35	0.00	4.55	100.00	
std. dev.	4.46	8.68	3.45	0.33	0.19	1.02	4.48	0.39	0.12	0.00	1.32	20.69	
Band 1	0.12	0.64	0.00	0.23	0.09	0.09	0.12	0.00	0.00	0.00	0.41	98.43	
Band 2	0.15	2.05	0.60	0.50	0.05	0.30	1.27	0.15	0.00	0.00	1.37	93.56	
Band 3	6.83	16.85	5.42	0.35	0.35	2.32	9.12	0.60	0.14	0.00	3.02	55.50	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	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	0.00	0.35	0.00			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00			0.00	0.00	0.35	0.00			0.35	99.30	100
0730	0.35	0.00			0.00	0.00	0.35	0.00			0.70	98.60	100
0800	0.35	0.00	0.00		0.00	0.00	0.70	0.00	0.00		0.35	98.60	100
0830	0.35	0.00			0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0900	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.00	98.95	100
0930	0.00	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00		0.00	98.25	100
1000	0.00	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.60	100
1030	0.00	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.60	100
1100	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.00	98.95	100
1130	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
NOON	1.05	1.05	0.00	0.35	0.00	0.35	0.35	0.00	0.00		0.00	96.85	100
1230	0.35	1.75	0.00	1.05	0.00	0.35	0.35	0.00	0.00		0.00	96.15	100
1300	1.75	1.75	0.00	1.05	0.00	0.00	1.05	0.00	0.00		0.00	94.41	100
1330	1.75	0.70	0.35	1.05	0.00	0.00	1.75	0.00	0.00		0.00	94.41	100
1400	2.10	1.05	0.00	0.70	0.00	0.35	2.45	0.00	0.00		0.35	93.01	100
1430	1.40	1.05	0.00	0.70	0.00	0.35	1.75	0.00	0.00		1.05	93.71	100
1500	0.35	1.75	0.00	0.70	0.00	0.35	1.05	0.00	0.00		1.05	94.76	100
1530	0.35	1.40	0.35	0.70	0.00	0.35	0.70	0.00	0.00		1.05	95.10	100
1600	0.70	0.70	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.75	95.10	100
1630	0.35	0.70	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.05	96.15	100
1700	0.70	0.70	1.05	0.35	0.00	0.00	1.05	0.00	0.00	0.00	2.10	94.06	100
1730	0.35	1.05	1.05	0.70	0.00	0.00	1.05	0.00	0.00	0.00	2.80	93.01	100
1800	2.10	1.40	3.50	0.70	0.00	0.70	1.40	0.00	0.00	0.00	2.80	87.41	100
1830	0.70	1.75	3.50	0.70	0.00	1.05	1.40	0.00	0.00	0.00	1.75	89.16	100
1900	3.15	4.20	3.15	1.05	0.00	2.45	2.10	0.00	0.00	0.00	1.40	82.52	100
1930	2.80	18.88	4.20	0.35	0.00	2.45	1.75	0.00	0.00	0.00	1.75	67.83	100
1945	3.15	12.94	13.99	0.35	0.00	1.40	4.55	0.70	0.00	0.00	1.40	61.54	100
2000	25.87	8.39	6.64	0.35	0.00	1.75	8.74	0.70	0.00	0.00	1.05	46.50	100
2030	16.08	9.79	3.15	0.35	0.70	4.20	16.78	1.05	0.35	0.00	3.85	43.71	100
2100	10.84	11.54	2.80	0.00	0.70	4.55	18.18	2.10	0.70	0.00	4.20	44.41	100
2130	9.44	9.79	2.45	0.00	0.35	4.20	18.18	2.10	0.35	0.00	3.50	49.65	100
2200	8.39	6.29	2.10	0.00	0.00	4.20	17.48	1.40	0.35	0.00	3.15	56.64	100
2230	5.24	3.85	1.75		0.00	2.45	10.84	1.05	0.35	0.00	2.80	71.68	100
2300	1.05	1.05	1.05		0.00	0.70	2.45	0.00			2.45	91.26	100
2330	0.00	0.00			0.00	0.35	0.35	0.00			1.40	97.55	100
Tot. Avg.	2.08	2.13	1.71	0.42	0.06	0.68	2.51	0.19	0.07	0.00	0.90	90.07	
maximum	25.87	18.88	13.99	1.05	0.70	4.55	18.18	2.10	0.70	0.00	4.20	100.00	
std. dev.	4.67	4.02	2.77	0.37	0.17	1.25	4.93	0.50	0.16	0.00	1.20	16.32	
Band 1	0.15	0.09	0.00	0.00	0.12	0.06	0.47	0.00	0.00	#DIV/0!	0.12	99.01	
Band 2	1.00	1.20	0.85	0.67	0.00	0.27	1.07	0.00	0.00	0.00	1.12	93.81	
Band 3	7.82	7.88	4.13	0.31	0.16	2.61	9.22	0.83	0.23	0.00	2.45	64.84	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 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			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.00			0.00	0.00	0.35	0.00			0.00	99.30	100
0730	0.35	0.00			0.00	0.00	0.35	0.00			0.00	99.30	100
0800	0.70	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	98.95	100
0830	0.35	0.00			0.35	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.35	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00		0.00	98.60	100
0930	0.70	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00	97.55	100
1000	0.70	0.35	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.35	96.85	100
1030	0.70	0.35	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.70	96.85	100
1100	0.35	0.35	0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.00	0.70	97.20	100
1130	0.35	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.35	97.55	100
NOON	0.70	1.40	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.35	96.15	100
1230	0.35	0.70	0.00	0.35	0.35	0.70	0.35	0.00	0.00	0.00	0.35	96.85	100
1300	0.70	1.05	0.00	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.70	95.80	100
1330	1.05	0.70	0.35	0.70	0.00	0.35	1.05	0.00	0.00	0.00	0.70	95.10	100
1400	1.05	0.70	1.05	0.70	0.00	0.35	1.40	0.00	0.00	0.00	0.70	94.06	100
1430	0.70	0.35	1.05	1.05	0.00	0.35	1.75	0.00	0.00	0.00	0.70	94.06	100
1500	0.35	0.35	1.05	0.70	0.00	0.35	2.45	0.00	0.00	0.00	1.05	93.71	100
1530	0.00	1.05	1.05	0.70	0.00	0.00	2.45	0.00	0.00	0.00	1.05	93.71	100
1600	0.35	0.70	1.75	0.35	0.00	0.00	2.45	0.00	0.00	0.00	1.05	93.36	100
1630	0.35	0.35	1.40	0.35	0.00	0.00	1.75	0.00	0.00	0.00	1.40	94.41	100
1700	0.00	0.70	1.05	0.70	0.00	0.00	2.45	0.00	0.00	0.00	2.10	93.01	100
1730	0.00	0.70	0.70	0.35	0.00	0.00	2.45	0.00	0.00	0.00	1.75	94.06	100
1800	1.05	0.70	1.05	0.35	0.00	0.35	3.50	0.00	0.00	0.00	2.45	90.66	100
1830	0.70	0.70	2.45	0.35	0.70	0.70	2.45	0.00	0.00	0.00	2.10	89.88	100
1900	2.45	2.45	3.85	0.70	0.35	1.05	3.15	0.00	0.00	0.00	2.80	83.22	100
1930	1.40	13.29	4.90	1.05	0.35	1.75	3.50	0.00	0.00	0.00	1.75	72.03	100
1945	2.10	8.74	11.54	0.70	0.35	1.05	4.20	0.00	0.00	0.00	1.75	69.58	100
2000	23.78	7.34	7.69	1.40	0.35	1.75	6.29	0.00	0.00	0.00	1.75	49.65	100
2030	13.29	11.89	13.64	1.05	0.35	4.55	12.59	1.40	0.35	0.00	3.85	37.06	100
2100	7.34	13.29	12.94	1.05	0.35	5.59	16.78	1.40	0.35	0.00	3.85	37.06	100
2130	5.24	13.99	10.14	1.05	0.35	5.94	18.53	1.40	0.35	0.00	3.15	39.86	100
2200	4.20	11.89	6.64	1.05	0.70	5.94	17.83	1.05	0.00	0.00	3.15	47.55	100
2230	2.10	4.90	3.50	1.05	0.35	5.24	11.54	1.05	0.00	0.00	2.80	67.48	100
2300	0.35	1.05	1.05	0.35	0.00	2.80	5.59	0.35			2.10	86.36	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.70	0.35			1.05	96.85	100
Tot Avg	1.53	2.06	2.78	0.54	0.17	0.84	2.68	0.14	0.03	0.00	0.95	89.45	
maximum	23.78	13.99	13.64	1.40	0.70	5.94	18.53	1.40	0.35	0.00	3.85	100.00	
std. dev.	3.92	4.02	4.02	0.42	0.24	1.66	4.64	0.39	0.10	0.00	1.13	17.63	
Band 1	0.41	0.17	0.00	0.00	0.29	0.06	0.44	0.00	0.00	0.00	0.17	98.46	
Band 2	0.52	0.72	0.92	0.52	0.10	0.30	1.82	0.00	0.00	0.00	1.17	93.91	
Band 3	5.69	8.07	6.90	0.86	0.32	3.31	9.15	0.64	0.12	0.00	2.54	62.43	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMAS1	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0030	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0130	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	99.65	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0700	0.70	0.35			0.00	0.00	0.35	0.00			0.00	98.60	100
0730	0.70	0.35			0.00	0.00	0.35	0.00			0.00	98.60	100
0800	1.40	0.35	0.00		0.35	0.00	0.35	0.00	0.00		0.00	97.55	100
0830	1.40	0.35			0.35	0.00	0.35	0.00	0.00		0.00	97.55	100
0900	1.40	0.35	0.35	0.00	0.35	0.00	0.70	0.00	0.00		0.00	96.85	100
0930	1.40	0.35	0.35	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	96.85	100
1000	1.40	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	96.50	100
1030	1.05	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	96.85	100
1100	0.35	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	98.25	100
1130	0.35	0.70	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
NOON	0.35	1.40	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35	96.50	100
1230	0.35	1.40	0.70	0.35	0.35	0.35	0.70	0.00	0.00	0.00	0.35	95.45	100
1300	0.00	1.40	0.70	0.70	0.35	0.70	1.05	0.00	0.00	0.00	0.35	94.76	100
1330	0.70	1.05	0.70	0.70	0.35	0.35	1.75	0.00	0.00	0.00	0.35	94.06	100
1400	0.70	1.05	0.00	0.70	0.35	0.70	2.45	0.00	0.00	0.00	0.35	93.71	100
1430	0.35	1.40	0.00	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.35	95.80	100
1500	0.00	1.75	0.00	2.45	0.35	0.35	0.70	0.00	0.00	0.00	0.35	94.06	100
1530	0.00	2.10	0.00	2.10	0.35	0.35	1.05	0.00	0.00	0.00	0.35	93.71	100
1600	0.35	1.75	0.35	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.00	95.80	100
1630	0.35	0.70	0.35	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	97.20	100
1700	0.35	0.35	0.35	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.70	96.50	100
1730	0.35	1.40	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.70	95.80	100
1800	1.05	0.70	2.45	0.70	0.00	0.00	0.70	0.35	0.00	0.00	1.40	92.66	100
1830	1.05	0.70	2.80	0.70	0.00	0.70	0.70	0.35	0.00	0.00	1.40	91.61	100
1900	1.05	1.40	3.15	0.70	0.35	2.45	1.40	0.35	0.00	0.00	1.40	87.76	100
1930	0.70	12.94	4.20	0.35	0.35	2.10	2.10	0.35	0.00	0.00	1.05	75.87	100
1945	0.70	6.64	11.89	0.35	0.00	1.75	2.45	0.70	0.00	0.00	1.75	73.78	100
2000	34.62	2.45	3.85	0.00	0.00	1.05	5.59	1.05	0.00	0.00	2.10	49.30	100
2030	46.85	1.75	1.75	0.00	0.00	1.75	6.99	0.35	0.00	0.00	3.15	37.41	100
2100	51.05	1.75	1.75	0.00	0.00	1.75	5.24	0.70		0.00	2.45	35.31	100
2130	48.95	1.40	1.40	0.00	0.00	1.40	5.59	0.35		0.00	1.75	39.16	100
2200	44.41	0.35	0.35	0.00	0.35	1.05	5.24	0.35		0.00	2.10	45.80	100
2230	39.51	0.35	0.35	0.00	0.35	1.05	4.20	0.35		0.00	1.75	52.10	100
2300	20.28	0.35	1.75	0.00	0.35	0.70	1.75	0.35			0.70	73.78	100
2330	6.64	0.35			0.35	0.00	0.00	0.00			0.00	92.31	100
Tot. Avg.	6.34	1.09	1.32	0.43	0.16	0.39	1.19	0.14	0.00	0.00	0.52	89.05	
maximum	51.05	12.94	11.89	2.45	0.70	2.45	6.99	1.05	0.00	0.00	3.15	100.00	
std. dev.	14.59	2.00	2.26	0.58	0.20	0.64	1.74	0.23	0.00	0.00	0.78	18.28	
Band 1	0.84	0.44	0.20	0.00	0.29	0.00	0.38	0.03	0.00	0.00	0.00	97.90	
Band 2	0.42	1.22	0.65	0.82	0.17	0.30	0.95	0.10	0.00	0.00	0.52	94.83	
Band 3	26.80	2.70	3.04	0.14	0.19	1.37	3.69	0.45	0.00	0.00	1.65	60.24	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.35			0.00	99.30	100
0030	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0100	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0630	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0700	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0730	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0800	0.70	0.70	0.35		0.00	0.00	0.35	0.00	0.00		0.35	97.55	100
0830	0.70	0.70	0.35		0.00	0.35	0.35	0.00	0.00		0.35	97.20	100
0900	0.35	1.05	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	96.85	100
0930	0.35	0.70	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	97.20	100
1000	0.35	0.70	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.05	96.15	100
1030	0.00	0.70	0.00	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.85	100
1100	0.00	1.05	0.00	0.35	0.70	0.35	0.70	0.35	0.00	0.00	1.75	94.76	100
1130	0.00	1.05	0.00	0.00	0.70	0.35	0.35	0.35	0.00	0.00	1.05	96.15	100
NOON	0.00	1.40	0.70	0.70	0.35	0.35	0.70	0.00	0.00	0.00	0.70	95.10	100
1230	0.00	1.05	1.05	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.00	96.15	100
1300	0.00	3.15	1.05	0.35	0.00	0.35	2.45	0.00	0.00	0.00	0.35	92.31	100
1330	0.70	3.50	1.05	0.35	0.00	0.35	2.45	0.00	0.00	0.00	0.35	91.26	100
1400	2.80	3.85	1.40	0.35	0.00	0.35	3.85	0.00	0.00	0.00	1.05	86.36	100
1430	3.15	3.15	1.40	0.70	0.00	0.70	3.85	0.00	0.00	0.00	1.05	86.01	100
1500	3.85	2.10	1.05	0.70	0.00	0.35	3.85	0.00	0.00	0.00	1.05	87.06	100
1530	2.80	1.40	1.75	0.70	0.00	0.35	4.20	0.00	0.00	0.00	1.40	87.41	100
1600	3.15	1.75	1.40	1.05	0.00	0.35	3.85	0.00	0.00	0.00	2.10	86.36	100
1630	2.45	1.75	1.05	1.05	0.00	0.00	3.50	0.00	0.00	0.00	2.10	88.11	100
1700	0.70	2.10	1.05	1.05	0.00	0.00	2.80	0.35	0.00	0.00	1.75	90.21	100
1730	1.05	1.75	1.05	0.70	0.00	0.00	2.80	0.35	0.00	0.00	2.10	90.21	100
1800	1.40	2.10	1.05	1.05	0.00	0.70	3.85	0.35	0.00	0.00	1.40	88.11	100
1830	0.70	2.45	1.40	0.70	0.00	1.40	4.20	0.35	0.00	0.00	1.40	87.41	100
1900	0.70	2.10	2.45	0.70	0.00	1.75	4.90	0.35	0.00	0.00	1.05	86.01	100
1930	0.70	16.43	3.50	0.00	0.00	1.75	4.90	0.00	0.00	0.00	1.05	71.68	100
1945	1.40	9.79	11.54	0.00	0.00	1.40	6.29	0.00	0.00	0.00	1.05	68.53	100
2000	19.23	6.29	4.90	0.00	0.00	1.05	7.34	0.35	0.00	0.00	1.75	59.09	100
2030	9.44	5.59	3.15	0.00	0.35	1.75	10.14	1.75	0.00	0.00	4.90	62.94	100
2100	7.34	3.50	2.45	0.00	0.35	2.80	10.49	3.15	0.00	0.00	5.24	64.69	100
2130	5.24	3.50	1.75	0.00	0.35	2.80	10.49	2.80		0.00	5.94	67.13	100
2200	5.24	2.80	1.75	0.00	0.35	2.80	11.19	1.05		0.00	6.29	68.53	100
2230	3.15	2.80	0.35	0.00	0.35	1.75	8.74	0.70		0.00	5.24	76.92	100
2300	1.40	0.70	0.70	0.00	0.35	0.35	4.55	0.35			3.15	88.46	100
2330	0.00	0.00		0.00	0.35	0.00	1.05	0.35			2.45	95.80	100
Tot. Avg.	1.61	1.90	1.56	0.37	0.10	0.54	2.63	0.29	0.00	0.00	1.26	90.40	
maximum	19.23	16.43	11.54	1.05	0.70	2.80	11.19	3.15	0.00	0.00	6.29	100.00	
std. dev.	3.25	2.83	2.09	0.39	0.19	0.78	3.20	0.64	0.00	0.00	1.64	11.36	
Band 1	0.20	0.67	0.13	0.12	0.17	0.23	0.47	0.06	0.00	0.00	0.55	97.44	
Band 2	1.62	2.25	1.17	0.72	0.02	0.40	3.07	0.10	0.00	0.00	1.20	89.44	
Band 3	4.90	4.86	3.25	0.06	0.22	1.65	7.28	0.99	0.00	0.00	3.46	73.62	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0630	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0700	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0730	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0800	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.00	0.35			0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
0900	1.05	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	97.90	100
0930	1.40	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	97.90	100
1000	3.15	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	95.80	100
1030	3.85	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.00	95.10	100
1100	4.20	0.35	0.35	0.35	0.00	0.35	0.00	0.00	0.00		0.35	94.06	100
1130	4.20	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	94.06	100
NOON	2.80	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.70	95.10	100
1230	0.70	1.40	0.35	0.00	0.00	0.00	0.70	0.00	0.00		0.70	96.15	100
1300	1.05	2.45	0.35	0.00	0.00	0.00	2.10	0.00	0.00		1.40	92.66	100
1330	0.70	4.20	0.35	0.00	0.00	0.35	2.45	0.35	0.00		1.40	90.21	100
1400	1.75	4.90	0.35	0.00	0.00	0.70	3.85	0.35	0.00		2.10	86.01	100
1430	1.75	4.90	1.05	0.35	0.00	0.70	4.20	0.35	0.00		1.75	84.97	100
1500	2.80	3.15	1.75	0.00	0.00	1.05	4.55	0.35	0.35		3.50	82.52	100
1530	2.10	3.15	1.75	0.00	0.00	1.05	4.90	0.35	0.35		2.45	83.92	100
1600	2.45	2.10	1.75	0.00	0.00	1.05	4.55	0.00	0.35		3.15	84.62	100
1630	2.10	2.10	1.40	0.00	0.00	0.70	4.55	0.00	0.35		2.80	86.01	100
1700	2.45	1.40	1.40	0.00	0.00	0.70	3.85	0.00	0.00		3.85	86.36	100
1730	2.10	1.05	1.40	0.35	0.00	1.40	3.85	0.35	0.00		3.85	85.66	100
1800	1.40	1.40	3.85	0.00	0.00	1.75	4.20	0.35	0.00		3.85	83.22	100
1830	1.40	1.40	3.15	0.00	0.00	2.10	3.50	0.00	0.00		3.50	84.97	100
1900	1.40	3.15	3.15	0.00	0.70	1.75	5.24	0.35	0.00	0.00	3.15	81.12	100
1930	1.75	20.28	5.24	0.00	0.35	1.40	4.90	0.70	0.00	0.00	3.15	62.24	100
1945	2.10	12.94	10.14	0.00	0.00	1.05	4.55	1.05	0.00	0.00	3.15	65.03	100
2000	20.98	11.54	6.29	0.35	0.35	1.40	5.94	1.75	0.00	0.00	3.15	48.25	100
2030	10.84	24.83	5.94	0.35	0.00	3.15	8.04	2.45	0.00	0.00	4.90	39.51	100
2100	6.29	25.87	5.24	0.70	0.00	3.85	10.49	1.75	0.00	0.00	5.94	39.86	100
2130	3.50	25.17	4.20	1.05	0.00	3.15	10.49	1.05	0.00	0.00	5.94	45.45	100
2200	2.45	12.94	3.50	0.70	0.00	2.80	9.09	0.35		0.00	6.29	61.89	100
2230	1.40	5.59	3.15	0.00	0.35	2.45	8.39	0.00			6.29	72.38	100
2300	0.70	1.40	1.40	0.00	0.35	0.35	4.55	0.00			3.50	87.76	100
2330	0.35	0.35			0.35	0.00	1.40	0.00			2.10	95.10	100
Tot. Avg.	1.94	3.70	2.20	0.15	0.05	0.70	2.52	0.24	0.05	0.00	1.72	87.59	
maximum	20.98	25.87	10.14	1.05	0.70	3.85	10.49	2.45	0.35	0.00	6.29	100.00	
std. dev.	3.38	6.82	2.38	0.27	0.14	0.99	3.02	0.52	0.12	0.00	1.97	16.54	
Band 1	1.49	0.29	0.10	0.12	0.00	0.06	0.26	0.00	0.00	-	0.15	97.58	
Band 2	1.82	2.42	1.37	0.05	0.00	0.87	3.37	0.17	0.10	-	2.50	87.31	
Band 3	4.70	13.10	4.83	0.31	0.22	1.94	6.64	0.86	0.00	0.00	4.32	63.51	

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

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

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.29	0.76	0.00	0.00	0.00	0.17	0.29	0.00	0.00	0.00	0.23	98.25
Tuesday	0.12	0.64	0.00	0.23	0.09	0.09	0.12	0.00	0.00	0.00	0.41	98.43
Wednesday	0.15	0.09	0.00	0.00	0.12	0.06	0.47	0.00	0.00	0.00	0.12	99.01
Thursday	0.41	0.17	0.00	0.00	0.29	0.06	0.44	0.00	0.00	0.00	0.17	98.46
Friday	0.84	0.44	0.20	0.00	0.29	0.00	0.38	0.03	0.00	0.00	0.00	97.90
Saturday	0.20	0.67	0.13	0.12	0.17	0.23	0.47	0.06	0.00	0.00	0.55	97.44
Sunday	1.49	0.29	0.10	0.12	0.00	0.06	0.26	0.00	0.00	0.00	0.15	97.58
Daily Average	0.50	0.44	0.06	0.07	0.14	0.10	0.35	0.01	0.00	0.00	0.23	98.15

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

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.65	2.42	0.65	0.22	0.00	0.47	1.77	0.45	0.00	0.00	0.97	92.38
Tuesday	0.15	2.05	0.60	0.50	0.05	0.30	1.27	0.15	0.00	0.00	1.37	93.56
Wednesday	1.00	1.20	0.85	0.67	0.00	0.27	1.07	0.00	0.00	0.00	1.12	93.81
Thursday	0.52	0.72	0.92	0.52	0.10	0.30	1.82	0.00	0.00	0.00	1.17	93.91
Friday	0.42	1.22	0.65	0.82	0.17	0.30	0.95	0.10	0.00	0.00	0.52	94.83
Saturday	1.62	2.25	1.17	0.72	0.02	0.40	3.07	0.10	0.00	0.00	1.20	89.44
Sunday	1.82	2.42	1.37	0.05	0.00	0.87	3.37	0.17	0.10	0.00	2.50	87.31
Daily Average	0.88	1.76	0.89	0.50	0.05	0.42	1.91	0.14	0.01	0.00	1.27	92.18

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

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	13.19	10.24	5.07	0.31	0.48	2.77	6.80	0.99	0.00	0.00	2.32	58.33
Tuesday	6.83	16.85	5.42	0.35	0.35	2.32	9.12	0.60	0.14	0.00	3.02	55.50
Wednesday	7.82	7.88	4.13	0.31	0.16	2.61	9.22	0.83	0.23	0.00	2.45	64.84
Thursday	5.69	8.07	6.90	0.86	0.32	3.31	9.15	0.64	0.12	0.00	2.54	62.43
Friday	26.80	2.70	3.04	0.14	0.19	1.37	3.69	0.45	0.00	0.00	1.65	60.24
Saturday	4.90	4.86	3.25	0.06	0.22	1.65	7.28	0.99	0.00	0.00	3.46	73.62
Sunday	4.70	13.10	4.83	0.31	0.22	1.94	6.64	0.86	0.00	0.00	4.32	63.51
Daily Average	9.99	9.10	4.66	0.34	0.28	2.28	7.42	0.76	0.07	0.00	2.82	62.64

Table 8.6: Audience Share Summary by Time-Band
1st Quarter 2001

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	26.3	11.2	26.5
Super 1 TV	23.2	22.5	24.1
NET	3.2	11.4	12.4
Max Plus	3.7	6.4	0.9
Smash TV	7.4	0.6	0.7
Channel 12	0.0	0.1	0.2
Channel 22	0.0	0.0	0.0
RAI	5.3	5.4	6.0
Mediaset	18.4	24.4	19.7
Other Italian	0.5	1.8	2.0
Satellite Stations	12.1	16.2	7.5

Table 8.7: Audience Share Summary by Time-Band
Autumn 2000

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
Super 1 TV	22.1	27.6	29.3
TVM	19.5	7.9	25.4
NET	0.0	12.0	14.5
Max Plus	3.9	7.0	0.4
Smash TV	3.9	0.4	0.4
Channel 12	0.0	0.1	0.4
Channel 22	1.9	0.9	0.1
RAI	4.5	7.4	6.6
Mediaset	20.8	22.6	15.5
Other Italian	0.0	1.7	0.9
Satellite Stations	23.4	12.3	6.4

Table AB-2: Audience Share Summary by Time-Band – Cable Network Only
(1st Quarter 2001)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	25.8	11.4	26.4
Super 1 TV	21.3	22.5	24.0
NET	3.9	11.1	12.6
Max Plus	4.5	6.0	0.9
Smash TV	7.4	0.8	0.8
Channel 12	0.0	0.3	0.2
Channel 22	0.0	0.0	0.0
RAI	6.2	5.6	6.0
Mediaset	18.1	24.1	19.6
Other Italian	0.9	2.1	2.0

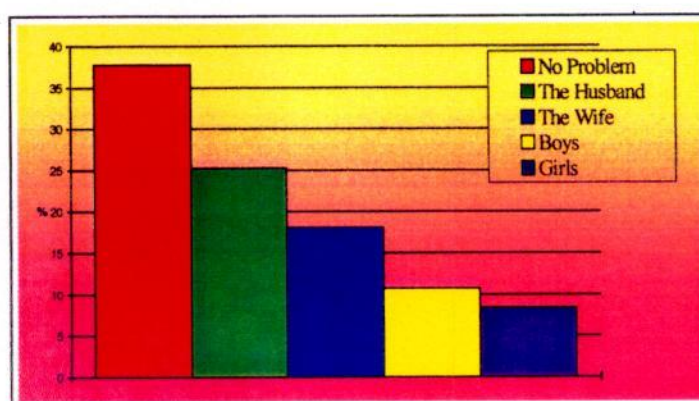


Figure 4.1: Who Decides which Channel is Selected in the Family

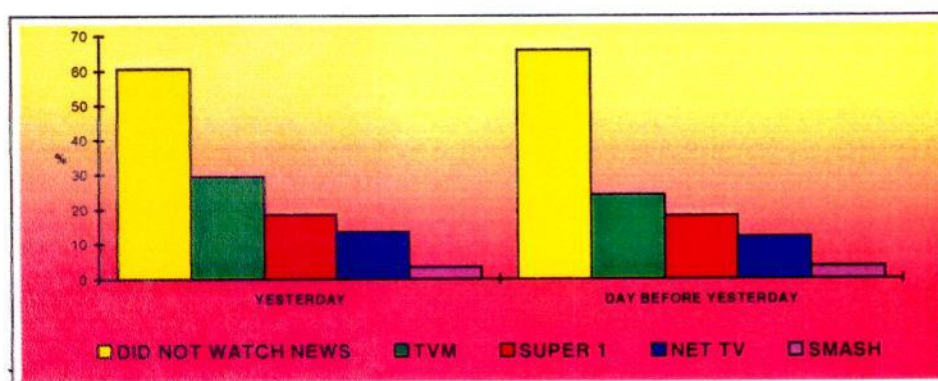


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

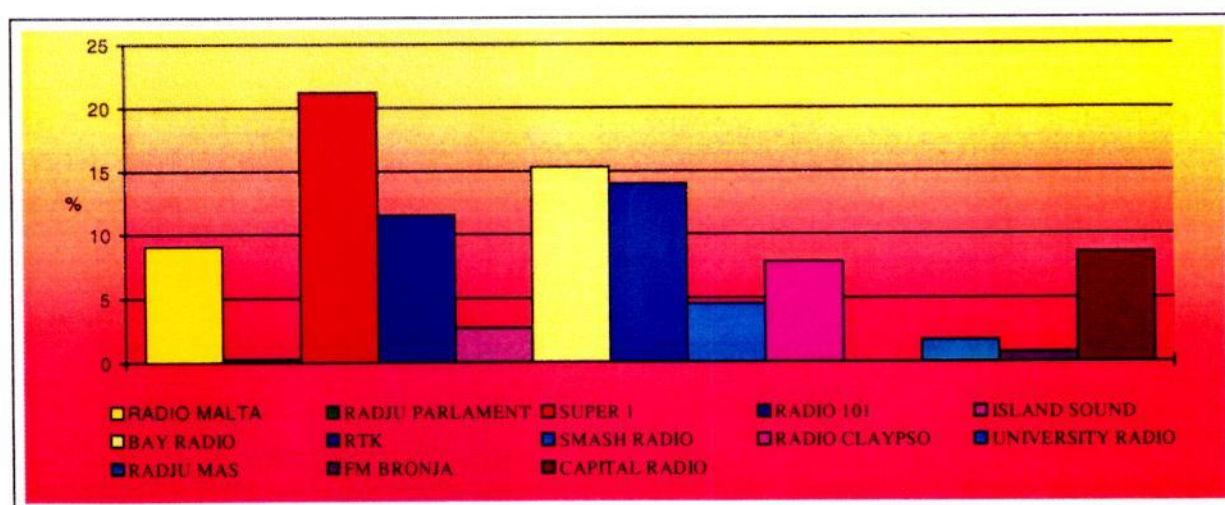
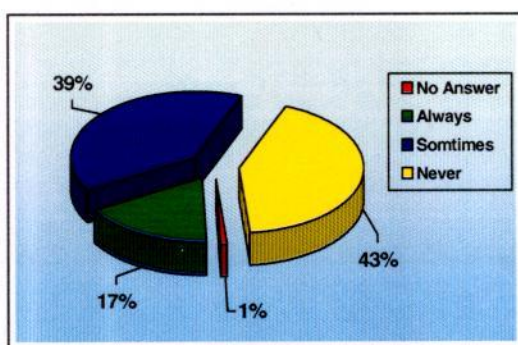
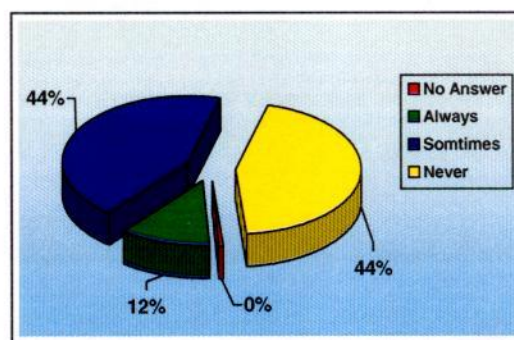


Fig 6.1: Overall Preference for 'Best Radio Station'



2000 (1st Quarter)



2001 (1st Quarter)

Fig 6.2: Extent of Interest in Political Broadcasts - 2000 & 2001

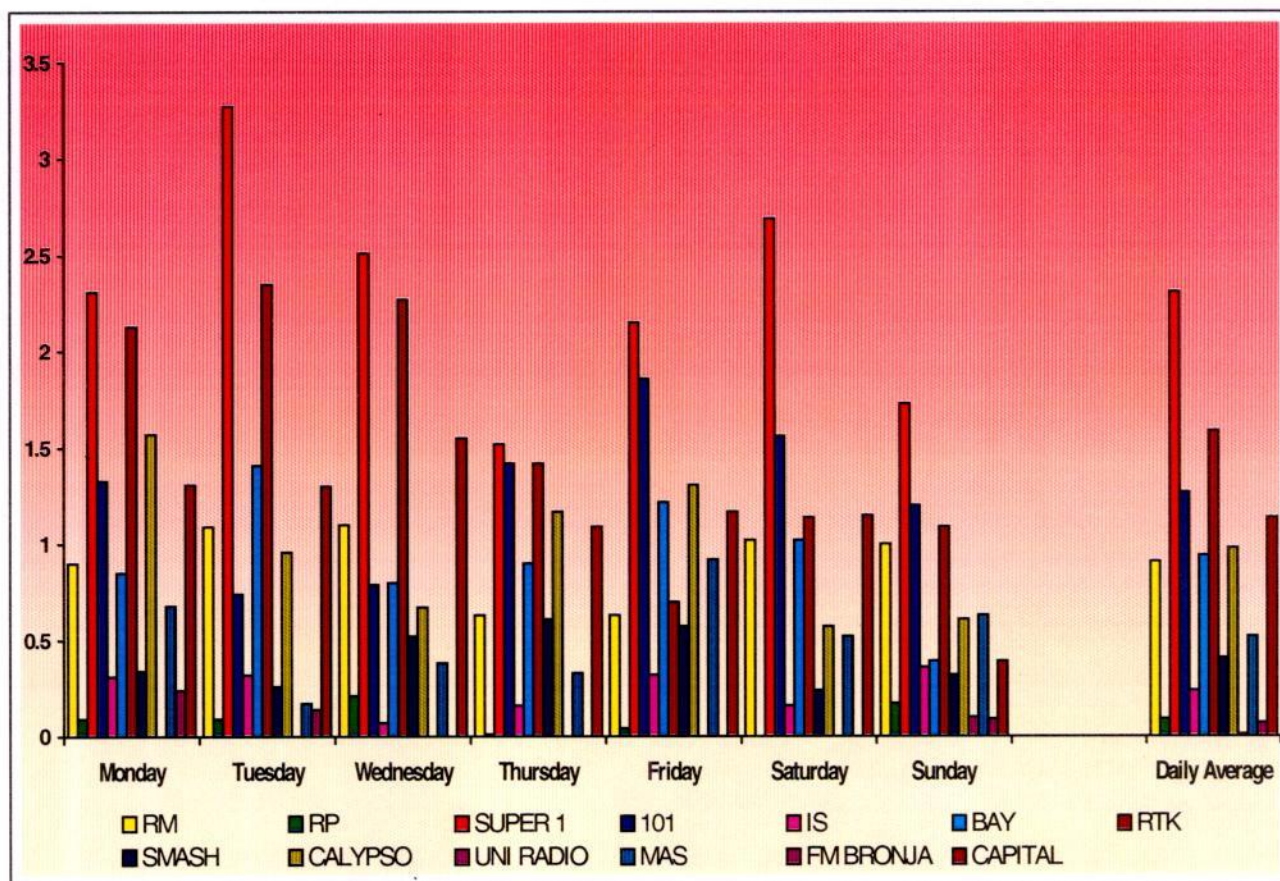


Figure 7.1: Daily Radio Average Audience Share 1st Quarter 2001

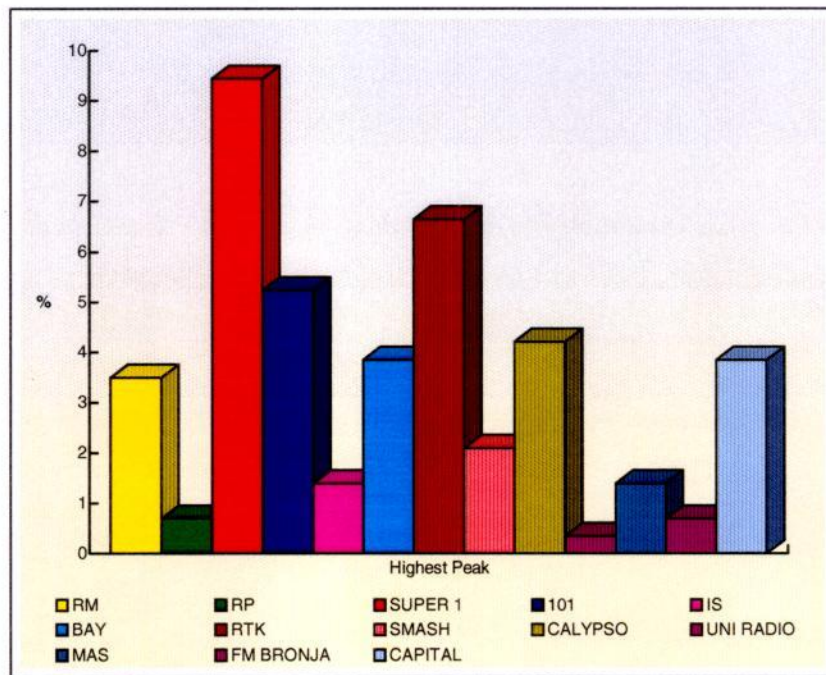


Figure 7.2: Highest Radio Station Peak Audience Share – 1st Quarter 2001

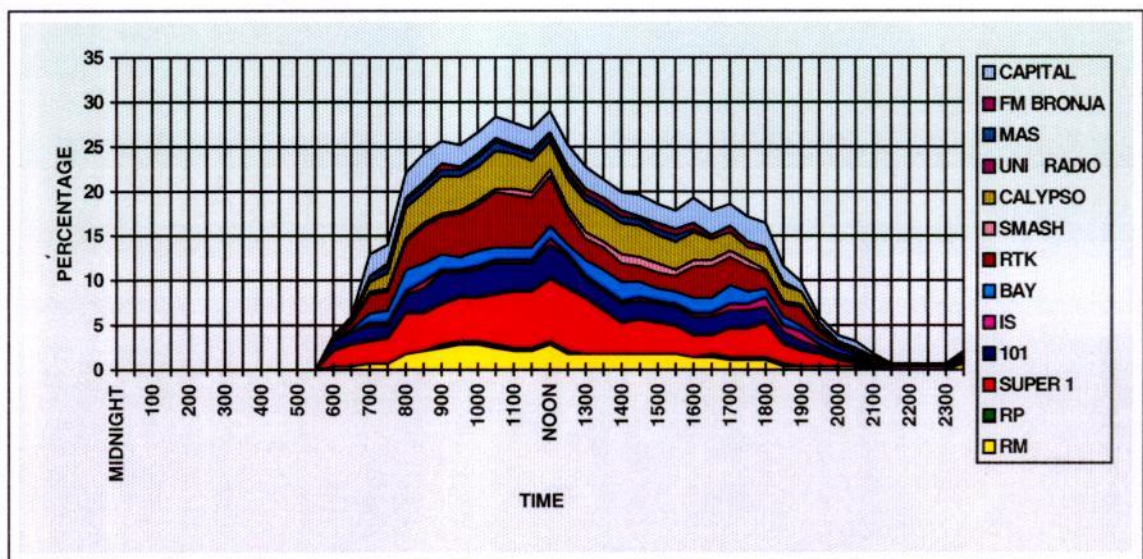


Fig 7.3: Radio Audiences - Monday

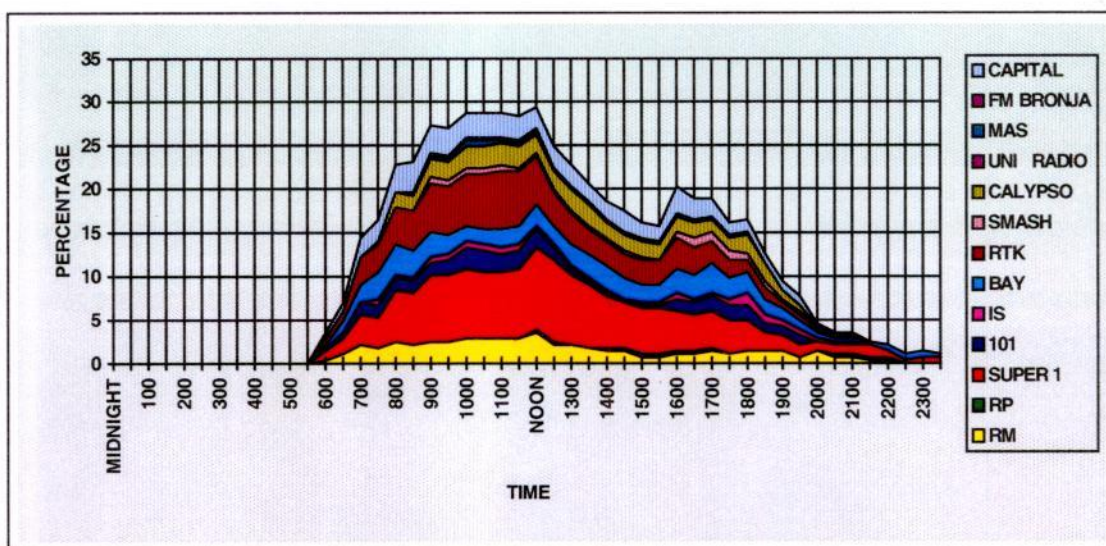


Fig 7.4: Radio Audiences - Tuesday

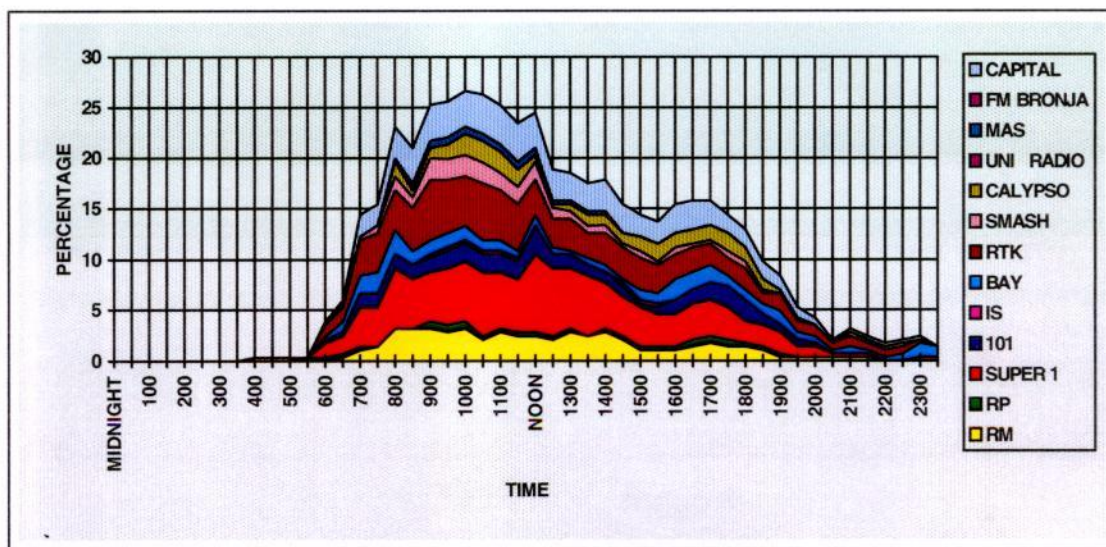


Fig 7.5: Radio Audiences - Wednesday

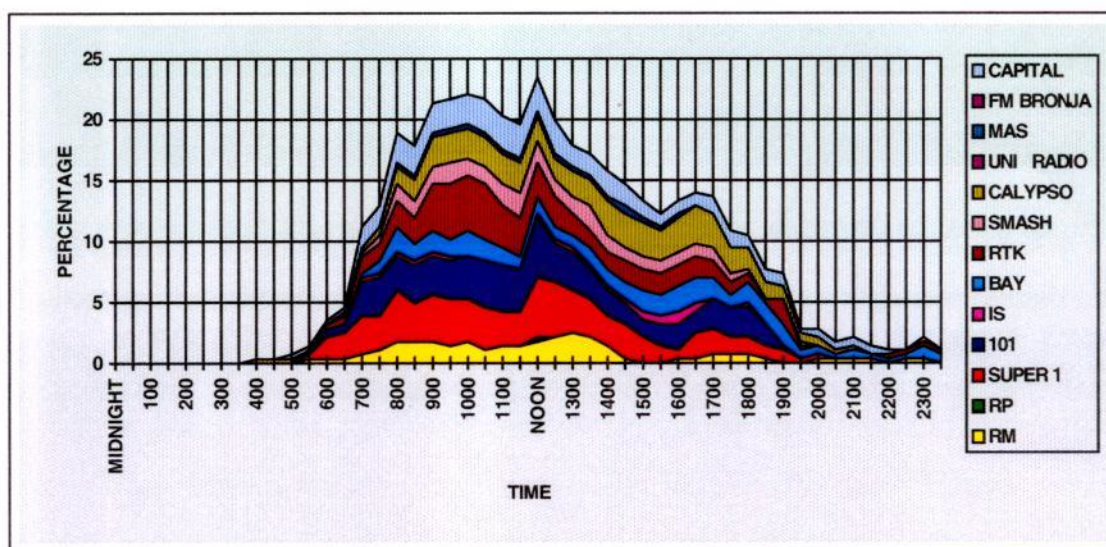


Fig 7.6: Radio Audiences – Thursday

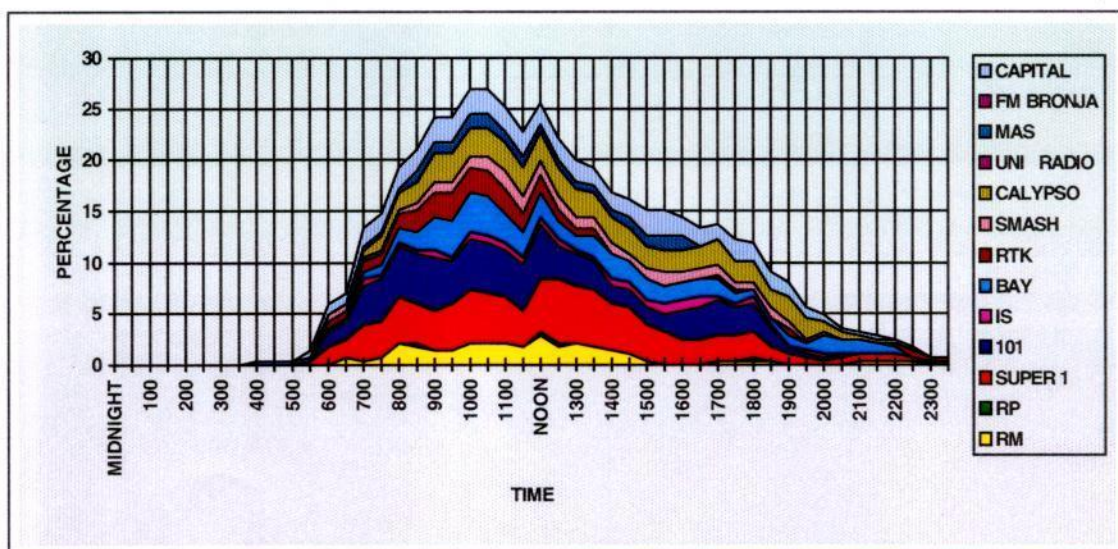


Fig 7.7: Radio Audiences - Friday

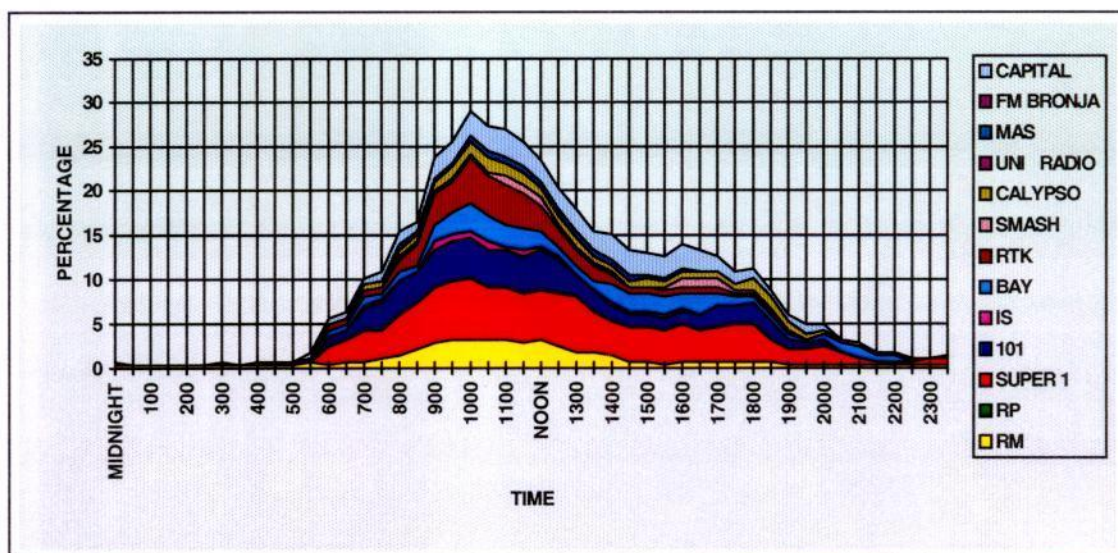


Fig 7.8: Radio Audiences – Saturday

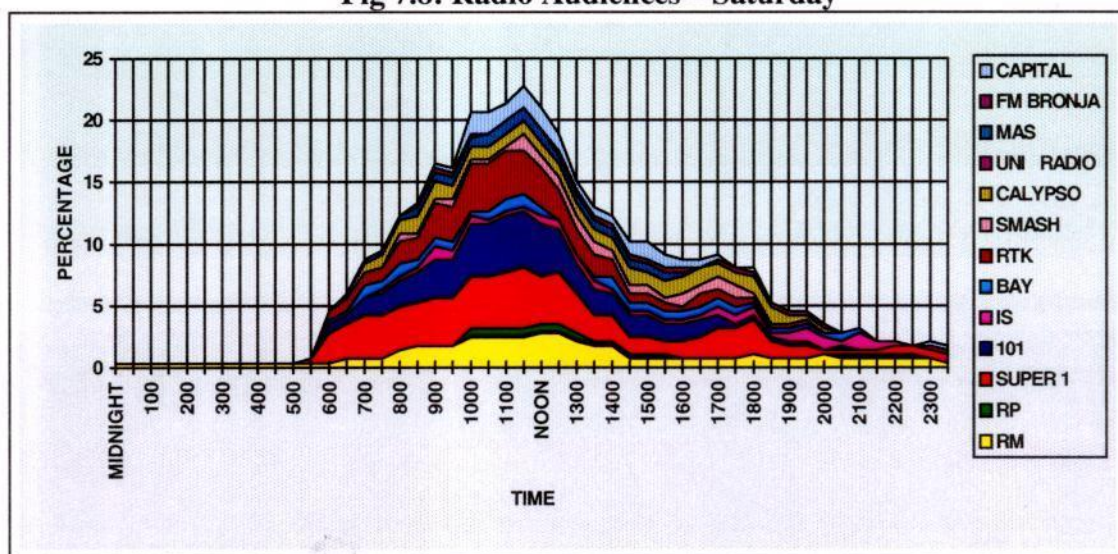
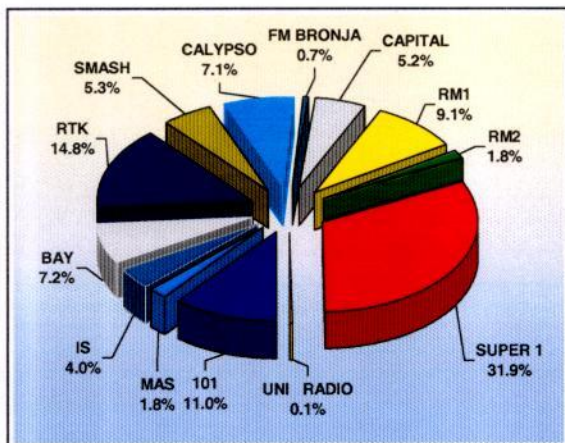
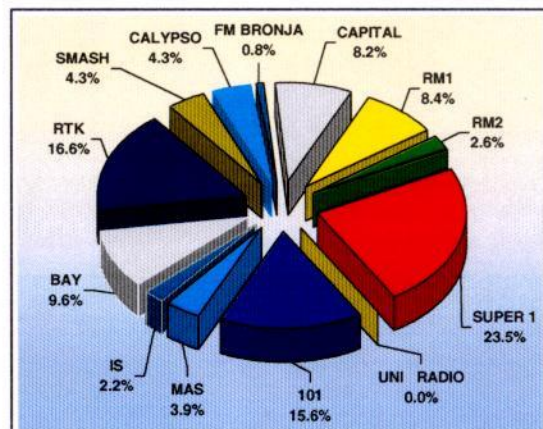


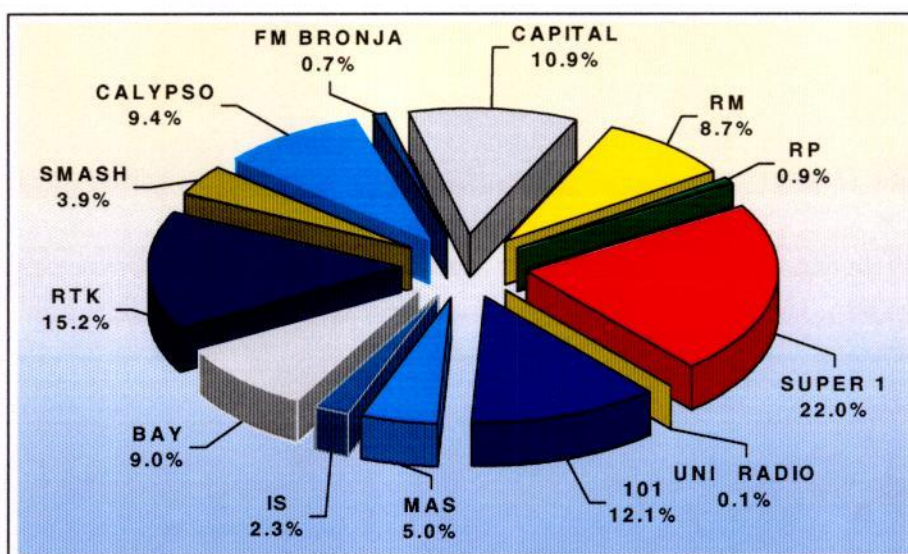
Fig 7.9: Radio Audiences - Sunday



1st Quarter 1999

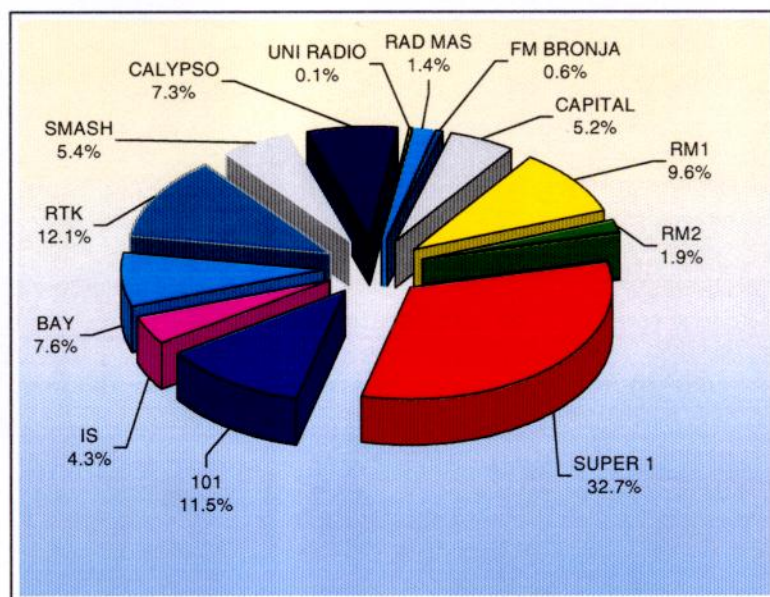


1st Quarter 2000

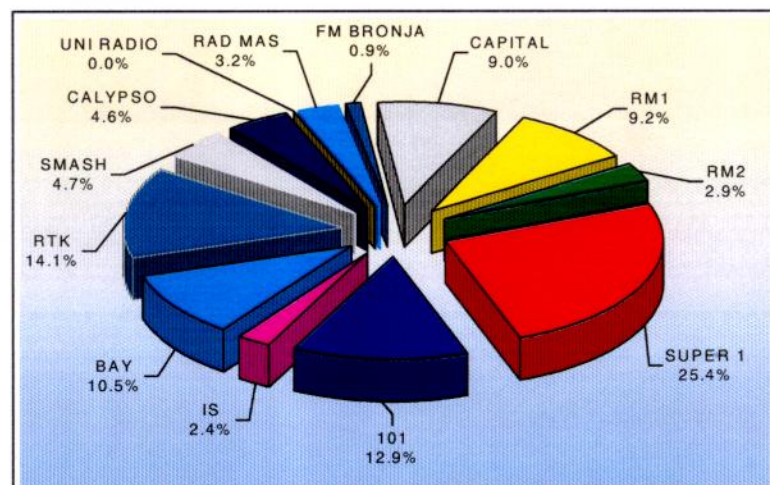


1st Quarter 2001

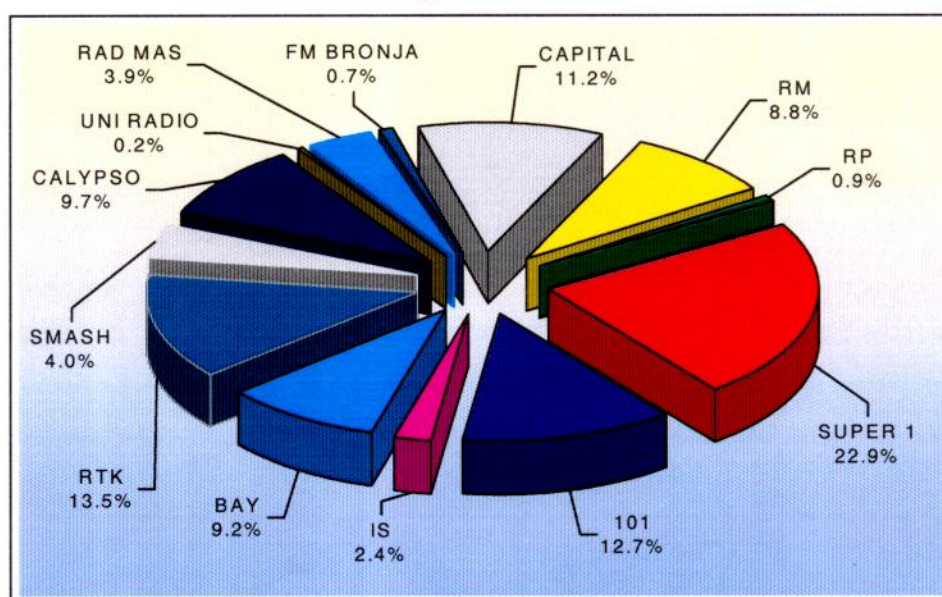
Fig. 7.10: Daily Average Audience Radio Levels
(Basis: All Available Time-Slots)



1st Quarter 1999



1st Quarter 2000



1st Quarter 2001

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

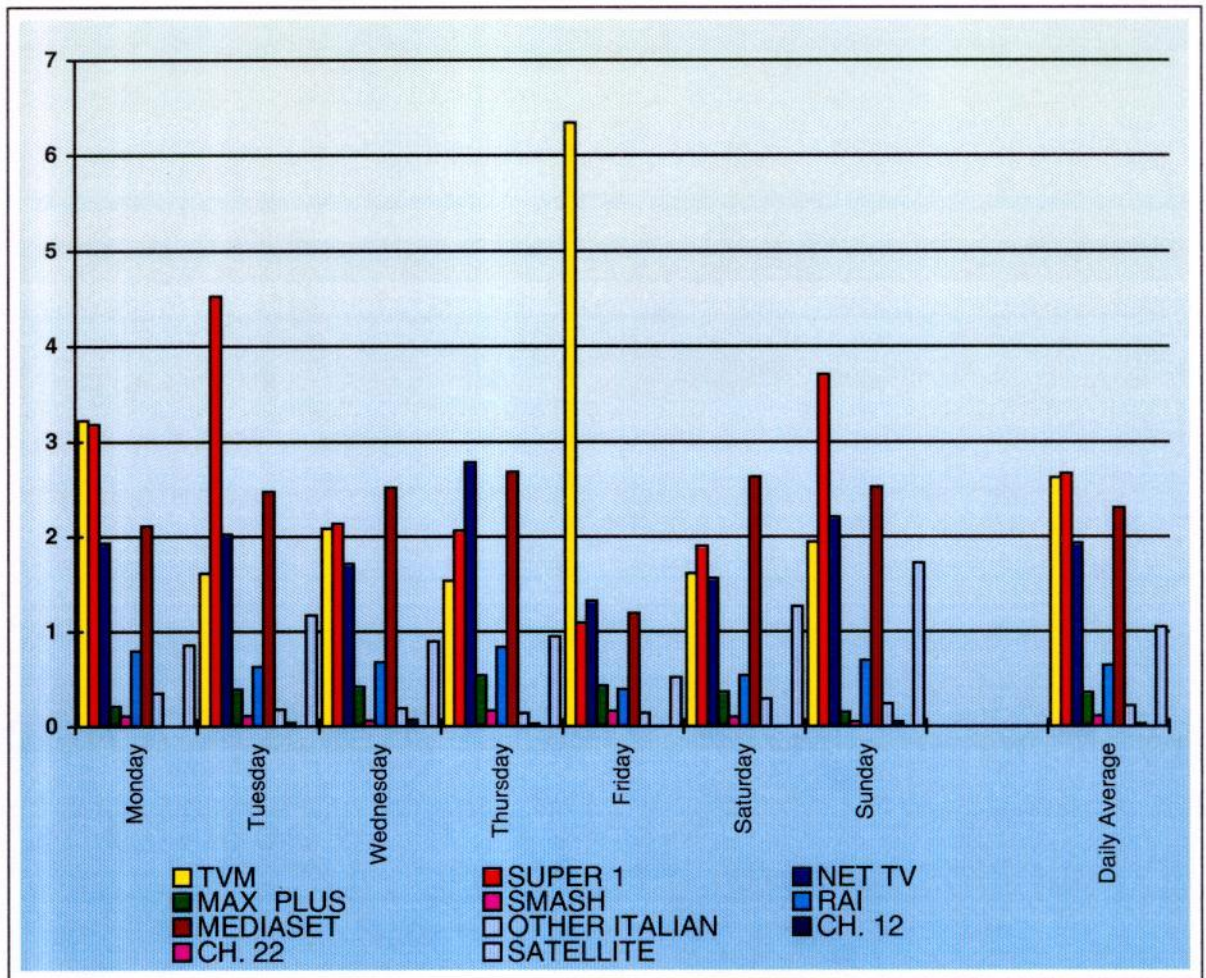


Figure 8.1: Daily TV Average Audience Share: 1st Quarter 2001
All Available Slots

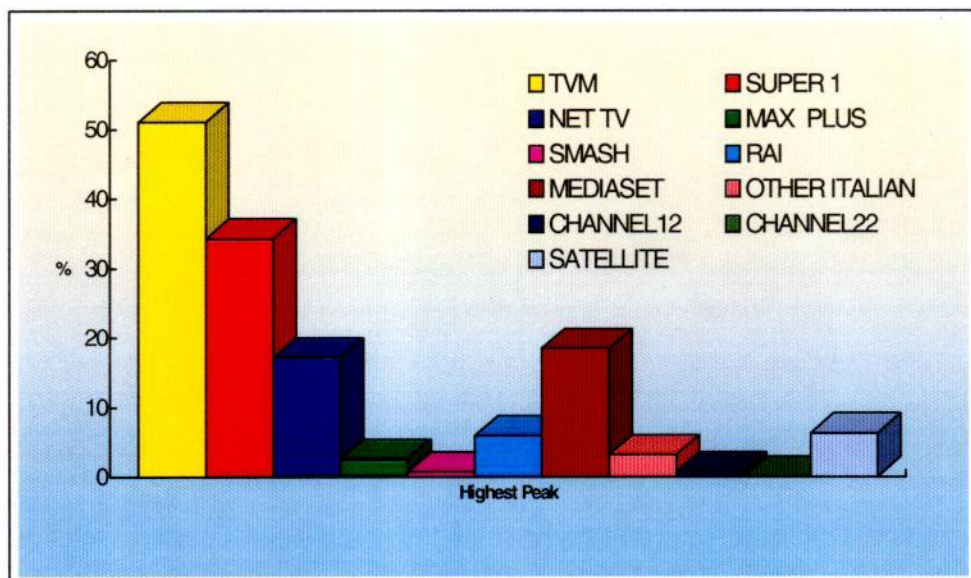


Figure 8.2: Highest TV Channel Peak Audience Share: 1st Quarter 2001

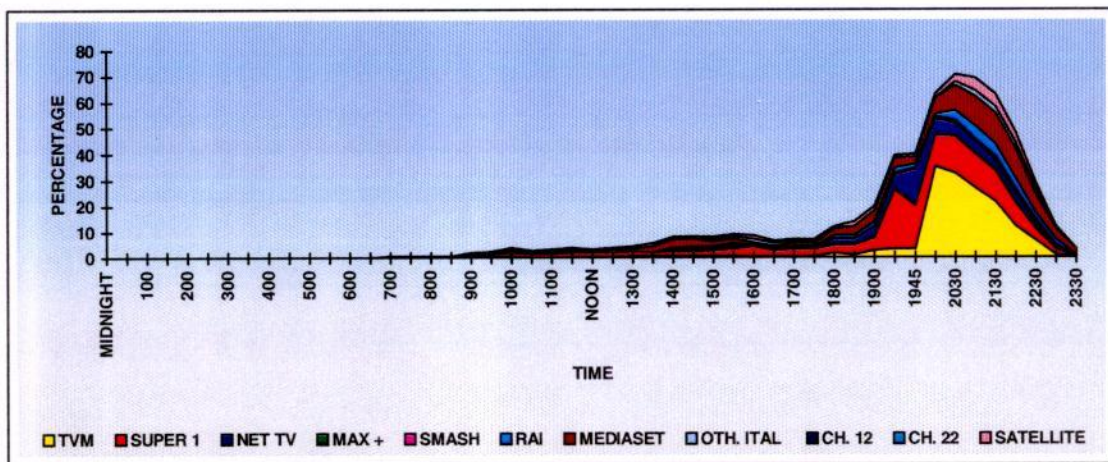


Fig 8.3: TV Audience Shares: Monday

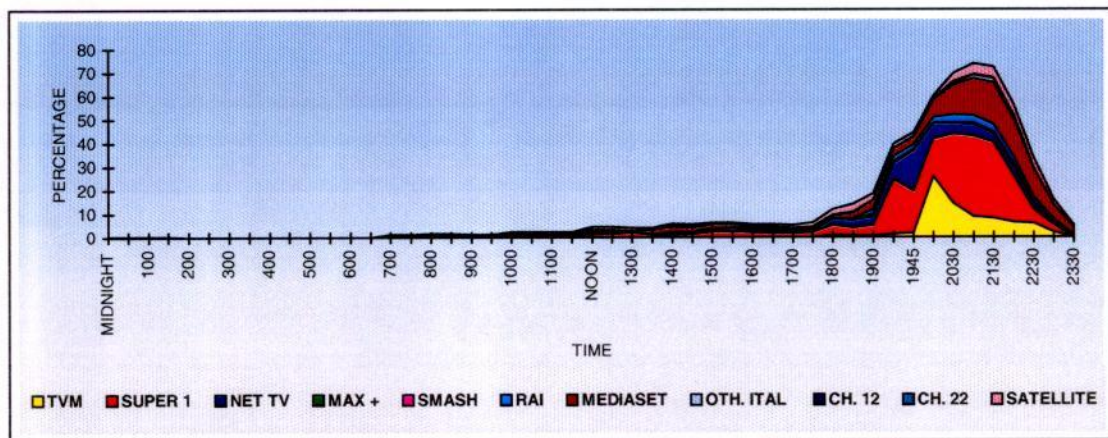


Fig 8.4: TV Audience Shares: Tuesday

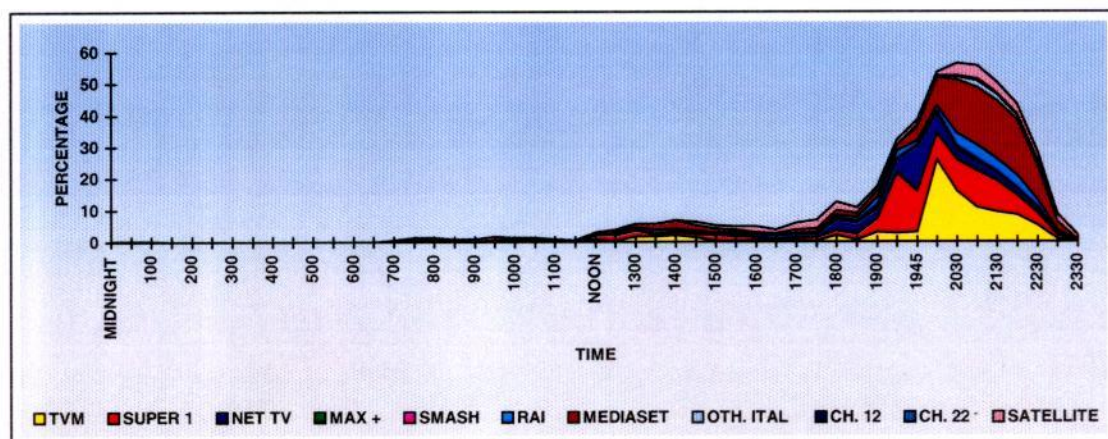


Fig 8.5: TV Audience Shares: Wednesday

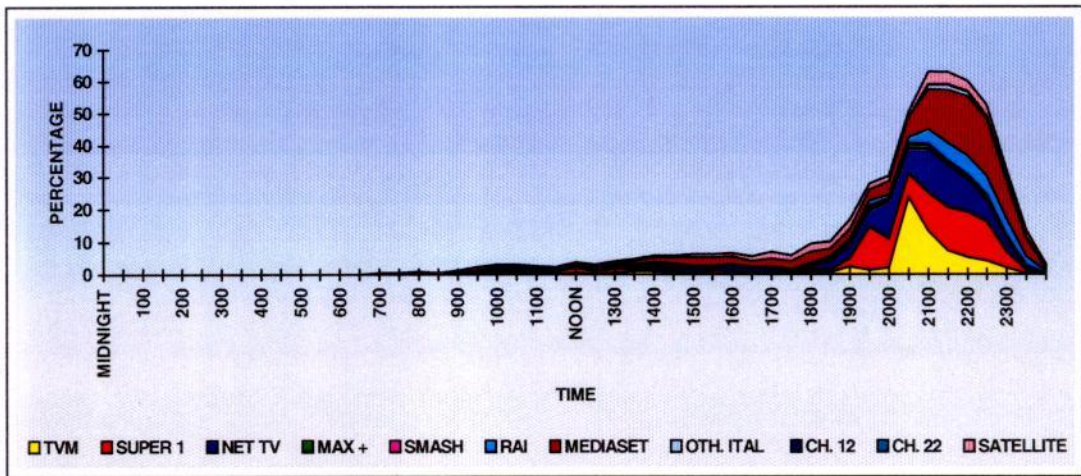


Fig 8.6: TV Audience Shares: Thursday

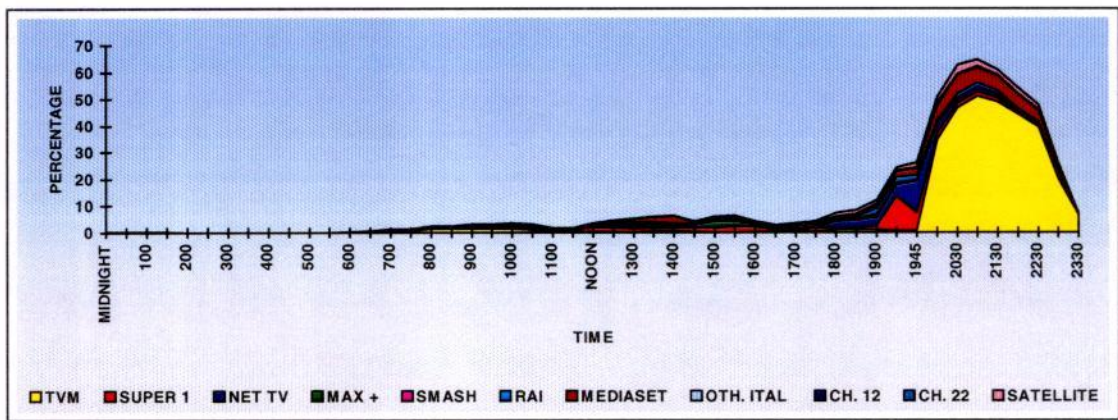


Fig 8.7: TV Audience Shares: Friday

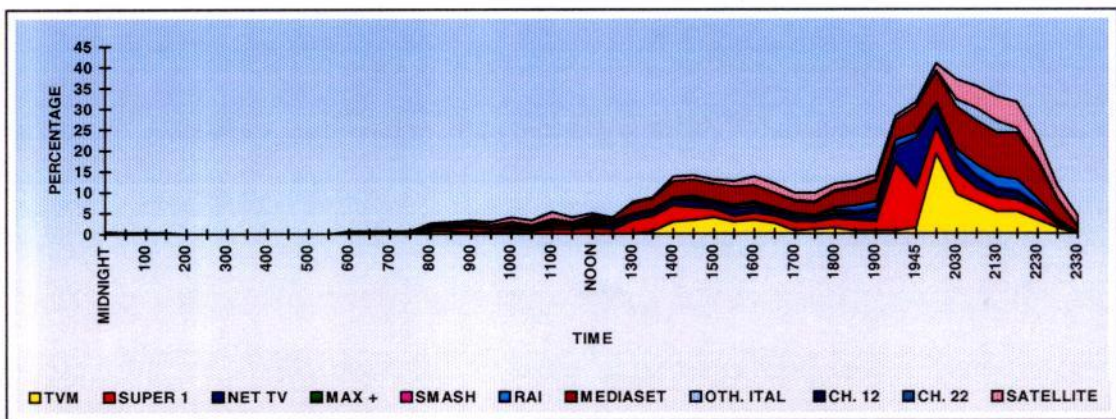


Fig 8.8: TV Audience Shares: Saturday

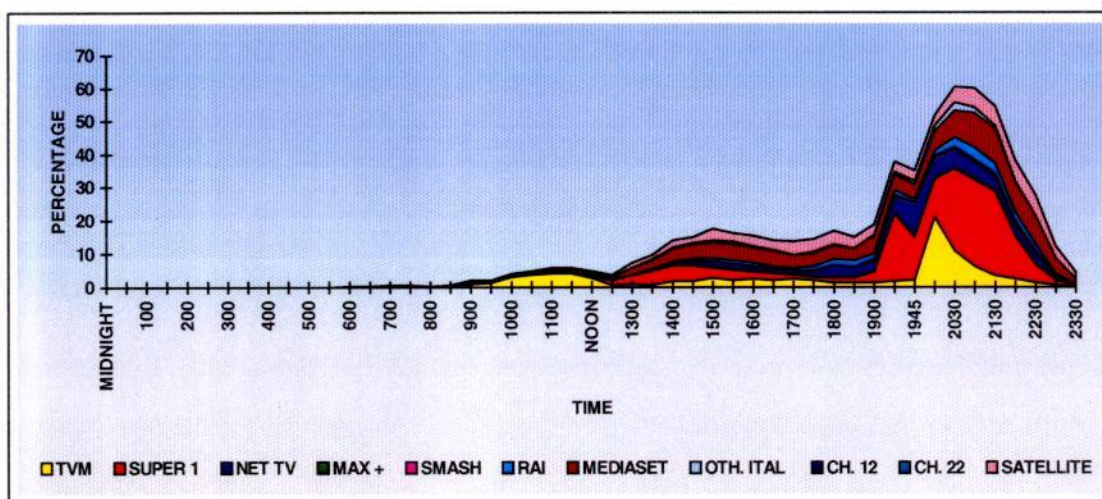


Fig 8.9: TV Audience Shares: Sunday

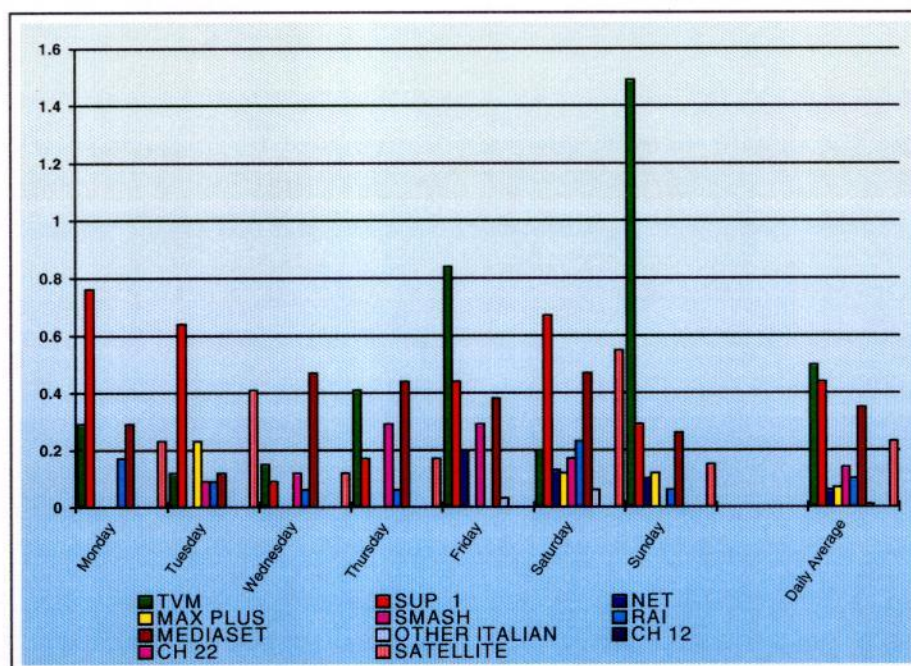


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 1st Quarter 2001
0600 HRS –NOON

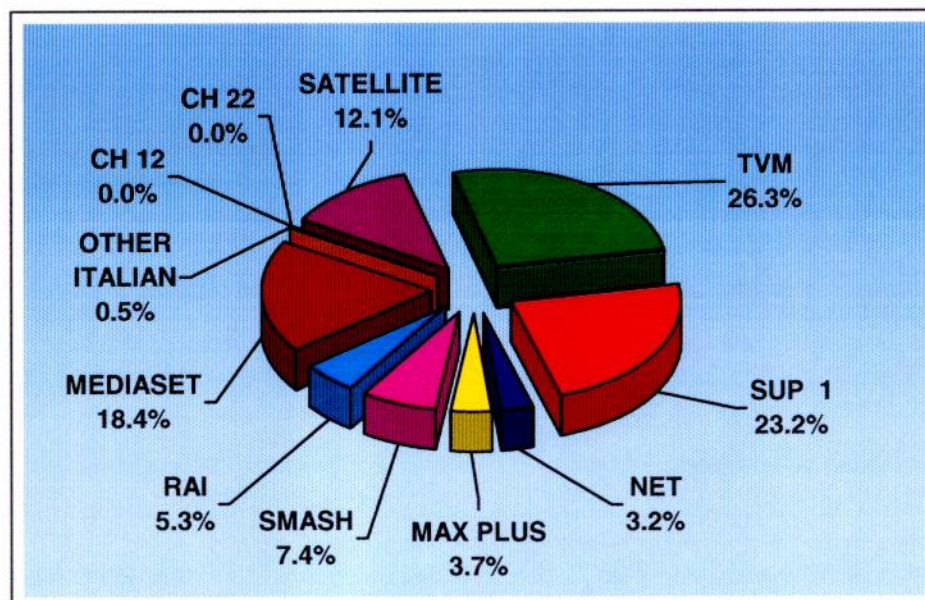


Fig. 8.11: Time Band 1: TV Average Audience Share – 1st Quarter 2001
0600 HRS –NOON

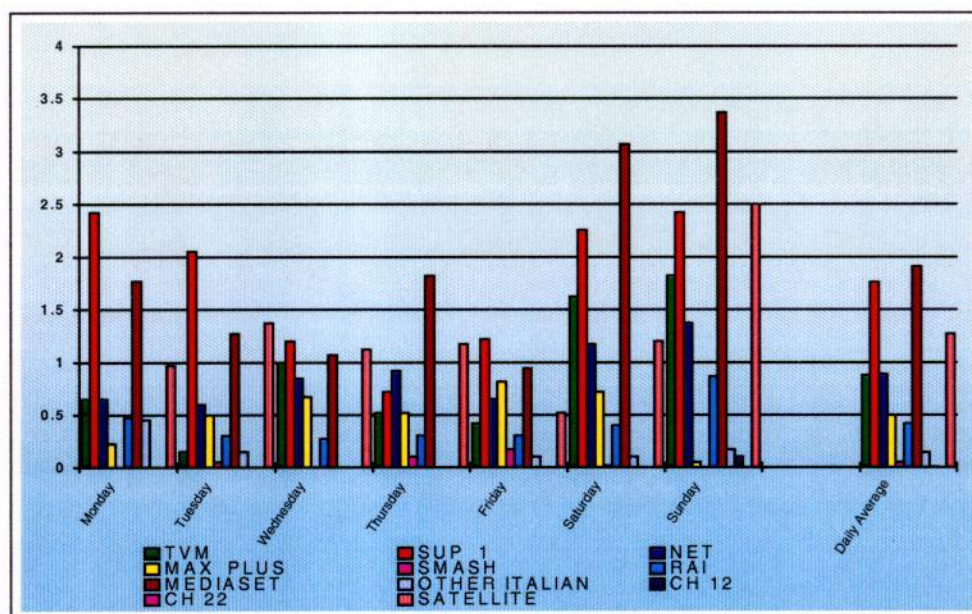


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 1st Quarter 2001
NOON - 1900 HRS

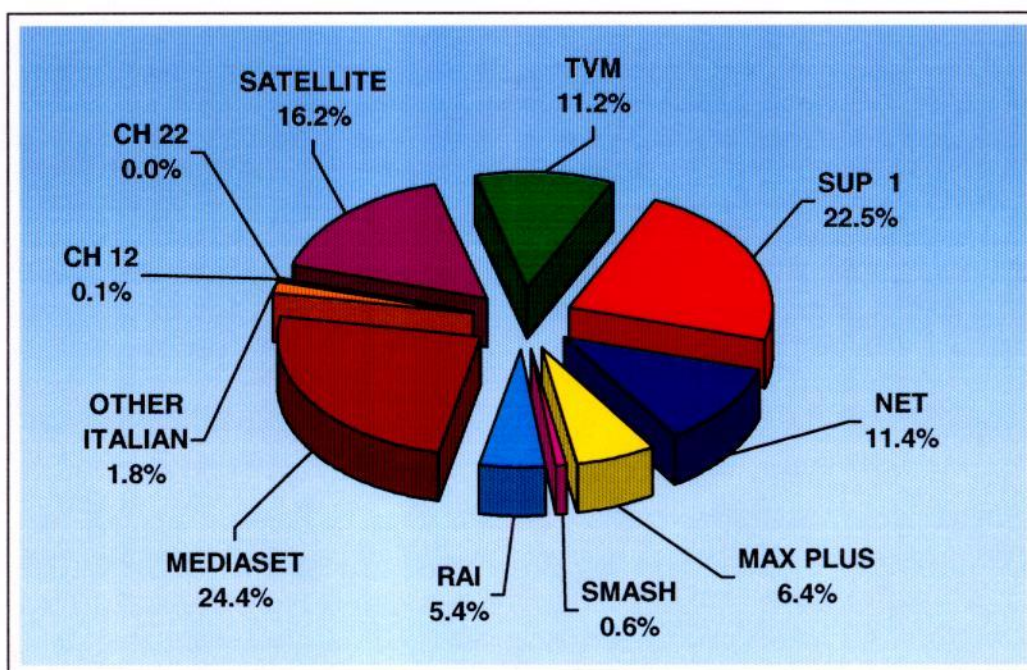


Fig. 8.13: Time Band 2: TV Average Audience Share – 1st Quarter 2001
NOON - 1900 HRS

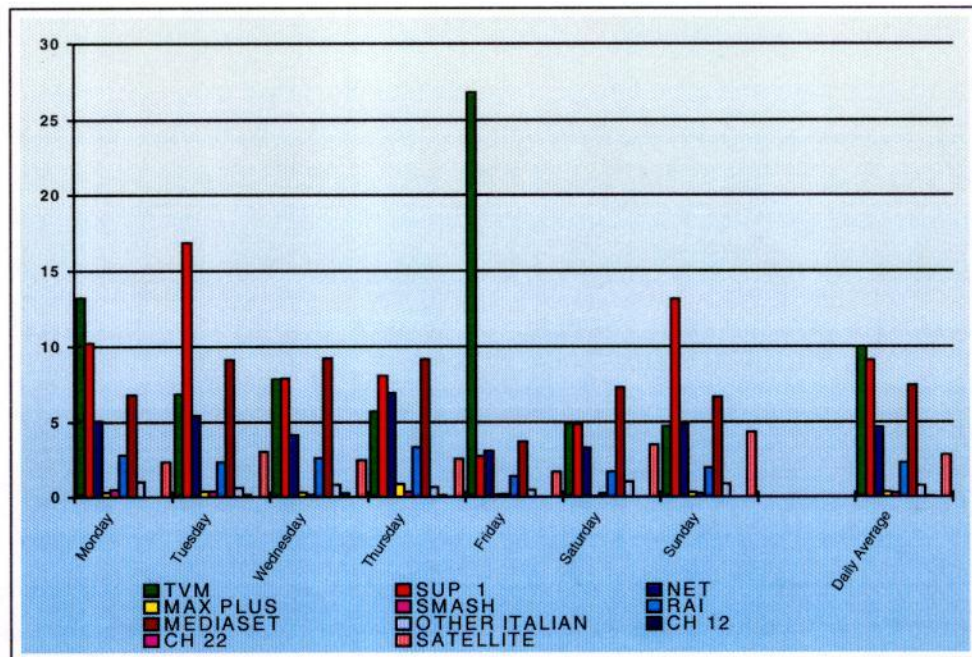


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 1st Quarter 2001
1900 HRS – MIDNIGHT

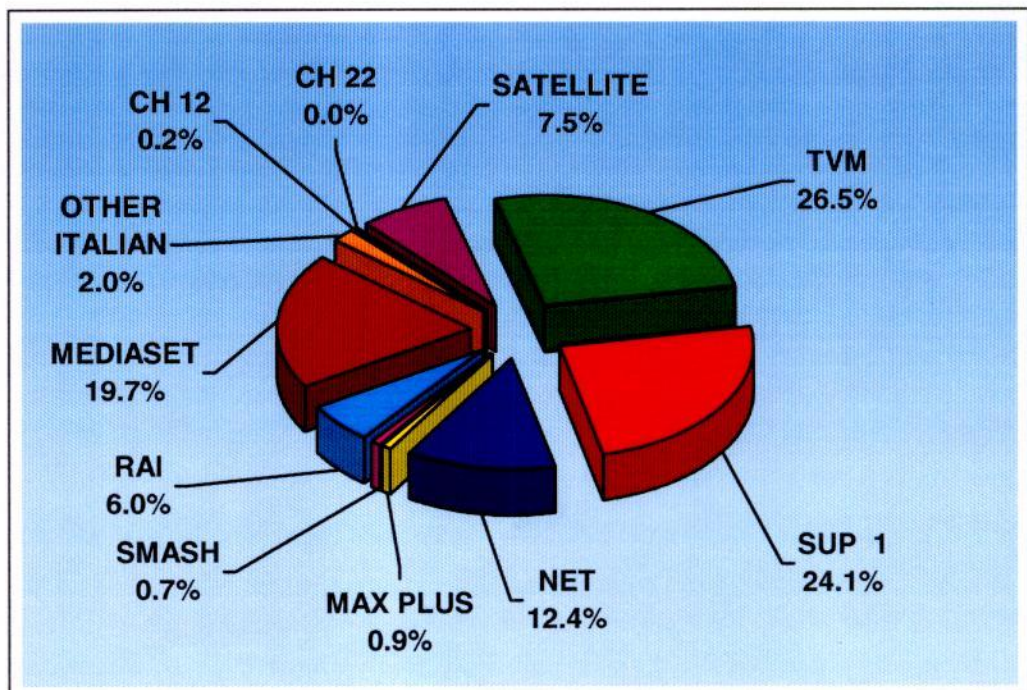


Fig. 8.15: Time Band 3: TV Average Audience Share – 1st Quarter 2001
1900 HRS – MIDNIGHT