

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

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	AB	C1	C2	DE
TOTAL.....	1001	490	511	154	321	283	243
AGE GROUP							
12 - 17.....	112	56	56	19	46	27	20
.....	11.2%	11.4%	11.0%	12.3%	14.3%	9.5%	8.2%
.....	100%	50.0%	50.0%	17.0%	41.1%	24.1%	17.9%
18 - 30.....	210	105	105	38	78	51	43
.....	21.0%	21.4%	20.5%	24.7%	24.3%	18.0%	17.7%
.....	100%	50.0%	50.0%	18.1%	37.1%	24.3%	20.5%
31 - 50.....	371	182	189	56	112	104	99
.....	37.1%	37.1%	37.0%	36.4%	34.9%	36.7%	40.7%
.....	100%	49.1%	50.9%	15.1%	30.2%	28.0%	26.7%
51 - 65.....	182	91	91	26	54	58	44
.....	18.2%	18.6%	17.8%	16.9%	16.8%	20.5%	18.1%
.....	100%	50.0%	50.0%	14.3%	29.7%	31.9%	24.2%
OVER 65.....	126	56	70	15	31	43	37
.....	12.6%	11.4%	13.7%	9.7%	9.7%	15.2%	15.2%
.....	100%	44.4%	55.6%	11.9%	24.6%	34.1%	29.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	154	321	283	243
	%	%	%	%	%
12-17	11.2	12.3	14.3	9.5	8.2
18-30	21.0	24.7	24.3	18.0	17.7
30-51	37.1	36.4	34.9	36.7	40.7
51-65	18.2	16.9	16.8	20.5	18.1
over 65	12.6	9.7	9.7	15.2	15.2
TOTAL	100.0	100.0	100.0	100.0	100.0

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
LISTEN TO THE RADIO..	747	347	400	69	154	286	140	98	108	244	207	188
.....	74.6%	70.8%	78.3%	61.6%	73.3%	77.1%	76.9%	77.8%	70.1%	76.0%	73.1%	77.4%
.....	100%	46.5%	53.5%	9.2%	20.6%	38.3%	18.7%	13.1%	14.5%	32.7%	27.7%	25.2%
DO NOT LISTEN TO THE												
RADIO.....	254	143	111	43	56	85	42	28	46	77	76	55
.....	25.4%	29.2%	21.7%	38.4%	26.7%	22.9%	23.1%	22.2%	29.9%	24.0%	26.9%	22.6%
.....	100%	56.3%	43.7%	16.9%	22.0%	33.5%	16.5%	11.0%	18.1%	30.3%	29.9%	21.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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	A8	C1	C2	DE
TOTAL.....	747	347	400	69	154	286	140	98	108	244	207	188
K3A												
VARIES CONSIDERABLY..	13	6	7	3	1	6	3	0	2	2	6	3
.....	1.7%	1.7%	1.8%	4.3%	.6%	2.1%	2.1%	.0%	1.9%	.8%	2.9%	1.6%
.....	100%	46.2%	53.8%	23.1%	7.7%	46.2%	23.1%	.0%	15.4%	15.4%	46.2%	23.1%
ONE.....	256	135	121	34	60	87	42	33	58	98	47	53
.....	34.3%	38.9%	30.3%	49.3%	39.0%	30.4%	30.0%	33.7%	53.7%	40.2%	22.7%	28.2%
.....	100%	52.7%	47.3%	13.3%	23.4%	34.0%	16.4%	12.9%	22.7%	38.3%	18.4%	20.7%
TWO.....	137	71	66	14	29	49	28	17	20	44	38	35
.....	18.3%	20.5%	16.5%	20.3%	18.8%	17.1%	20.0%	17.3%	18.5%	18.0%	18.4%	18.6%
.....	100%	51.8%	48.2%	10.2%	21.2%	35.8%	20.4%	12.4%	14.6%	32.1%	27.7%	25.5%
THREE.....	91	43	48	9	18	29	17	18	8	35	27	21
.....	12.2%	12.4%	12.0%	13.0%	11.7%	10.1%	12.1%	18.4%	7.4%	14.3%	13.0%	11.2%
.....	100%	47.3%	52.7%	9.9%	19.8%	31.9%	18.7%	19.8%	8.8%	38.5%	29.7%	23.1%
FOUR.....	67	22	45	3	8	31	18	7	8	16	23	20
.....	9.0%	6.3%	11.3%	4.3%	5.2%	10.8%	12.9%	7.1%	7.4%	6.6%	11.1%	10.6%
.....	100%	32.8%	67.2%	4.5%	11.9%	46.3%	26.9%	10.4%	11.9%	23.9%	34.3%	29.9%
FIVE.....	46	23	23	3	12	19	7	5	3	13	19	11
.....	6.2%	6.6%	5.8%	4.3%	7.8%	6.6%	5.0%	5.1%	2.8%	5.3%	9.2%	5.9%
.....	100%	50.0%	50.0%	6.5%	26.1%	41.3%	15.2%	10.9%	6.5%	28.3%	41.3%	23.9%
SIX.....	43	12	31	2	4	23	8	6	3	11	14	15
.....	5.8%	3.5%	7.8%	2.9%	2.6%	8.0%	5.7%	6.1%	2.8%	4.5%	6.8%	8.0%
.....	100%	27.9%	72.1%	4.7%	9.3%	53.5%	18.6%	14.0%	7.0%	25.6%	32.6%	34.9%
SEVEN.....	12	5	7	0	3	8	0	1	0	6	2	4
.....	1.6%	1.4%	1.8%	.0%	1.9%	2.8%	.0%	1.0%	.0%	2.5%	1.0%	2.1%
.....	100%	41.7%	58.3%	.0%	25.0%	66.7%	.0%	8.3%	.0%	50.0%	16.7%	33.3%
EIGHT.....	42	15	27	1	13	15	5	8	3	10	13	16
.....	5.6%	4.3%	6.8%	1.4%	8.4%	5.2%	3.6%	8.2%	2.8%	4.1%	6.3%	8.5%
.....	100%	35.7%	64.3%	2.4%	31.0%	35.7%	11.9%	19.0%	7.1%	23.8%	31.0%	38.1%
NINE.....	5	1	4	0	1	4	0	0	0	2	1	2
.....	.7%	.3%	1.0%	.0%	.6%	1.4%	.0%	.0%	.0%	.8%	.5%	1.1%
.....	100%	20.0%	80.0%	.0%	20.0%	80.0%	.0%	.0%	.0%	40.0%	20.0%	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.....	8	4	4	0	0	2	4	2	1	0	5	2
.....	1.1%	1.2%	1.0%	.0%	.0%	.7%	2.9%	2.0%	.9%	.0%	2.4%	1.1%
.....	100%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	12.5%	.0%	62.5%	25.0%
ELEVEN.....	4	1	3	0	0	3	1	0	1	1	1	1
.....	.5%	.3%	.8%	.0%	.0%	1.0%	.7%	.0%	.9%	.4%	.5%	.5%
.....	100%	25.0%	75.0%	.0%	.0%	75.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%
TWELVE.....	9	2	7	0	3	4	2	0	0	3	5	1
.....	1.2%	.6%	1.8%	.0%	1.9%	1.4%	1.4%	.0%	.0%	1.2%	2.4%	.5%
.....	100%	22.2%	77.8%	.0%	33.3%	44.4%	22.2%	.0%	.0%	33.3%	55.6%	11.1%
THIRTEEN.....	6	3	3	0	1	3	2	0	0	1	4	1
.....	.8%	.9%	.8%	.0%	.6%	1.0%	1.4%	.0%	.0%	.4%	1.9%	.5%
.....	100%	50.0%	50.0%	.0%	16.7%	50.0%	33.3%	.0%	.0%	16.7%	66.7%	16.7%
FOURTEEN.....	2	1	1	0	0	1	1	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.0%	.3%	.7%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
FIFTEEN.....	2	1	1	0	1	1	0	0	1	0	0	1
.....	.3%	.3%	.3%	.0%	.6%	.3%	.0%	.0%	.9%	.0%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SIXTEEN.....	4	2	2	0	0	1	2	1	0	1	1	2
.....	.5%	.6%	.5%	.0%	.0%	.3%	1.4%	1.0%	.0%	.4%	.5%	1.1%
.....	100%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	25.0%	50.0%

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.....	747	347	400	69	154	286	140	98	108	244	207	188
NO ANSWER.....	25	11	14	1	5	9	5	5	2	13	7	3
.....	3.3%	3.2%	3.5%	1.4%	3.2%	3.1%	3.6%	5.1%	1.9%	5.3%	3.4%	1.6%
.....	100%	44.0%	56.0%	4.0%	20.0%	36.0%	20.0%	20.0%	8.0%	52.0%	28.0%	12.0%
AT HOME.....	568	236	332	55	100	201	121	91	79	174	158	157
.....	76.0%	68.0%	83.0%	79.7%	64.9%	70.3%	86.4%	92.9%	73.1%	71.3%	76.3%	83.5%
.....	100%	41.5%	58.5%	9.7%	17.6%	35.4%	21.3%	16.0%	13.9%	30.6%	27.8%	27.6%
AT WORK.....	124	82	42	6	36	60	18	4	15	42	38	29
.....	16.6%	23.6%	10.5%	8.7%	23.4%	21.0%	12.9%	4.1%	13.9%	17.2%	18.4%	15.4%
.....	100%	66.1%	33.9%	4.8%	29.0%	48.4%	14.5%	3.2%	12.1%	33.9%	30.6%	23.4%
IN THE CAR.....	219	138	81	13	67	100	29	10	56	82	44	37
.....	29.3%	39.8%	20.3%	18.8%	43.5%	35.0%	20.7%	10.2%	51.9%	33.6%	21.3%	19.7%
.....	100%	63.0%	37.0%	5.9%	30.6%	45.7%	13.2%	4.6%	25.6%	37.4%	20.1%	16.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
WATCH TV.....	986	484	502	110	209	368	178	121	151	318	278	239
.....	98.5%	98.8%	98.2%	98.2%	99.5%	99.2%	97.8%	96.0%	98.1%	99.1%	98.2%	98.4%
.....	100%	49.1%	50.9%	11.2%	21.2%	37.3%	18.1%	12.3%	15.3%	32.3%	28.2%	24.2%
DO NOT WATCH TV.....	15	6	9	2	1	3	4	5	3	3	5	4
.....	1.5%	1.2%	1.8%	1.8%	.5%	.8%	2.2%	4.0%	1.9%	.9%	1.8%	1.6%
.....	100%	40.0%	60.0%	13.3%	6.7%	20.0%	26.7%	33.3%	20.0%	20.0%	33.3%	26.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	986	484	502	110	209	368	178	121	151	318	278	239
K17A												
VARIES CONSIDERABLY..	8	2	6	1	1	4	2	0	1	5	1	1
.....	.8%	.4%	1.2%	.9%	.5%	1.1%	1.1%	.0%	.7%	1.6%	.4%	.4%
.....	100%	25.0%	75.0%	12.5%	12.5%	50.0%	25.0%	.0%	12.5%	62.5%	12.5%	12.5%
ONE.....	229	118	111	28	54	84	40	23	56	78	56	39
.....	23.2%	24.4%	22.1%	25.5%	25.8%	22.8%	22.5%	19.0%	37.1%	24.5%	20.1%	16.3%
.....	100%	51.5%	48.5%	12.2%	23.6%	36.7%	17.5%	10.0%	24.5%	34.1%	24.5%	17.0%
TWO.....	281	148	133	38	48	107	54	34	40	98	73	70
.....	28.5%	30.6%	26.5%	34.5%	23.0%	29.1%	30.3%	28.1%	26.5%	30.8%	26.3%	29.3%
.....	100%	52.7%	47.3%	13.5%	17.1%	38.1%	19.2%	12.1%	14.2%	34.9%	26.0%	24.9%
THREE.....	221	110	111	22	55	85	34	25	26	66	75	54
.....	22.4%	22.7%	22.1%	20.0%	26.3%	23.1%	19.1%	20.7%	17.2%	20.8%	27.0%	22.6%
.....	100%	49.8%	50.2%	10.0%	24.9%	38.5%	15.4%	11.3%	11.8%	29.9%	33.9%	24.4%
FOUR.....	127	52	75	11	30	45	21	20	14	36	41	36
.....	12.9%	10.7%	14.9%	10.0%	14.4%	12.2%	11.8%	16.5%	9.3%	11.3%	14.7%	15.1%
.....	100%	40.9%	59.1%	8.7%	23.6%	35.4%	16.5%	15.7%	11.0%	28.3%	32.3%	28.3%
FIVE.....	62	30	32	6	12	22	13	9	7	23	15	17
.....	6.3%	6.2%	6.4%	5.5%	5.7%	6.0%	7.3%	7.4%	4.6%	7.2%	5.4%	7.1%
.....	100%	48.4%	51.6%	9.7%	19.4%	35.5%	21.0%	14.5%	11.3%	37.1%	24.2%	27.4%
SIX.....	29	14	15	2	2	12	8	5	5	5	10	9
.....	2.9%	2.9%	3.0%	1.8%	1.0%	3.3%	4.5%	4.1%	3.3%	1.6%	3.6%	3.8%
.....	100%	48.3%	51.7%	6.9%	6.9%	41.4%	27.6%	17.2%	17.2%	17.2%	34.5%	31.0%
SEVEN.....	7	1	6	1	2	1	1	2	1	1	2	3
.....	.7%	.2%	1.2%	.9%	1.0%	.3%	.6%	1.7%	.7%	.3%	.7%	1.3%
.....	100%	14.3%	85.7%	14.3%	28.6%	14.3%	14.3%	28.6%	14.3%	14.3%	28.6%	42.9%
EIGHT.....	9	4	5	0	4	2	3	0	1	3	2	3
.....	.9%	.8%	1.0%	.0%	1.9%	.5%	1.7%	.0%	.7%	.9%	.7%	1.3%
.....	100%	44.4%	55.6%	.0%	44.4%	22.2%	33.3%	.0%	11.1%	33.3%	22.2%	33.3%
NINE.....	2	1	1	1	0	0	1	0	0	1	0	1
.....	.2%	.2%	.2%	.9%	.0%	.0%	.6%	.0%	.0%	.3%	.0%	.4%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(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.....	5	1	4	0	0	2	1	2	0	1	1	3
.....	.5%	.2%	.8%	.0%	.0%	.5%	.6%	1.7%	.0%	.3%	.4%	1.3%
.....	100%	20.0%	80.0%	.0%	.0%	40.0%	20.0%	40.0%	.0%	20.0%	20.0%	60.0%
TWELVE.....	3	2	1	0	1	2	0	0	0	1	0	2
.....	.3%	.4%	.2%	.0%	.5%	.5%	.0%	.0%	.0%	.3%	.0%	.8%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	.0%	66.7%
FOURTEEN.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
FIFTEEN.....	2	1	1	0	0	1	0	1	0	0	2	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.0%	.8%	.0%	.0%	.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.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.....	986	484	502	110	209	368	178	121	151	318	278	239
IN THE SITTING ROOM..	451	238	213	50	89	164	86	62	86	159	115	91
.....	45.7%	49.2%	42.4%	45.5%	42.6%	44.6%	48.3%	51.2%	57.0%	50.0%	41.4%	38.1%
.....	100%	52.8%	47.2%	11.1%	19.7%	36.4%	19.1%	13.7%	19.1%	35.3%	25.5%	20.2%
IN THE DINING ROOM...	48	20	28	7	11	17	12	1	10	16	16	6
.....	4.9%	4.1%	5.6%	6.4%	5.3%	4.6%	6.7%	.8%	6.6%	5.0%	5.8%	2.5%
.....	100%	41.7%	58.3%	14.6%	22.9%	35.4%	25.0%	2.1%	20.8%	33.3%	33.3%	12.5%
IN THE KITCHEN.....	220	85	135	21	38	96	45	20	27	68	71	54
.....	22.3%	17.6%	26.9%	19.1%	18.2%	26.1%	25.3%	16.5%	17.9%	21.4%	25.5%	22.6%
.....	100%	38.6%	61.4%	9.5%	17.3%	43.6%	20.5%	9.1%	12.3%	30.9%	32.3%	24.5%
IN THE BEDROOM.....	256	137	119	31	70	84	35	36	27	72	75	82
.....	26.0%	28.3%	23.7%	28.2%	33.5%	22.8%	19.7%	29.8%	17.9%	22.6%	27.0%	34.3%
.....	100%	53.5%	46.5%	12.1%	27.3%	32.8%	13.7%	14.1%	10.5%	28.1%	29.3%	32.0%
AT ANOTHER PLACE.....	11	4	7	1	1	7	0	2	1	3	1	6
.....	1.1%	.8%	1.4%	.9%	.5%	1.9%	.0%	1.7%	.7%	.9%	.4%	2.5%
.....	100%	36.4%	63.6%	9.1%	9.1%	63.6%	.0%	18.2%	9.1%	27.3%	9.1%	54.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
NOT CONNECTED.....	426	206	220	53	72	156	85	60	46	125	136	119
.....	42.6%	42.0%	43.1%	47.3%	34.3%	42.0%	46.7%	47.6%	29.9%	38.9%	48.1%	49.0%
.....	100%	48.4%	51.6%	12.4%	16.9%	36.6%	20.0%	14.1%	10.8%	29.3%	31.9%	27.9%
CONNECTED: BASIC.....	207	104	103	23	47	76	41	20	45	74	51	37
.....	20.7%	21.2%	20.2%	20.5%	22.4%	20.5%	22.5%	15.9%	29.2%	23.1%	18.0%	15.2%
.....	100%	50.2%	49.8%	11.1%	22.7%	36.7%	19.8%	9.7%	21.7%	35.7%	24.6%	17.9%
CONNECTED: RECEPTION.	187	78	109	18	45	68	29	27	17	55	58	57
.....	18.7%	15.9%	21.3%	16.1%	21.4%	18.3%	15.9%	21.4%	11.0%	17.1%	20.5%	23.5%
.....	100%	41.7%	58.3%	9.6%	24.1%	36.4%	15.5%	14.4%	9.1%	29.4%	31.0%	30.5%
CONNECTED: TV PLUS...	181	102	79	18	46	71	27	19	46	67	38	30
.....	18.1%	20.8%	15.5%	16.1%	21.9%	19.1%	14.8%	15.1%	29.9%	20.9%	13.4%	12.3%
.....	100%	56.4%	43.6%	9.9%	25.4%	39.2%	14.9%	10.5%	25.4%	37.0%	21.0%	16.6%

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.....	575	284	291	59	138	215	97	66	108	196	147	124
K19A												
NO MOVIE CHANNEL.....	496	244	252	50	117	186	81	62	92	166	125	113
.....	86.3%	85.9%	86.6%	84.7%	84.8%	86.5%	83.5%	93.9%	85.2%	84.7%	85.0%	91.1%
.....	100%	49.2%	50.8%	10.1%	23.6%	37.5%	16.3%	12.5%	18.5%	33.5%	25.2%	22.8%
SUBSCRIBED TO MOVIE												
CHANNEL.....	79	40	39	9	21	29	16	4	16	30	22	11
.....	13.7%	14.1%	13.4%	15.3%	15.2%	13.5%	16.5%	6.1%	14.8%	15.3%	15.0%	8.9%
.....	100%	50.6%	49.4%	11.4%	26.6%	36.7%	20.3%	5.1%	20.3%	38.0%	27.8%	13.9%
K19B												
NO SPORTS CHANNEL.....	466	226	240	46	110	173	79	58	84	155	119	108
.....	81.0%	79.6%	82.5%	78.0%	79.7%	80.5%	81.4%	87.9%	77.8%	79.1%	81.0%	87.1%
.....	100%	48.5%	51.5%	9.9%	23.6%	37.1%	17.0%	12.4%	18.0%	33.3%	25.5%	23.2%
SUBSCRIBED TO THE												
SPORTS CHANNEL.....	109	58	51	13	28	42	18	8	24	41	28	16
.....	19.0%	20.4%	17.5%	22.0%	20.3%	19.5%	18.6%	12.1%	22.2%	20.9%	19.0%	12.9%
.....	100%	53.2%	46.8%	11.9%	25.7%	38.5%	16.5%	7.3%	22.0%	37.6%	25.7%	14.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

**TABLE 4.9: WHO IS MOST INFLUENTIAL PERSON IN THE FAMILY
ON WHICH CHANNEL IS CHOSEN
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
NO ONE IN PARTICULAR.....	204	98	106	11	50	78	38	27	30	63	63	48
.....	20.4%	20.0%	20.7%	9.8%	23.8%	21.0%	20.9%	21.4%	19.5%	19.6%	22.3%	19.8%
.....	100%	48.0%	52.0%	5.4%	24.5%	38.2%	18.6%	13.2%	14.7%	30.9%	30.9%	23.5%
THE HUSBAND.....	332	212	120	38	57	130	62	45	52	95	99	86
.....	33.2%	43.3%	23.5%	33.9%	27.1%	35.0%	34.1%	35.7%	33.8%	29.6%	35.0%	35.4%
.....	100%	63.9%	36.1%	11.4%	17.2%	39.2%	18.7%	13.6%	15.7%	28.6%	29.8%	25.9%
THE WIFE.....	253	90	163	16	43	96	55	43	34	77	76	66
.....	25.3%	18.4%	31.9%	14.3%	20.5%	25.9%	30.2%	34.1%	22.1%	24.0%	26.9%	27.2%
.....	100%	35.6%	64.4%	6.3%	17.0%	37.9%	21.7%	17.0%	13.4%	30.4%	30.0%	26.1%
THE CHILDREN.....	211	90	121	46	60	67	27	11	38	86	44	43
.....	21.1%	18.4%	23.7%	41.1%	28.6%	18.1%	14.8%	8.7%	24.7%	26.8%	15.5%	17.7%
.....	100%	42.7%	57.3%	21.8%	28.4%	31.8%	12.8%	5.2%	18.0%	40.8%	20.9%	20.4%
JOINT DECISION.....	1	0	1	1	0	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
NO PARTICULAR PREFERENCE.....	15	7	8	5	3	2	2	3	2	5	5	3
.....	1.5%	1.4%	1.6%	4.5%	1.4%	.5%	1.1%	2.4%	1.3%	1.6%	1.8%	1.2%
.....	100%	46.7%	53.3%	33.3%	20.0%	13.3%	13.3%	20.0%	13.3%	33.3%	33.3%	20.0%
LISTEN TO THEM ON THE RADIO.....	127	55	72	8	23	46	32	18	20	44	29	34
.....	12.7%	11.2%	14.1%	7.1%	11.0%	12.4%	17.6%	14.3%	13.0%	13.7%	10.2%	14.0%
.....	100%	43.3%	56.7%	6.3%	18.1%	36.2%	25.2%	14.2%	15.7%	34.6%	22.8%	26.8%
WATCH THEM ON TV.....	737	359	378	76	148	285	135	93	98	226	223	190
.....	73.6%	73.3%	74.0%	67.9%	70.5%	76.8%	74.2%	73.8%	63.6%	70.4%	78.8%	78.2%
.....	100%	48.7%	51.3%	10.3%	20.1%	38.7%	18.3%	12.6%	13.3%	30.7%	30.3%	25.8%
READ THEM IN A NEWSPAPER.....	80	50	30	3	24	35	10	8	28	28	14	10
.....	8.0%	10.2%	5.9%	2.7%	11.4%	9.4%	5.5%	6.3%	18.2%	8.7%	4.9%	4.1%
.....	100%	62.5%	37.5%	3.8%	30.0%	43.8%	12.5%	10.0%	35.0%	35.0%	17.5%	12.5%
PICK THEM UP FROM OTHER PERSONS.....	42	19	23	20	12	3	3	4	6	18	12	6
.....	4.2%	3.9%	4.5%	17.9%	5.7%	.8%	1.6%	3.2%	3.9%	5.6%	4.2%	2.5%
.....	100%	45.2%	54.8%	47.6%	28.6%	7.1%	7.1%	9.5%	14.3%	42.9%	28.6%	14.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
NO PARTICULAR PREFERENCE.....	37	20	17	7	8	10	4	8	3	11	14	9
.....	3.7%	4.1%	3.3%	6.3%	3.8%	2.7%	2.2%	6.3%	1.9%	3.4%	4.9%	3.7%
.....	100%	54.1%	45.9%	18.9%	21.6%	27.0%	10.8%	21.6%	8.1%	29.7%	37.8%	24.3%
LISTEN TO THEM ON THE RADIO.....	103	43	60	6	13	42	24	18	13	35	24	31
.....	10.3%	8.8%	11.7%	5.4%	6.2%	11.3%	13.2%	14.3%	8.4%	10.9%	8.5%	12.8%
.....	100%	41.7%	58.3%	5.8%	12.6%	40.8%	23.3%	17.5%	12.6%	34.0%	23.3%	30.1%
WATCH THEM ON TV.....	757	366	391	78	165	284	140	90	107	230	230	190
.....	75.6%	74.7%	76.5%	69.6%	78.6%	76.5%	76.9%	71.4%	69.5%	71.7%	81.3%	78.2%
.....	100%	48.3%	51.7%	10.3%	21.8%	37.5%	18.5%	11.9%	14.1%	30.4%	30.4%	25.1%
READ THEM IN A NEWSPAPER.....	70	46	24	3	18	33	10	6	25	29	8	8
.....	7.0%	9.4%	4.7%	2.7%	8.6%	8.9%	5.5%	4.8%	16.2%	9.0%	2.8%	3.3%
.....	100%	65.7%	34.3%	4.3%	25.7%	47.1%	14.3%	8.6%	35.7%	41.4%	11.4%	11.4%
PICK THEM UP FROM OTHER PERSONS.....	34	15	19	18	6	2	4	4	6	16	7	5
.....	3.4%	3.1%	3.7%	16.1%	2.9%	.5%	2.2%	3.2%	3.9%	5.0%	2.5%	2.1%
.....	100%	44.1%	55.9%	52.9%	17.6%	5.9%	11.8%	11.8%	17.6%	47.1%	20.6%	14.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
PREFERRED TIME FOR TV NEWS BULLETIN												
NA.....	96	38	58	18	16	26	22	14	21	30	28	17
.....	9.6%	7.8%	11.4%	16.1%	7.6%	7.0%	12.1%	11.1%	13.6%	9.3%	9.9%	7.0%
.....	100%	39.6%	60.4%	18.8%	16.7%	27.1%	22.9%	14.6%	21.9%	31.3%	29.2%	17.7%
1300.....	2	1	1	2	0	0	0	0	0	2	0	0
.....	.2%	.2%	.2%	1.8%	.0%	.0%	.0%	.0%	.0%	.6%	.0%	.0%
.....	100%	50.0%	50.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
1430.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
1730.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
1800.....	9	3	6	0	3	2	2	2	3	1	3	2
.....	.9%	.6%	1.2%	.0%	1.4%	.5%	1.1%	1.6%	1.9%	.3%	1.1%	.8%
.....	100%	33.3%	66.7%	.0%	33.3%	22.2%	22.2%	22.2%	33.3%	11.1%	33.3%	22.2%
1830.....	6	3	3	2	1	2	0	1	1	1	2	2
.....	.6%	.6%	.6%	1.8%	.5%	.5%	.0%	.8%	.6%	.3%	.7%	.8%
.....	100%	50.0%	50.0%	33.3%	16.7%	33.3%	.0%	16.7%	16.7%	16.7%	33.3%	33.3%
1900.....	19	11	8	3	3	8	2	3	2	8	7	2
.....	1.9%	2.2%	1.6%	2.7%	1.4%	2.2%	1.1%	2.4%	1.3%	2.5%	2.5%	.8%
.....	100%	57.9%	42.1%	15.8%	15.8%	42.1%	10.5%	15.8%	10.5%	42.1%	36.8%	10.5%
1930.....	115	58	57	5	14	47	27	22	9	24	43	39
.....	11.5%	11.8%	11.2%	4.5%	6.7%	12.7%	14.8%	17.5%	5.8%	7.5%	15.2%	16.0%
.....	100%	50.4%	49.6%	4.3%	12.2%	40.9%	23.5%	19.1%	7.8%	20.9%	37.4%	33.9%
1945.....	22	10	12	3	6	11	1	1	0	8	8	6
.....	2.2%	2.0%	2.3%	2.7%	2.9%	3.0%	.5%	.8%	.0%	2.5%	2.8%	2.5%
.....	100%	45.5%	54.5%	13.6%	27.3%	50.0%	4.5%	4.5%	.0%	36.4%	36.4%	27.3%
2000.....	633	312	321	69	138	238	112	76	99	210	167	157
.....	63.2%	63.7%	62.8%	61.6%	65.7%	64.2%	61.5%	60.3%	64.3%	65.4%	59.0%	64.6%

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%	49.3%	50.7%	10.9%	21.8%	37.6%	17.7%	12.0%	15.6%	33.2%	26.4%	24.8%
2015.....	4	2	2	1	0	3	0	0	0	1	3	0
.....	.4%	.4%	.4%	.9%	.0%	.8%	.0%	.0%	.0%	.3%	1.1%	.0%
.....	100%	50.0%	50.0%	25.0%	.0%	75.0%	.0%	.0%	.0%	25.0%	75.0%	.0%
2030.....	36	21	15	5	12	12	6	1	10	19	3	4
.....	3.6%	4.3%	2.9%	4.5%	5.7%	3.2%	3.3%	.8%	6.5%	5.9%	1.1%	1.6%
.....	100%	58.3%	41.7%	13.9%	33.3%	33.3%	16.7%	2.8%	27.8%	52.8%	8.3%	11.1%
2045.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.2%	.4%	.0%	.0%	.0%	.3%	.0%	.8%	1.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	100%	.0%	.0%	.0%
2100.....	18	11	7	1	2	9	5	1	3	7	7	1
.....	1.8%	2.2%	1.4%	.9%	1.0%	2.4%	2.7%	.8%	1.9%	2.2%	2.5%	.4%
.....	100%	61.1%	38.9%	5.6%	11.1%	50.0%	27.8%	5.6%	16.7%	38.9%	38.9%	5.6%
2130.....	3	1	2	1	1	0	0	1	0	0	1	2
.....	.3%	.2%	.4%	.9%	.5%	.0%	.0%	.8%	.0%	.0%	.4%	.8%
.....	100%	33.3%	66.7%	33.3%	33.3%	.0%	.0%	33.3%	.0%	.0%	33.3%	66.7%
2200.....	12	7	5	0	5	5	1	1	0	2	4	6
.....	1.2%	1.4%	1.0%	.0%	2.4%	1.3%	.5%	.8%	.0%	.6%	1.4%	2.5%
.....	100%	58.3%	41.7%	.0%	41.7%	41.7%	8.3%	8.3%	.0%	16.7%	33.3%	50.0%
2230.....	11	4	7	0	3	4	2	2	2	2	4	3
.....	1.1%	.8%	1.4%	.0%	1.4%	1.1%	1.1%	1.6%	1.3%	.6%	1.4%	1.2%
.....	100%	36.4%	63.6%	.0%	27.3%	36.4%	18.2%	18.2%	18.2%	18.2%	36.4%	27.3%
2300.....	11	6	5	1	6	2	2	0	2	5	3	1
.....	1.1%	1.2%	1.0%	.9%	2.9%	.5%	1.1%	.0%	1.3%	1.6%	1.1%	.4%
.....	100%	54.5%	45.5%	9.1%	54.5%	18.2%	18.2%	.0%	18.2%	45.5%	27.3%	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.....	1001	490	511	112	210	371	182	126	154	321	283	243
DID NOT WATCH THE												
NEWS.....	602	301	301	95	140	210	102	55	104	198	164	136
.....	60.1%	61.4%	58.9%	84.8%	66.7%	56.6%	56.0%	43.7%	67.5%	61.7%	58.0%	56.0%
.....	100%	50.0%	50.0%	15.8%	23.3%	34.9%	16.9%	9.1%	17.3%	32.9%	27.2%	22.6%
TVM.....	297	142	155	10	57	114	58	58	39	103	86	69
.....	29.7%	29.0%	30.3%	8.9%	27.1%	30.7%	31.9%	46.0%	25.3%	32.1%	30.4%	28.4%
.....	100%	47.8%	52.2%	3.4%	19.2%	38.4%	19.5%	19.5%	13.1%	34.7%	29.0%	23.2%
SUPER 1.....	146	80	66	4	18	62	35	27	14	37	48	47
.....	14.6%	16.3%	12.9%	3.6%	8.6%	16.7%	19.2%	21.4%	9.1%	11.5%	17.0%	19.3%
.....	100%	54.8%	45.2%	2.7%	12.3%	42.5%	24.0%	18.5%	9.6%	25.3%	32.9%	32.2%
NET TV.....	42	13	29	5	6	17	8	6	9	12	12	9
.....	4.2%	2.7%	5.7%	4.5%	2.9%	4.6%	4.4%	4.8%	5.8%	3.7%	4.2%	3.7%
.....	100%	31.0%	69.0%	11.9%	14.3%	40.5%	19.0%	14.3%	21.4%	28.6%	28.6%	21.4%
SMASH.....	4	3	1	0	1	2	1	0	0	2	1	1
.....	.4%	.6%	.2%	.0%	.5%	.5%	.5%	.0%	.0%	.6%	.4%	.4%
.....	100%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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.....	1001	490	511	112	210	371	182	126	154	321	283	243
DID NOT WATCH THE												
NEWS.....	628	309	319	86	150	225	105	62	100	204	182	142
.....	62.7%	63.1%	62.4%	76.8%	71.4%	60.6%	57.7%	49.2%	64.9%	63.6%	64.3%	58.4%
.....	100%	49.2%	50.8%	13.7%	23.9%	35.8%	16.7%	9.9%	15.9%	32.5%	29.0%	22.6%
TVM.....	275	136	139	15	46	112	55	47	40	93	70	72
.....	27.5%	27.8%	27.2%	13.4%	21.9%	30.2%	30.2%	37.3%	26.0%	29.0%	24.7%	29.6%
.....	100%	49.5%	50.5%	5.5%	16.7%	40.7%	20.0%	17.1%	14.5%	33.8%	25.5%	26.2%
SUPER 1.....	122	70	52	8	17	45	27	25	9	34	38	41
.....	12.2%	14.3%	10.2%	7.1%	8.1%	12.1%	14.8%	19.8%	5.8%	10.6%	13.4%	16.9%
.....	100%	57.4%	42.6%	6.6%	13.9%	36.9%	22.1%	20.5%	7.4%	27.9%	31.1%	33.6%
NET TV.....	53	23	30	6	10	18	14	5	12	19	16	6
.....	5.3%	4.7%	5.9%	5.4%	4.8%	4.9%	7.7%	4.0%	7.8%	5.9%	5.7%	2.5%
.....	100%	43.4%	56.6%	11.3%	18.9%	34.0%	26.4%	9.4%	22.6%	35.8%	30.2%	11.3%
SMASH.....	4	2	2	0	2	1	1	0	0	2	1	1
.....	.4%	.4%	.4%	.0%	1.0%	.3%	.5%	.0%	.0%	.6%	.4%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

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

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

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

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

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

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

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

TABLE 6.3-1: 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.....	747	347	400	69	154	286	140	98	108	244	207	188
MUSIC												
NONE.....	190	81	109	9	16	65	59	41	17	50	58	65
.....	25.4%	23.3%	27.3%	13.0%	10.4%	22.7%	42.1%	41.8%	15.7%	20.5%	28.0%	34.6%
.....	100%	42.6%	57.4%	4.7%	8.4%	34.2%	31.1%	21.6%	8.9%	26.3%	30.5%	34.2%
RADIO MALTA 1.....	33	12	21	1	0	10	14	8	5	6	13	9
.....	4.4%	3.5%	5.3%	1.4%	.0%	3.5%	10.0%	8.2%	4.6%	2.5%	6.3%	4.8%
.....	100%	36.4%	63.6%	3.0%	.0%	30.3%	42.4%	24.2%	15.2%	18.2%	39.4%	27.3%
RADIO MALTA 2.....	10	6	4	0	3	3	3	1	1	4	4	1
.....	1.3%	1.7%	1.0%	.0%	1.9%	1.0%	2.1%	1.0%	.9%	1.6%	1.9%	.5%
.....	100%	60.0%	40.0%	.0%	30.0%	30.0%	30.0%	10.0%	10.0%	40.0%	40.0%	10.0%
RADIO SUPER 1.....	65	32	33	8	7	23	16	11	3	12	27	23
.....	8.7%	9.2%	8.3%	11.6%	4.5%	8.0%	11.4%	11.2%	2.8%	4.9%	13.0%	12.2%
.....	100%	49.2%	50.8%	12.3%	10.8%	35.4%	24.6%	16.9%	4.6%	18.5%	41.5%	35.4%
RADIO 101.....	60	30	30	5	10	27	11	7	13	19	15	13
.....	8.0%	8.6%	7.5%	7.2%	6.5%	9.4%	7.9%	7.1%	12.0%	7.8%	7.2%	6.9%
.....	100%	50.0%	50.0%	8.3%	16.7%	45.0%	18.3%	11.7%	21.7%	31.7%	25.0%	21.7%
ISLAND SOUND.....	31	16	15	8	12	10	0	1	11	15	3	2
.....	4.1%	4.6%	3.8%	11.6%	7.8%	3.5%	.0%	1.0%	10.2%	6.1%	1.4%	1.1%
.....	100%	51.6%	48.4%	25.8%	38.7%	32.3%	.0%	3.2%	35.5%	48.4%	9.7%	6.5%
BAY RADIO.....	95	48	47	11	34	40	8	2	21	43	18	13
.....	12.7%	13.8%	11.8%	15.9%	22.1%	14.0%	5.7%	2.0%	19.4%	17.6%	8.7%	6.9%
.....	100%	50.5%	49.5%	11.6%	35.8%	42.1%	8.4%	2.1%	22.1%	45.3%	18.9%	13.7%
RTK.....	40	14	26	2	3	12	10	13	7	20	5	8
.....	5.4%	4.0%	6.5%	2.9%	1.9%	4.2%	7.1%	13.3%	6.5%	8.2%	2.4%	4.3%
.....	100%	35.0%	65.0%	5.0%	7.5%	30.0%	25.0%	32.5%	17.5%	50.0%	12.5%	20.0%
LIVE FM.....	2	1	1	2	0	0	0	0	0	1	0	1
.....	.3%	.3%	.3%	2.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	50.0%	50.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
SMASH.....	61	25	36	14	20	23	2	2	8	23	16	14
.....	8.2%	7.2%	9.0%	20.3%	13.0%	8.0%	1.4%	2.0%	7.4%	9.4%	7.7%	7.4%
.....	100%	41.0%	59.0%	23.0%	32.8%	37.7%	3.3%	3.3%	13.1%	37.7%	26.2%	23.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO CALYPSO.....	84	45	39	1	19	43	13	8	13	27	26	18
.....	11.2%	13.0%	9.8%	1.4%	12.3%	15.0%	9.3%	8.2%	12.0%	11.1%	12.6%	9.6%
.....	100%	53.6%	46.4%	1.2%	22.6%	51.2%	15.5%	9.5%	15.5%	32.1%	31.0%	21.4%
UNIVERSITY RADIO.....	2	0	2	0	1	0	0	1	0	1	0	1
.....	.3%	.0%	.5%	.0%	.6%	.0%	.0%	1.0%	.0%	.4%	.0%	.5%
.....	100%	.0%	100%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
RADJU MAS.....	7	3	4	0	3	4	0	0	1	2	0	4
.....	.9%	.9%	1.0%	.0%	1.9%	1.4%	.0%	.0%	.9%	.8%	.0%	2.1%
.....	100%	42.9%	57.1%	.0%	42.9%	57.1%	.0%	.0%	14.3%	28.6%	.0%	57.1%
FM BRONJA.....	8	5	3	0	1	2	2	3	3	3	1	1
.....	1.1%	1.4%	.8%	.0%	.6%	.7%	1.4%	3.1%	2.8%	1.2%	.5%	.5%
.....	100%	62.5%	37.5%	.0%	12.5%	25.0%	25.0%	37.5%	37.5%	37.5%	12.5%	12.5%
CAPITAL RADIO.....	59	29	30	8	25	24	2	0	5	18	21	15
.....	7.9%	8.4%	7.5%	11.6%	16.2%	8.4%	1.4%	.0%	4.6%	7.4%	10.1%	8.0%
.....	100%	49.2%	50.8%	13.6%	42.4%	40.7%	3.4%	.0%	8.5%	30.5%	35.6%	25.4%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	329	163	166	49	84	116	44	36	50	116	91	72
.....	44.0%	47.0%	41.5%	71.0%	54.5%	40.6%	31.4%	36.7%	46.3%	47.5%	44.0%	38.3%
.....	100%	49.5%	50.5%	14.9%	25.5%	35.3%	13.4%	10.9%	15.2%	35.3%	27.7%	21.9%
RADIO MALTA 1.....	49	22	27	0	3	20	16	10	7	15	13	14
.....	6.6%	6.3%	6.8%	.0%	1.9%	7.0%	11.4%	10.2%	6.5%	6.1%	6.3%	7.4%
.....	100%	44.9%	55.1%	.0%	6.1%	40.8%	32.7%	20.4%	14.3%	30.6%	26.5%	28.6%
RADIO MALTA 2.....	10	7	3	0	2	5	2	1	2	4	0	4
.....	1.3%	2.0%	.8%	.0%	1.3%	1.7%	1.4%	1.0%	1.9%	1.6%	.0%	2.1%
.....	100%	70.0%	30.0%	.0%	20.0%	50.0%	20.0%	10.0%	20.0%	40.0%	.0%	40.0%
RADIO SUPER 1.....	133	63	70	7	23	54	32	17	6	23	52	52
.....	17.8%	18.2%	17.5%	10.1%	14.9%	18.9%	22.9%	17.3%	5.6%	9.4%	25.1%	27.7%
.....	100%	47.4%	52.6%	5.3%	17.3%	40.6%	24.1%	12.8%	4.5%	17.3%	39.1%	39.1%
RADIO 101.....	73	38	35	6	16	30	11	10	17	25	20	11
.....	9.8%	11.0%	8.8%	8.7%	10.4%	10.5%	7.9%	10.2%	15.7%	10.2%	9.7%	5.9%
.....	100%	52.1%	47.9%	8.2%	21.9%	41.1%	15.1%	13.7%	23.3%	34.2%	27.4%	15.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
ISLAND SOUND.....	3	1	2	0	1	2	0	0	2	1	0	0
.....	.4%	.3%	.5%	.0%	.6%	.7%	.0%	.0%	1.9%	.4%	.0%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	.0%
BAY RADIO.....	8	4	4	1	2	4	1	0	5	2	0	1
.....	1.1%	1.2%	1.0%	1.4%	1.3%	1.4%	.7%	.0%	4.6%	.8%	.0%	.5%
.....	100%	50.0%	50.0%	12.5%	25.0%	50.0%	12.5%	.0%	62.5%	25.0%	.0%	12.5%
RTK.....	122	38	84	4	16	46	33	23	17	52	25	28
.....	16.3%	11.0%	21.0%	5.8%	10.4%	16.1%	23.6%	23.5%	15.7%	21.3%	12.1%	14.9%
.....	100%	31.1%	68.9%	3.3%	13.1%	37.7%	27.0%	18.9%	13.9%	42.6%	20.5%	23.0%
LIVE FM.....	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%
SMASH.....	4	2	2	1	0	2	0	1	0	1	2	1
.....	.5%	.6%	.5%	1.4%	.0%	.7%	.0%	1.0%	.0%	.4%	1.0%	.5%
.....	100%	50.0%	50.0%	25.0%	.0%	50.0%	.0%	25.0%	.0%	25.0%	50.0%	25.0%
RADIO CALYPSO.....	5	4	1	0	2	2	1	0	1	1	1	2
.....	.7%	1.2%	.3%	.0%	1.3%	.7%	.7%	.0%	.9%	.4%	.5%	1.1%
.....	100%	80.0%	20.0%	.0%	40.0%	40.0%	20.0%	.0%	20.0%	20.0%	20.0%	40.0%
UNIVERSITY RADIO.....	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%
RADJU MAS.....	2	0	2	0	1	1	0	0	0	0	1	1
.....	.3%	.0%	.5%	.0%	.6%	.3%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
FM BRONJA.....	2	1	1	0	1	1	0	0	1	0	1	0
.....	.3%	.3%	.3%	.0%	.6%	.3%	.0%	.0%	.9%	.0%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
CAPITAL RADIO.....	5	4	1	1	1	3	0	0	0	2	1	2
.....	.7%	1.2%	.3%	1.4%	.6%	1.0%	.0%	.0%	.0%	.8%	.5%	1.1%
.....	100%	80.0%	20.0%	20.0%	20.0%	60.0%	.0%	.0%	.0%	40.0%	20.0%	40.0%
SPORT NONE.....	557	220	337	46	118	204	114	75	72	177	161	147

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	74.6%	63.4%	84.3%	66.7%	76.6%	71.3%	81.4%	76.5%	66.7%	72.5%	77.8%	78.2%
.....	100%	39.5%	60.5%	8.3%	21.2%	36.6%	20.5%	13.5%	12.9%	31.8%	28.9%	26.4%
RADIO MALTA 1.....	30	22	8	3	4	12	6	5	6	12	7	5
.....	4.0%	6.3%	2.0%	4.3%	2.6%	4.2%	4.3%	5.1%	5.6%	4.9%	3.4%	2.7%
.....	100%	73.3%	26.7%	10.0%	13.3%	40.0%	20.0%	16.7%	20.0%	40.0%	23.3%	16.7%
RADIO MALTA 2.....	6	3	3	0	2	3	1	0	1	3	1	1
.....	.8%	.9%	.8%	.0%	1.3%	1.0%	.7%	.0%	.9%	1.2%	.5%	.5%
.....	100%	50.0%	50.0%	.0%	33.3%	50.0%	16.7%	.0%	16.7%	50.0%	16.7%	16.7%
RADIO SUPER 1.....	51	28	23	5	7	24	9	6	2	9	20	20
.....	6.8%	8.1%	5.8%	7.2%	4.5%	8.4%	6.4%	6.1%	1.9%	3.7%	9.7%	10.6%
.....	100%	54.9%	45.1%	9.8%	13.7%	47.1%	17.6%	11.8%	3.9%	17.6%	39.2%	39.2%
RADIO 101.....	38	27	11	5	7	20	4	2	9	16	4	9
.....	5.1%	7.8%	2.8%	7.2%	4.5%	7.0%	2.9%	2.0%	8.3%	6.6%	1.9%	4.8%
.....	100%	71.1%	28.9%	13.2%	18.4%	52.6%	10.5%	5.3%	23.7%	42.1%	10.5%	23.7%
ISLAND SOUND.....	3	2	1	2	0	1	0	0	1	1	1	0
.....	.4%	.6%	.3%	2.9%	.0%	.3%	.0%	.0%	.9%	.4%	.5%	.0%
.....	100%	66.7%	33.3%	66.7%	.0%	33.3%	.0%	.0%	33.3%	33.3%	33.3%	.0%
BAY RADIO.....	14	12	2	3	5	6	0	0	7	6	1	0
.....	1.9%	3.5%	.5%	4.3%	3.2%	2.1%	.0%	.0%	6.5%	2.5%	.5%	.0%
.....	100%	85.7%	14.3%	21.4%	35.7%	42.9%	.0%	.0%	50.0%	42.9%	7.1%	.0%
RTK.....	23	13	10	3	1	5	5	9	5	12	4	2
.....	3.1%	3.7%	2.5%	4.3%	.6%	1.7%	3.6%	9.2%	4.6%	4.9%	1.9%	1.1%
.....	100%	56.5%	43.5%	13.0%	4.3%	21.7%	21.7%	39.1%	21.7%	52.2%	17.4%	8.7%
SMASH.....	6	5	1	1	3	2	0	0	2	2	1	1
.....	.8%	1.4%	.3%	1.4%	1.9%	.7%	.0%	.0%	1.9%	.8%	.5%	.5%
.....	100%	83.3%	16.7%	16.7%	50.0%	33.3%	.0%	.0%	33.3%	33.3%	16.7%	16.7%
RADIO CALYPSO.....	11	9	2	0	2	7	1	1	2	4	3	2
.....	1.5%	2.6%	.5%	.0%	1.3%	2.4%	.7%	1.0%	1.9%	1.6%	1.4%	1.1%
.....	100%	81.8%	18.2%	.0%	18.2%	63.6%	9.1%	9.1%	18.2%	36.4%	27.3%	18.2%
CAPITAL RADIO.....	8	6	2	1	5	2	0	0	1	2	4	1
.....	1.1%	1.7%	.5%	1.4%	3.2%	.7%	.0%	.0%	.9%	.8%	1.9%	.5%
.....	100%	75.0%	25.0%	12.5%	62.5%	25.0%	.0%	.0%	12.5%	25.0%	50.0%	12.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MONEY & BUSINESS												
NONE.....	631	281	350	64	132	233	119	83	84	207	178	162
.....	84.5%	81.0%	87.5%	92.8%	85.7%	81.5%	85.0%	84.7%	77.8%	84.8%	86.0%	86.2%
.....	100%	44.5%	55.5%	10.1%	20.9%	36.9%	18.9%	13.2%	13.3%	32.8%	28.2%	25.7%
RADIO MALTA 1.....	28	15	13	0	6	13	6	3	5	14	3	6
.....	3.7%	4.3%	3.3%	.0%	3.9%	4.5%	4.3%	3.1%	4.6%	5.7%	1.4%	3.2%
.....	100%	53.6%	46.4%	.0%	21.4%	46.4%	21.4%	10.7%	17.9%	50.0%	10.7%	21.4%
RADIO MALTA 2.....	5	4	1	0	1	1	3	0	1	1	2	1
.....	.7%	1.2%	.3%	.0%	.6%	.3%	2.1%	.0%	.9%	.4%	1.0%	.5%
.....	100%	80.0%	20.0%	.0%	20.0%	20.0%	60.0%	.0%	20.0%	20.0%	40.0%	20.0%
RADIO SUPER 1.....	32	12	20	2	4	16	6	4	2	3	15	12
.....	4.3%	3.5%	5.0%	2.9%	2.6%	5.6%	4.3%	4.1%	1.9%	1.2%	7.2%	6.4%
.....	100%	37.5%	62.5%	6.3%	12.5%	50.0%	18.8%	12.5%	6.3%	9.4%	46.9%	37.5%
RADIO 101.....	17	11	6	1	7	8	0	1	6	6	2	3
.....	2.3%	3.2%	1.5%	1.4%	4.5%	2.8%	.0%	1.0%	5.6%	2.5%	1.0%	1.6%
.....	100%	64.7%	35.3%	5.9%	41.2%	47.1%	.0%	5.9%	35.3%	35.3%	11.8%	17.6%
ISLAND SOUND.....	2	2	0	1	0	1	0	0	0	2	0	0
.....	.3%	.6%	.0%	1.4%	.0%	.3%	.0%	.0%	.0%	.8%	.0%	.0%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	23	15	8	1	1	9	5	7	7	8	6	2
.....	3.1%	4.3%	2.0%	1.4%	.6%	3.1%	3.6%	7.1%	6.5%	3.3%	2.9%	1.1%
.....	100%	65.2%	34.8%	4.3%	4.3%	39.1%	21.7%	30.4%	30.4%	34.8%	26.1%	8.7%
LIVE FM.....	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%
SMASH.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
RADIO CALYPSO.....	3	2	1	0	0	2	1	0	2	0	0	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.4%	.6%	.3%	.0%	.0%	.7%	.7%	.0%	1.9%	.0%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%	66.7%	.0%	.0%	33.3%
UNIVERSITY RADIO.....	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%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CULTURE												
NONE.....	554	247	307	64	128	199	93	70	73	185	153	143
.....	74.2%	71.2%	76.8%	92.8%	83.1%	69.6%	66.4%	71.4%	67.6%	75.8%	73.9%	76.1%
.....	100%	44.6%	55.4%	11.6%	23.1%	35.9%	16.8%	12.6%	13.2%	33.4%	27.6%	25.8%
RADIO MALTA 1.....	35	17	18	1	3	14	12	5	7	14	4	10
.....	4.7%	4.9%	4.5%	1.4%	1.9%	4.9%	8.6%	5.1%	6.5%	5.7%	1.9%	5.3%
.....	100%	48.6%	51.4%	2.9%	8.6%	40.0%	34.3%	14.3%	20.0%	40.0%	11.4%	28.6%
RADIO MALTA 2.....	6	5	1	0	0	2	2	2	0	3	3	0
.....	.8%	1.4%	.3%	.0%	.0%	.7%	1.4%	2.0%	.0%	1.2%	1.4%	.0%
.....	100%	83.3%	16.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%	50.0%	50.0%	.0%
RADIO SUPER 1.....	54	25	29	1	5	28	14	6	3	4	27	20
.....	7.2%	7.2%	7.3%	1.4%	3.2%	9.8%	10.0%	6.1%	2.8%	1.6%	13.0%	10.6%
.....	100%	46.3%	53.7%	1.9%	9.3%	51.9%	25.9%	11.1%	5.6%	7.4%	50.0%	37.0%
RADIO 101.....	22	14	8	0	6	10	3	3	6	6	6	4
.....	2.9%	4.0%	2.0%	.0%	3.9%	3.5%	2.1%	3.1%	5.6%	2.5%	2.9%	2.1%
.....	100%	63.6%	36.4%	.0%	27.3%	45.5%	13.6%	13.6%	27.3%	27.3%	27.3%	18.2%
ISLAND SOUND.....	2	2	0	1	0	0	0	1	0	1	1	0
.....	.3%	.6%	.0%	1.4%	.0%	.0%	.0%	1.0%	.0%	.4%	.5%	.0%
.....	100%	100%	.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	4	2	2	1	1	2	0	0	0	3	1	0
.....	.5%	.6%	.5%	1.4%	.6%	.7%	.0%	.0%	.0%	1.2%	.5%	.0%
.....	100%	50.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	75.0%	25.0%	.0%
RTK.....	51	25	26	1	4	25	11	10	15	22	7	7
.....	6.8%	7.2%	6.5%	1.4%	2.6%	8.7%	7.9%	10.2%	13.9%	9.0%	3.4%	3.7%

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%	49.0%	51.0%	2.0%	7.8%	49.0%	21.6%	19.6%	29.4%	43.1%	13.7%	13.7%
LIVE FM.....	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%
SMASH.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	5	3	2	0	0	2	2	1	1	1	1	2
.....	.7%	.9%	.5%	.0%	.0%	.7%	1.4%	1.0%	.9%	.4%	.5%	1.1%
.....	100%	60.0%	40.0%	.0%	.0%	40.0%	40.0%	20.0%	20.0%	20.0%	20.0%	40.0%
UNIVERSITY RADIO.....	4	3	1	0	3	1	0	0	1	1	2	0
.....	.5%	.9%	.3%	.0%	1.9%	.3%	.0%	.0%	.9%	.4%	1.0%	.0%
.....	100%	75.0%	25.0%	.0%	75.0%	25.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
FM BRONJA.....	4	1	3	0	1	1	2	0	1	2	0	1
.....	.5%	.3%	.8%	.0%	.6%	.3%	1.4%	.0%	.9%	.8%	.0%	.5%
.....	100%	25.0%	75.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	50.0%	.0%	25.0%
CAPITAL RADIO.....	3	2	1	0	2	1	0	0	0	1	1	1
.....	.4%	.6%	.3%	.0%	1.3%	.3%	.0%	.0%	.0%	.4%	.5%	.5%
.....	100%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	465	250	215	58	108	169	76	54	76	157	121	111
.....	62.2%	72.0%	53.8%	84.1%	70.1%	59.1%	54.3%	55.1%	70.4%	64.3%	58.5%	59.0%
.....	100%	53.8%	46.2%	12.5%	23.2%	36.3%	16.3%	11.6%	16.3%	33.8%	26.0%	23.9%
RADIO MALTA 1.....	38	13	25	0	6	16	10	6	7	12	10	9
.....	5.1%	3.7%	6.3%	.0%	3.9%	5.6%	7.1%	6.1%	6.5%	4.9%	4.8%	4.8%
.....	100%	34.2%	65.8%	.0%	15.8%	42.1%	26.3%	15.8%	18.4%	31.6%	26.3%	23.7%
RADIO MALTA 2.....	5	2	3	0	0	3	2	0	0	1	3	1
.....	.7%	.6%	.8%	.0%	.0%	1.0%	1.4%	.0%	.0%	.4%	1.4%	.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	40.0%	60.0%	.0%	.0%	60.0%	40.0%	.0%	.0%	20.0%	60.0%	20.0%
RADIO SUPER 1.....	94	33	61	4	10	43	23	14	4	16	38	36
.....	12.6%	9.5%	15.3%	5.8%	6.5%	15.0%	16.4%	14.3%	3.7%	6.6%	18.4%	19.1%
.....	100%	35.1%	64.9%	4.3%	10.6%	45.7%	24.5%	14.9%	4.3%	17.0%	40.4%	38.3%
RADIO 101.....	39	17	22	2	12	16	6	3	9	15	9	6
.....	5.2%	4.9%	5.5%	2.9%	7.8%	5.6%	4.3%	3.1%	8.3%	6.1%	4.3%	3.2%
.....	100%	43.6%	56.4%	5.1%	30.8%	41.0%	15.4%	7.7%	23.1%	38.5%	23.1%	15.4%
BAY RADIO.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	1.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	93	26	67	4	11	35	22	21	9	38	25	21
.....	12.4%	7.5%	16.8%	5.8%	7.1%	12.2%	15.7%	21.4%	8.3%	15.6%	12.1%	11.2%
.....	100%	28.0%	72.0%	4.3%	11.8%	37.6%	23.7%	22.6%	9.7%	40.9%	26.9%	22.6%
LIVE FM.....	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%
SMASH.....	3	1	2	0	2	1	0	0	1	1	0	1
.....	.4%	.3%	.5%	.0%	1.3%	.3%	.0%	.0%	.9%	.4%	.0%	.5%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	.0%	33.3%
RADIO CALYPSO.....	6	3	3	0	3	2	1	0	2	1	1	2
.....	.8%	.9%	.8%	.0%	1.9%	.7%	.7%	.0%	1.9%	.4%	.5%	1.1%
.....	100%	50.0%	50.0%	.0%	50.0%	33.3%	16.7%	.0%	33.3%	16.7%	16.7%	33.3%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	747	347	400	69	154	286	140	98	108	244	207	188
RELIGION												
NONE.....	476	237	239	56	113	183	78	46	76	160	128	112
.....	63.7%	68.3%	59.8%	81.2%	73.4%	64.0%	55.7%	46.9%	70.4%	65.6%	61.8%	59.6%
.....	100%	49.8%	50.2%	11.8%	23.7%	38.4%	16.4%	9.7%	16.0%	33.6%	26.9%	23.5%
RADIO MALTA 1.....	28	9	19	0	2	11	9	6	4	8	9	7
.....	3.7%	2.6%	4.8%	.0%	1.3%	3.8%	6.4%	6.1%	3.7%	3.3%	4.3%	3.7%
.....	100%	32.1%	67.9%	.0%	7.1%	39.3%	32.1%	21.4%	14.3%	28.6%	32.1%	25.0%
RADIO MALTA 2.....	3	2	1	0	1	0	1	1	1	1	0	1
.....	.4%	.6%	.3%	.0%	.6%	.0%	.7%	1.0%	.9%	.4%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	33.3%	33.3%	.0%	33.3%
RADIO SUPER 1.....	34	10	24	2	4	15	8	5	1	4	15	14
.....	4.6%	2.9%	6.0%	2.9%	2.6%	5.2%	5.7%	5.1%	.9%	1.6%	7.2%	7.4%
.....	100%	29.4%	70.6%	5.9%	11.8%	44.1%	23.5%	14.7%	2.9%	11.8%	44.1%	41.2%
RADIO 101.....	12	8	4	1	3	4	1	3	2	2	4	4
.....	1.6%	2.3%	1.0%	1.4%	1.9%	1.4%	.7%	3.1%	1.9%	.8%	1.9%	2.1%
.....	100%	66.7%	33.3%	8.3%	25.0%	33.3%	8.3%	25.0%	16.7%	16.7%	33.3%	33.3%
RTK.....	187	77	110	9	28	71	42	37	23	67	49	48
.....	25.0%	22.2%	27.5%	13.0%	18.2%	24.8%	30.0%	37.8%	21.3%	27.5%	23.7%	25.5%
.....	100%	41.2%	58.8%	4.8%	15.0%	38.0%	22.5%	19.8%	12.3%	35.8%	26.2%	25.7%
RADIO CALYPSO.....	3	2	1	0	1	1	1	0	1	0	1	1
.....	.4%	.6%	.3%	.0%	.6%	.3%	.7%	.0%	.9%	.0%	.5%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%
UNIVERSITY RADIO.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	1.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NOVELS & PLAYS												
NONE.....	534	257	277	62	119	202	90	61	87	190	136	121
.....	71.5%	74.1%	69.3%	89.9%	77.3%	70.6%	64.3%	62.2%	80.6%	77.9%	65.7%	64.4%
.....	100%	48.1%	51.9%	11.6%	22.3%	37.8%	16.9%	11.4%	16.3%	35.6%	25.5%	22.7%
RADIO MALTA 1.....	65	26	39	0	14	23	16	12	8	16	20	21
.....	8.7%	7.5%	9.8%	.0%	9.1%	8.0%	11.4%	12.2%	7.4%	6.6%	9.7%	11.2%
.....	100%	40.0%	60.0%	.0%	21.5%	35.4%	24.6%	18.5%	12.3%	24.6%	30.8%	32.3%
RADIO MALTA 2.....	12	8	4	0	2	5	2	3	2	3	5	2
.....	1.6%	2.3%	1.0%	.0%	1.3%	1.7%	1.4%	3.1%	1.9%	1.2%	2.4%	1.1%
.....	100%	66.7%	33.3%	.0%	16.7%	41.7%	16.7%	25.0%	16.7%	25.0%	41.7%	16.7%
RADIO SUPER 1.....	63	20	43	3	7	28	14	11	2	10	26	25
.....	8.4%	5.8%	10.8%	4.3%	4.5%	9.8%	10.0%	11.2%	1.9%	4.1%	12.6%	13.3%
.....	100%	31.7%	68.3%	4.8%	11.1%	44.4%	22.2%	17.5%	3.2%	15.9%	41.3%	39.7%
RADIO 101.....	23	14	9	1	4	10	6	2	5	3	10	5
.....	3.1%	4.0%	2.3%	1.4%	2.6%	3.5%	4.3%	2.0%	4.6%	1.2%	4.8%	2.7%
.....	100%	60.9%	39.1%	4.3%	17.4%	43.5%	26.1%	8.7%	21.7%	13.0%	43.5%	21.7%
RTK.....	41	16	25	2	5	14	11	9	3	20	8	10
.....	5.5%	4.6%	6.3%	2.9%	3.2%	4.9%	7.9%	9.2%	2.8%	8.2%	3.9%	5.3%
.....	100%	39.0%	61.0%	4.9%	12.2%	34.1%	26.8%	22.0%	7.3%	48.8%	19.5%	24.4%
RADIO CALYPSO.....	4	2	2	0	1	2	1	0	1	0	1	2
.....	.5%	.6%	.5%	.0%	.6%	.7%	.7%	.0%	.9%	.0%	.5%	1.1%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	.0%	25.0%	50.0%
RADJU MAS.....	1	0	1	1	0	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	1.4%	.0%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%
FM BRONJA.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CHILDREN'S PROGRAMMES												

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NONE.....	647	300	347	60	127	248	124	88	98	207	182	160
.....	86.6%	86.5%	86.8%	87.0%	82.5%	86.7%	88.6%	89.8%	90.7%	84.8%	87.9%	85.1%
.....	100%	46.4%	53.6%	9.3%	19.6%	38.3%	19.2%	13.6%	15.1%	32.0%	28.1%	24.7%
RADIO MALTA 1.....	21	8	13	1	7	8	3	2	3	10	3	5
.....	2.8%	2.3%	3.3%	1.4%	4.5%	2.8%	2.1%	2.0%	2.8%	4.1%	1.4%	2.7%
.....	100%	38.1%	61.9%	4.8%	33.3%	38.1%	14.3%	9.5%	14.3%	47.6%	14.3%	23.8%
RADIO MALTA 2.....	5	2	3	0	3	2	0	0	0	2	1	2
.....	.7%	.6%	.8%	.0%	1.9%	.7%	.0%	.0%	.0%	.8%	.5%	1.1%
.....	100%	40.0%	60.0%	.0%	60.0%	40.0%	.0%	.0%	.0%	40.0%	20.0%	40.0%
RADIO SUPER 1.....	31	15	16	4	6	15	3	3	1	5	14	11
.....	4.1%	4.3%	4.0%	5.8%	3.9%	5.2%	2.1%	3.1%	.9%	2.0%	6.8%	5.9%
.....	100%	48.4%	51.6%	12.9%	19.4%	48.4%	9.7%	9.7%	3.2%	16.1%	45.2%	35.5%
RADIO 101.....	11	6	5	1	4	6	0	0	1	3	2	5
.....	1.5%	1.7%	1.3%	1.4%	2.6%	2.1%	.0%	.0%	.9%	1.2%	1.0%	2.7%
.....	100%	54.5%	45.5%	9.1%	36.4%	54.5%	.0%	.0%	9.1%	27.3%	18.2%	45.5%
RTK.....	22	9	13	2	2	5	8	5	4	12	3	3
.....	2.9%	2.6%	3.3%	2.9%	1.3%	1.7%	5.7%	5.1%	3.7%	4.9%	1.4%	1.6%
.....	100%	40.9%	59.1%	9.1%	9.1%	22.7%	36.4%	22.7%	18.2%	54.5%	13.6%	13.6%
LIVE FM.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	1.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RADIO CALYPSO.....	3	2	1	0	1	1	1	0	1	1	0	1
.....	.4%	.6%	.3%	.0%	.6%	.3%	.7%	.0%	.9%	.4%	.0%	.5%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
UNIVERSITY RADIO.....	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%
FM BRONJA.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.0%	.7%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
CAPITAL RADIO.....	3	3	0	0	2	1	0	0	0	1	1	1
.....	.4%	.9%	.0%	.0%	1.3%	.3%	.0%	.0%	.0%	.4%	.5%	.5%

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

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	100%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
LOCAL NEWS												
NONE.....	202	87	115	36	47	71	25	23	23	80	47	52
.....	27.0%	25.1%	28.8%	52.2%	30.5%	24.8%	17.9%	23.5%	21.3%	32.8%	22.7%	27.7%
.....	100%	43.1%	56.9%	17.8%	23.3%	35.1%	12.4%	11.4%	11.4%	39.6%	23.3%	25.7%
RADIO MALTA 1.....	78	35	43	1	10	30	22	15	7	24	18	29
.....	10.4%	10.1%	10.8%	1.4%	6.5%	10.5%	15.7%	15.3%	6.5%	9.8%	8.7%	15.4%
.....	100%	44.9%	55.1%	1.3%	12.8%	38.5%	28.2%	19.2%	9.0%	30.8%	23.1%	37.2%
RADIO MALTA 2.....	15	7	8	1	3	7	1	3	1	4	7	3
.....	2.0%	2.0%	2.0%	1.4%	1.9%	2.4%	.7%	3.1%	.9%	1.6%	3.4%	1.6%
.....	100%	46.7%	53.3%	6.7%	20.0%	46.7%	6.7%	20.0%	6.7%	26.7%	46.7%	20.0%
RADIO SUPER 1.....	148	67	81	9	24	61	33	21	8	29	57	54
.....	19.8%	19.3%	20.3%	13.0%	15.6%	21.3%	23.6%	21.4%	7.4%	11.9%	27.5%	28.7%
.....	100%	45.3%	54.7%	6.1%	16.2%	41.2%	22.3%	14.2%	5.4%	19.6%	38.5%	36.5%
RADIO 101.....	99	53	46	8	17	45	20	9	27	34	23	15
.....	13.3%	15.3%	11.5%	11.6%	11.0%	15.7%	14.3%	9.2%	25.0%	13.9%	11.1%	8.0%
.....	100%	53.5%	46.5%	8.1%	17.2%	45.5%	20.2%	9.1%	27.3%	34.3%	23.2%	15.2%
ISLAND SOUND.....	17	11	6	2	7	6	1	1	7	5	4	1
.....	2.3%	3.2%	1.5%	2.9%	4.5%	2.1%	.7%	1.0%	6.5%	2.0%	1.9%	.5%
.....	100%	64.7%	35.3%	11.8%	41.2%	35.3%	5.9%	5.9%	41.2%	29.4%	23.5%	5.9%
BAY RADIO.....	48	26	22	7	14	19	5	3	14	19	8	7
.....	6.4%	7.5%	5.5%	10.1%	9.1%	6.6%	3.6%	3.1%	13.0%	7.8%	3.9%	3.7%
.....	100%	54.2%	45.8%	14.6%	29.2%	39.6%	10.4%	6.3%	29.2%	39.6%	16.7%	14.6%
RTK.....	88	31	57	2	7	27	29	23	15	34	22	17
.....	11.8%	8.9%	14.3%	2.9%	4.5%	9.4%	20.7%	23.5%	13.9%	13.9%	10.6%	9.0%
.....	100%	35.2%	64.8%	2.3%	8.0%	30.7%	33.0%	26.1%	17.0%	38.6%	25.0%	19.3%
SMASH.....	10	7	3	1	6	3	0	0	1	4	3	2
.....	1.3%	2.0%	.8%	1.4%	3.9%	1.0%	.0%	.0%	.9%	1.6%	1.4%	1.1%
.....	100%	70.0%	30.0%	10.0%	60.0%	30.0%	.0%	.0%	10.0%	40.0%	30.0%	20.0%
RADIO CALYPSO.....	18	11	7	0	4	11	3	0	4	6	3	5
.....	2.4%	3.2%	1.8%	.0%	2.6%	3.8%	2.1%	.0%	3.7%	2.5%	1.4%	2.7%
.....	100%	61.1%	38.9%	.0%	22.2%	61.1%	16.7%	.0%	22.2%	33.3%	16.7%	27.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	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%
RADJU MAS.....	4	1	3	1	3	0	0	0	0	0	3	1
.....	.5%	.3%	.8%	1.4%	1.9%	.0%	.0%	.0%	.0%	.0%	1.4%	.5%
.....	100%	25.0%	75.0%	25.0%	75.0%	.0%	.0%	.0%	.0%	.0%	75.0%	25.0%
FM BRONJA.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.0%	.7%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
CAPITAL RADIO.....	17	10	7	1	10	6	0	0	1	3	11	2
.....	2.3%	2.9%	1.8%	1.4%	6.5%	2.1%	.0%	.0%	.9%	1.2%	5.3%	1.1%
.....	100%	58.8%	41.2%	5.9%	58.8%	35.3%	.0%	.0%	5.9%	17.6%	64.7%	11.8%
FOREIGN NEWS												
NONE.....	271	116	155	47	58	98	36	32	29	103	66	73
.....	36.3%	33.4%	38.8%	68.1%	37.7%	34.3%	25.7%	32.7%	26.9%	42.2%	31.9%	38.8%
.....	100%	42.8%	57.2%	17.3%	21.4%	36.2%	13.3%	11.8%	10.7%	38.0%	24.4%	26.9%
RADIO MALTA 1.....	67	29	38	1	8	27	19	12	8	22	14	23
.....	9.0%	8.4%	9.5%	1.4%	5.2%	9.4%	13.6%	12.2%	7.4%	9.0%	6.8%	12.2%
.....	100%	43.3%	56.7%	1.5%	11.9%	40.3%	28.4%	17.9%	11.9%	32.8%	20.9%	34.3%
RADIO MALTA 2.....	12	7	5	0	3	6	1	2	1	3	6	2
.....	1.6%	2.0%	1.3%	.0%	1.9%	2.1%	.7%	2.0%	.9%	1.2%	2.9%	1.1%
.....	100%	58.3%	41.7%	.0%	25.0%	50.0%	8.3%	16.7%	8.3%	25.0%	50.0%	16.7%
RADIO SUPER 1.....	132	62	70	7	21	54	32	18	7	25	51	49
.....	17.7%	17.9%	17.5%	10.1%	13.6%	18.9%	22.9%	18.4%	6.5%	10.2%	24.6%	26.1%
.....	100%	47.0%	53.0%	5.3%	15.9%	40.9%	24.2%	13.6%	5.3%	18.9%	38.6%	37.1%
RADIO 101.....	83	45	38	5	17	35	18	8	22	28	21	12
.....	11.1%	13.0%	9.5%	7.2%	11.0%	12.2%	12.9%	8.2%	20.4%	11.5%	10.1%	6.4%
.....	100%	54.2%	45.8%	6.0%	20.5%	42.2%	21.7%	9.6%	26.5%	33.7%	25.3%	14.5%
ISLAND SOUND.....	18	11	7	2	8	6	1	1	7	6	4	1
.....	2.4%	3.2%	1.8%	2.9%	5.2%	2.1%	.7%	1.0%	6.5%	2.5%	1.9%	.5%
.....	100%	61.1%	38.9%	11.1%	44.4%	33.3%	5.6%	5.6%	38.9%	33.3%	22.2%	5.6%
BAY RADIO.....	40	25	15	5	11	18	4	2	13	15	7	5

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	5.4%	7.2%	3.8%	7.2%	7.1%	6.3%	2.9%	2.0%	12.0%	6.1%	3.4%	2.7%
.....	100%	62.5%	37.5%	12.5%	27.5%	45.0%	10.0%	5.0%	32.5%	37.5%	17.5%	12.5%
RTK.....	80	27	53	1	6	25	25	23	14	32	21	13
.....	10.7%	7.8%	13.3%	1.4%	3.9%	8.7%	17.9%	23.5%	13.0%	13.1%	10.1%	6.9%
.....	100%	33.8%	66.3%	1.3%	7.5%	31.3%	31.3%	28.8%	17.5%	40.0%	26.3%	16.3%
SMASH.....	8	4	4	1	6	1	0	0	1	3	2	2
.....	1.1%	1.2%	1.0%	1.4%	3.9%	.3%	.0%	.0%	.9%	1.2%	1.0%	1.1%
.....	100%	50.0%	50.0%	12.5%	75.0%	12.5%	.0%	.0%	12.5%	37.5%	25.0%	25.0%
RADIO CALYPSO.....	17	11	6	0	4	10	3	0	5	4	3	5
.....	2.3%	3.2%	1.5%	.0%	2.6%	3.5%	2.1%	.0%	4.6%	1.6%	1.4%	2.7%
.....	100%	64.7%	35.3%	.0%	23.5%	58.8%	17.6%	.0%	29.4%	23.5%	17.6%	29.4%
RADJU MAS.....	2	0	2	0	2	0	0	0	0	0	1	1
.....	.3%	.0%	.5%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
FM BRONJA.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.0%	.7%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
CAPITAL RADIO.....	15	9	6	0	9	6	0	0	1	2	10	2
.....	2.0%	2.6%	1.5%	.0%	5.8%	2.1%	.0%	.0%	.9%	.8%	4.8%	1.1%
.....	100%	60.0%	40.0%	.0%	60.0%	40.0%	.0%	.0%	6.7%	13.3%	66.7%	13.3%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	470	209	261	55	101	165	84	65	60	160	133	117
.....	62.9%	60.2%	65.3%	79.7%	65.6%	57.7%	60.0%	66.3%	55.6%	65.6%	64.3%	62.2%
.....	100%	44.5%	55.5%	11.7%	21.5%	35.1%	17.9%	13.8%	12.8%	34.0%	28.3%	24.9%
RADIO MALTA 1.....	36	19	17	1	4	16	9	6	6	14	9	7
.....	4.8%	5.5%	4.3%	1.4%	2.6%	5.6%	6.4%	6.1%	5.6%	5.7%	4.3%	3.7%
.....	100%	52.8%	47.2%	2.8%	11.1%	44.4%	25.0%	16.7%	16.7%	38.9%	25.0%	19.4%
RADIO MALTA 2.....	6	4	2	0	1	3	2	0	1	1	3	1
.....	.8%	1.2%	.5%	.0%	.6%	1.0%	1.4%	.0%	.9%	.4%	1.4%	.5%
.....	100%	66.7%	33.3%	.0%	16.7%	50.0%	33.3%	.0%	16.7%	16.7%	50.0%	16.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO SUPER 1.....	80	38	42	4	15	34	17	10	5	16	27	32
.....	10.7%	11.0%	10.5%	5.8%	9.7%	11.9%	12.1%	10.2%	4.6%	6.6%	13.0%	17.0%
.....	100%	47.5%	52.5%	5.0%	18.8%	42.5%	21.3%	12.5%	6.3%	20.0%	33.8%	40.0%
RADIO 101.....	54	28	26	5	12	27	7	3	14	15	15	10
.....	7.2%	8.1%	6.5%	7.2%	7.8%	9.4%	5.0%	3.1%	13.0%	6.1%	7.2%	5.3%
.....	100%	51.9%	48.1%	9.3%	22.2%	50.0%	13.0%	5.6%	25.9%	27.8%	27.8%	18.5%
ISLAND SOUND.....	9	6	3	2	3	3	1	0	4	3	2	0
.....	1.2%	1.7%	.8%	2.9%	1.9%	1.0%	.7%	.0%	3.7%	1.2%	1.0%	.0%
.....	100%	66.7%	33.3%	22.2%	33.3%	33.3%	11.1%	.0%	44.4%	33.3%	22.2%	.0%
BAY RADIO.....	18	9	9	0	4	11	2	1	4	6	4	4
.....	2.4%	2.6%	2.3%	.0%	2.6%	3.8%	1.4%	1.0%	3.7%	2.5%	1.9%	2.1%
.....	100%	50.0%	50.0%	.0%	22.2%	61.1%	11.1%	5.6%	22.2%	33.3%	22.2%	22.2%
RTK.....	48	18	30	2	3	16	14	13	10	23	6	9
.....	6.4%	5.2%	7.5%	2.9%	1.9%	5.6%	10.0%	13.3%	9.3%	9.4%	2.9%	4.8%
.....	100%	37.5%	62.5%	4.2%	6.3%	33.3%	29.2%	27.1%	20.8%	47.9%	12.5%	18.8%
SMASH.....	5	3	2	0	4	1	0	0	1	1	1	2
.....	.7%	.9%	.5%	.0%	2.6%	.3%	.0%	.0%	.9%	.4%	.5%	1.1%
.....	100%	60.0%	40.0%	.0%	80.0%	20.0%	.0%	.0%	20.0%	20.0%	20.0%	40.0%
RADIO CALYPSO.....	12	8	4	0	2	7	3	0	3	3	2	4
.....	1.6%	2.3%	1.0%	.0%	1.3%	2.4%	2.1%	.0%	2.8%	1.2%	1.0%	2.1%
.....	100%	66.7%	33.3%	.0%	16.7%	58.3%	25.0%	.0%	25.0%	25.0%	16.7%	33.3%
FM BRONJA.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	8	4	4	0	5	3	0	0	0	1	5	2
.....	1.1%	1.2%	1.0%	.0%	3.2%	1.0%	.0%	.0%	.0%	.4%	2.4%	1.1%
.....	100%	50.0%	50.0%	.0%	62.5%	37.5%	.0%	.0%	.0%	12.5%	62.5%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.4: 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.....	773	366	407	75	164	290	144	100	120	243	217	193
K5A												
RADIO MALTA 1.....	62	26	36	1	1	19	22	19	6	16	19	21
.....	8.0%	7.1%	8.8%	1.3%	.6%	6.6%	15.3%	19.0%	5.0%	6.6%	8.8%	10.9%
.....	100%	41.9%	58.1%	1.6%	1.6%	30.6%	35.5%	30.6%	9.7%	25.8%	30.6%	33.9%
RADIO MALTA 2.....	13	8	5	0	2	9	0	2	2	4	2	5
.....	1.7%	2.2%	1.2%	.0%	1.2%	3.1%	.0%	2.0%	1.7%	1.6%	.9%	2.6%
.....	100%	61.5%	38.5%	.0%	15.4%	69.2%	.0%	15.4%	15.4%	30.8%	15.4%	38.5%
RADIO SUPER 1.....	165	82	83	6	18	73	43	25	7	27	67	64
.....	21.3%	22.4%	20.4%	8.0%	11.0%	25.2%	29.9%	25.0%	5.8%	11.1%	30.9%	33.2%
.....	100%	49.7%	50.3%	3.6%	10.9%	44.2%	26.1%	15.2%	4.2%	16.4%	40.6%	38.8%
RADIO 101.....	110	57	53	8	20	49	17	16	24	35	30	21
.....	14.2%	15.6%	13.0%	10.7%	12.2%	16.9%	11.8%	16.0%	20.0%	14.4%	13.8%	10.9%
.....	100%	51.8%	48.2%	7.3%	18.2%	44.5%	15.5%	14.5%	21.8%	31.8%	27.3%	19.1%
ISLAND SOUND.....	31	17	14	9	12	9	0	1	12	12	4	3
.....	4.0%	4.6%	3.4%	12.0%	7.3%	3.1%	.0%	1.0%	10.0%	4.9%	1.8%	1.6%
.....	100%	54.8%	45.2%	29.0%	38.7%	29.0%	.0%	3.2%	38.7%	38.7%	12.9%	9.7%
BAY RADIO.....	90	44	46	21	32	27	7	3	22	42	15	11
.....	11.6%	12.0%	11.3%	28.0%	19.5%	9.3%	4.9%	3.0%	18.3%	17.3%	6.9%	5.7%
.....	100%	48.9%	51.1%	23.3%	35.6%	30.0%	7.8%	3.3%	24.4%	46.7%	16.7%	12.2%
RTK.....	131	44	87	4	11	45	41	30	17	50	38	26
.....	16.9%	12.0%	21.4%	5.3%	6.7%	15.5%	28.5%	30.0%	14.2%	20.6%	17.5%	13.5%
.....	100%	33.6%	66.4%	3.1%	8.4%	34.4%	31.3%	22.9%	13.0%	38.2%	29.0%	19.8%
LIVE FM.....	3	1	2	1	1	1	0	0	0	1	0	2
.....	.4%	.3%	.5%	1.3%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	1.0%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	.0%	66.7%
SMASH.....	54	25	29	17	20	14	3	0	8	20	12	14
.....	7.0%	6.8%	7.1%	22.7%	12.2%	4.8%	2.1%	.0%	6.7%	8.2%	5.5%	7.3%
.....	100%	46.3%	53.7%	31.5%	37.0%	25.9%	5.6%	.0%	14.8%	37.0%	22.2%	25.9%
RADIO CALYPSO.....	52	30	22	1	17	25	6	3	12	16	11	13
.....	6.7%	8.2%	5.4%	1.3%	10.4%	8.6%	4.2%	3.0%	10.0%	6.6%	5.1%	6.7%
.....	100%	57.7%	42.3%	1.9%	32.7%	48.1%	11.5%	5.8%	23.1%	30.8%	21.2%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADJU MAS.....	6	2	4	0	3	3	0	0	1	2	1	2
.....	.8%	.5%	1.0%	.0%	1.8%	1.0%	.0%	.0%	.8%	.8%	.5%	1.0%
.....	100%	33.3%	66.7%	.0%	50.0%	50.0%	.0%	.0%	16.7%	33.3%	16.7%	33.3%
FM BRONJA.....	7	5	2	0	1	2	3	1	3	3	0	1
.....	.9%	1.4%	.5%	.0%	.6%	.7%	2.1%	1.0%	2.5%	1.2%	.0%	.5%
.....	100%	71.4%	28.6%	.0%	14.3%	28.6%	42.9%	14.3%	42.9%	42.9%	.0%	14.3%
CAPITAL RADIO.....	48	24	24	7	25	14	2	0	5	15	18	10
.....	6.2%	6.6%	5.9%	9.3%	15.2%	4.8%	1.4%	.0%	4.2%	6.2%	8.3%	5.2%
.....	100%	50.0%	50.0%	14.6%	52.1%	29.2%	4.2%	.0%	10.4%	31.3%	37.5%	20.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

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

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

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

TABLE 6.5-1: 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.....	986	484	502	110	209	368	178	121	151	318	278	239
LOCAL NEWS												
NONE.....	118	53	65	17	34	43	17	7	17	41	32	28
.....	12.0%	11.0%	12.9%	15.5%	16.3%	11.7%	9.6%	5.8%	11.3%	12.9%	11.5%	11.7%
.....	100%	44.9%	55.1%	14.4%	28.8%	36.4%	14.4%	5.9%	14.4%	34.7%	27.1%	23.7%
TVM.....	492	252	240	45	110	179	89	69	86	163	128	115
.....	49.9%	52.1%	47.8%	40.9%	52.6%	48.6%	50.0%	57.0%	57.0%	51.3%	46.0%	48.1%
.....	100%	51.2%	48.8%	9.1%	22.4%	36.4%	18.1%	14.0%	17.5%	33.1%	26.0%	23.4%
SUPER 1 TV.....	216	108	108	20	36	82	48	30	13	48	83	72
.....	21.9%	22.3%	21.5%	18.2%	17.2%	22.3%	27.0%	24.8%	8.6%	15.1%	29.9%	30.1%
.....	100%	50.0%	50.0%	9.3%	16.7%	38.0%	22.2%	13.9%	6.0%	22.2%	38.4%	33.3%
SMASH TV.....	8	6	2	1	2	2	1	2	2	4	2	0
.....	.8%	1.2%	.4%	.9%	1.0%	.5%	.6%	1.7%	1.3%	1.3%	.7%	.0%
.....	100%	75.0%	25.0%	12.5%	25.0%	25.0%	12.5%	25.0%	25.0%	50.0%	25.0%	.0%
MEDIASET CHANNELS....	4	1	3	1	0	3	0	0	1	2	1	0
.....	.4%	.2%	.6%	.9%	.0%	.8%	.0%	.0%	.7%	.6%	.4%	.0%
.....	100%	25.0%	75.0%	25.0%	.0%	75.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%
SATELLITE STATIONS...	2	1	1	0	0	2	0	0	0	2	0	0
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
NET TV.....	146	63	83	26	27	57	23	13	32	58	32	24
.....	14.8%	13.0%	16.5%	23.6%	12.9%	15.5%	12.9%	10.7%	21.2%	18.2%	11.5%	10.0%
.....	100%	43.2%	56.8%	17.8%	18.5%	39.0%	15.8%	8.9%	21.9%	39.7%	21.9%	16.4%
FOREIGN NEWS												
NONE.....	154	65	89	21	37	54	24	18	16	49	45	44
.....	15.6%	13.4%	17.7%	19.1%	17.7%	14.7%	13.5%	14.9%	10.6%	15.4%	16.2%	18.4%
.....	100%	42.2%	57.8%	13.6%	24.0%	35.1%	15.6%	11.7%	10.4%	31.8%	29.2%	28.6%
TVM.....	289	142	147	24	64	103	56	42	43	95	67	84
.....	29.3%	29.3%	29.3%	21.8%	30.6%	28.0%	31.5%	34.7%	28.5%	29.9%	24.1%	35.1%
.....	100%	49.1%	50.9%	8.3%	22.1%	35.6%	19.4%	14.5%	14.9%	32.9%	23.2%	29.1%
SUPER 1 TV.....	139	77	62	12	18	55	29	25	9	24	60	46
.....	14.1%	15.9%	12.4%	10.9%	8.6%	14.9%	16.3%	20.7%	6.0%	7.5%	21.6%	19.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	55.4%	44.6%	8.6%	12.9%	39.6%	20.9%	18.0%	6.5%	17.3%	43.2%	33.1%
SMASH TV.....	5	4	1	1	1	1	1	1	2	1	1	1
.....	.5%	.8%	.2%	.9%	.5%	.3%	.6%	.8%	1.3%	.3%	.4%	.4%
.....	100%	80.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	40.0%	20.0%	20.0%	20.0%
RAI STATIONS.....	121	62	59	10	22	57	24	8	26	35	39	21
.....	12.3%	12.8%	11.8%	9.1%	10.5%	15.5%	13.5%	6.6%	17.2%	11.0%	14.0%	8.8%
.....	100%	51.2%	48.8%	8.3%	18.2%	47.1%	19.8%	6.6%	21.5%	28.9%	32.2%	17.4%
MEDIASET CHANNELS....	98	42	56	23	29	28	13	5	12	42	27	17
.....	9.9%	8.7%	11.2%	20.9%	13.9%	7.6%	7.3%	4.1%	7.9%	13.2%	9.7%	7.1%
.....	100%	42.9%	57.1%	23.5%	29.6%	28.6%	13.3%	5.1%	12.2%	42.9%	27.6%	17.3%
OTHER ITALIAN STATIONS.....	5	5	0	0	2	1	2	0	1	3	1	0
.....	.5%	1.0%	.0%	.0%	1.0%	.3%	1.1%	.0%	.7%	.9%	.4%	.0%
.....	100%	100%	.0%	.0%	40.0%	20.0%	40.0%	.0%	20.0%	60.0%	20.0%	.0%
SATELLITE STATIONS...	82	49	33	8	17	37	13	7	23	31	16	12
.....	8.3%	10.1%	6.6%	7.3%	8.1%	10.1%	7.3%	5.8%	15.2%	9.7%	5.8%	5.0%
.....	100%	59.8%	40.2%	9.8%	20.7%	45.1%	15.9%	8.5%	28.0%	37.8%	19.5%	14.6%
NET TV.....	93	38	55	11	19	32	16	15	19	38	22	14
.....	9.4%	7.9%	11.0%	10.0%	9.1%	8.7%	9.0%	12.4%	12.6%	11.9%	7.9%	5.9%
.....	100%	40.9%	59.1%	11.8%	20.4%	34.4%	17.2%	16.1%	20.4%	40.9%	23.7%	15.1%
SPORTS NONE.....	432	152	280	35	77	160	98	62	52	135	131	114
.....	43.8%	31.4%	55.8%	31.8%	36.8%	43.5%	55.1%	51.2%	34.4%	42.5%	47.1%	47.7%
.....	100%	35.2%	64.8%	8.1%	17.8%	37.0%	22.7%	14.4%	12.0%	31.3%	30.3%	26.4%
TVM.....	138	70	68	20	31	48	14	25	21	47	39	31
.....	14.0%	14.5%	13.5%	18.2%	14.8%	13.0%	7.9%	20.7%	13.9%	14.8%	14.0%	13.0%
.....	100%	50.7%	49.3%	14.5%	22.5%	34.8%	10.1%	18.1%	15.2%	34.1%	28.3%	22.5%
SUPER 1 TV.....	66	40	26	7	14	30	10	5	7	12	20	27
.....	6.7%	8.3%	5.2%	6.4%	6.7%	8.2%	5.6%	4.1%	4.6%	3.8%	7.2%	11.3%
.....	100%	60.6%	39.4%	10.6%	21.2%	45.5%	15.2%	7.6%	10.6%	18.2%	30.3%	40.9%
SMASH TV.....	6	4	2	0	1	2	3	0	2	1	2	1
.....	.6%	.8%	.4%	.0%	.5%	.5%	1.7%	.0%	1.3%	.3%	.7%	.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%	66.7%	33.3%	.0%	16.7%	33.3%	50.0%	.0%	33.3%	16.7%	33.3%	16.7%
RAI STATIONS.....	78	50	28	7	18	28	18	7	12	26	19	21
.....	7.9%	10.3%	5.6%	6.4%	8.6%	7.6%	10.1%	5.8%	7.9%	8.2%	6.8%	8.8%
.....	100%	64.1%	35.9%	9.0%	23.1%	35.9%	23.1%	9.0%	15.4%	33.3%	24.4%	26.9%
MEDIASET CHANNELS....	96	56	40	23	24	31	13	5	22	33	23	18
.....	9.7%	11.6%	8.0%	20.9%	11.5%	8.4%	7.3%	4.1%	14.6%	10.4%	8.3%	7.5%
.....	100%	58.3%	41.7%	24.0%	25.0%	32.3%	13.5%	5.2%	22.9%	34.4%	24.0%	18.8%
OTHER ITALIAN STATIONS.....	6	5	1	1	2	3	0	0	1	0	5	0
.....	.6%	1.0%	.2%	.9%	1.0%	.8%	.0%	.0%	.7%	.0%	1.8%	.0%
.....	100%	83.3%	16.7%	16.7%	33.3%	50.0%	.0%	.0%	16.7%	.0%	83.3%	.0%
SATELLITE STATIONS...	91	69	22	9	22	38	12	10	25	35	18	13
.....	9.2%	14.3%	4.4%	8.2%	10.5%	10.3%	6.7%	8.3%	16.6%	11.0%	6.5%	5.4%
.....	100%	75.8%	24.2%	9.9%	24.2%	41.8%	13.2%	11.0%	27.5%	38.5%	19.8%	14.3%
NET TV.....	73	38	35	8	20	28	10	7	9	29	21	14
.....	7.4%	7.9%	7.0%	7.3%	9.6%	7.6%	5.6%	5.8%	6.0%	9.1%	7.6%	5.9%
.....	100%	52.1%	47.9%	11.0%	27.4%	38.4%	13.7%	9.6%	12.3%	39.7%	28.8%	19.2%
WEATHER NONE.....	341	160	181	36	81	123	58	43	60	111	89	81
.....	34.6%	33.1%	36.1%	32.7%	38.8%	33.4%	32.6%	35.5%	39.7%	34.9%	32.0%	33.9%
.....	100%	46.9%	53.1%	10.6%	23.8%	36.1%	17.0%	12.6%	17.6%	32.6%	26.1%	23.8%
TVM.....	286	137	149	26	50	119	52	39	33	96	81	76
.....	29.0%	28.3%	29.7%	23.6%	23.9%	32.3%	29.2%	32.2%	21.9%	30.2%	29.1%	31.8%
.....	100%	47.9%	52.1%	9.1%	17.5%	41.6%	18.2%	13.6%	11.5%	33.6%	28.3%	26.6%
SUPER 1 TV.....	112	58	54	11	18	41	23	19	8	21	40	43
.....	11.4%	12.0%	10.8%	10.0%	8.6%	11.1%	12.9%	15.7%	5.3%	6.6%	14.4%	18.0%
.....	100%	51.8%	48.2%	9.8%	16.1%	36.6%	20.5%	17.0%	7.1%	18.8%	35.7%	38.4%
SMASH TV.....	4	3	1	1	1	1	1	0	0	2	1	1
.....	.4%	.6%	.2%	.9%	.5%	.3%	.6%	.0%	.0%	.6%	.4%	.4%
.....	100%	75.0%	25.0%	25.0%	25.0%	25.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%
RAI STATIONS.....	64	34	30	5	13	29	15	2	5	26	24	9
.....	6.5%	7.0%	6.0%	4.5%	6.2%	7.9%	8.4%	1.7%	3.3%	8.2%	8.6%	3.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	53.1%	46.9%	7.8%	20.3%	45.3%	23.4%	3.1%	7.8%	40.6%	37.5%	14.1%
MEDIASET CHANNELS....	37	10	27	8	13	8	7	1	6	13	9	9
.....	3.8%	2.1%	5.4%	7.3%	6.2%	2.2%	3.9%	.8%	4.0%	4.1%	3.2%	3.8%
.....	100%	27.0%	73.0%	21.6%	35.1%	21.6%	18.9%	2.7%	16.2%	35.1%	24.3%	24.3%
OTHER ITALIAN												
STATIONS.....	2	1	1	0	0	2	0	0	1	0	0	1
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	65	50	15	7	17	25	9	7	24	20	14	7
.....	6.6%	10.3%	3.0%	6.4%	8.1%	6.8%	5.1%	5.8%	15.9%	6.3%	5.0%	2.9%
.....	100%	76.9%	23.1%	10.8%	26.2%	38.5%	13.8%	10.8%	36.9%	30.8%	21.5%	10.8%
NET TV.....	75	31	44	16	16	20	13	10	14	29	20	12
.....	7.6%	6.4%	8.8%	14.5%	7.7%	5.4%	7.3%	8.3%	9.3%	9.1%	7.2%	5.0%
.....	100%	41.3%	58.7%	21.3%	21.3%	26.7%	17.3%	13.3%	18.7%	38.7%	26.7%	16.0%
FEATURE FILMS												
NONE.....	266	121	145	19	45	91	65	46	38	79	79	70
.....	27.0%	25.0%	28.9%	17.3%	21.5%	24.7%	36.5%	38.0%	25.2%	24.8%	28.4%	29.3%
.....	100%	45.5%	54.5%	7.1%	16.9%	34.2%	24.4%	17.3%	14.3%	29.7%	29.7%	26.3%
TVM.....	53	23	30	8	3	17	10	15	4	17	14	18
.....	5.4%	4.8%	6.0%	7.3%	1.4%	4.6%	5.6%	12.4%	2.6%	5.3%	5.0%	7.5%
.....	100%	43.4%	56.6%	15.1%	5.7%	32.1%	18.9%	28.3%	7.5%	32.1%	26.4%	34.0%
SUPER 1 TV.....	40	22	18	7	3	11	9	10	1	6	19	14
.....	4.1%	4.5%	3.6%	6.4%	1.4%	3.0%	5.1%	8.3%	.7%	1.9%	6.8%	5.9%
.....	100%	55.0%	45.0%	17.5%	7.5%	27.5%	22.5%	25.0%	2.5%	15.0%	47.5%	35.0%
SMASH TV.....	22	10	12	0	3	12	4	3	2	5	5	10
.....	2.2%	2.1%	2.4%	.0%	1.4%	3.3%	2.2%	2.5%	1.3%	1.6%	1.8%	4.2%
.....	100%	45.5%	54.5%	.0%	13.6%	54.5%	18.2%	13.6%	9.1%	22.7%	22.7%	45.5%
RAI STATIONS.....	58	25	33	4	12	22	13	7	10	19	21	8
.....	5.9%	5.2%	6.6%	3.6%	5.7%	6.0%	7.3%	5.8%	6.6%	6.0%	7.6%	3.3%
.....	100%	43.1%	56.9%	6.9%	20.7%	37.9%	22.4%	12.1%	17.2%	32.8%	36.2%	13.8%
MEDIASET CHANNELS....	358	168	190	53	97	134	49	25	54	115	97	92
.....	36.3%	34.7%	37.8%	48.2%	46.4%	36.4%	27.5%	20.7%	35.8%	36.2%	34.9%	38.5%

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%	46.9%	53.1%	14.8%	27.1%	37.4%	13.7%	7.0%	15.1%	32.1%	27.1%	25.7%
OTHER ITALIAN STATIONS.....	32	18	14	5	8	13	3	3	4	12	9	7
.....	3.2%	3.7%	2.8%	4.5%	3.8%	3.5%	1.7%	2.5%	2.6%	3.8%	3.2%	2.9%
.....	100%	56.3%	43.8%	15.6%	25.0%	40.6%	9.4%	9.4%	12.5%	37.5%	28.1%	21.9%
SATELLITE STATIONS...	140	87	53	14	35	61	21	9	37	54	30	19
.....	14.2%	18.0%	10.6%	12.7%	16.7%	16.6%	11.8%	7.4%	24.5%	17.0%	10.8%	7.9%
.....	100%	62.1%	37.9%	10.0%	25.0%	43.6%	15.0%	6.4%	26.4%	38.6%	21.4%	13.6%
NET TV.....	17	10	7	0	3	7	4	3	1	11	4	1
.....	1.7%	2.1%	1.4%	.0%	1.4%	1.9%	2.2%	2.5%	.7%	3.5%	1.4%	.4%
.....	100%	58.8%	41.2%	.0%	17.6%	41.2%	23.5%	17.6%	5.9%	64.7%	23.5%	5.9%
SERIALS/SOAP OPERAS												
NONE.....	518	288	230	44	114	199	100	61	81	162	150	125
.....	52.5%	59.5%	45.8%	40.0%	54.5%	54.1%	56.2%	50.4%	53.6%	50.9%	54.0%	52.3%
.....	100%	55.6%	44.4%	8.5%	22.0%	38.4%	19.3%	11.8%	15.6%	31.3%	29.0%	24.1%
TVM.....	84	40	44	10	11	29	16	18	8	21	24	31
.....	8.5%	8.3%	8.8%	9.1%	5.3%	7.9%	9.0%	14.9%	5.3%	6.6%	8.6%	13.0%
.....	100%	47.6%	52.4%	11.9%	13.1%	34.5%	19.0%	21.4%	9.5%	25.0%	28.6%	36.9%
SUPER 1 TV.....	90	44	46	14	13	34	19	10	5	21	33	31
.....	9.1%	9.1%	9.2%	12.7%	6.2%	9.2%	10.7%	8.3%	3.3%	6.6%	11.9%	13.0%
.....	100%	48.9%	51.1%	15.6%	14.4%	37.8%	21.1%	11.1%	5.6%	23.3%	36.7%	34.4%
SMASH TV.....	2	0	2	0	0	2	0	0	0	1	1	0
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.0%	.3%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	28	11	17	3	8	9	8	0	5	13	6	4
.....	2.8%	2.3%	3.4%	2.7%	3.8%	2.4%	4.5%	.0%	3.3%	4.1%	2.2%	1.7%
.....	100%	39.3%	60.7%	10.7%	28.6%	32.1%	28.6%	.0%	17.9%	46.4%	21.4%	14.3%
MEDIASET CHANNELS....	169	56	113	28	43	62	20	16	26	57	50	36
.....	17.1%	11.6%	22.5%	25.5%	20.6%	16.8%	11.2%	13.2%	17.2%	17.9%	18.0%	15.1%
.....	100%	33.1%	66.9%	16.6%	25.4%	36.7%	11.8%	9.5%	15.4%	33.7%	29.6%	21.3%
OTHER ITALIAN STATIONS.....	15	4	11	1	5	5	1	3	4	9	1	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
.....	1.5%	.8%	2.2%	.9%	2.4%	1.4%	.6%	2.5%	2.6%	2.8%	.4%	.4%
.....	100%	26.7%	73.3%	6.7%	33.3%	33.3%	6.7%	20.0%	26.7%	60.0%	6.7%	6.7%
SATELLITE STATIONS...	60	32	28	8	10	22	11	9	19	23	10	8
.....	6.1%	6.6%	5.6%	7.3%	4.8%	6.0%	6.2%	7.4%	12.6%	7.2%	3.6%	3.3%
.....	100%	53.3%	46.7%	13.3%	16.7%	36.7%	18.3%	15.0%	31.7%	38.3%	16.7%	13.3%
NET TV.....	20	9	11	2	5	6	3	4	3	11	3	3
.....	2.0%	1.9%	2.2%	1.8%	2.4%	1.6%	1.7%	3.3%	2.0%	3.5%	1.1%	1.3%
.....	100%	45.0%	55.0%	10.0%	25.0%	30.0%	15.0%	20.0%	15.0%	55.0%	15.0%	15.0%

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.....	986	484	502	110	209	368	178	121	151	318	278	239
DOCUMENTARIES												
NONE.....	403	177	226	42	95	140	70	56	45	114	124	120
.....	40.9%	36.6%	45.0%	38.2%	45.5%	38.0%	39.3%	46.3%	29.8%	35.8%	44.6%	50.2%
.....	100%	43.9%	56.1%	10.4%	23.6%	34.7%	17.4%	13.9%	11.2%	28.3%	30.8%	29.8%
TVM.....	101	41	60	10	14	33	25	19	10	32	25	34
.....	10.2%	8.5%	12.0%	9.1%	6.7%	9.0%	14.0%	15.7%	6.6%	10.1%	9.0%	14.2%
.....	100%	40.6%	59.4%	9.9%	13.9%	32.7%	24.8%	18.8%	9.9%	31.7%	24.8%	33.7%
SUPER 1 TV.....	59	28	31	5	6	24	12	12	6	11	23	19
.....	6.0%	5.8%	6.2%	4.5%	2.9%	6.5%	6.7%	9.9%	4.0%	3.5%	8.3%	7.9%
.....	100%	47.5%	52.5%	8.5%	10.2%	40.7%	20.3%	20.3%	10.2%	18.6%	39.0%	32.2%
SMASH TV.....	5	2	3	2	0	2	0	1	2	1	1	1
.....	.5%	.4%	.6%	1.8%	.0%	.5%	.0%	.8%	1.3%	.3%	.4%	.4%
.....	100%	40.0%	60.0%	40.0%	.0%	40.0%	.0%	20.0%	40.0%	20.0%	20.0%	20.0%
RAI STATIONS.....	123	66	57	14	25	51	23	10	21	43	37	22
.....	12.5%	13.6%	11.4%	12.7%	12.0%	13.9%	12.9%	8.3%	13.9%	13.5%	13.3%	9.2%
.....	100%	53.7%	46.3%	11.4%	20.3%	41.5%	18.7%	8.1%	17.1%	35.0%	30.1%	17.9%
MEDIASET CHANNELS....	74	33	41	16	16	25	13	4	10	31	20	13
.....	7.5%	6.8%	8.2%	14.5%	7.7%	6.8%	7.3%	3.3%	6.6%	9.7%	7.2%	5.4%
.....	100%	44.6%	55.4%	21.6%	21.6%	33.8%	17.6%	5.4%	13.5%	41.9%	27.0%	17.6%
OTHER ITALIAN												
STATIONS.....	16	9	7	1	3	7	3	2	3	3	5	5
.....	1.6%	1.9%	1.4%	.9%	1.4%	1.9%	1.7%	1.7%	2.0%	.9%	1.8%	2.1%
.....	100%	56.3%	43.8%	6.3%	18.8%	43.8%	18.8%	12.5%	18.8%	18.8%	31.3%	31.3%
SATELLITE STATIONS...	175	112	63	20	43	74	27	11	49	68	35	23
.....	17.7%	23.1%	12.5%	18.2%	20.6%	20.1%	15.2%	9.1%	32.5%	21.4%	12.6%	9.6%
.....	100%	64.0%	36.0%	11.4%	24.6%	42.3%	15.4%	6.3%	28.0%	38.9%	20.0%	13.1%
NET TV.....	30	16	14	0	7	12	5	6	5	15	8	2
.....	3.0%	3.3%	2.8%	.0%	3.3%	3.3%	2.8%	5.0%	3.3%	4.7%	2.9%	.8%
.....	100%	53.3%	46.7%	.0%	23.3%	40.0%	16.7%	20.0%	16.7%	50.0%	26.7%	6.7%
CURRENT AFFAIRS												
NONE.....	586	267	319	63	133	211	100	79	72	168	184	162

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
.....	59.4%	55.2%	63.5%	57.3%	63.6%	57.3%	56.2%	65.3%	47.7%	52.8%	66.2%	67.8%
.....	100%	45.6%	54.4%	10.8%	22.7%	36.0%	17.1%	13.5%	12.3%	28.7%	31.4%	27.6%
TVM.....	142	69	73	15	26	54	31	16	19	56	37	30
.....	14.4%	14.3%	14.5%	13.6%	12.4%	14.7%	17.4%	13.2%	12.6%	17.6%	13.3%	12.6%
.....	100%	48.6%	51.4%	10.6%	18.3%	38.0%	21.8%	11.3%	13.4%	39.4%	26.1%	21.1%
SUPER 1 TV.....	52	28	24	8	9	16	11	8	4	10	17	21
.....	5.3%	5.8%	4.8%	7.3%	4.3%	4.3%	6.2%	6.6%	2.6%	3.1%	6.1%	8.8%
.....	100%	53.8%	46.2%	15.4%	17.3%	30.8%	21.2%	15.4%	7.7%	19.2%	32.7%	40.4%
SMASH TV.....	3	1	2	0	0	2	0	1	0	1	2	0
.....	.3%	.2%	.4%	.0%	.0%	.5%	.0%	.8%	.0%	.3%	.7%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	33.3%	66.7%	.0%
RAI STATIONS.....	39	27	12	3	9	16	11	0	10	13	11	5
.....	4.0%	5.6%	2.4%	2.7%	4.3%	4.3%	6.2%	.0%	6.6%	4.1%	4.0%	2.1%
.....	100%	69.2%	30.8%	7.7%	23.1%	41.0%	28.2%	.0%	25.6%	33.3%	28.2%	12.8%
MEDIASET CHANNELS....	48	20	28	12	10	15	8	3	14	19	8	7
.....	4.9%	4.1%	5.6%	10.9%	4.8%	4.1%	4.5%	2.5%	9.3%	6.0%	2.9%	2.9%
.....	100%	41.7%	58.3%	25.0%	20.8%	31.3%	16.7%	6.3%	29.2%	39.6%	16.7%	14.6%
OTHER ITALIAN STATIONS.....	4	2	2	0	1	2	0	1	3	0	0	1
.....	.4%	.4%	.4%	.0%	.5%	.5%	.0%	.8%	2.0%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%
SATELLITE STATIONS...	73	49	24	7	14	37	10	5	22	31	13	7
.....	7.4%	10.1%	4.8%	6.4%	6.7%	10.1%	5.6%	4.1%	14.6%	9.7%	4.7%	2.9%
.....	100%	67.1%	32.9%	9.6%	19.2%	50.7%	13.7%	6.8%	30.1%	42.5%	17.8%	9.6%
NET TV.....	39	21	18	2	7	15	7	8	7	20	6	6
.....	4.0%	4.3%	3.6%	1.8%	3.3%	4.1%	3.9%	6.6%	4.6%	6.3%	2.2%	2.5%
.....	100%	53.8%	46.2%	5.1%	17.9%	38.5%	17.9%	20.5%	17.9%	51.3%	15.4%	15.4%
DISCUSSIONS												
NONE.....	310	152	158	31	78	117	43	41	45	102	80	83
.....	31.4%	31.4%	31.5%	28.2%	37.3%	31.8%	24.2%	33.9%	29.8%	32.1%	28.8%	34.7%
.....	100%	49.0%	51.0%	10.0%	25.2%	37.7%	13.9%	13.2%	14.5%	32.9%	25.8%	26.8%
TVM.....	393	196	197	52	71	149	78	43	55	114	121	103

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
.....	39.9%	40.5%	39.2%	47.3%	34.0%	40.5%	43.8%	35.5%	36.4%	35.8%	43.5%	43.1%
.....	100%	49.9%	50.1%	13.2%	18.1%	37.9%	19.8%	10.9%	14.0%	29.0%	30.8%	26.2%
SUPER 1 TV.....	95	41	54	5	16	37	24	13	4	22	36	33
.....	9.6%	8.5%	10.8%	4.5%	7.7%	10.1%	13.5%	10.7%	2.6%	6.9%	12.9%	13.8%
.....	100%	43.2%	56.8%	5.3%	16.8%	38.9%	25.3%	13.7%	4.2%	23.2%	37.9%	34.7%
SMASH TV.....	11	6	5	2	2	2	3	2	3	5	2	1
.....	1.1%	1.2%	1.0%	1.8%	1.0%	.5%	1.7%	1.7%	2.0%	1.6%	.7%	.4%
.....	100%	54.5%	45.5%	18.2%	18.2%	18.2%	27.3%	18.2%	27.3%	45.5%	18.2%	9.1%
RAI STATIONS.....	17	11	6	1	3	7	5	1	2	8	6	1
.....	1.7%	2.3%	1.2%	.9%	1.4%	1.9%	2.8%	.8%	1.3%	2.5%	2.2%	.4%
.....	100%	64.7%	35.3%	5.9%	17.6%	41.2%	29.4%	5.9%	11.8%	47.1%	35.3%	5.9%
MEDIASET CHANNELS....	40	12	28	9	10	10	5	6	9	15	8	8
.....	4.1%	2.5%	5.6%	8.2%	4.8%	2.7%	2.8%	5.0%	6.0%	4.7%	2.9%	3.3%
.....	100%	30.0%	70.0%	22.5%	25.0%	25.0%	12.5%	15.0%	22.5%	37.5%	20.0%	20.0%
OTHER ITALIAN STATIONS.....	6	2	4	1	0	3	0	2	3	2	1	0
.....	.6%	.4%	.8%	.9%	.0%	.8%	.0%	1.7%	2.0%	.6%	.4%	.0%
.....	100%	33.3%	66.7%	16.7%	.0%	50.0%	.0%	33.3%	50.0%	33.3%	16.7%	.0%
SATELLITE STATIONS...	54	33	21	5	13	24	9	3	19	21	9	5
.....	5.5%	6.8%	4.2%	4.5%	6.2%	6.5%	5.1%	2.5%	12.6%	6.6%	3.2%	2.1%
.....	100%	61.1%	38.9%	9.3%	24.1%	44.4%	16.7%	5.6%	35.2%	38.9%	16.7%	9.3%
NET TV.....	60	31	29	4	16	19	11	10	11	29	15	5
.....	6.1%	6.4%	5.8%	3.6%	7.7%	5.2%	6.2%	8.3%	7.3%	9.1%	5.4%	2.1%
.....	100%	51.7%	48.3%	6.7%	26.7%	31.7%	18.3%	16.7%	18.3%	48.3%	25.0%	8.3%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	395	208	187	33	79	147	74	62	56	124	115	100
.....	40.1%	43.0%	37.3%	30.0%	37.8%	39.9%	41.6%	51.2%	37.1%	39.0%	41.4%	41.8%
.....	100%	52.7%	47.3%	8.4%	20.0%	37.2%	18.7%	15.7%	14.2%	31.4%	29.1%	25.3%
TVM.....	120	57	63	12	24	46	22	16	20	36	28	36
.....	12.2%	11.8%	12.5%	10.9%	11.5%	12.5%	12.4%	13.2%	13.2%	11.3%	10.1%	15.1%
.....	100%	47.5%	52.5%	10.0%	20.0%	38.3%	18.3%	13.3%	16.7%	30.0%	23.3%	30.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

TABLE 6.5-2: 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.....	79	35	44	10	16	30	14	9	6	17	30	26
.....	8.0%	7.2%	8.8%	9.1%	7.7%	8.2%	7.9%	7.4%	4.0%	5.3%	10.8%	10.9%
.....	100%	44.3%	55.7%	12.7%	20.3%	38.0%	17.7%	11.4%	7.6%	21.5%	38.0%	32.9%
SMASH TV.....	4	2	2	2	1	0	0	1	0	3	1	0
.....	.4%	.4%	.4%	1.8%	.5%	.0%	.0%	.8%	.0%	.9%	.4%	.0%
.....	100%	50.0%	50.0%	50.0%	25.0%	.0%	.0%	25.0%	.0%	75.0%	25.0%	.0%
RAI STATIONS.....	49	24	25	6	8	19	11	5	9	16	16	8
.....	5.0%	5.0%	5.0%	5.5%	3.8%	5.2%	6.2%	4.1%	6.0%	5.0%	5.8%	3.3%
.....	100%	49.0%	51.0%	12.2%	16.3%	38.8%	22.4%	10.2%	18.4%	32.7%	32.7%	16.3%
MEDIASET CHANNELS....	214	90	124	34	50	77	35	18	37	82	52	43
.....	21.7%	18.6%	24.7%	30.9%	23.9%	20.9%	19.7%	14.9%	24.5%	25.8%	18.7%	18.0%
.....	100%	42.1%	57.9%	15.9%	23.4%	36.0%	16.4%	8.4%	17.3%	38.3%	24.3%	20.1%
OTHER ITALIAN STATIONS.....	28	13	15	1	9	12	3	3	2	5	12	9
.....	2.8%	2.7%	3.0%	.9%	4.3%	3.3%	1.7%	2.5%	1.3%	1.6%	4.3%	3.8%
.....	100%	46.4%	53.6%	3.6%	32.1%	42.9%	10.7%	10.7%	7.1%	17.9%	42.9%	32.1%
SATELLITE STATIONS...	45	29	16	7	10	18	7	3	15	15	9	6
.....	4.6%	6.0%	3.2%	6.4%	4.8%	4.9%	3.9%	2.5%	9.9%	4.7%	3.2%	2.5%
.....	100%	64.4%	35.6%	15.6%	22.2%	40.0%	15.6%	6.7%	33.3%	33.3%	20.0%	13.3%
NET TV.....	52	26	26	5	12	19	12	4	6	20	15	11
.....	5.3%	5.4%	5.2%	4.5%	5.7%	5.2%	6.7%	3.3%	4.0%	6.3%	5.4%	4.6%
.....	100%	50.0%	50.0%	9.6%	23.1%	36.5%	23.1%	7.7%	11.5%	38.5%	28.8%	21.2%
MUSIC VIDEO-CLIPS NONE.....	615	298	317	44	96	241	135	99	89	179	178	169
.....	62.4%	61.6%	63.1%	40.0%	45.9%	65.5%	75.8%	81.8%	58.9%	56.3%	64.0%	70.7%
.....	100%	48.5%	51.5%	7.2%	15.6%	39.2%	22.0%	16.1%	14.5%	29.1%	28.9%	27.5%
TVM.....	26	13	13	5	3	10	5	3	5	11	6	4
.....	2.6%	2.7%	2.6%	4.5%	1.4%	2.7%	2.8%	2.5%	3.3%	3.5%	2.2%	1.7%
.....	100%	50.0%	50.0%	19.2%	11.5%	38.5%	19.2%	11.5%	19.2%	42.3%	23.1%	15.4%
SUPER 1 TV.....	29	13	16	3	0	9	9	8	0	5	12	12
.....	2.9%	2.7%	3.2%	2.7%	.0%	2.4%	5.1%	6.6%	.0%	1.6%	4.3%	5.0%
.....	100%	44.8%	55.2%	10.3%	.0%	31.0%	31.0%	27.6%	.0%	17.2%	41.4%	41.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH TV.....	124	58	66	21	48	44	8	3	15	41	42	26
.....	12.6%	12.0%	13.1%	19.1%	23.0%	12.0%	4.5%	2.5%	9.9%	12.9%	15.1%	10.9%
.....	100%	46.8%	53.2%	16.9%	38.7%	35.5%	6.5%	2.4%	12.1%	33.1%	33.9%	21.0%
RAI STATIONS.....	4	3	1	1	0	2	1	0	1	1	2	0
.....	.4%	.6%	.2%	.9%	.0%	.5%	.6%	.0%	.7%	.3%	.7%	.0%
.....	100%	75.0%	25.0%	25.0%	.0%	50.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%
MEDIASET CHANNELS....	36	14	22	5	13	7	8	3	7	13	8	8
.....	3.7%	2.9%	4.4%	4.5%	6.2%	1.9%	4.5%	2.5%	4.6%	4.1%	2.9%	3.3%
.....	100%	38.9%	61.1%	13.9%	36.1%	19.4%	22.2%	8.3%	19.4%	36.1%	22.2%	22.2%
OTHER ITALIAN STATIONS.....	21	9	12	4	7	7	3	0	3	9	5	4
.....	2.1%	1.9%	2.4%	3.6%	3.3%	1.9%	1.7%	.0%	2.0%	2.8%	1.8%	1.7%
.....	100%	42.9%	57.1%	19.0%	33.3%	33.3%	14.3%	.0%	14.3%	42.9%	23.8%	19.0%
SATELLITE STATIONS...	115	69	46	26	36	44	6	3	30	48	23	14
.....	11.7%	14.3%	9.2%	23.6%	17.2%	12.0%	3.4%	2.5%	19.9%	15.1%	8.3%	5.9%
.....	100%	60.0%	40.0%	22.6%	31.3%	38.3%	5.2%	2.6%	26.1%	41.7%	20.0%	12.2%
NET TV.....	16	7	9	1	6	4	3	2	1	11	2	2
.....	1.6%	1.4%	1.8%	.9%	2.9%	1.1%	1.7%	1.7%	.7%	3.5%	.7%	.8%
.....	100%	43.8%	56.3%	6.3%	37.5%	25.0%	18.8%	12.5%	6.3%	68.8%	12.5%	12.5%
PLAYS												
NONE.....	482	253	229	57	115	169	84	57	91	180	113	98
.....	48.9%	52.3%	45.6%	51.8%	55.0%	45.9%	47.2%	47.1%	60.3%	56.6%	40.6%	41.0%
.....	100%	52.5%	47.5%	11.8%	23.9%	35.1%	17.4%	11.8%	18.9%	37.3%	23.4%	20.3%
TVM.....	213	103	110	24	44	72	42	31	23	69	60	61
.....	21.6%	21.3%	21.9%	21.8%	21.1%	19.6%	23.6%	25.6%	15.2%	21.7%	21.6%	25.5%
.....	100%	48.4%	51.6%	11.3%	20.7%	33.8%	19.7%	14.6%	10.8%	32.4%	28.2%	28.6%
SUPER 1 TV.....	222	100	122	21	35	102	36	28	17	42	93	70
.....	22.5%	20.7%	24.3%	19.1%	16.7%	27.7%	20.2%	23.1%	11.3%	13.2%	33.5%	29.3%
.....	100%	45.0%	55.0%	9.5%	15.8%	45.9%	16.2%	12.6%	7.7%	18.9%	41.9%	31.5%
SMASH TV.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RAI STATIONS.....	7	4	3	0	0	4	3	0	2	4	0	1
.....	.7%	.8%	.6%	.0%	.0%	1.1%	1.7%	.0%	1.3%	1.3%	.0%	.4%
.....	100%	57.1%	42.9%	.0%	.0%	57.1%	42.9%	.0%	28.6%	57.1%	.0%	14.3%
MEDIASET CHANNELS....	22	5	17	5	5	5	5	2	6	9	4	3
.....	2.2%	1.0%	3.4%	4.5%	2.4%	1.4%	2.8%	1.7%	4.0%	2.8%	1.4%	1.3%
.....	100%	22.7%	77.3%	22.7%	22.7%	22.7%	22.7%	9.1%	27.3%	40.9%	18.2%	13.6%
OTHER ITALIAN STATIONS.....	2	1	1	0	0	1	0	1	1	1	0	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.0%	.8%	.7%	.3%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
SATELLITE STATIONS...	24	13	11	2	6	12	4	0	10	7	4	3
.....	2.4%	2.7%	2.2%	1.8%	2.9%	3.3%	2.2%	.0%	6.6%	2.2%	1.4%	1.3%
.....	100%	54.2%	45.8%	8.3%	25.0%	50.0%	16.7%	.0%	41.7%	29.2%	16.7%	12.5%
NET TV.....	13	5	8	0	4	3	4	2	1	5	4	3
.....	1.3%	1.0%	1.6%	.0%	1.9%	.8%	2.2%	1.7%	.7%	1.6%	1.4%	1.3%
.....	100%	38.5%	61.5%	.0%	30.8%	23.1%	30.8%	15.4%	7.7%	38.5%	30.8%	23.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	986	484	502	110	209	368	178	121	151	318	278	239
ART & CULTURE												
NONE.....	654	317	337	74	138	245	113	84	86	198	190	180
.....	66.3%	65.5%	67.1%	67.3%	66.0%	66.6%	63.5%	69.4%	57.0%	62.3%	68.3%	75.3%
.....	100%	48.5%	51.5%	11.3%	21.1%	37.5%	17.3%	12.8%	13.1%	30.3%	29.1%	27.5%
TVM.....	138	57	81	18	30	47	31	12	23	50	36	29
.....	14.0%	11.8%	16.1%	16.4%	14.4%	12.8%	17.4%	9.9%	15.2%	15.7%	12.9%	12.1%
.....	100%	41.3%	58.7%	13.0%	21.7%	34.1%	22.5%	8.7%	16.7%	36.2%	26.1%	21.0%
SUPER 1 TV.....	54	28	26	5	6	24	12	7	5	10	21	18
.....	5.5%	5.8%	5.2%	4.5%	2.9%	6.5%	6.7%	5.8%	3.3%	3.1%	7.6%	7.5%
.....	100%	51.9%	48.1%	9.3%	11.1%	44.4%	22.2%	13.0%	9.3%	18.5%	38.9%	33.3%
SMASH TV.....	3	3	0	1	2	0	0	0	1	2	0	0
.....	.3%	.6%	.0%	.9%	1.0%	.0%	.0%	.0%	.7%	.6%	.0%	.0%
.....	100%	100%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
RAI STATIONS.....	25	17	8	1	3	11	7	3	7	11	3	4
.....	2.5%	3.5%	1.6%	.9%	1.4%	3.0%	3.9%	2.5%	4.6%	3.5%	1.1%	1.7%
.....	100%	68.0%	32.0%	4.0%	12.0%	44.0%	28.0%	12.0%	28.0%	44.0%	12.0%	16.0%
MEDIASET CHANNELS....	21	5	16	5	4	6	3	3	6	8	5	2
.....	2.1%	1.0%	3.2%	4.5%	1.9%	1.6%	1.7%	2.5%	4.0%	2.5%	1.8%	.8%
.....	100%	23.8%	76.2%	23.8%	19.0%	28.6%	14.3%	14.3%	28.6%	38.1%	23.8%	9.5%
OTHER ITALIAN STATIONS.....	8	6	2	1	2	2	1	2	2	2	4	0
.....	.8%	1.2%	.4%	.9%	1.0%	.5%	.6%	1.7%	1.3%	.6%	1.4%	.0%
.....	100%	75.0%	25.0%	12.5%	25.0%	25.0%	12.5%	25.0%	25.0%	25.0%	50.0%	.0%
SATELLITE STATIONS...	62	40	22	4	19	28	7	4	18	27	13	4
.....	6.3%	8.3%	4.4%	3.6%	9.1%	7.6%	3.9%	3.3%	11.9%	8.5%	4.7%	1.7%
.....	100%	64.5%	35.5%	6.5%	30.6%	45.2%	11.3%	6.5%	29.0%	43.5%	21.0%	6.5%
NET TV.....	21	11	10	1	5	5	4	6	3	10	6	2
.....	2.1%	2.3%	2.0%	.9%	2.4%	1.4%	2.2%	5.0%	2.0%	3.1%	2.2%	.8%
.....	100%	52.4%	47.6%	4.8%	23.8%	23.8%	19.0%	28.6%	14.3%	47.6%	28.6%	9.5%
WOMEN'S PROGRAMMES												
NONE.....	619	345	274	78	134	224	103	80	90	197	179	153

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
.....	62.8%	71.3%	54.6%	70.9%	64.1%	60.9%	57.9%	66.1%	59.6%	61.9%	64.4%	64.0%
.....	100%	55.7%	44.3%	12.6%	21.6%	36.2%	16.6%	12.9%	14.5%	31.8%	28.9%	24.7%
TVM.....	179	59	120	14	38	62	42	23	28	62	46	43
.....	18.2%	12.2%	23.9%	12.7%	18.2%	16.8%	23.6%	19.0%	18.5%	19.5%	16.5%	18.0%
.....	100%	33.0%	67.0%	7.8%	21.2%	34.6%	23.5%	12.8%	15.6%	34.6%	25.7%	24.0%
SUPER 1 TV.....	69	25	44	5	12	32	12	8	2	12	25	30
.....	7.0%	5.2%	8.8%	4.5%	5.7%	8.7%	6.7%	6.6%	1.3%	3.8%	9.0%	12.6%
.....	100%	36.2%	63.8%	7.2%	17.4%	46.4%	17.4%	11.6%	2.9%	17.4%	36.2%	43.5%
SMASH TV.....	2	1	1	0	1	1	0	0	1	0	0	1
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
RAI STATIONS.....	11	4	7	1	1	6	3	0	5	3	1	2
.....	1.1%	.8%	1.4%	.9%	.5%	1.6%	1.7%	.0%	3.3%	.9%	.4%	.8%
.....	100%	36.4%	63.6%	9.1%	9.1%	54.5%	27.3%	.0%	45.5%	27.3%	9.1%	18.2%
MEDIASET CHANNELS....	24	6	18	4	5	6	6	3	7	7	7	3
.....	2.4%	1.2%	3.6%	3.6%	2.4%	1.6%	3.4%	2.5%	4.6%	2.2%	2.5%	1.3%
.....	100%	25.0%	75.0%	16.7%	20.8%	25.0%	25.0%	12.5%	29.2%	29.2%	29.2%	12.5%
OTHER ITALIAN STATIONS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
SATELLITE STATIONS...	60	35	25	6	15	28	8	3	15	26	14	5
.....	6.1%	7.2%	5.0%	5.5%	7.2%	7.6%	4.5%	2.5%	9.9%	8.2%	5.0%	2.1%
.....	100%	58.3%	41.7%	10.0%	25.0%	46.7%	13.3%	5.0%	25.0%	43.3%	23.3%	8.3%
NET TV.....	21	8	13	2	3	8	4	4	2	11	6	2
.....	2.1%	1.7%	2.6%	1.8%	1.4%	2.2%	2.2%	3.3%	1.3%	3.5%	2.2%	.8%
.....	100%	38.1%	61.9%	9.5%	14.3%	38.1%	19.0%	19.0%	9.5%	52.4%	28.6%	9.5%
CHILDREN'S PROGRAMMES												
NONE.....	618	321	297	51	127	218	129	93	93	194	173	158
.....	62.7%	66.3%	59.2%	46.4%	60.8%	59.2%	72.5%	76.9%	61.6%	61.0%	62.2%	66.1%
.....	100%	51.9%	48.1%	8.3%	20.6%	35.3%	20.9%	15.0%	15.0%	31.4%	28.0%	25.6%
TVM.....	154	58	96	27	37	54	19	17	17	53	43	41

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
.....	15.6%	12.0%	19.1%	24.5%	17.7%	14.7%	10.7%	14.0%	11.3%	16.7%	15.5%	17.2%
.....	100%	37.7%	62.3%	17.5%	24.0%	35.1%	12.3%	11.0%	11.0%	34.4%	27.9%	26.6%
SUPER 1 TV.....	60	26	34	8	9	29	8	6	3	15	24	18
.....	6.1%	5.4%	6.8%	7.3%	4.3%	7.9%	4.5%	5.0%	2.0%	4.7%	8.6%	7.5%
.....	100%	43.3%	56.7%	13.3%	15.0%	48.3%	13.3%	10.0%	5.0%	25.0%	40.0%	30.0%
RAI STATIONS.....	20	11	9	4	4	9	3	0	5	6	6	3
.....	2.0%	2.3%	1.8%	3.6%	1.9%	2.4%	1.7%	.0%	3.3%	1.9%	2.2%	1.3%
.....	100%	55.0%	45.0%	20.0%	20.0%	45.0%	15.0%	.0%	25.0%	30.0%	30.0%	15.0%
MEDIASET CHANNELS....	52	17	35	10	15	17	8	2	9	23	12	8
.....	5.3%	3.5%	7.0%	9.1%	7.2%	4.6%	4.5%	1.7%	6.0%	7.2%	4.3%	3.3%
.....	100%	32.7%	67.3%	19.2%	28.8%	32.7%	15.4%	3.8%	17.3%	44.2%	23.1%	15.4%
OTHER ITALIAN STATIONS.....	2	1	1	0	0	1	1	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.7%	.3%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
SATELLITE STATIONS....	66	44	22	9	14	35	7	1	21	20	15	10
.....	6.7%	9.1%	4.4%	8.2%	6.7%	9.5%	3.9%	.8%	13.9%	6.3%	5.4%	4.2%
.....	100%	66.7%	33.3%	13.6%	21.2%	53.0%	10.6%	1.5%	31.8%	30.3%	22.7%	15.2%
NET TV.....	14	6	8	1	3	5	3	2	2	6	5	1
.....	1.4%	1.2%	1.6%	.9%	1.4%	1.4%	1.7%	1.7%	1.3%	1.9%	1.8%	.4%
.....	100%	42.9%	57.1%	7.1%	21.4%	35.7%	21.4%	14.3%	14.3%	42.9%	35.7%	7.1%
RELIGION												
NONE.....	601	309	292	69	144	228	102	58	90	185	181	145
.....	61.0%	63.8%	58.2%	62.7%	68.9%	62.0%	57.3%	47.9%	59.6%	58.2%	65.1%	60.7%
.....	100%	51.4%	48.6%	11.5%	24.0%	37.9%	17.0%	9.7%	15.0%	30.8%	30.1%	24.1%
TVM.....	260	112	148	25	45	95	51	44	28	95	64	73
.....	26.4%	23.1%	29.5%	22.7%	21.5%	25.8%	28.7%	36.4%	18.5%	29.9%	23.0%	30.5%
.....	100%	43.1%	56.9%	9.6%	17.3%	36.5%	19.6%	16.9%	10.8%	36.5%	24.6%	28.1%
SUPER 1 TV.....	33	12	21	3	2	13	7	8	3	5	13	12
.....	3.3%	2.5%	4.2%	2.7%	1.0%	3.5%	3.9%	6.6%	2.0%	1.6%	4.7%	5.0%
.....	100%	36.4%	63.6%	9.1%	6.1%	39.4%	21.2%	24.2%	9.1%	15.2%	39.4%	36.4%
SMASH TV.....	2	1	1	1	0	1	0	0	0	2	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.0%	.6%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%
RAI STATIONS.....	11	8	3	0	1	5	5	0	4	3	2	2
.....	1.1%	1.7%	.6%	.0%	.5%	1.4%	2.8%	.0%	2.6%	.9%	.7%	.8%
.....	100%	72.7%	27.3%	.0%	9.1%	45.5%	45.5%	.0%	36.4%	27.3%	18.2%	18.2%
MEDIASET CHANNELS....	18	4	14	4	5	4	3	2	6	6	4	2
.....	1.8%	.8%	2.8%	3.6%	2.4%	1.1%	1.7%	1.7%	4.0%	1.9%	1.4%	.8%
.....	100%	22.2%	77.8%	22.2%	27.8%	22.2%	16.7%	11.1%	33.3%	33.3%	22.2%	11.1%
OTHER ITALIAN STATIONS.....	3	2	1	1	0	1	0	1	3	0	0	0
.....	.3%	.4%	.2%	.9%	.0%	.3%	.0%	.8%	2.0%	.0%	.0%	.0%
.....	100%	66.7%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	100%	.0%	.0%	.0%
SATELLITE STATIONS....	35	24	11	4	8	15	5	3	14	12	6	3
.....	3.5%	5.0%	2.2%	3.6%	3.8%	4.1%	2.8%	2.5%	9.3%	3.8%	2.2%	1.3%
.....	100%	68.6%	31.4%	11.4%	22.9%	42.9%	14.3%	8.6%	40.0%	34.3%	17.1%	8.6%
NET TV.....	23	12	11	3	4	6	5	5	3	10	8	2
.....	2.3%	2.5%	2.2%	2.7%	1.9%	1.6%	2.8%	4.1%	2.0%	3.1%	2.9%	.8%
.....	100%	52.2%	47.8%	13.0%	17.4%	26.1%	21.7%	21.7%	13.0%	43.5%	34.8%	8.7%
BUSINESS/FINANCE NONE.....	749	351	398	82	154	281	141	91	93	227	221	203
.....	76.0%	72.5%	79.3%	74.5%	73.7%	76.4%	79.2%	75.2%	64.9%	71.4%	79.5%	84.9%
.....	100%	46.9%	53.1%	10.9%	20.6%	37.5%	18.8%	12.1%	13.1%	30.3%	29.5%	27.1%
TVM.....	89	47	42	9	26	31	10	13	15	35	24	15
.....	9.0%	9.7%	8.4%	8.2%	12.4%	8.4%	5.6%	10.7%	9.9%	11.0%	8.6%	6.3%
.....	100%	52.8%	47.2%	10.1%	29.2%	34.8%	11.2%	14.6%	16.9%	39.3%	27.0%	16.9%
SUPER 1 TV.....	30	15	15	5	2	13	5	5	3	8	9	10
.....	3.0%	3.1%	3.0%	4.5%	1.0%	3.5%	2.8%	4.1%	2.0%	2.5%	3.2%	4.2%
.....	100%	50.0%	50.0%	16.7%	6.7%	43.3%	16.7%	16.7%	10.0%	26.7%	30.0%	33.3%
SMASH TV.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
RAI STATIONS.....	14	8	6	2	2	3	5	2	2	7	1	4

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
.....	1.4%	1.7%	1.2%	1.8%	1.0%	.8%	2.8%	1.7%	1.3%	2.2%	.4%	1.7%
.....	100%	57.1%	42.9%	14.3%	14.3%	21.4%	35.7%	14.3%	14.3%	50.0%	7.1%	28.6%
MEDIASET CHANNELS....	21	8	13	4	6	4	4	3	7	6	6	2
.....	2.1%	1.7%	2.6%	3.6%	2.9%	1.1%	2.2%	2.5%	4.6%	1.9%	2.2%	.8%
.....	100%	38.1%	61.9%	19.0%	28.6%	19.0%	19.0%	14.3%	33.3%	28.6%	28.6%	9.5%
OTHER ITALIAN												
STATIONS.....	2	2	0	0	0	2	0	0	2	0	0	0
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	1.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
SATELLITE STATIONS...	56	42	14	6	13	28	6	3	21	23	9	3
.....	5.7%	8.7%	2.8%	5.5%	6.2%	7.6%	3.4%	2.5%	13.9%	7.2%	3.2%	1.3%
.....	100%	75.0%	25.0%	10.7%	23.2%	50.0%	10.7%	5.4%	37.5%	41.1%	16.1%	5.4%
NET TV.....	24	10	14	2	6	6	6	4	3	12	7	2
.....	2.4%	2.1%	2.8%	1.8%	2.9%	1.6%	3.4%	3.3%	2.0%	3.8%	2.5%	.8%
.....	100%	41.7%	58.3%	8.3%	25.0%	25.0%	25.0%	16.7%	12.5%	50.0%	29.2%	8.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1999

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	154	321	283	243
NO ANSWER.....	14	10	4	3	1	1	4	5	4	2	6	2
.....	1.4%	2.0%	.8%	2.7%	.5%	.3%	2.2%	4.0%	2.6%	.6%	2.1%	.8%
.....	100%	71.4%	28.6%	21.4%	7.1%	7.1%	28.6%	35.7%	28.6%	14.3%	42.9%	14.3%
ALWAYS.....	167	98	69	1	17	67	46	36	23	37	60	47
.....	16.7%	20.0%	13.5%	.9%	8.1%	18.1%	25.3%	28.6%	14.9%	11.5%	21.2%	19.3%
.....	100%	58.7%	41.3%	.6%	10.2%	40.1%	27.5%	21.6%	13.8%	22.2%	35.9%	28.1%
SOMETIMES.....	516	254	262	42	117	199	93	65	88	183	135	110
.....	51.5%	51.8%	51.3%	37.5%	55.7%	53.6%	51.1%	51.6%	57.1%	57.0%	47.7%	45.3%
.....	100%	49.2%	50.8%	8.1%	22.7%	38.6%	18.0%	12.6%	17.1%	35.5%	26.2%	21.3%
NEVER.....	304	128	176	66	75	104	39	20	39	99	82	84
.....	30.4%	26.1%	34.4%	58.9%	35.7%	28.0%	21.4%	15.9%	25.3%	30.8%	29.0%	34.6%
.....	100%	42.1%	57.9%	21.7%	24.7%	34.2%	12.8%	6.6%	12.8%	32.6%	27.0%	27.6%

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.....	747	347	400	69	154	286	140	98	108	244	207	188
NO ANSWER.....	683	316	367	64	145	255	128	91	103	214	187	179
.....	91.4%	91.1%	91.8%	92.8%	94.2%	89.2%	91.4%	92.9%	95.4%	87.7%	90.3%	95.2%
.....	100%	46.3%	53.7%	9.4%	21.2%	37.3%	18.7%	13.3%	15.1%	31.3%	27.4%	26.2%
MORE MUSIC FROM 1970s & 1980s.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE DISCUSSION PROGRAMMES.....	11	5	6	0	0	7	4	0	1	2	6	2
.....	1.5%	1.4%	1.5%	.0%	.0%	2.4%	2.9%	.0%	.9%	.8%	2.9%	1.1%
.....	100%	45.5%	54.5%	.0%	.0%	63.6%	36.4%	.0%	9.1%	18.2%	54.5%	18.2%
MORE PLAYS.....	9	3	6	0	1	4	4	0	1	2	5	1
.....	1.2%	.9%	1.5%	.0%	.6%	1.4%	2.9%	.0%	.9%	.8%	2.4%	.5%
.....	100%	33.3%	66.7%	.0%	11.1%	44.4%	44.4%	.0%	11.1%	22.2%	55.6%	11.1%
MORE MUSIC.....	12	6	6	5	3	2	1	1	1	9	2	0
.....	1.6%	1.7%	1.5%	7.2%	1.9%	.7%	.7%	1.0%	.9%	3.7%	1.0%	.0%
.....	100%	50.0%	50.0%	41.7%	25.0%	16.7%	8.3%	8.3%	8.3%	75.0%	16.7%	.0%
FEWER PHONE IN PROGRAMMES.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
PROGRAMMES ON NURSING	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MORE SPORTS.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.3%	.3%	.3%	.0%	.6%	.3%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
LESS POLITICS.....	2	2	0	0	1	1	0	0	0	2	0	0
.....	.3%	.6%	.0%	.0%	.6%	.3%	.0%	.0%	.0%	.8%	.0%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.7: 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
QUIZZES.....	2	1	1	0	0	1	0	1	0	1	1	0
.....	.3%	.3%	.3%	.0%	.0%	.3%	.0%	1.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
MORE CULTURAL PROGRAMMES.....	10	4	6	0	1	6	1	2	0	6	2	2
.....	1.3%	1.2%	1.5%	.0%	.6%	2.1%	.7%	2.0%	.0%	2.5%	1.0%	1.1%
.....	100%	40.0%	60.0%	.0%	10.0%	60.0%	10.0%	20.0%	.0%	60.0%	20.0%	20.0%
MORE EU RELATED PROGRAMMES.....	3	2	1	0	0	2	0	1	0	2	1	0
.....	.4%	.6%	.3%	.0%	.0%	.7%	.0%	1.0%	.0%	.8%	.5%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	.0%	66.7%	33.3%	.0%
NMRE CUNTRY MUSIC.....	4	2	2	0	0	3	1	0	0	2	1	1
.....	.5%	.6%	.5%	.0%	.0%	1.0%	.7%	.0%	.0%	.8%	.5%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	75.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%
MORE RELIGIOUS PROGRAMMES.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MORE PROGRAMMES ON DIFFERENT HOBBIES.....	4	3	1	0	1	0	2	1	0	1	2	1
.....	.5%	.9%	.3%	.0%	.6%	.0%	1.4%	1.0%	.0%	.4%	1.0%	.5%
.....	100%	75.0%	25.0%	.0%	25.0%	.0%	50.0%	25.0%	.0%	25.0%	50.0%	25.0%
PROGRAMMES FOR OLD PEOPLE.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE CHILDREN'S PROGRAMMES.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE NEWS.....	2	2	0	0	1	0	1	0	1	1	0	0
.....	.3%	.6%	.0%	.0%	.6%	.0%	.7%	.0%	.9%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	986	484	502	110	209	368	178	121	151	318	278	239
NO ANSWER.....	482	220	262	55	100	161	99	67	83	152	128	119
.....	48.9%	45.5%	52.2%	50.0%	47.8%	43.8%	55.6%	55.4%	55.0%	47.8%	46.0%	49.8%
.....	100%	45.6%	54.4%	11.4%	20.7%	33.4%	20.5%	13.9%	17.2%	31.5%	26.6%	24.7%
PROGRAMMES IN MALTESE	19	4	15	2	4	5	5	3	2	4	11	2
.....	1.9%	.8%	3.0%	1.8%	1.9%	1.4%	2.8%	2.5%	1.3%	1.3%	4.0%	.8%
.....	100%	21.1%	78.9%	10.5%	21.1%	26.3%	26.3%	15.8%	10.5%	21.1%	57.9%	10.5%
MORE INFORMATION ON												
EU.....	8	5	3	0	2	4	1	1	2	4	2	0
.....	.8%	1.0%	.6%	.0%	1.0%	1.1%	.6%	.8%	1.3%	1.3%	.7%	.0%
.....	100%	62.5%	37.5%	.0%	25.0%	50.0%	12.5%	12.5%	25.0%	50.0%	25.0%	.0%
MORE PLAYS IN MALTESE	121	46	75	8	20	47	26	20	4	32	42	43
.....	12.3%	9.5%	14.9%	7.3%	9.6%	12.8%	14.6%	16.5%	2.6%	10.1%	15.1%	18.0%
.....	100%	38.0%	62.0%	6.6%	16.5%	38.8%	21.5%	16.5%	3.3%	26.4%	34.7%	35.5%
OLD FILMS.....	13	7	6	0	0	6	2	5	1	4	3	5
.....	1.3%	1.4%	1.2%	.0%	.0%	1.6%	1.1%	4.1%	.7%	1.3%	1.1%	2.1%
.....	100%	53.8%	46.2%	.0%	.0%	46.2%	15.4%	38.5%	7.7%	30.8%	23.1%	38.5%
FILMS IN MALTESE.....	5	3	2	4	1	0	0	0	0	0	3	2
.....	.5%	.6%	.4%	3.6%	.5%	.0%	.0%	.0%	.0%	.0%	1.1%	.8%
.....	100%	60.0%	40.0%	80.0%	20.0%	.0%	.0%	.0%	.0%	.0%	60.0%	40.0%
MORE FILMS.....	41	26	15	7	13	16	3	2	3	17	13	8
.....	4.2%	5.4%	3.0%	6.4%	6.2%	4.3%	1.7%	1.7%	2.0%	5.3%	4.7%	3.3%
.....	100%	63.4%	36.6%	17.1%	31.7%	39.0%	7.3%	4.9%	7.3%	41.5%	31.7%	19.5%
MORE DISCUSSION												
PROGRAMMES.....	27	13	14	1	2	12	10	2	5	13	5	4
.....	2.7%	2.7%	2.8%	.9%	1.0%	3.3%	5.6%	1.7%	3.3%	4.1%	1.8%	1.7%
.....	100%	48.1%	51.9%	3.7%	7.4%	44.4%	37.0%	7.4%	18.5%	48.1%	18.5%	14.8%
QUIZZES.....	12	5	7	3	3	4	1	1	1	6	3	2
.....	1.2%	1.0%	1.4%	2.7%	1.4%	1.1%	.6%	.8%	.7%	1.9%	1.1%	.8%
.....	100%	41.7%	58.3%	25.0%	25.0%	33.3%	8.3%	8.3%	8.3%	50.0%	25.0%	16.7%
CARTOONS.....	1	1	0	1	0	0	0	0	0	0	1	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
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%
HOUSEHOLD RELATED PROGRAMMES: COOKING, SEWING ETC.....	15	1	14	0	4	9	2	0	0	5	8	2
.....	1.5%	.2%	2.8%	.0%	1.9%	2.4%	1.1%	.0%	.0%	1.6%	2.9%	.8%
.....	100%	6.7%	93.3%	.0%	26.7%	60.0%	13.3%	.0%	.0%	33.3%	53.3%	13.3%
CHILDREN'S PROGRAMMES & CARTOONS.....	22	13	9	7	2	12	0	1	3	5	6	8
.....	2.2%	2.7%	1.8%	6.4%	1.0%	3.3%	.0%	.8%	2.0%	1.6%	2.2%	3.3%
.....	100%	59.1%	40.9%	31.8%	9.1%	54.5%	.0%	4.5%	13.6%	22.7%	27.3%	36.4%
CONTEMPORARY MUSIC...	4	3	1	2	0	1	0	1	0	2	2	0
.....	.4%	.6%	.2%	1.8%	.0%	.3%	.0%	.8%	.0%	.6%	.7%	.0%
.....	100%	75.0%	25.0%	50.0%	.0%	25.0%	.0%	25.0%	.0%	50.0%	50.0%	.0%
MORE SPORTS.....	42	33	9	3	16	19	2	2	5	13	15	9
.....	4.3%	6.8%	1.8%	2.7%	7.7%	5.2%	1.1%	1.7%	3.3%	4.1%	5.4%	3.8%
.....	100%	78.6%	21.4%	7.1%	38.1%	45.2%	4.8%	4.8%	11.9%	31.0%	35.7%	21.4%
DOCUMENTARIES.....	52	41	11	2	10	25	10	5	9	16	15	12
.....	5.3%	8.5%	2.2%	1.8%	4.8%	6.8%	5.6%	4.1%	6.0%	5.0%	5.4%	5.0%
.....	100%	78.8%	21.2%	3.8%	19.2%	48.1%	19.2%	9.6%	17.3%	30.8%	28.8%	23.1%
RECENT MOVIES.....	33	17	16	4	13	12	4	0	6	13	7	7
.....	3.3%	3.5%	3.2%	3.6%	6.2%	3.3%	2.2%	.0%	4.0%	4.1%	2.5%	2.9%
.....	100%	51.5%	48.5%	12.1%	39.4%	36.4%	12.1%	.0%	18.2%	39.4%	21.2%	21.2%
MORE COMEDY.....	38	18	20	5	9	17	6	1	11	16	6	5
.....	3.9%	3.7%	4.0%	4.5%	4.3%	4.6%	3.4%	.8%	7.3%	5.0%	2.2%	2.1%
.....	100%	47.4%	52.6%	13.2%	23.7%	44.7%	15.8%	2.6%	28.9%	42.1%	15.8%	13.2%
MORE FOREIGN NEWS....	3	3	0	0	1	2	0	0	3	0	0	0
.....	.3%	.6%	.0%	.0%	.5%	.5%	.0%	.0%	2.0%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	.0%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	59	27	32	2	12	29	10	6	10	21	20	8

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
.....	6.0%	5.6%	6.4%	1.8%	5.7%	7.9%	5.6%	5.0%	6.6%	6.6%	7.2%	3.3%
.....	100%	45.8%	54.2%	3.4%	20.3%	49.2%	16.9%	10.2%	16.9%	35.6%	33.9%	13.6%
MORE YOUTH PROGRAMMES	13	7	6	6	4	3	0	0	2	4	6	1
.....	1.3%	1.4%	1.2%	5.5%	1.9%	.8%	.0%	.0%	1.3%	1.3%	2.2%	.4%
.....	100%	53.8%	46.2%	46.2%	30.8%	23.1%	.0%	.0%	15.4%	30.8%	46.2%	7.7%
MORE MUSIC.....	26	14	12	7	6	8	2	3	5	12	5	4
.....	2.6%	2.9%	2.4%	6.4%	2.9%	2.2%	1.1%	2.5%	3.3%	3.8%	1.8%	1.7%
.....	100%	53.8%	46.2%	26.9%	23.1%	30.8%	7.7%	11.5%	19.2%	46.2%	19.2%	15.4%
MORE RELIGIOUS PROGRAMMES.....	5	1	4	0	0	3	1	1	2	2	0	1
.....	.5%	.2%	.8%	.0%	.0%	.8%	.6%	.8%	1.3%	.6%	.0%	.4%
.....	100%	20.0%	80.0%	.0%	.0%	60.0%	20.0%	20.0%	40.0%	40.0%	.0%	20.0%
MORE GHANA.....	6	3	3	0	0	4	0	2	0	0	2	4
.....	.6%	.6%	.6%	.0%	.0%	1.1%	.0%	1.7%	.0%	.0%	.7%	1.7%
.....	100%	50.0%	50.0%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%	33.3%	66.7%
MORE FOREIGN NEWS....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
MORE HOBBIES.....	15	12	3	1	6	6	1	1	1	5	6	3
.....	1.5%	2.5%	.6%	.9%	2.9%	1.6%	.6%	.8%	.7%	1.6%	2.2%	1.3%
.....	100%	80.0%	20.0%	6.7%	40.0%	40.0%	6.7%	6.7%	6.7%	33.3%	40.0%	20.0%
MORE SOAP OPERAS.....	9	3	6	1	1	3	3	1	1	3	3	2
.....	.9%	.6%	1.2%	.9%	.5%	.8%	1.7%	.8%	.7%	.9%	1.1%	.8%
.....	100%	33.3%	66.7%	11.1%	11.1%	33.3%	33.3%	11.1%	11.1%	33.3%	33.3%	22.2%
PROGRAMMES FOR OLD PEOPLE.....	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 LISTEN TO TV

Table 7.1: Daily Radio Average Audience Share - October 1999

	RM 1	RM2	UPER	101	IS	BAY	RTK	VE FM	MASI	CALYPSO	UNI RADIO	MAS	FM RONJA	APITAL	ONE	TOTAL
Monday	1.25	0.0	2.51	0.9	0.37	0.2	3.32	0.0	0.47	0.4	0.00	0.0	0.01	0.4	90.75	100
Tuesday	0.98	0.1	2.13	0.9	0.12	0.3	2.32	0.0	0.34	0.5	0.00	0.1	0.05	0.7	91.85	100
Wednesday	0.68	0.0	2.62	1.1	0.15	0.8	1.76	0.0	0.50	0.4	0.00	0.1	0.16	0.9	90.98	100
Thursday	0.59	0.1	4.34	1.4	0.32	1.4	1.84	0.00	0.90	1.0	0.00	0.0	0.09	0.6	87.54	100
Friday	0.81	0.3	3.62	1.8	0.34	1.3	2.25	0.0	0.74	1.0	0.09	0.1	0.04	0.8	87.25	100
Saturday	0.85	0.2	1.89	1.3	0.44	1.1	2.30	0.0	0.32	0.5	0.05	0.3	0.05	0.6	90.56	100
Sunday	0.76	0.1	1.37	1.1	0.52	0.8	2.04	0.0	0.42	0.2	0.00	0.0	0.00	0.5	92.37	100
Daily Average	0.85	0.1	2.64	1.2	0.32	0.9	2.26	0.00	0.53	0.6	0.02	0.1	0.06	0.7	90.19	100

Table 7.2: Daily Radio Peak Audience Share – October 1999

	RM 1	RM2	UPER	101	BAY	RTK	LIVE FM	MASH	ALYPSO	UNI RADIO	MAS	FM RONJA	APITAL
Monday	3.50	0.35	6.99	3.85	1.40	1.40	7.34	0.00	1.40	1.75	0.00	0.00	1.40
Tuesday	2.80	0.70	7.34	3.15	0.70	1.75	6.64	0.00	1.05	2.10	0.00	0.35	2.10
Wednesday	1.75	0.35	6.64	4.90	0.70	2.45	5.24	0.00	1.75	1.40	0.00	0.35	2.80
Thursday	2.10	1.05	9.44	5.24	1.05	4.20	4.90	0.00	3.50	2.45	0.00	0.35	1.75
Friday	3.15	1.40	9.09	5.59	1.75	2.80	5.59	0.00	2.10	2.45	0.35	0.35	2.80
Saturday	3.85	1.40	5.59	5.24	1.75	4.20	6.64	0.00	1.40	2.10	0.35	0.70	2.10
Sunday	2.45	0.70	5.59	3.50	1.75	3.15	5.59	0.00	1.40	1.40	0.00	0.00	1.75
Highest Peak	3.85	1.40	9.44	5.59	1.75	4.20	7.34	0.00	3.50	2.45	0.35	0.70	2.80

Table 7.3: Daily Average Audience Levels - Radio March & October 1999

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

	RM	IM2	SUPER	UNI RADIO	101	MAS	IS	JAY	RTK	JVE FM	SMASH	CALYPSO	FM RONJA	APITAL
March 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
October 1999: Daily Average	0.85	3.17	2.64	0.02	1.25	0.10	0.32	0.90	2.26	0.00	0.53	0.60	0.06	0.70

**Table 7.4: Daily Average Audience Levels - Radio
March & October 1999**

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

	RM 1	RM2	SUPER	101	IS	JAY	RTK	JVE FM	MAS	CALYPS	UNI RADIO	RADJU MAS	FM RONJA	APITAL
March 1999: Daily Average	1.40	1.28	4.75	.67	0.62	.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76
October 1999: Daily Average	1.07	1.22	3.43	.66	0.43	.16	2.31	0.00	0.70	0.77	0.02	0.10	0.05	0.93

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0030	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
0100	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
0130	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
0200	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
0230	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
0300	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
0330	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
0400	0.70	0.35	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.60	100
0430	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.95	100
0500	0.35	0.35	0.35	0.35	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.60	100
0530	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00			0.00	0.00	98.60	100
0600	1.75	0.00	0.70	0.35	0.00	0.00	2.80	0.00	0.00	0.35		0.00	0.00	0.00	94.06	100
0630	2.10	0.00	1.40	0.70	0.00	1.40	2.80	0.00	0.35	0.35		0.00	0.00	0.00	90.91	100
0700	2.10	0.00	2.80	1.40	0.00	1.40	3.15	0.00	0.70	0.35		0.00	0.00	0.00	88.11	100
0730	1.40	0.00	3.15	2.80	0.35	1.05	3.50	0.00	0.70	0.00		0.00	0.00	0.00	87.06	100
0800	1.75	0.35	3.85	3.85	0.35	0.35	3.50	0.00	0.70	0.70		0.00	0.00	1.05	83.57	100
0830	2.45	0.35	4.20	3.50	0.70	1.05	4.20	0.00	0.70	0.70		0.00	0.00	0.35	81.82	100
0900	3.15	0.00	6.29	3.50	0.70	1.40	5.94	0.00	0.70	1.40		0.00	0.00	1.05	75.87	100
0930	3.15	0.35	6.29	3.85	1.40	1.40	6.29	0.00	0.70	1.40		0.00	0.00	1.40	73.78	100
1000	3.50	0.35	6.99	2.45	1.40	1.05	7.34	0.00	0.70	1.75		0.00	0.00	1.40	73.08	100
1030	3.50	0.00	5.94	2.45	1.05	0.70	6.99	0.00	0.35	1.75		0.00	0.00	1.40	75.87	100
1100	2.45	0.00	5.94	2.45	1.05	0.00	6.99	0.00	0.35	1.05		0.00	0.00	1.40	78.32	100
1130	1.75	0.00	4.90	2.45	1.05	0.00	6.64	0.00	0.35	0.70		0.00	0.00	1.40	80.77	100
NOON	1.75	0.00	4.90	2.10	0.70	0.00	6.64	0.00	0.70	0.35		0.00	0.00	1.05	81.82	100
1230	1.05	0.00	5.24	1.05	0.70	0.00	4.90	0.00	0.70	0.35		0.00	0.00	1.05	84.97	100
1300	1.40	0.00	5.94	0.70	0.35	0.00	4.20	0.00	0.70	0.35		0.00	0.00	0.70	85.66	100
1330	1.40	0.00	4.90	0.35	0.70	0.00	3.50	0.00	0.70	0.35		0.00	0.00	0.70	87.41	100
1400	1.40	0.00	4.55	0.70	0.35	0.00	3.50	0.00	0.70	0.35		0.00	0.00	0.70	87.76	100
1430	1.75	0.00	4.20	1.05	0.00	0.00	3.50	0.00	1.05	0.70		0.00	0.00	0.35	87.41	100
1500	1.40	0.00	3.15	1.05	0.00	0.00	3.15	0.00	1.40	1.05		0.00	0.00	0.35	88.46	100
1530	1.40	0.00	2.80	1.05	0.00	0.00	3.15	0.00	1.40	1.05		0.00	0.00	0.35	88.81	100
1600	1.75	0.00	3.15	0.35	0.35	0.00	3.50	0.00	1.40	1.05		0.00	0.00	0.35	88.11	100
1630	1.75	0.00	2.80	0.35	0.70	0.00	3.85	0.00	1.40	0.35	0.00		0.00	0.70	88.11	100
1700	2.10	0.00	3.50	0.35	1.05	0.00	3.15	0.00	1.05	0.35	0.00		0.35	1.40	86.71	100
1730	0.70	0.00	3.15	0.35	0.70	0.00	3.50	0.00	0.70	0.35	0.00		0.00	0.35	86.71	100
1800	1.40	0.00	4.55	1.05	0.70	0.70	3.50	0.00	0.70	0.35	0.00		0.00	0.35	88.81	100
1830	1.05	0.00	3.15	1.05	0.70	0.70	2.80	0.00	0.70	0.70	0.00		0.00	0.35	88.81	100
1900	0.70	0.00	2.10	0.70	0.70	1.05	3.50	0.00	0.70	0.70	0.00		0.00	1.05	88.81	100
1930	0.70	0.00	1.40	0.70	0.35	0.70	0.70	0.00	0.70	0.35	0.00		0.00	0.70	93.71	100
2000	1.75	0.00	0.70	0.35	0.00	0.35	0.70	0.00	0.70	0.35	0.00		0.00	0.35	94.76	100
2030	1.05	0.00	0.70	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2100	0.70	0.00	0.70	0.35	0.35	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2130	0.35	0.00	0.70	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2200	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.25	100
2300	0.00	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	99.65	100
average	1.25	0.05	2.51	0.92	0.37	0.28	3.32	0.00	0.47	0.41	0.00	0.00	0.01	0.43	90.75	100
maximum	3.50	0.35	6.99	3.85	1.40	1.40	7.34	0.00	1.40	1.75	0.00	0.00	0.35	1.40	99.65	100
std. dev.	0.92	0.12	2.15	1.14	0.41	0.47	2.08	0.00	0.43	0.48	0.00	0.00	0.07	0.51	7.81	
average for 0600-2400 hrs	1.53	0.04	3.22	1.21	0.50	0.37	3.39	0.00	0.63	0.54	0.00	0.00	0.02	0.57	87.97	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0500	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0530	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00			0.35	0.35	97.90	100
0600	1.75	0.35	0.35	0.35	0.00	0.35	1.05	0.00	0.00	0.70		0.00	0.35	0.35	94.41	100
0630	2.10	0.35	1.40	1.05	0.00	1.40	1.05	0.00	0.70	0.70		0.00	0.00	0.35	90.91	100
0700	1.75	0.35	1.75	2.10	0.35	1.75	1.40	0.00	0.35	0.70		0.00	0.00	0.35	89.16	100
0730	1.75	0.35	1.75	2.10	0.70	0.70	2.45	0.00	0.35	0.35		0.00	0.00	0.35	89.16	100
0800	2.10	0.35	3.15	2.10	0.35	0.35	3.50	0.00	0.35	1.05		0.00	0.00	1.05	85.66	100
0830	2.10	0.35	2.45	2.10	0.35	0.00	4.55	0.00	0.35	1.05		0.00	0.00	1.05	85.66	100
0900	2.80	0.00	4.20	2.10	0.00	0.70	4.20	0.00	0.70	1.75		0.35	0.00	1.75	81.47	100
0930	2.80	0.35	4.20	2.45	0.00	0.70	5.59	0.00	0.70	1.40		0.35	0.00	2.10	79.37	100
1000	2.80	0.35	4.55	2.80	0.35	0.35	6.64	0.00	1.05	2.10		0.35	0.00	2.10	76.57	100
1030	2.45	0.35	4.55	2.80	0.35	0.00	6.29	0.00	1.05	1.75		0.35	0.00	2.10	77.97	100
1100	2.45	0.70	4.90	3.15	0.35	0.35	6.29	0.00	1.05	1.05		0.35	0.00	2.10	77.27	100
1130	2.10	0.70	4.90	2.45	0.35	0.35	5.24	0.00	0.70	1.05		0.35	0.00	2.10	79.72	100
NOON	1.75	0.00	6.29	2.80	0.00	0.35	4.55	0.00	0.70	1.05		0.00	0.00	2.10	80.42	100
1230	1.75	0.00	7.34	1.75	0.00	0.35	2.80	0.00	0.35	1.40		0.00	0.00	1.05	83.22	100
1300	1.05	0.00	5.94	1.40	0.00	0.35	2.80	0.00	0.35	1.40		0.00	0.00	1.05	85.66	100
1330	1.05	0.00	4.90	1.05	0.00	0.35	2.10	0.00	0.35	1.05		0.00	0.00	1.05	88.11	100
1400	1.05	0.00	3.50	1.40	0.00	0.35	2.10	0.00	0.35	0.70		0.00	0.00	1.05	89.51	100
1430	1.40	0.00	3.15	0.70	0.00	0.35	1.05	0.00	0.35	0.35		0.00	0.00	1.05	91.61	100
1500	1.05	0.00	2.45	0.70	0.00	0.35	0.70	0.00	0.70	0.35		0.00	0.00	1.40	92.31	100
1530	1.05	0.00	2.80	0.70	0.00	0.70	0.70	0.00	1.05	0.70		0.00	0.00	1.75	90.56	100
1600	1.05	0.00	3.85	1.05	0.35	0.00	1.75	0.00	1.05	0.70		0.00	0.00	2.10	88.11	100
1630	1.05	0.00	3.85	1.05	0.35	0.00	1.75	0.00	1.05	0.35	0.00		0.00	1.75	88.81	100
1700	1.40	0.00	4.20	2.10	0.35	0.35	2.10	0.00	0.70	0.35	0.00		0.00	1.75	86.71	100
1730	1.40	0.00	3.50	1.40	0.35	0.35	2.45	0.00	0.35	0.35	0.00		0.00	1.75	88.11	100
1800	1.75	0.35	4.55	2.45	0.35	1.05	2.45	0.00	0.00	0.35	0.00		0.00	1.05	85.66	100
1830	0.70	0.35	3.15	0.70	0.35	0.70	2.45	0.00	0.35	0.35	0.00		0.00	1.05	89.86	100
1900	0.70	0.35	1.75	0.35	0.35	0.70	3.15	0.00	0.35	0.35	0.00		0.00	1.05	90.91	100
1930	0.35	0.35	0.35	0.00	0.35	0.35	0.70	0.00	0.35	0.35	0.00		0.00	0.35	96.50	100
2000	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.35	98.25	100
2030	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2100	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2130	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2200	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00			0.00	0.00	99.30	100
average	0.98	0.14	2.13	0.95	0.12	0.32	2.32	0.00	0.34	0.50	0.00	0.10	0.05	0.79	91.85	100
maximum	2.80	0.70	7.34	3.15	0.70	1.75	6.64	0.00	1.05	2.10	0.00	0.35	0.35	2.10	100.00	100
std. dev.	0.92	0.20	2.11	1.02	0.18	0.37	1.89	0.00	0.36	0.57	0.00	0.16	0.12	0.79	7.43	
average for 0600-2400 hrs	1.27	0.17	2.85	1.25	0.17	0.42	2.37	0.00	0.45	0.66	0.00	0.10	0.01	1.04	89.30	

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0030	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0200	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0230	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0300	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0330	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0400	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.60	100
0430	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0500	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0530	0.35	0.35	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00			0.35	0.35	97.20	100
0600	1.75	0.35	1.05	1.05	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.35	0.70	93.71	100
0630	1.75	0.35	2.80	1.40	0.00	0.35	0.70	0.00	0.00	0.35		0.00	0.00	1.05	91.26	100
0700	1.05	0.35	4.55	2.45	0.35	0.70	0.00	0.00	0.35	0.35		0.00	0.00	1.40	88.46	100
0730	0.70	0.35	4.20	2.10	0.70	0.70	0.35	0.00	0.00	0.00		0.00	0.00	1.75	89.16	100
0800	1.05	0.35	5.59	1.40	0.70	1.05	0.70	0.00	0.00	0.00		0.00	0.00	1.40	87.76	100
0830	1.40	0.35	4.90	1.75	0.70	1.40	2.10	0.00	0.35	0.35		0.00	0.00	1.40	85.31	100
0900	1.40	0.35	6.29	2.80	0.00	1.75	3.85	0.00	1.05	0.70		0.35	0.00	1.75	79.72	100
0930	1.05	0.35	6.64	3.15	0.35	2.10	4.55	0.00	1.40	0.70		0.35	0.00	2.10	77.27	100
1000	1.40	0.00	5.59	4.55	0.35	2.10	5.24	0.00	1.75	0.70		0.35	0.35	2.80	74.83	100
1030	1.05	0.00	5.94	4.90	0.35	2.10	4.90	0.00	1.40	0.70		0.35	0.35	2.45	75.52	100
1100	0.70	0.00	6.29	4.55	0.00	2.10	4.90	0.00	1.75	1.40		0.35	0.35	2.45	75.17	100
1130	0.70	0.00	6.29	3.15	0.00	2.45	4.55	0.00	1.75	1.40		0.35	0.35	2.10	76.92	100
NOON	0.70	0.00	5.94	3.85	0.00	2.10	3.50	0.00	1.40	1.40		0.00	0.35	2.45	78.32	100
1230	1.05	0.00	5.59	1.05	0.00	1.75	1.75	0.00	0.70	1.40		0.00	0.00	2.45	84.27	100
1300	1.05	0.00	4.90	0.70	0.00	1.75	1.05	0.00	0.70	1.40		0.00	0.00	2.45	86.01	100
1330	1.05	0.00	4.55	0.70	0.00	1.40	1.05	0.00	0.70	1.40		0.00	0.00	2.45	86.71	100
1400	0.70	0.00	3.85	1.05	0.00	1.40	1.05	0.00	0.70	0.35		0.00	0.00	2.10	88.81	100
1430	1.05	0.00	3.85	1.05	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	2.80	89.16	100
1500	0.70	0.00	3.85	1.05	0.00	1.05	1.40	0.00	0.35	0.00		0.00	0.00	2.10	89.51	100
1530	0.70	0.00	3.50	1.05	0.00	1.40	1.05	0.00	0.35	0.00		0.00	0.00	2.10	89.86	100
1600	0.35	0.00	3.50	1.40	0.70	1.05	2.10	0.00	0.70	0.35		0.00	0.00	1.05	88.81	100
1630	0.70	0.00	2.45	1.40	0.70	1.05	2.10	0.00	0.70	0.35	0.00		0.00	1.75	88.81	100
1700	1.05	0.00	1.75	1.05	0.70	1.40	1.75	0.00	0.35	0.35	0.00		0.00	1.40	90.21	100
1730	0.35	0.00	2.10	1.05	0.35	1.40	1.75	0.00	0.35	0.35	0.00		0.00	1.05	91.26	100
1800	0.70	0.00	3.15	2.45	0.35	1.05	2.80	0.00	0.35	1.40	0.00		0.00	0.35	87.41	100
1830	0.35	0.00	2.45	1.75	0.35	1.05	2.10	0.00	0.70	1.40	0.00		0.00	0.35	89.51	100
1900	0.70	0.00	1.75	1.40	0.35	1.05	3.50	0.00	0.35	1.40	0.00		0.00	0.00	89.51	100
1930	0.70	0.00	1.40	0.35	0.35	1.05	2.10	0.00	0.35	0.70	0.00		0.00	0.00	93.01	100
2000	0.70	0.00	1.40	0.35	0.00	0.70	1.40	0.00	0.70	0.00	0.00		0.00	0.35	94.41	100
2030	0.35	0.00	1.05	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00		0.00	0.00	96.50	100
2100	0.70	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.70	0.00	0.00		0.35	0.00	96.50	100
2130	0.70	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.70	0.00	0.00		0.35	0.00	96.85	100
2200	0.70	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.00		0.35	0.00	96.85	100
2230	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.35	0.00	97.90	100
2300	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	0.00	98.95	100
average	0.68	0.07	2.62	1.17	0.15	0.89	1.76	0.00	0.50	0.40	0.00	0.10	0.16	0.99	90.98	100
maximum	1.75	0.35	6.64	4.90	0.70	2.45	5.24	0.00	1.75	1.40	0.00	0.35	0.35	2.80	99.30	100
std. dev.	0.43	0.14	2.17	1.33	0.25	0.74	1.58	0.00	0.49	0.53	0.00	0.16	0.17	1.00	7.42	
average for 0600-2400 hrs.	0.83	0.08	3.32	1.55	0.20	1.18	1.80	0.00	0.64	0.53	0.00	0.10	0.10	1.29	88.41	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.60	100
0030	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.95	100
0100	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.95	100
0130	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.60	100
0200	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.60	100
0230	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0300	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0330	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0400	0.35	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	97.90	100
0430	0.35	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.70			0.00	0.00	97.90	100
0500	0.35	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.70			0.00	0.00	97.90	100
0530	0.35	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.70			0.00	0.00	97.55	100
0600	1.05	0.00	1.40	1.05	0.00	0.35	0.70	0.00	0.35	1.40		0.00	0.00	0.35	93.36	100
0630	0.70	0.00	2.80	1.40	0.35	0.70	1.05	0.00	0.00	1.05		0.00	0.00	0.70	91.26	100
0700	0.70	0.00	5.59	2.80	0.35	1.05	1.05	0.00	0.00	1.05		0.00	0.00	1.05	86.36	100
0730	0.35	0.35	6.29	2.80	0.70	0.70	1.05	0.00	0.35	0.70		0.00	0.00	1.05	85.66	100
0800	0.35	0.35	9.09	3.50	0.70	1.75	2.10	0.00	1.40	1.75		0.00	0.00	1.40	77.62	100
0830	1.40	0.35	9.44	3.85	0.35	2.80	2.80	0.00	2.10	1.75		0.00	0.00	0.70	74.48	100
0900	1.05	1.05	9.09	3.85	0.70	3.85	3.85	0.00	2.80	2.10		0.00	0.00	1.40	70.28	100
0930	1.05	0.70	8.74	4.55	1.05	4.20	4.90	0.00	3.15	2.10		0.00	0.00	1.05	68.53	100
1000	1.75	0.70	9.44	5.24	1.05	3.85	4.90	0.00	3.50	2.10		0.00	0.35	1.75	65.38	100
1030	1.75	0.70	8.74	5.24	1.05	3.85	3.85	0.00	3.15	2.10		0.00	0.35	1.75	67.48	100
1100	1.40	0.70	8.74	5.24	1.05	3.50	3.85	0.00	2.80	2.45		0.00	0.35	1.75	68.18	100
1130	1.40	0.70	9.44	4.20	1.05	3.15	2.80	0.00	2.80	1.75		0.00	0.35	1.40	70.98	100
NOON	2.10	0.70	8.04	3.50	0.70	2.45	2.80	0.00	2.45	2.10		0.00	0.70	1.05	73.43	100
1230	1.40	0.35	7.69	1.75	0.35	2.10	2.45	0.00	1.75	1.75		0.00	0.70	1.05	78.67	100
1300	1.05	0.35	7.69	1.40	0.35	1.75	2.10	0.00	1.40	1.40		0.35	0.35	1.05	80.77	100
1330	1.05	0.35	7.69	1.05	0.35	1.40	2.10	0.00	1.75	1.40		0.00	0.35	1.05	81.47	100
1400	1.05	0.35	6.64	1.40	0.35	1.40	2.45	0.00	1.40	1.05		0.00	0.00	1.05	82.87	100
1430	1.40	0.00	6.99	1.75	0.35	1.40	2.10	0.00	1.05	1.05		0.35	0.00	1.40	82.17	100
1500	0.70	0.00	6.29	1.05	0.35	2.10	3.15	0.00	1.05	1.05		0.35	0.00	1.05	82.87	100
1530	0.35	0.00	6.29	1.05	0.35	1.75	3.50	0.00	1.05	1.40		0.35	0.00	1.05	82.87	100
1600	0.70	0.00	6.64	1.05	0.35	2.10	3.15	0.00	1.75	2.45		0.00	0.00	1.40	80.42	100
1630	0.35	0.00	5.94	1.05	0.00	2.45	3.15	0.00	1.40	2.10	0.00		0.00	1.40	82.17	100
1700	0.35	0.00	5.94	0.70	0.70	2.80	1.40	0.00	0.70	2.45	0.00		0.00	1.05	83.92	100
1730	0.35	0.00	6.99	0.70	0.35	2.10	0.35	0.00	0.70	2.10	0.00		0.00	0.35	86.01	100
1800	0.35	0.00	5.24	1.40	0.35	2.10	1.05	0.00	1.05	1.40	0.00		0.35	1.05	85.66	100
1830	0.35	0.00	3.85	2.45	0.35	2.10	1.05	0.00	0.35	1.40	0.00		0.35	0.35	87.41	100
1900	0.35	0.00	3.85	0.70	0.00	1.40	1.05	0.00	0.35	1.05	0.00		0.00	0.70	90.56	100
1930	0.70	0.00	3.15	0.35	0.00	1.40	0.70	0.00	0.35	0.35	0.00		0.00	0.35	92.66	100
2000	0.70	0.35	2.45	0.35	0.35	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.70	93.01	100
2030	0.35	0.35	1.75	0.00	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.70	95.10	100
2100	0.35	0.00	1.75	0.35	0.35	0.70	0.35	0.00	0.70	0.70	0.00		0.00	0.35	94.41	100
2130	0.00	0.00	1.75	0.35	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.00	96.50	100
2200	0.00	0.00	1.40	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2230	0.00	0.00	1.05	0.00	0.35	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.05	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	1.05	0.00	0.00	1.05	0.35	0.00	0.00	0.00			0.00	0.00	97.55	100
average	0.59	0.17	4.34	1.42	0.32	1.45	1.84	0.00	0.90	1.06	0.00	0.07	0.09	0.66	87.54	100
maximum	2.10	1.05	9.44	5.24	1.05	4.20	4.90	0.00	3.50	2.45	0.00	0.35	0.70	1.75	98.95	100
std. dev.	0.56	0.28	3.26	1.60	0.33	1.15	1.40	0.00	1.03	0.78	0.00	0.14	0.18	0.59	10.32	
average for 0600-2400 hrs.	0.75	0.23	5.56	1.85	0.43	1.82	1.88	0.00	1.20	1.30	0.00	0.07	0.12	0.87	83.95	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0030	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0130	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0200	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0230	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0300	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0330	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0400	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0430	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0500	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0530	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.00	0.00	0.70	1.40	0.00	0.35	1.05	0.00	0.35	0.70		0.00	0.00	0.00	95.45	100
0630	0.00	0.00	1.40	2.10	0.00	0.70	1.05	0.00	0.00	0.70		0.00	0.00	0.35	93.71	100
0700	0.35	0.35	3.50	3.15	0.35	1.40	1.75	0.00	0.70	1.05		0.00	0.00	0.70	86.71	100
0730	0.70	0.00	4.90	3.85	0.35	2.45	1.75	0.00	1.05	0.70		0.00	0.00	0.70	83.57	100
0800	1.40	0.35	7.69	4.55	0.70	2.80	2.10	0.00	1.75	1.05		0.00	0.00	2.45	75.17	100
0830	2.10	0.35	8.04	4.90	0.70	2.45	2.45	0.00	1.40	2.10		0.00	0.00	2.80	72.73	100
0900	2.10	0.70	9.09	4.90	1.75	2.45	3.50	0.00	2.10	2.45		0.00	0.00	2.80	68.18	100
0930	2.80	0.70	9.09	4.90	1.75	2.45	4.90	0.00	2.10	2.45		0.00	0.00	2.10	66.78	100
1000	2.80	1.40	8.74	5.59	0.70	2.10	5.59	0.00	2.10	2.45		0.00	0.00	2.10	66.43	100
1030	3.15	1.40	8.39	4.55	0.70	1.75	5.59	0.00	2.10	2.45		0.00	0.00	1.75	68.18	100
1100	2.45	1.40	8.04	4.55	0.70	2.45	5.59	0.00	2.10	2.10		0.00	0.00	1.75	68.88	100
1130	1.75	1.40	7.69	4.55	0.70	1.75	5.24	0.00	2.10	1.75		0.00	0.00	2.10	70.98	100
NOON	2.45	1.40	8.39	4.20	0.70	1.75	4.55	0.00	1.40	2.10		0.00	0.00	1.75	71.33	100
1230	1.05	0.00	6.99	2.45	0.70	1.75	3.85	0.00	1.05	1.05		0.35	0.00	1.40	79.37	100
1300	0.70	0.00	5.94	2.45	0.70	2.10	2.80	0.00	1.05	1.05		0.35	0.00	1.40	81.47	100
1330	0.70	0.35	6.29	2.45	0.70	1.75	2.80	0.00	1.75	1.05		0.35	0.00	1.40	80.42	100
1400	1.05	0.70	5.24	3.15	0.70	2.10	2.45	0.00	1.75	1.05		0.35	0.00	1.05	80.42	100
1430	1.40	0.70	4.90	2.45	0.70	1.75	2.80	0.00	1.75	1.05		0.35	0.00	1.05	81.12	100
1500	1.05	0.35	4.90	2.45	0.35	1.75	2.45	0.00	2.10	1.40		0.35	0.35	1.40	81.12	100
1530	0.70	0.35	4.90	2.45	0.35	2.10	2.45	0.00	1.75	1.40		0.35	0.35	1.40	81.47	100
1600	1.40	0.35	4.90	2.10	0.35	2.45	2.10	0.00	1.40	1.40		0.35	0.70	1.75	80.77	100
1630	1.05	0.35	5.59	1.75	0.35	2.45	2.10	0.00	0.35	1.40	0.00		0.70	1.05	82.87	100
1700	1.05	0.35	5.59	1.75	0.35	1.75	2.10	0.00	0.35	1.75	0.35		0.00	1.40	83.22	100
1730	1.05	0.35	5.59	1.75	0.35	1.75	1.75	0.00	0.00	1.75	0.35		0.00	1.05	84.27	100
1800	1.05	0.35	4.20	2.80	0.35	1.75	2.10	0.00	0.35	1.40	0.35		0.00	1.05	84.27	100
1830	1.05	0.35	3.15	2.10	0.35	1.75	2.10	0.00	0.35	1.40	0.35		0.00	0.70	86.36	100
1900	0.70	0.35	3.15	2.10	0.35	1.40	2.10	0.00	0.70	1.40	0.00		0.00	1.05	86.71	100
1930	0.35	0.00	2.80	1.75	0.35	1.05	1.75	0.00	0.35	1.40	0.00		0.00	0.70	89.51	100
2000	1.05	0.35	2.10	1.05	0.00	0.70	1.40	0.00	0.35	1.40	0.00		0.00	0.35	91.26	100
2030	0.70	0.35	1.40	0.70	0.35	0.70	0.00	0.00	0.35	0.70	0.00		0.00	0.35	94.41	100
2100	0.35	0.35	1.75	0.35	0.00	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	95.80	100
2130	0.35	0.35	2.10	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00		0.00	0.35	95.45	100
2200	0.00	0.35	1.05	0.00	0.00	0.70	0.35	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2230	0.00	0.35	0.70	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
average	0.81	0.36	3.62	1.86	0.34	1.30	2.25	0.00	0.74	1.00	0.09	0.13	0.04	0.84	87.25	100
maximum	3.15	1.40	9.09	5.59	1.75	2.80	5.59	0.00	2.10	2.45	0.35	0.35	0.70	2.80	98.95	100
std. dev.	0.88	0.42	3.04	1.77	0.41	0.80	1.65	0.00	0.80	0.75	0.15	0.17	0.15	0.84	10.84	
average for 0600-2400 hrs	1.08	0.49	4.71	2.48	0.46	1.58	2.31	0.00	0.99	1.25	0.09	0.13	0.06	1.13	83.35	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	100.00	100
0530	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
0600	0.35	0.00	0.35	0.70	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.35	97.20	100
0630	0.00	0.35	0.70	0.70	0.35	0.00	1.05	0.00	0.35	0.00		0.00	0.00	0.70	95.80	100
0700	0.70	0.35	1.75	1.40	1.05	0.35	1.75	0.00	0.35	0.35		0.00	0.00	0.70	91.26	100
0730	0.70	0.35	2.80	1.40	1.40	0.35	2.10	0.00	0.35	0.35		0.00	0.00	1.05	89.16	100
0800	1.40	0.35	3.50	1.75	1.40	2.45	4.20	0.00	0.35	0.70		0.00	0.35	1.40	82.17	100
0830	2.10	0.35	4.90	2.10	1.75	2.80	4.90	0.00	0.35	0.70		0.00	0.35	1.05	78.67	100
0900	3.85	1.05	5.24	3.85	1.05	3.85	5.94	0.00	1.05	2.10		0.70	0.35	1.75	69.23	100
0930	3.50	1.05	4.90	4.55	1.05	4.20	5.24	0.00	1.05	1.75		0.70	0.35	1.75	69.93	100
1000	2.80	1.40	5.59	5.24	1.05	3.85	6.64	0.00	1.40	2.10		0.70	0.00	2.10	67.13	100
1030	2.10	1.40	5.24	4.90	1.05	3.50	5.94	0.00	1.40	1.75		0.70	0.00	2.10	69.93	100
1100	2.10	1.40	4.55	4.55	0.70	3.50	5.59	0.00	1.05	1.75		0.35	0.00	2.10	72.38	100
1130	2.10	1.05	3.85	4.20	0.70	3.50	4.55	0.00	0.70	1.40		0.35	0.00	2.10	75.52	100
NOON	1.40	0.35	4.20	4.20	0.70	2.80	2.80	0.00	0.35	0.70		0.35	0.00	1.40	80.77	100
1230	0.70	0.35	4.20	2.10	0.70	1.75	2.45	0.00	0.35	0.70		0.35	0.00	1.05	85.31	100
1300	1.05	0.35	2.80	2.10	0.70	2.10	2.45	0.00	0.35	0.70		0.35	0.00	0.35	86.71	100
1330	0.70	0.70	2.45	1.40	0.70	2.10	2.10	0.00	0.35	0.70		0.35	0.00	0.70	87.76	100
1400	1.40	0.70	2.80	1.40	0.35	1.75	2.45	0.00	0.70	0.70		0.35	0.00	1.05	86.36	100
1430	2.10	0.00	2.80	1.75	0.35	1.40	2.45	0.00	0.70	0.70		0.35	0.00	1.05	86.36	100
1500	2.10	0.00	2.80	1.75	0.35	1.05	2.45	0.00	0.70	0.70		0.35	0.00	1.40	86.36	100
1530	1.75	0.00	2.45	1.75	0.35	1.05	2.45	0.00	0.35	0.70		0.35	0.35	1.05	87.41	100
1600	1.40	0.00	2.80	1.05	0.35	1.40	1.40	0.00	1.05	0.70		0.35	0.35	1.05	88.11	100
1630	1.40	0.00	2.80	1.05	0.35	1.40	1.40	0.00	0.70	1.05	0.00		0.35	1.05	88.46	100
1700	0.70	0.00	2.80	1.05	0.70	1.40	1.75	0.00	0.70	1.05	0.35		0.00	1.05	89.16	100
1730	0.35	0.00	2.80	0.70	0.70	1.75	1.75	0.00	0.70	1.05	0.35		0.00	1.05	89.86	100
1800	0.35	0.35	3.15	1.40	0.35	1.40	1.75	0.00	0.00	0.70	0.35		0.00	0.35	90.91	100
1830	0.35	0.35	2.10	1.05	0.35	1.75	2.10	0.00	0.00	0.70	0.35		0.00	0.35	91.26	100
1900	0.35	0.35	1.75	0.70	0.70	1.75	2.45	0.00	0.00	0.70	0.00		0.00	0.00	91.26	100
1930	0.70	0.35	1.40	1.40	0.70	1.05	2.10	0.00	0.00	0.70	0.00		0.00	0.35	94.41	100
2000	1.05	0.00	1.05	0.70	0.35	1.05	1.05	0.00	0.00	0.35	0.00		0.00	0.00	95.80	100
2030	0.00	0.00	0.70	0.70	0.35	1.05	0.35	0.00	0.00	0.35	0.00		0.00	0.70	97.20	100
2100	0.35	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.35	97.90	100
2130	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2200	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2230	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
2300	0.00	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
2330	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	90.56	100
average	0.85	0.27	1.89	1.30	0.44	1.19	2.30	0.00	0.32	0.54	0.09	0.32	0.05	0.66	90.56	100
maximum	3.85	1.40	5.59	5.24	1.75	4.20	6.64	0.00	1.40	2.10	0.35	0.70	0.35	2.10	100.00	100
std. dev.	0.97	0.41	1.79	1.49	0.45	1.27	1.85	0.00	0.41	0.60	0.15	0.24	0.12	0.69	9.64	
average for 0600-2400 hrs.	1.14	0.36	2.53	1.74	0.58	1.58	2.36	0.00	0.43	0.72	0.09	0.32	0.07	0.88	87.41	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0030	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0100	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
0130	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
0200	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
0230	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
0300	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
0330	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
0400	0.70	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0430	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
0500	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
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00			0.00	0.00	99.30	100
0600	0.70	0.00	1.05	0.70	0.35	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.35	95.80	100
0630	0.70	0.00	2.10	0.70	0.35	0.00	1.40	0.00	0.00	0.00		0.00	0.00	0.35	94.41	100
0700	2.45	0.00	2.10	1.40	0.70	0.00	2.45	0.00	0.35	0.00		0.00	0.00	0.70	89.86	100
0730	2.10	0.00	3.15	2.10	0.70	0.00	2.80	0.00	0.70	0.35		0.00	0.00	1.40	86.71	100
0800	2.10	0.35	3.85	2.45	0.70	1.75	3.85	0.00	1.05	0.00		0.00	0.00	1.40	82.52	100
0830	2.45	0.35	3.85	3.50	0.35	1.75	4.55	0.00	1.05	0.35		0.00	0.00	1.40	80.42	100
0900	2.45	0.35	5.24	3.50	0.70	2.45	5.59	0.00	1.40	0.35		0.00	0.00	1.75	76.22	100
0930	2.45	0.35	5.24	2.80	1.05	2.80	4.90	0.00	1.40	0.35		0.00	0.00	1.05	77.62	100
1000	2.45	0.70	5.59	3.15	1.40	3.15	3.50	0.00	1.05	0.35		0.00	0.00	1.05	77.62	100
1030	2.10	0.70	4.20	3.50	1.40	3.15	3.50	0.00	1.40	0.35		0.00	0.00	1.40	78.32	100
1100	2.10	0.70	3.50	3.50	1.05	2.10	3.50	0.00	1.05	0.70		0.00	0.00	1.40	80.42	100
1130	1.40	0.70	3.85	3.15	1.75	2.10	3.85	0.00	0.70	0.70		0.00	0.00	1.40	80.42	100
NOON	2.10	0.35	2.80	3.15	1.05	2.10	3.50	0.00	0.35	0.70		0.00	0.00	0.70	83.22	100
1230	0.35	0.00	1.75	1.40	0.35	1.05	2.45	0.00	0.35	0.00		0.00	0.00	1.05	91.26	100
1300	0.35	0.35	1.40	1.75	0.35	1.40	1.75	0.00	0.35	0.00		0.00	0.00	1.05	91.26	100
1330	0.35	0.35	0.70	1.40	0.35	1.05	1.75	0.00	0.35	0.00		0.00	0.00	1.40	92.31	100
1400	1.05	0.35	0.70	1.40	0.00	1.40	1.75	0.00	0.70	0.00		0.00	0.00	1.75	90.91	100
1430	0.70	0.35	0.70	1.05	0.00	1.40	1.75	0.00	1.05	0.00		0.00	0.00	1.75	91.26	100
1500	0.35	0.35	1.05	1.05	0.35	1.05	1.75	0.00	1.05	0.00		0.00	0.00	1.05	91.61	100
1530	0.35	0.35	1.05	1.05	0.70	1.05	1.75	0.00	1.05	0.00		0.00	0.00	1.05	91.61	100
1600	0.35	0.70	1.05	1.40	1.05	1.05	2.10	0.00	0.70	0.70		0.00	0.00	1.05	89.86	100
1630	0.35	0.00	1.05	1.40	1.05	1.40	2.10	0.00	0.70	0.70	0.00		0.00	1.05	90.21	100
1700	0.70	0.00	1.40	1.75	0.70	1.40	2.10	0.00	0.35	0.70	0.00		0.00	0.35	90.56	100
1730	0.00	0.00	1.40	1.40	0.70	1.40	1.75	0.00	0.35	0.35	0.00		0.00	0.35	92.31	100
1800	0.35	0.00	2.10	1.40	1.40	1.05	2.10	0.00	0.35	0.35	0.00		0.00	0.00	90.91	100
1830	0.35	0.00	1.40	1.75	1.40	1.05	2.10	0.00	0.35	0.70	0.00		0.00	0.00	90.91	100
1900	0.35	0.00	1.40	0.70	1.40	0.70	1.40	0.00	0.35	1.05	0.00		0.00	0.00	92.66	100
1930	0.35	0.00	1.05	0.70	0.70	0.35	0.70	0.00	0.35	1.40	0.00		0.00	0.00	94.41	100
2000	0.35	0.00	0.35	0.35	0.35	0.35	0.70	0.00	0.35	1.05	0.00		0.00	0.00	96.15	100
2030	0.00	0.00	0.00	0.35	0.70	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
2100	0.00	0.00	0.00	0.35	0.70	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
2130	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.35	0.35	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.00	0.35	0.35	0.70	0.35	0.00	0.35	0.00	0.00		0.00	0.00	97.90	100
2300	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00			0.00	0.00	98.95	100
2330	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00			0.00	0.00	99.30	100
average	0.76	0.15	1.37	1.14	0.52	0.87	2.04	0.00	0.42	0.26	0.00	0.00	0.00	0.55	92.37	100
maximum	2.45	0.70	5.59	3.50	1.75	3.15	5.59	0.00	1.40	1.40	0.00	0.00	0.00	1.75	99.65	100
std. dev.	0.82	0.24	1.60	1.17	0.49	0.89	1.39	0.00	0.44	0.35	0.00	0.00	0.00	0.64	7.16	
average for 0600-2400 hrs	0.89	0.20	1.82	1.52	0.69	1.17	2.09	0.00	0.56	0.35	0.00	0.00	0.00	0.74	89.98	

**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 (October 1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	2.47	4.09	1.54	0.41	1.93	0.49	0.06	0.00	0.00	1.14	89.87	100
Tuesday	2.59	2.87	1.35	0.79	2.80	0.35	0.04	0.20	0.03	0.89	89.76	100
Wednesday	2.81	2.12	2.30	0.75	2.46	0.23	0.05	0.10	0.00	0.92	90.40	100
Thursday	2.66	1.81	2.66	0.80	1.82	0.31	0.00	0.01	0.00	1.28	90.89	100
Friday	5.81	1.66	1.86	0.39	1.44	0.06	0.05	0.00	0.00	1.24	89.15	100
Saturday	3.29	2.20	1.22	0.87	1.49	0.22	0.02	0.00	0.10	1.72	90.01	100
Sunday	3.09	2.93	1.15	1.07	1.58	0.40	0.05	0.00	0.00	1.55	89.18	100
Daily Average	3.25	2.53	1.73	0.73	1.93	0.29	0.04	0.04	0.02	1.25	89.90	100

Table 8.2 Daily Peak TV Audience Share (October 1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	33.57	26.22	4.55	2.45	10.49	4.20	1.05	0.00	0.00	3.15
Tuesday	32.17	16.08	4.90	6.99	17.48	2.45	1.40	1.75	0.35	3.85
Wednesday	29.37	11.89	6.64	6.29	16.78	2.10	0.35	0.70	0.00	4.90
Thursday	26.92	13.64	6.64	4.90	12.24	2.80	0.00	0.35	0.00	5.94
Friday	43.71	11.89	5.59	2.80	8.04	0.70	0.35	0.00	0.00	4.20
Saturday	23.78	11.54	4.90	6.64	8.04	3.15	0.35	0.00	0.35	6.99
Sunday	28.67	15.38	3.15	4.55	8.39	3.85	0.35	0.00	0.00	5.24
Highest Peak	43.71	26.22	6.64	6.99	17.48	4.20	1.40	1.75	0.35	6.99

**Table 8.3: Daily Average Audience Levels for TV
March & October 1999**

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
March 1999: Daily Average	4.55	1.42	1.38	0.87	1.96	0.18	0.07	0.03	0.00	0.88
October 1999: Daily Average	3.25	2.53	1.73	0.73	1.93	0.29	0.04	0.04	0.02	1.25

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.35	0.00	0.00			0.35	99.30	100
0630	0.00	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0700	0.70	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.25	100
0730	0.35	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.60	100
0800	0.35	0.35		0.00	0.70	0.00	0.00	0.00		0.35	98.25	100
0830	0.35	0.35		0.00	0.70	0.00	0.00	0.00		0.35	98.25	100
0900	0.00	0.35		0.00	1.05	0.00	0.00	0.00		0.35	98.25	100
0930	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	0.35	98.25	100
1000	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	0.70	97.90	100
1030	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	1.05	97.55	100
1100	0.35	0.35		0.00	1.05	0.35	0.00	0.00	0.00	1.40	96.50	100
1130	0.35	0.35		0.00	0.70	0.35	0.00	0.00	0.00	1.05	97.20	100
NOON	0.70	1.05		0.00	0.70	0.35	0.00	0.00	0.00	1.05	96.15	100
1230	0.70	1.05		0.00	1.05	0.00	0.00	0.00	0.00	1.05	96.15	100
1300	2.80	1.75		0.00	1.05	0.00	0.00	0.00	0.00	1.05	93.36	100
1330	2.45	1.75		0.35	2.10	0.00	0.00	0.00	0.00	0.70	92.66	100
1400	2.80	2.10		0.35	3.15	0.00	0.00	0.00	0.00	1.75	89.86	100
1430	2.45	1.75		0.35	2.80	0.00	0.00	0.00	0.00	2.10	90.56	100
1500	1.40	1.75		0.35	3.50	0.00	0.00	0.00	0.00	2.10	90.91	100
1530	0.70	1.75		0.35	1.75	0.00	0.00	0.00	0.00	1.40	94.06	100
1600	0.70	1.40		0.00	1.40	0.00	0.00	0.00	0.00	1.40	95.10	100
1630	1.05	0.35		0.00	1.40	0.00	0.00	0.00	0.00	1.75	95.45	100
1700	1.05	0.35		0.35	1.40	0.00	0.00	0.00	0.00	2.10	94.76	100
1730	0.70	1.05	0.00	0.70	1.40	0.00	0.00	0.00	0.00	1.75	94.41	100
1800	1.75	0.70	1.75	0.35	1.40	0.70	0.00	0.00	0.00	1.40	91.96	100
1830	0.70	1.40	2.10	0.35	1.05	1.05	0.00	0.00	0.00	1.40	91.96	100
1900	1.40	3.15	2.10	1.05	1.75	0.35	1.05	0.00	0.00	2.10	87.06	100
1930	1.40	16.43	4.55	1.75	2.10	0.35	0.00	0.00	0.00	2.45	70.98	100
2000	33.57	7.34	3.15	1.05	2.80	0.70	0.00	0.00	0.00	3.15	48.25	100
2030	20.98	24.83	2.45	1.75	7.34	3.15	0.00	0.00	0.00	2.45	37.06	100
2100	13.64	26.22	2.10	2.45	9.79	3.85	0.35	0.00	0.00	3.15	38.46	100
2130	11.19	24.13	1.75	1.40	10.49	3.85	0.35	0.00	0.00	2.45	44.41	100
2200	6.99	15.73	1.40	2.45	10.49	4.20	0.35	0.00		3.15	55.24	100
2230	4.20	8.74	1.75	1.75	9.09	3.15	0.35	0.00		3.15	67.83	100
2300	2.10	2.10		1.40	4.90	0.70	0.35	0.00		2.80	85.66	100
2330	0.70	1.05		1.05	0.35	0.35	0.00	0.00		1.75	94.76	100
average	2.47	4.09	1.54	0.41	1.93	0.49	0.06	0.00	0.00	1.14	89.87	
maximum	33.57	26.22	4.55	2.45	10.49	4.20	1.05	0.00	0.00	3.15	100.00	
std. dev.	5.95	7.28	1.30	0.67	2.78	1.11	0.18	0.00	0.00	1.03	16.83	

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

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35			0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0700	0.35	0.00		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0730	0.00	0.00		0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0800	0.00	0.00		0.00	0.70	0.00	0.00	0.00		0.00	99.30	100
0830	0.00	0.00		0.00	0.70	0.00	0.00	0.00		0.00	99.30	100
0900	0.00	0.00		0.00	1.05	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1000	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1030	0.35	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.60	100
1100	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1130	0.00	0.00		0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
NOON	0.00	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
1230	0.00	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
1300	1.75	1.05		0.35	0.70	0.00	0.00	0.00	0.00	0.70	95.45	100
1330	1.40	1.75		0.00	1.40	0.00	0.00	0.00	0.00	1.40	94.06	100
1400	1.40	2.10		0.00	2.10	0.35	0.00	0.00	0.00	1.40	92.66	100
1430	1.05	1.75		0.00	2.10	0.35	0.00	0.00	0.00	1.40	93.36	100
1500	0.70	1.05		0.00	2.10	0.00	0.00	0.00	0.00	1.40	94.76	100
1530	0.70	1.40		0.00	3.15	0.00	0.00	0.00	0.00	1.05	93.71	100
1600	1.40	1.40		0.00	2.10	0.70	0.00	0.00	0.00	1.75	92.66	100
1630	0.70	1.40		0.00	2.45	0.70	0.00	0.00	0.00	1.75	93.01	100
1700	0.70	1.05		0.00	2.80	0.70	0.00	0.00	0.00	2.10	92.66	100
1730	0.35	1.40	1.05	0.00	2.80	0.70	0.00	0.00	0.00	2.45	91.26	100
1800	0.70	1.40	1.05	0.35	4.20	1.05	0.00	0.00	0.00	1.75	89.51	100
1830	1.40	1.75	2.45	0.70	4.55	1.40	0.00	0.00	0.00	1.40	86.36	100
1900	3.85	2.10	1.40	1.05	2.80	0.70	1.40	0.00	0.00	1.40	85.31	100
1930	3.50	15.03	4.90	1.40	3.85	0.00	0.35	0.00	0.00	1.75	69.23	100
2000	32.17	6.64	3.50	2.80	3.15	0.35	0.00	0.00	0.00	2.80	48.60	100
2030	21.68	15.03	3.15	4.90	15.03	1.05	0.00	1.40	0.00	3.50	34.27	100
2100	15.38	16.08	0.70	5.94	17.48	2.10	0.00	1.75	0.35	3.85	36.36	100
2130	13.29	13.99	1.05	6.99	17.48	1.75	0.00	1.75	0.35	3.15	40.21	100
2200	11.89	10.49	0.70	5.94	17.13	2.45	0.00	1.40		2.80	47.20	100
2230	5.94	4.90	0.35	3.85	11.19	1.75	0.00	0.35		1.75	69.93	100
2300	2.10	3.15		2.45	4.20	0.35	0.00	0.00		1.75	86.01	100
2330	1.05	0.70		1.05	1.75	0.35	0.00	0.00		1.40	93.71	100
average	2.59	2.87	1.35	0.79	2.80	0.35	0.04	0.20	0.03	0.89	89.76	
maximum	32.17	16.08	4.90	6.99	17.48	2.45	1.40	1.75	0.35	3.85	100.00	
std. dev.	6.16	4.71	1.44	1.75	4.63	0.61	0.20	0.51	0.09	1.11	17.91	

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

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0500	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.70	0.00	0.00			0.00	99.30	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		0.00	99.30	100
0730	0.35	0.70		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0800	0.70	0.70		0.35	0.00	0.00	0.00	0.00		0.00	98.25	100
0830	0.35	0.70		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0900	0.35	1.05		0.00	0.35	0.00	0.00	0.00		0.00	98.25	100
0930	0.35	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	0.00	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.35	97.90	100
1030	0.00	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.25	100
1100	0.70	0.70		0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.85	100
1130	0.70	0.70		0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.85	100
NOON	0.70	2.10		0.35	0.35	0.00	0.00	0.00	0.00	0.35	96.15	100
1230	0.00	1.75		0.00	0.35	0.00	0.00	0.00	0.00	1.05	96.85	100
1300	1.05	2.80		0.35	0.35	0.00	0.00	0.00	0.00	1.05	94.41	100
1330	1.05	3.15		0.35	0.35	0.00	0.00	0.00	0.00	1.05	94.06	100
1400	1.40	3.15		0.00	1.40	0.00	0.00	0.00	0.00	0.70	93.36	100
1430	1.05	2.45		0.00	1.75	0.00	0.00	0.00	0.00	1.05	94.06	100
1500	1.05	3.15		0.00	1.75	0.00	0.00	0.00	0.00	1.05	93.01	100
1530	1.05	2.10		0.00	1.75	0.00	0.00	0.00	0.00	1.05	94.06	100
1600	0.70	2.45		0.35	2.10	0.00	0.00	0.00	0.00	1.75	92.66	100
1630	0.00	1.75		0.35	2.10	0.00	0.00	0.00	0.00	1.40	94.41	100
1700	0.00	1.40		0.35	2.45	0.35	0.00	0.00	0.00	1.75	93.71	100
1730	0.00	1.40	1.05	0.35	3.15	0.35	0.00	0.00	0.00	1.05	92.66	100
1800	2.10	2.10	1.40	0.70	3.50	0.35	0.00	0.00	0.00	1.40	88.46	100
1830	2.45	2.10	1.75	0.70	3.50	0.70	0.00	0.00	0.00	1.05	87.76	100
1900	3.15	2.80	2.80	0.35	3.15	0.70	0.00	0.00	0.00	1.40	85.66	100
1930	3.85	11.89	6.64	0.70	3.15	0.35	0.00	0.00	0.00	2.10	71.33	100
2000	29.37	4.20	5.59	1.40	3.85	0.35	0.00	0.35	0.00	2.45	52.45	100
2030	20.98	6.29	3.50	6.29	11.19	1.40	0.35	0.35	0.00	4.90	44.76	100
2100	19.23	4.55	2.80	5.94	15.38	2.10	0.35	0.70	0.00	4.55	46.85	100
2130	17.13	3.85	2.45	5.24	16.78	2.10	0.35	0.70		3.85	53.85	100
2200	12.94	3.15	2.80	5.24	15.73	1.40	0.35	0.70		2.10	70.28	100
2230	6.99	1.75	1.40	4.20	11.19	1.05	0.35	0.70		1.05	88.11	100
2300	3.15	0.70		1.75	4.90	0.00	0.35	0.00		0.35	96.50	100
2330	1.75	0.35		0.00	0.70	0.00	0.35	0.10	0.00	0.92	90.40	
average	2.81	2.12	2.30	0.75	2.46	0.23	0.05	0.10	0.00	4.90	100.00	
maximum	29.37	11.89	6.64	6.29	16.78	2.10	0.35	0.70	0.00	4.90	100.00	
std. dev.	6.23	2.16	1.91	1.64	4.21	0.52	0.12	0.23	0.00	1.29	15.68	

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

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0030	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0100	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0130	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0500	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0700	0.70	0.00		0.00	0.70	0.00	0.00	0.00		0.00	98.60	100
0730	1.40	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.60	100
0800	1.05	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
0830	0.70	0.35		0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0900	0.70	0.70		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0930	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.90	100
1000	1.05	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.70	97.20	100
1030	0.70	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.70	97.55	100
1100	0.70	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
1130	0.70	0.00		0.70	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
NOON	0.70	1.05		1.75	1.40	0.00	0.00	0.00	0.00	0.70	94.41	100
1230	0.70	0.70		1.40	1.05	0.00	0.00	0.00	0.00	0.70	95.45	100
1300	1.40	1.75		1.05	1.05	0.00	0.00	0.00	0.00	0.70	94.06	100
1330	1.05	1.75		0.35	1.75	0.00	0.00	0.00	0.00	1.40	93.71	100
1400	2.10	1.40		0.70	2.10	0.00	0.00	0.00	0.00	0.35	93.36	100
1430	2.10	1.40		0.35	1.40	0.00	0.00	0.00	0.00	0.35	94.41	100
1500	1.05	2.80		0.35	0.70	0.35	0.00	0.00	0.00	1.75	93.01	100
1530	1.40	2.10		0.00	0.70	0.35	0.00	0.00	0.00	2.10	93.36	100
1600	0.70	1.75		0.35	0.35	0.00	0.00	0.00	0.00	1.75	95.10	100
1630	0.35	1.75		0.70	1.05	0.00	0.00	0.00	0.00	1.75	94.41	100
1700	0.35	1.75		0.70	1.40	0.00	0.00	0.00	0.00	2.10	93.71	100
1730	0.00	1.05	1.05	0.70	1.40	0.35	0.00	0.00	0.00	2.80	92.66	100
1800	1.40	1.40	2.10	1.40	1.40	0.35	0.00	0.35	0.00	2.10	89.51	100
1830	0.70	1.75	2.80	1.40	1.40	0.70	0.00	0.00	0.00	2.45	88.81	100
1900	1.75	2.80	2.80	1.40	1.40	0.35	0.00	0.00	0.00	2.45	87.06	100
1930	2.45	13.64	3.50	1.05	0.70	0.35	0.00	0.00	0.00	3.85	74.48	100
2000	26.92	7.69	3.15	1.40	3.15	0.35	0.00	0.00	0.00	4.90	52.45	100
2030	21.33	8.04	4.90	2.80	6.99	2.10	0.00	0.00	0.00	5.94	47.90	100
2100	17.48	4.20	6.64	4.90	12.24	2.80	0.00	0.00	0.00	5.59	46.15	100
2130	14.34	2.80	6.64	4.55	12.24	2.45	0.00	0.00	0.00	4.55	52.45	100
2200	10.14	1.05	4.90	3.50	12.24	2.45	0.00	0.00		4.55	61.19	100
2230	6.99	1.40	1.40	2.80	10.49	1.75	0.00	0.00		2.80	72.38	100
2300	3.15	0.70		1.40	3.85	0.00	0.00	0.00		1.05	89.86	100
2330	0.70	0.00		1.05	1.75	0.00	0.00	0.00		0.70	95.80	100
average	2.66	1.81	2.66	0.80	1.82	0.31	0.00	0.01	0.00	1.28	90.89	
maximum	26.92	13.64	6.64	4.90	12.24	2.80	0.00	0.35	0.00	5.94	100.00	
std. dev.	5.68	2.68	2.24	1.15	3.25	0.71	0.00	0.06	0.00	1.62	14.49	

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

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0030	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0100	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0130	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0200	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0700	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0730	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0800	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0830	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0900	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0930	0.35	0.70		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1000	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1030	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1100	0.70	0.35		0.35	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1130	0.70	0.35		1.05	0.35	0.00	0.00	0.00	0.00	0.35	97.20	100
NOON	0.70	0.70		1.40	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
1230	0.70	0.00		0.70	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1300	2.45	0.35		0.70	0.00	0.00	0.00	0.00	0.00	0.70	95.80	100
1330	2.10	0.00		0.00	1.40	0.00	0.00	0.00	0.00	0.70	95.80	100
1400	2.80	0.00		0.00	2.10	0.00	0.00	0.00	0.00	1.75	93.36	100
1430	2.10	0.00		0.00	1.75	0.00	0.00	0.00	0.00	1.75	94.41	100
1500	1.05	1.05		0.00	1.75	0.35	0.00	0.00	0.00	2.10	93.71	100
1530	1.75	1.05		0.00	1.05	0.35	0.00	0.00	0.00	1.75	94.06	100
1600	1.40	2.10		0.00	1.40	0.35	0.00	0.00	0.00	2.80	91.96	100
1630	1.05	1.40		0.00	1.05	0.00	0.00	0.00	0.00	3.15	93.36	100
1700	1.05	1.40		0.00	0.35	0.00	0.00	0.00	0.00	4.20	93.01	100
1730	1.05	1.40	2.10	0.00	0.35	0.00	0.00	0.00	0.00	3.85	91.26	100
1800	2.45	2.10	1.75	0.35	2.10	0.00	0.35	0.00	0.00	3.50	87.41	100
1830	1.40	2.10	2.45	0.35	2.45	0.00	0.35	0.00	0.00	3.15	87.76	100
1900	2.45	2.80	2.45	1.05	3.85	0.00	0.00	0.00	0.00	3.15	84.27	100
1930	3.85	11.89	5.59	0.70	3.50	0.00	0.00	0.00	0.00	3.50	70.98	100
2000	25.52	8.39	4.55	1.40	4.55	0.00	0.00	0.00	0.00	3.50	52.10	100
2030	42.31	7.69	3.50	1.40	5.24	0.00	0.35	0.00	0.00	4.20	35.31	100
2100	43.71	6.64	2.45	2.80	8.04	0.35	0.35	0.00	0.00	3.50	32.17	100
2130	43.71	3.15	2.10	2.10	7.34	0.35	0.35	0.00	0.00	2.80	38.11	100
2200	41.26	2.10	0.70	1.75	6.64	0.70	0.35	0.00		2.10	44.41	100
2230	34.27	2.10	0.35	1.75	5.24	0.35	0.35	0.00		1.05	54.55	100
2300	11.54	1.05		0.70	4.55	0.00	0.00	0.00		0.70	81.47	100
2330	1.75	0.00		0.35	2.10	0.00	0.00	0.00		0.35	95.45	100
average	5.81	1.66	1.86	0.39	1.44	0.06	0.05	0.00	0.00	1.24	89.15	
maximum	43.71	11.89	5.59	2.80	8.04	0.70	0.35	0.00	0.00	4.20	100.00	
std. dev.	12.68	2.67	1.68	0.67	2.14	0.15	0.12	0.00	0.00	1.40	18.61	

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

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

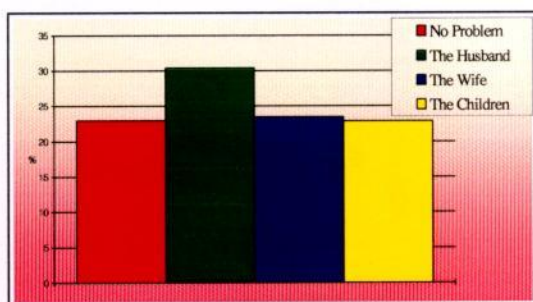
	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0030	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.35			0.00	0.00	0.00	0.00			0.35	99.30	100
0130	0.35			0.00	0.00	0.00	0.00			0.35	99.30	100
0200	0.35			0.00	0.00	0.00	0.00			0.35	99.30	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.00	0.00	0.00			0.70	99.30	100
0630	0.00	0.35		0.00	0.00	0.00	0.00			0.70	98.95	100
0700	1.40	0.00		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0730	1.05	0.35		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0800	1.40	0.35		0.35	0.00	0.00	0.00	0.00		1.40	96.50	100
0830	1.05	0.35		0.35	0.00	0.00	0.00	0.00		1.40	96.85	100
0900	2.10	0.70		0.35	0.35	0.00	0.00	0.00		1.40	95.10	100
0930	1.40	0.70		0.00	0.35	0.00	0.00	0.00		1.40	96.15	100
1000	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.00		1.40	96.15	100
1030	1.05	0.70	0.00	0.35	0.35	0.00	0.00	0.00		1.05	96.50	100
1100	1.05	0.70	0.35	0.00	0.35	0.00	0.00	0.00		1.05	96.50	100
1130	1.05	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	96.15	100
NOON	2.45	0.70	0.00	0.00	0.70	0.00	0.00	0.00		1.40	94.76	100
1230	3.85	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	93.36	100
1300	3.15	1.05	0.35	0.00	0.70	0.00	0.00	0.00		1.05	93.71	100
1330	4.90	1.05	0.00	0.00	0.70	0.00	0.00	0.00		1.40	91.96	100
1400	6.99	1.75	0.00	0.00	1.40	0.00	0.00	0.00		1.75	88.11	100
1430	6.64	2.10	0.00	0.00	1.40	0.00	0.00	0.00		2.45	87.41	100
1500	7.69	2.10	0.70	0.35	2.10	0.00	0.00	0.00		2.80	84.27	100
1530	6.99	2.10	1.05	0.35	2.45	0.00	0.00	0.00		1.75	85.31	100
1600	7.34	3.15	1.05	0.70	2.80	0.00	0.00	0.00		2.80	82.17	100
1630	6.64	2.45	0.70	0.70	2.80	0.00	0.00	0.00		1.75	84.97	100
1700	4.90	2.10	1.40	1.40	2.45	0.00	0.00	0.00		2.45	85.31	100
1730	4.20	2.10	2.45	0.35	2.45	0.00	0.00	0.00		1.40	87.06	100
1800	4.20	2.80	3.50	0.70	2.45	0.35	0.00	0.00		1.40	84.62	100
1830	1.75	3.15	3.85	0.70	3.15	0.00	0.00	0.00		2.45	84.97	100
1900	2.45	4.55	3.15	1.05	3.50	0.00	0.00	0.00		3.50	81.82	100
1930	3.50	11.54	4.90	1.05	2.10	0.00	0.35	0.00	0.35	4.20	72.03	100
2000	23.78	6.29	3.85	2.45	3.50	0.35	0.00	0.00	0.35	4.90	54.55	100
2030	12.59	6.29	2.45	5.24	5.94	2.80	0.00	0.00	0.00	6.29	58.39	100
2100	8.39	6.29	1.05	6.64	8.04	2.45	0.00	0.00	0.00	6.99	60.14	100
2130	8.04	5.24	0.70	6.64	6.64	3.15	0.00	0.00	0.00	5.94	63.64	100
2200	6.64	2.80	1.05	5.59	5.94	1.40	0.35	0.00		5.59	70.63	100
2230	3.50	1.75	1.05	3.15	3.85	0.00	0.35	0.00		2.80	83.57	100
2300	2.10	0.35		1.75	3.15	0.00	0.00	0.00		1.40	91.26	100
2330	0.70	0.35		1.05	1.40	0.00	0.00	0.00		1.05	95.45	100
average	3.29	2.20	1.22	0.87	1.49	0.22	0.02	0.00	0.10	1.72	90.01	
maximum	23.78	11.54	4.90	6.64	8.04	3.15	0.35	0.00	0.35	6.99	100.00	
std. dev.	4.21	2.38	1.40	1.70	1.98	0.70	0.08	0.00	0.16	1.75	11.83	

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

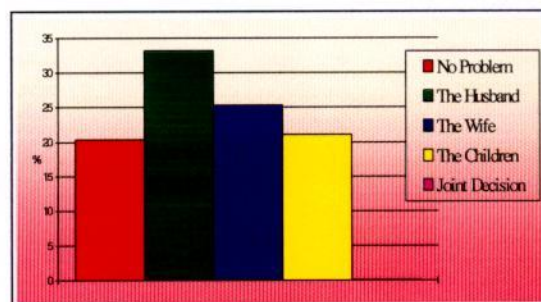
TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0730	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0800	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00		0.35	98.60	100
0830	0.35	0.70	0.35	0.00	0.00	0.00	0.00	0.00		1.05	97.55	100
0900	0.35	0.70	1.05	0.35	0.00	0.00	0.00	0.00		1.75	95.80	100
0930	0.35	0.35	1.05	0.35	0.35	0.00	0.00	0.00		1.75	95.80	100
1000	0.70	0.35	2.10	0.35	0.35	0.00	0.00	0.00		1.40	94.76	100
1030	1.40	0.35	2.10	0.35	0.00	0.00	0.00	0.00		1.05	93.36	100
1100	1.75	0.35	2.80	0.35	0.35	0.00	0.00	0.00		1.05	92.31	100
1130	1.75	0.70	2.80	1.40	0.35	0.00	0.00	0.00		0.70	91.61	100
NOON	2.80	0.70	2.10	1.05	0.70	0.00	0.00	0.00		1.05	91.61	100
1230	2.45	1.05	2.45	0.70	0.70	0.00	0.00	0.00		1.05	88.81	100
1300	3.85	2.80	1.75	1.40	1.40	0.00	0.00	0.00		0.70	86.36	100
1330	3.85	3.15	1.40	1.75	2.45	0.35	0.00	0.00		1.40	86.71	100
1400	3.15	2.10	1.05	2.80	2.10	0.70	0.00	0.00		1.40	85.66	100
1430	3.50	2.80	0.70	2.80	2.45	0.70	0.00	0.00		1.40	84.97	100
1500	3.15	2.45	0.70	4.55	2.45	0.35	0.00	0.00		1.40	84.27	100
1530	3.50	2.80	0.70	4.55	2.45	0.35	0.00	0.00		2.10	85.31	100
1600	2.80	3.15	0.70	3.15	2.45	0.35	0.00	0.00		2.45	86.71	100
1630	1.75	2.45	0.35	3.15	2.80	0.35	0.00	0.00		2.45	87.06	100
1700	2.45	2.10	0.00	3.15	2.80	0.00	0.00	0.00		3.50	87.06	100
1730	3.15	2.10	0.35	1.75	2.10	0.00	0.00	0.00		3.85	85.31	100
1800	2.80	2.80	1.40	1.75	1.75	0.35	0.00	0.00		3.85	86.71	100
1830	2.80	2.10	1.75	1.05	1.40	0.35	0.00	0.00		3.85	85.66	100
1900	3.85	3.85	1.40	0.00	1.05	0.00	0.35	0.00		4.55	74.13	100
1930	4.20	13.29	3.15	0.00	0.70	0.00	0.00	0.00	0.00	3.85	58.74	100
2000	28.67	5.24	1.05	0.00	2.10	0.00	0.35	0.00	0.00	4.90	47.55	100
2030	18.18	15.38	2.10	1.75	6.64	3.50	0.00	0.00	0.00	5.24	49.30	100
2100	13.99	14.69	1.40	2.80	8.39	3.85	0.35	0.00	0.00	4.90	57.69	100
2130	12.59	9.09	1.05	2.80	8.04	3.50	0.35	0.00	0.00	4.55	65.73	100
2200	9.09	5.59	1.05	2.80	8.04	2.80	0.35	0.00		3.50	78.32	100
2230	4.90	2.45	0.00	2.45	6.64	1.40	0.35	0.00		1.75	88.11	100
2300	3.50	0.35	0.35	1.40	3.85	0.35	0.35	0.00		1.05	96.50	100
2330	0.70	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.55	89.18	100
average	3.09	2.93	1.15	1.07	1.58	0.40	0.05	0.00	0.00	5.24	100.00	
maximum	28.67	15.38	3.15	4.55	8.39	3.85	0.35	0.00	0.00	1.63	13.31	
std. dev.	5.28	3.89	0.89	1.31	2.30	0.95	0.12	0.00	0.00			

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



a: 1999 (March)



b: 1999 (October)

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

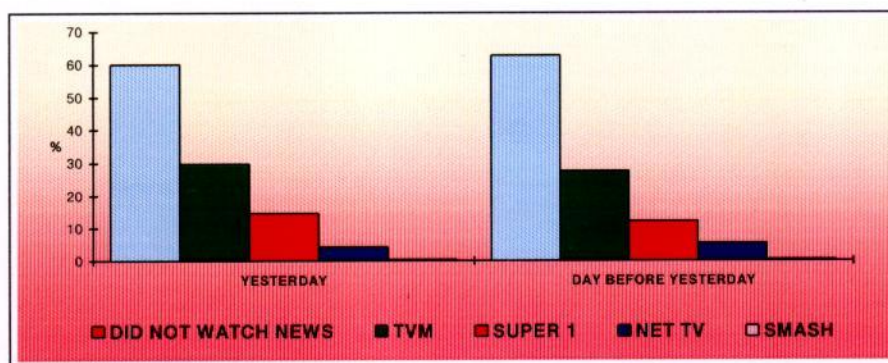


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

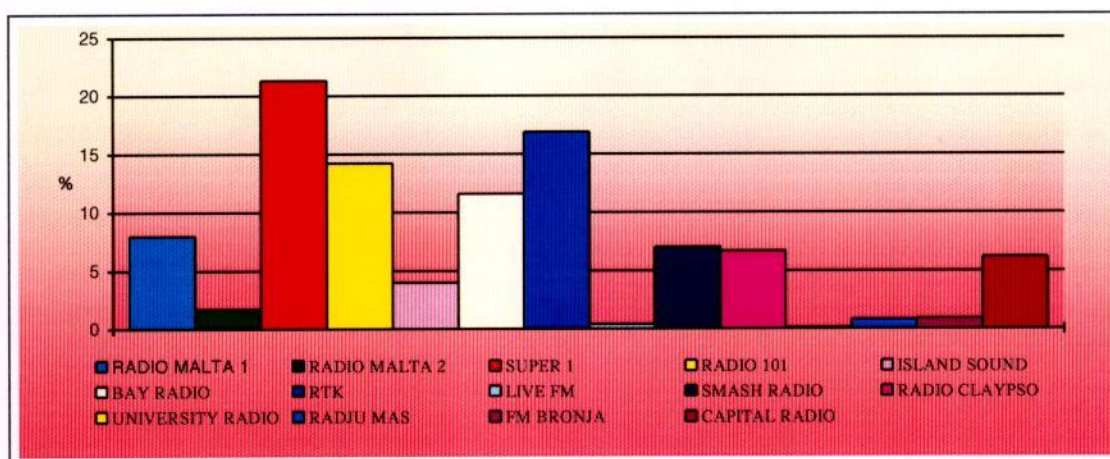


Fig 6.2: Overall Preference for 'Best Radio Station'

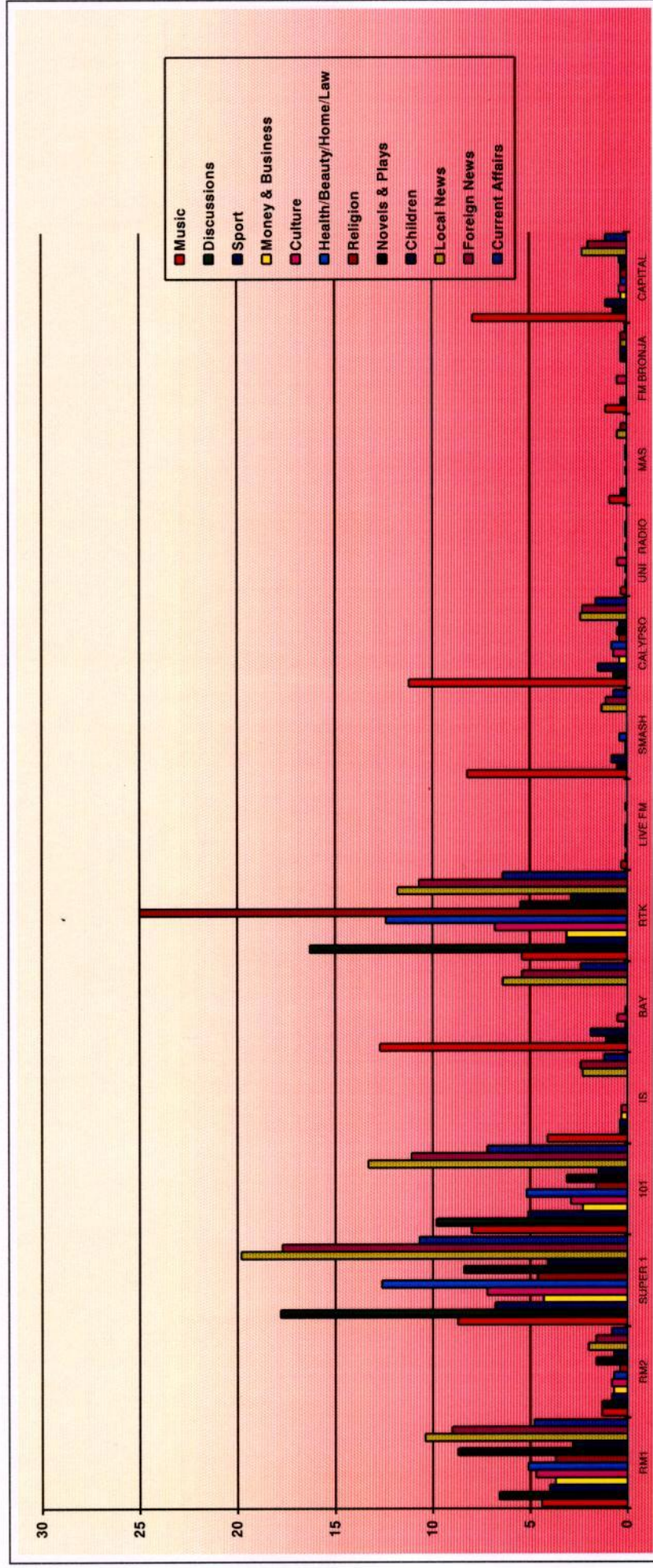


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 1999)

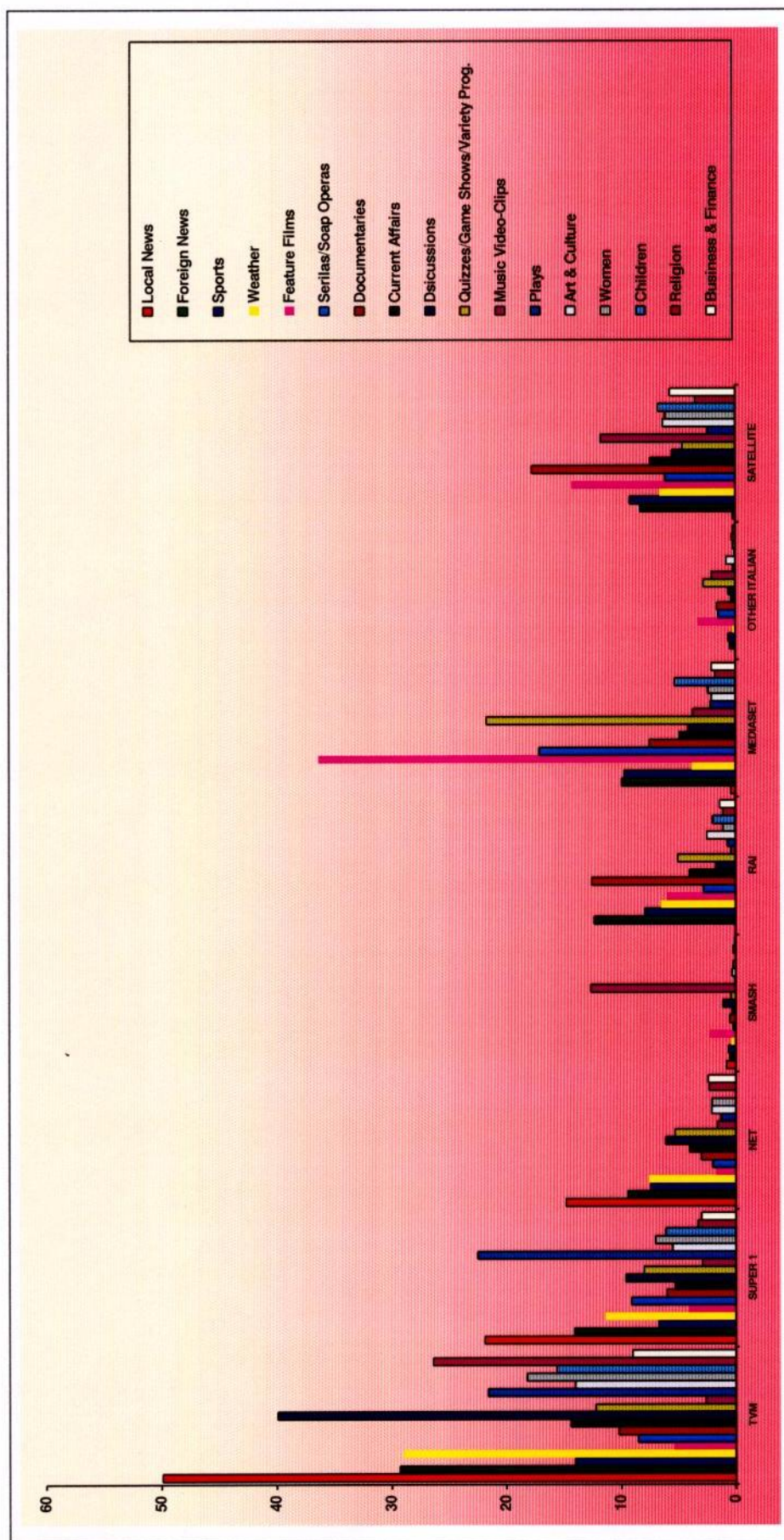
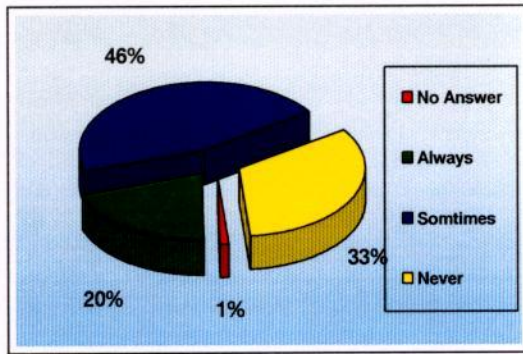
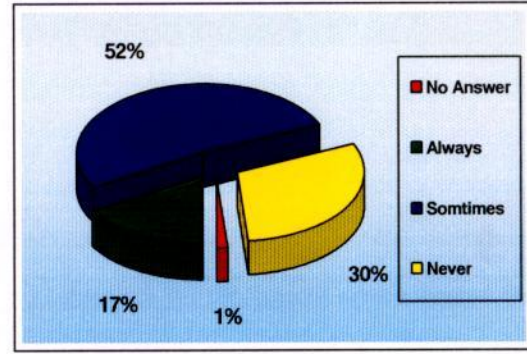


Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 1999)



March 1999



October 1999

Fig 6.4: Extent of Interest in Political Broadcasts - March & October 1999

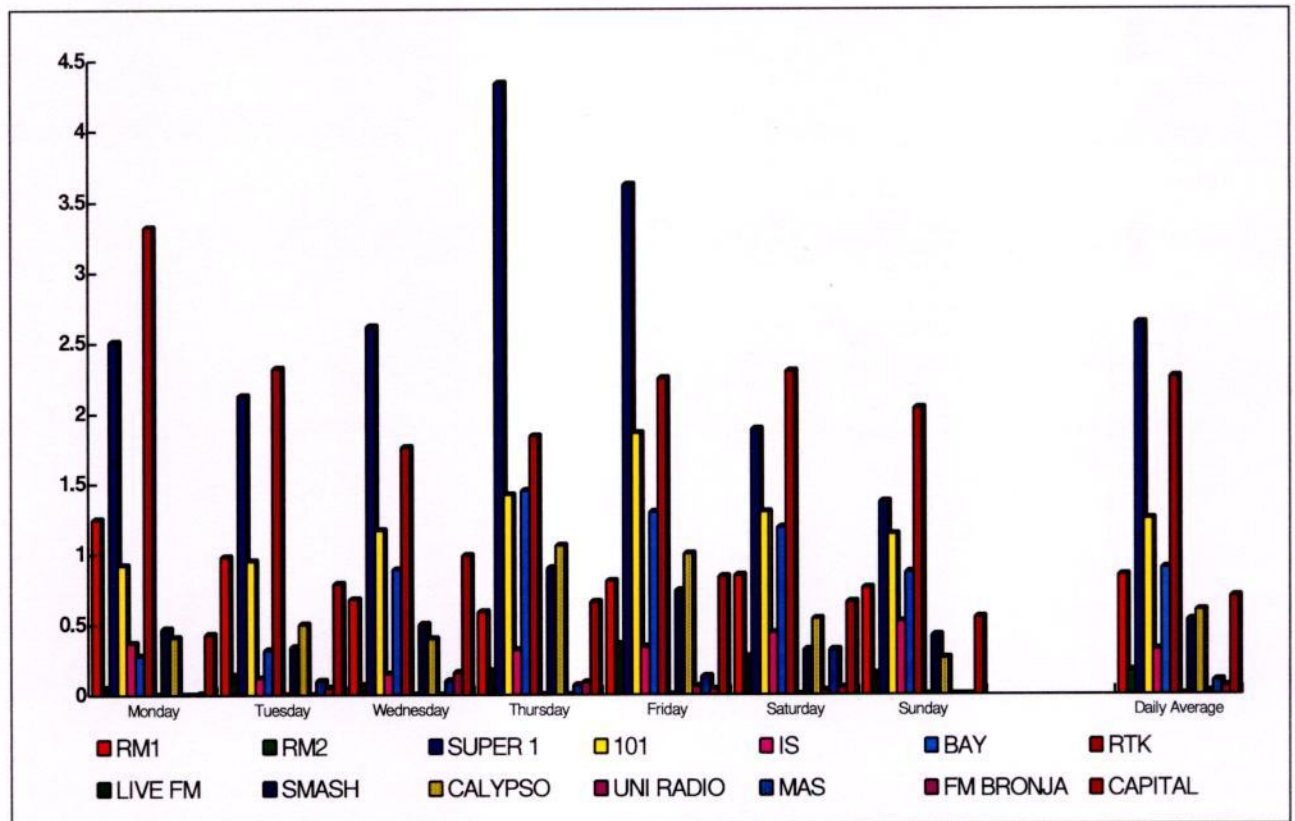


Figure 7.1: Daily Radio Average Audience Share 1999

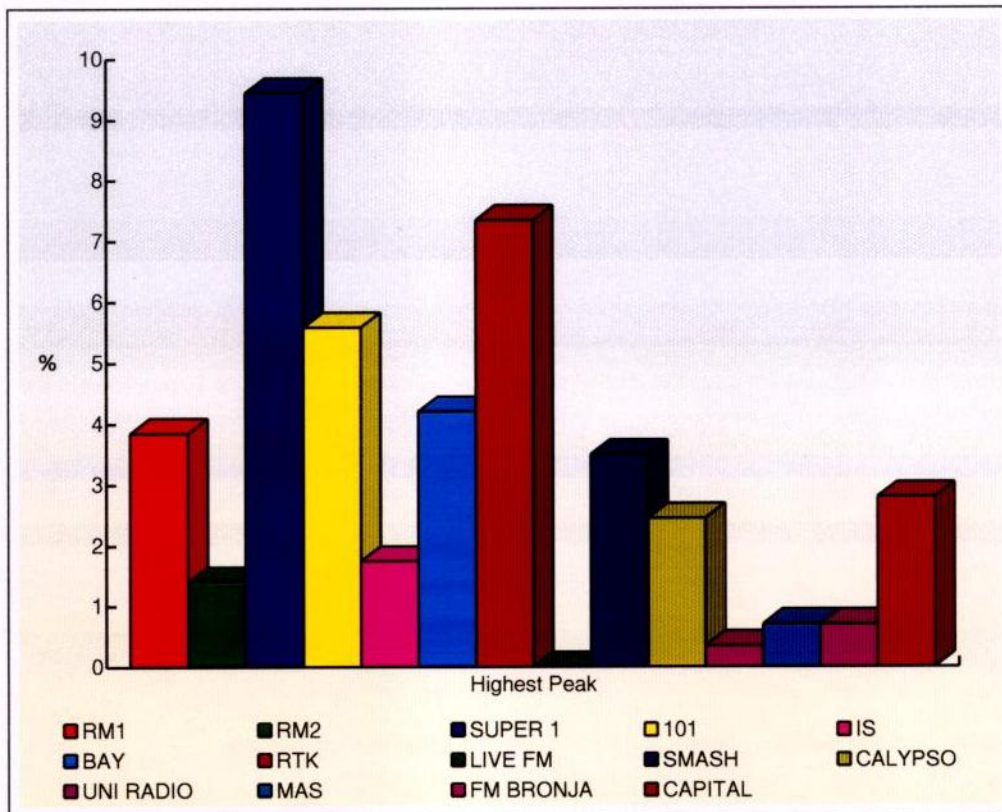


Figure 7.2: Highest Radio Station Peak Audience Share – October 1999

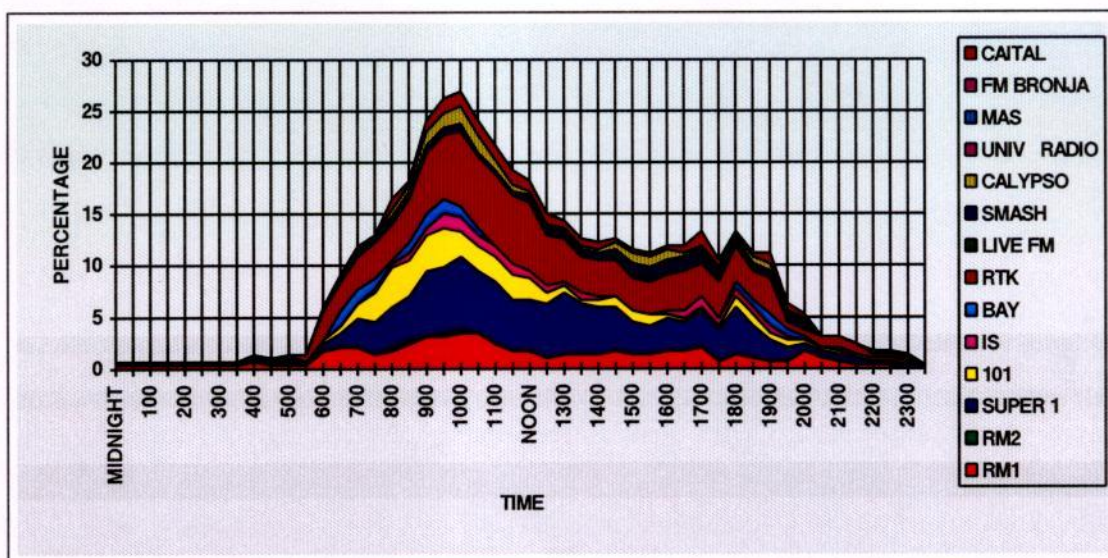


Fig 7.3: Radio Audiences - Monday

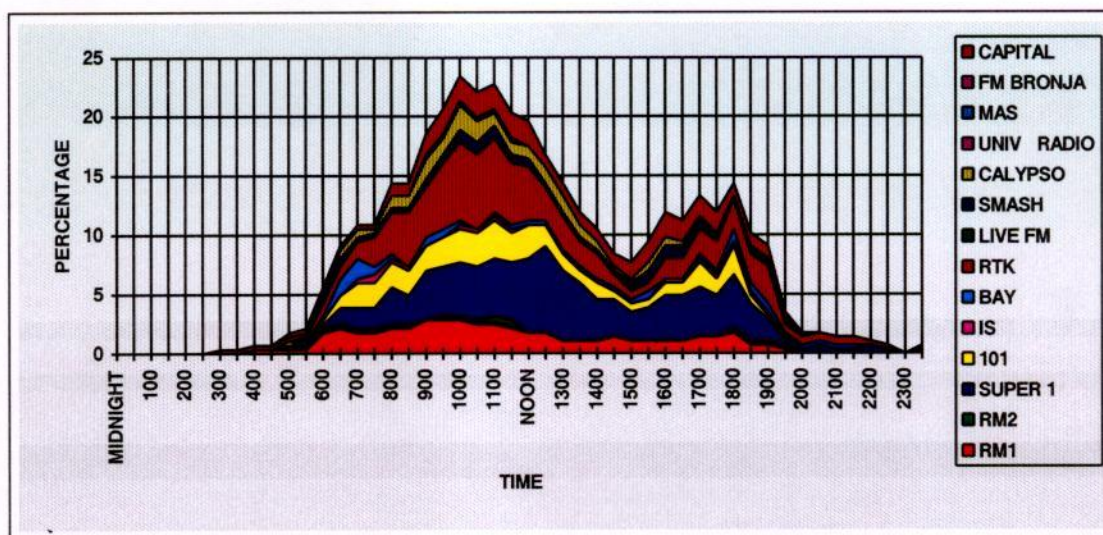


Fig 7.4: Radio Audiences - Tuesday

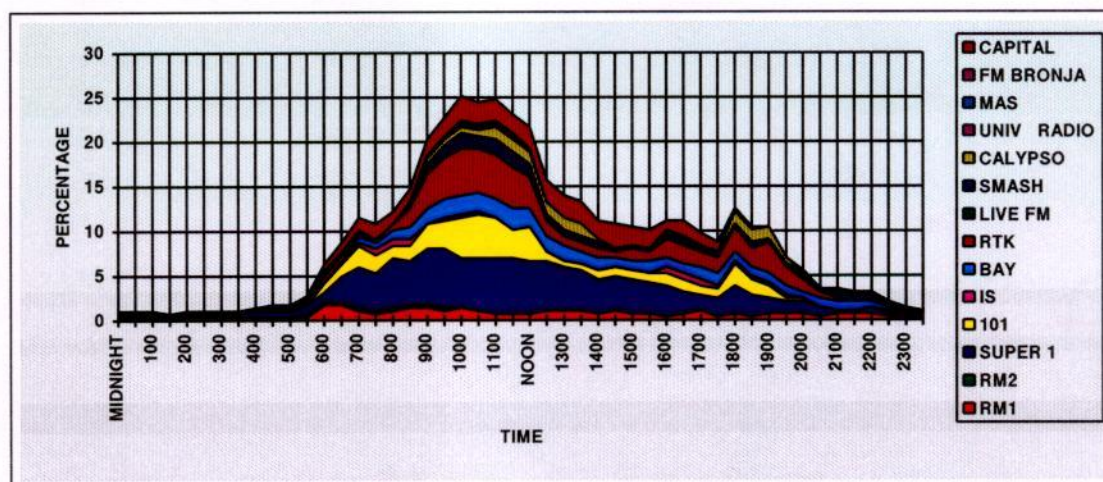


Fig 7.5: Radio Audiences - Wednesday

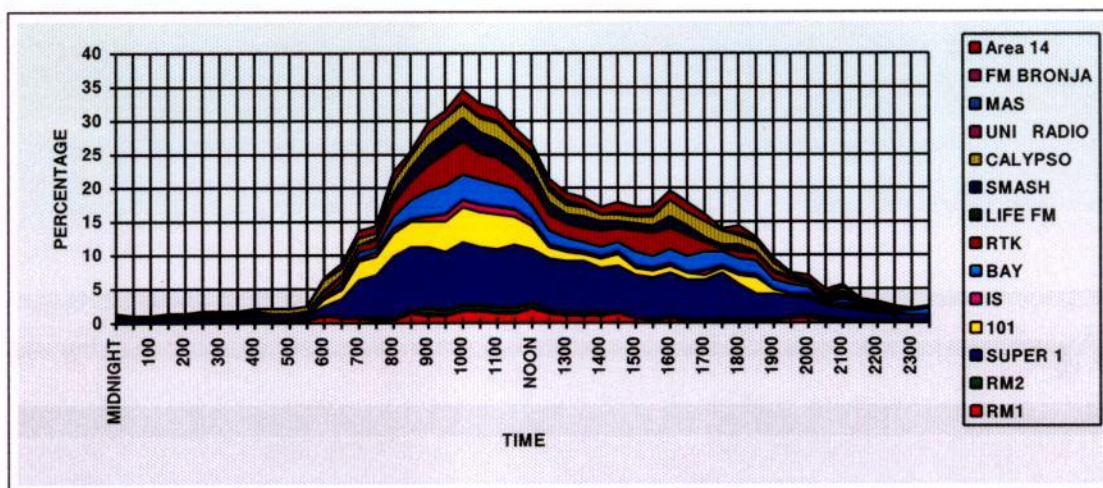


Fig 7.6: Radio Audiences - Thursday

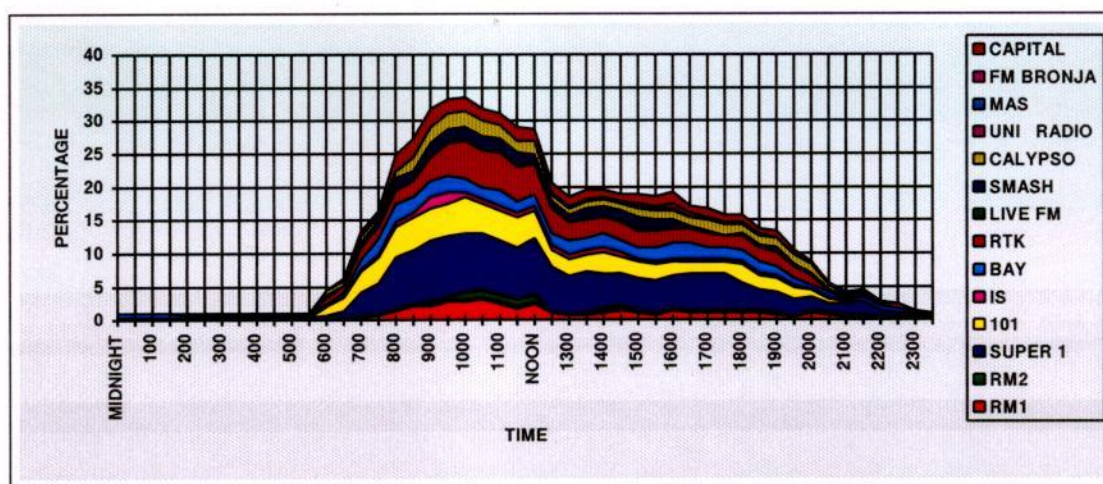


Fig 7.7: Radio Audiences - Friday

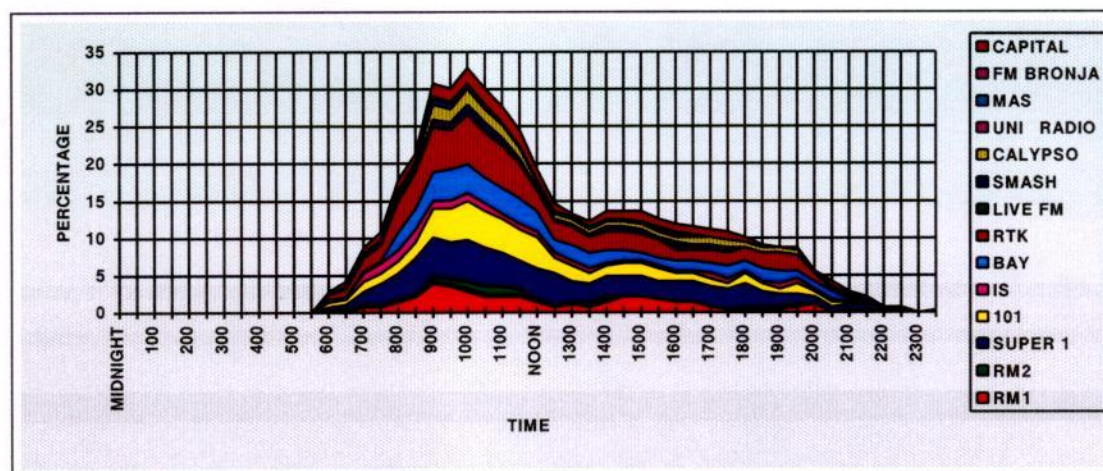


Fig 7.8: Radio Audiences - Saturday

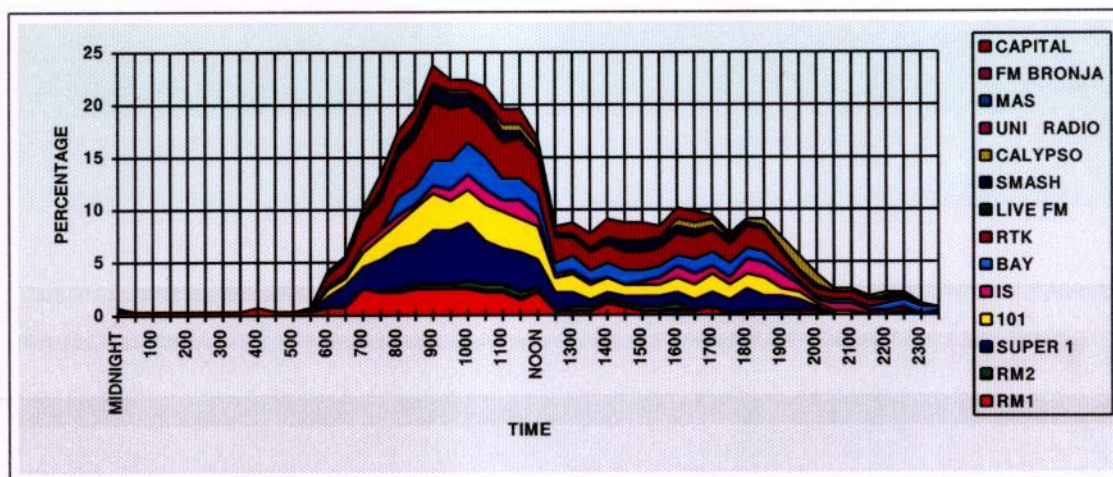
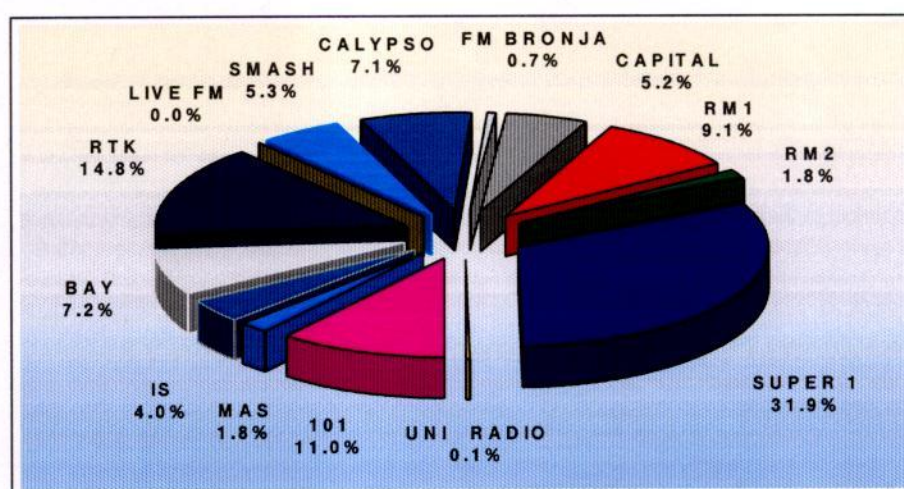
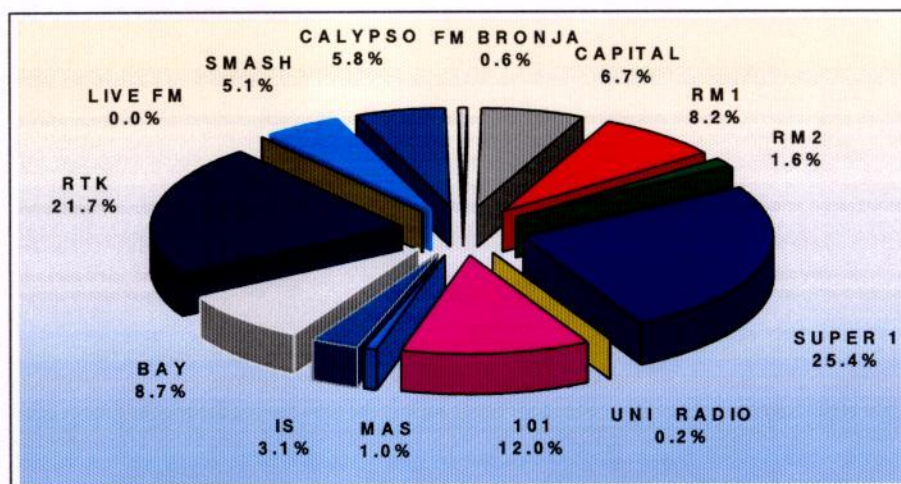


Fig 7.9: Radio Audiences - Sunday

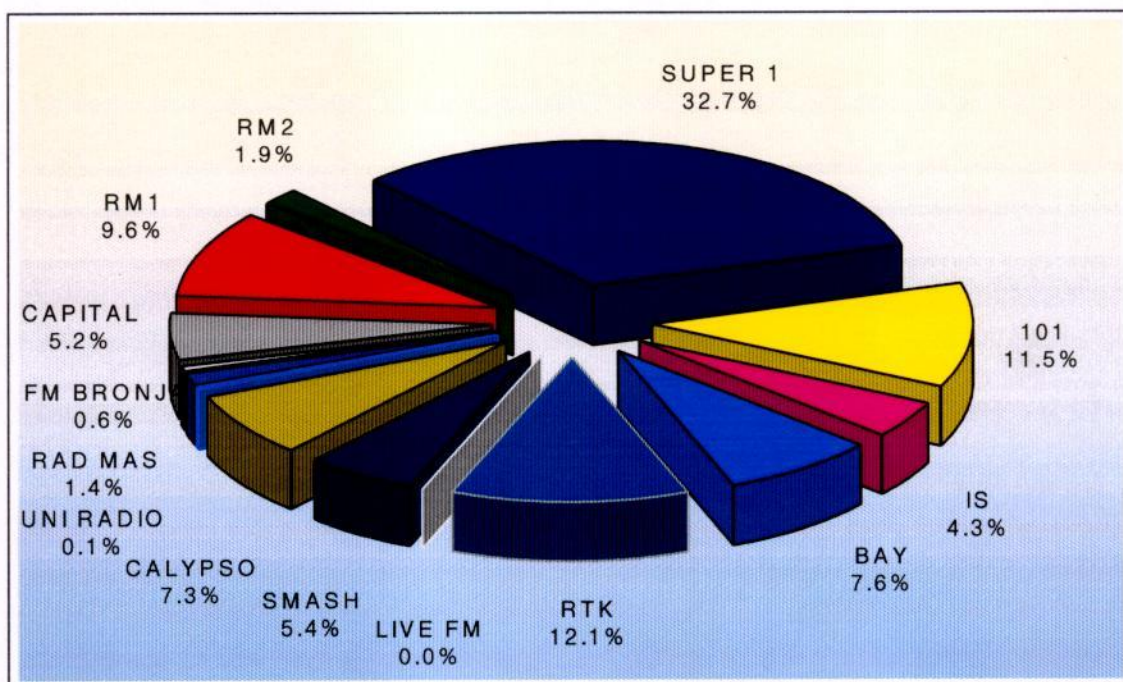


March 1999

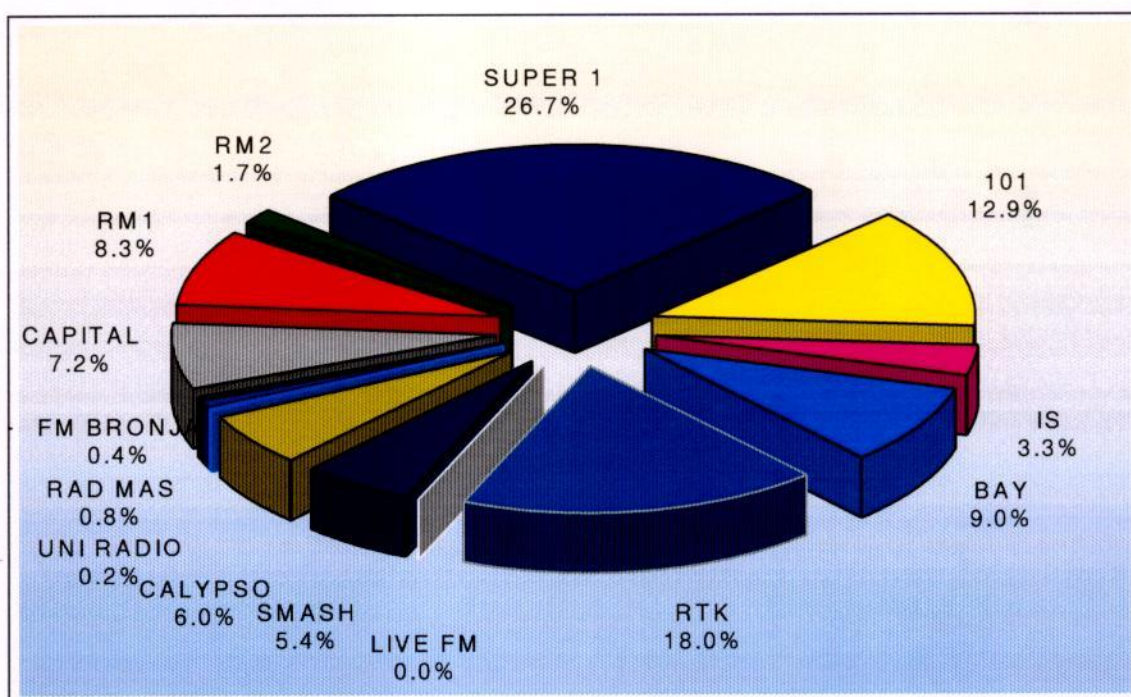


October 1999

Fig 7.10: Daily Average Audience Radio Levels - 1999



March 1999



October 1999

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

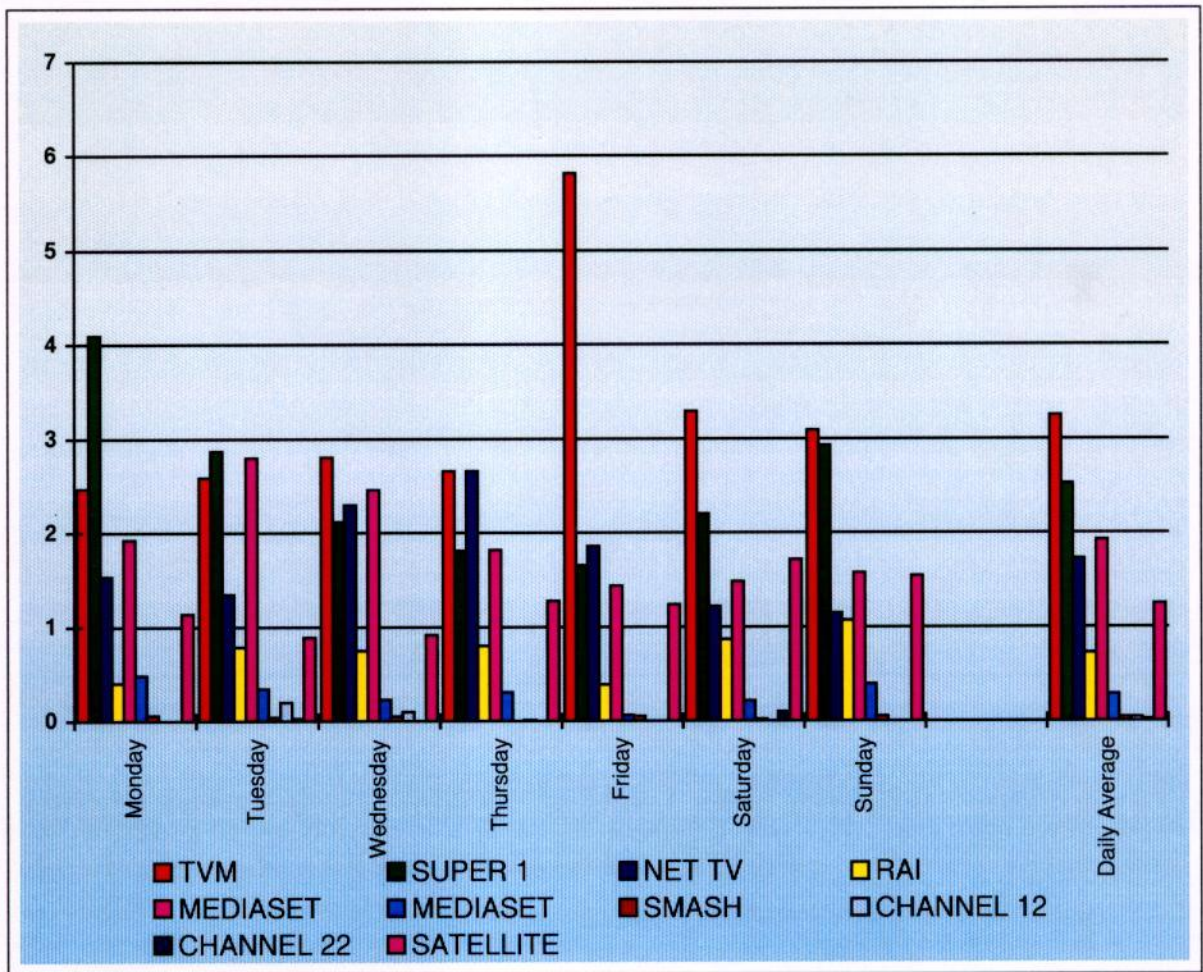


Figure 8.1: Daily TV Average Audience Share (October 1999)

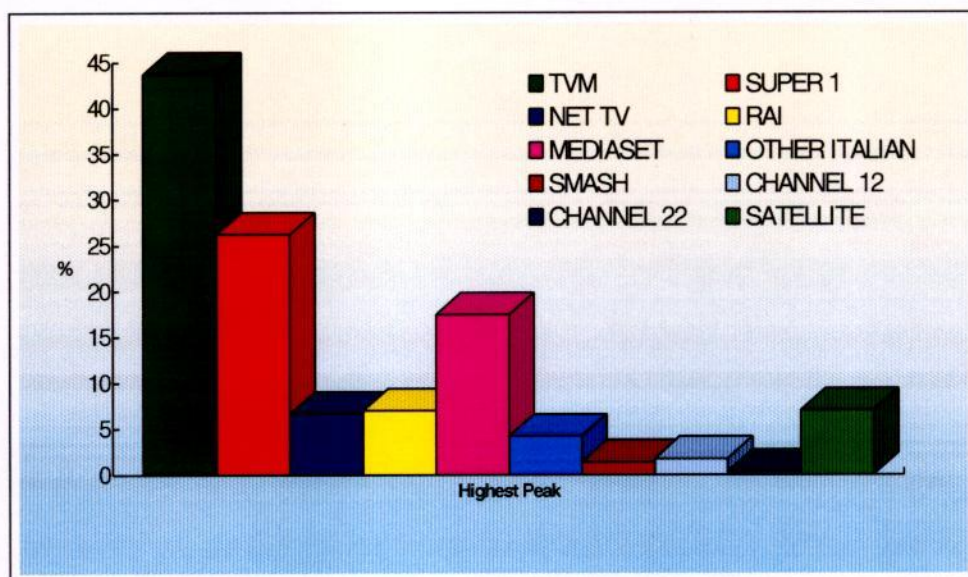


Figure 8.2: Highest TV Channel Peak Audience Share

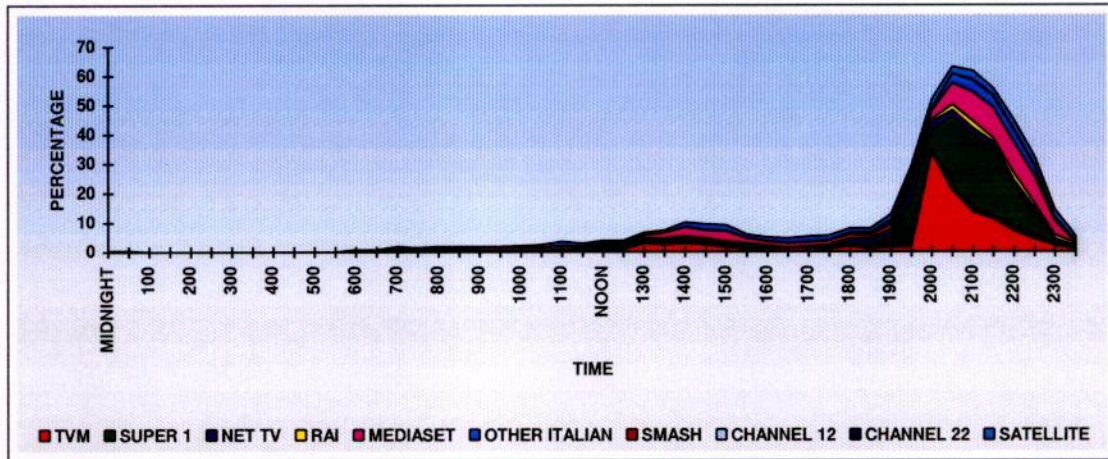


Fig 8.3: TV Audience Shares: Monday

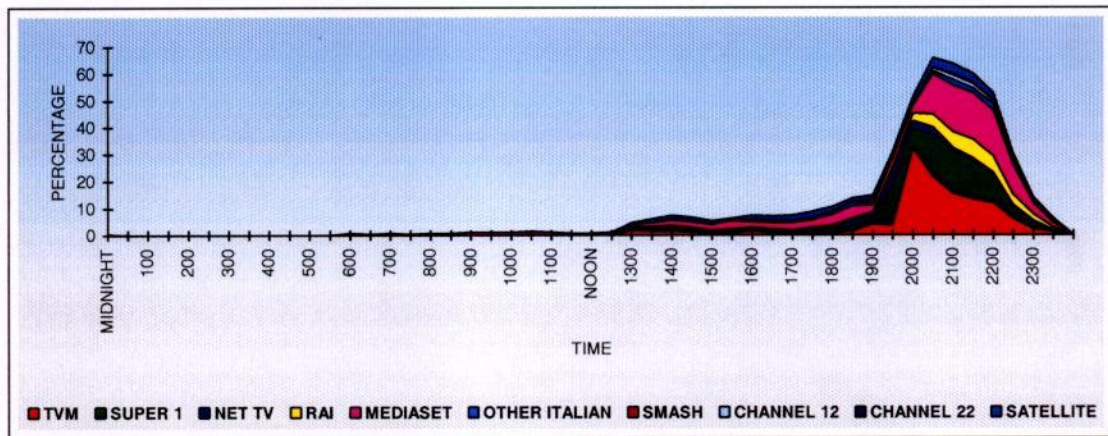


Fig 8.4: TV Audience Shares: Tuesday

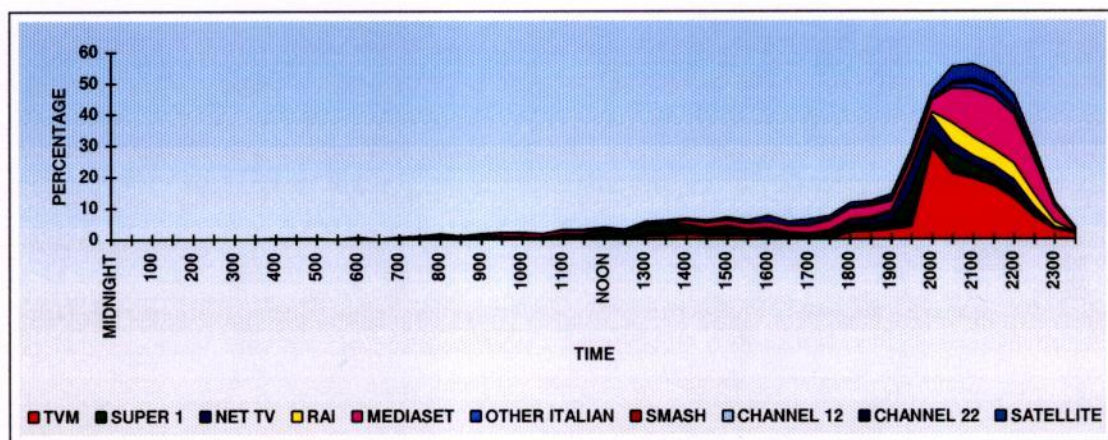


Fig 8.5: TV Audience Shares: Wednesday

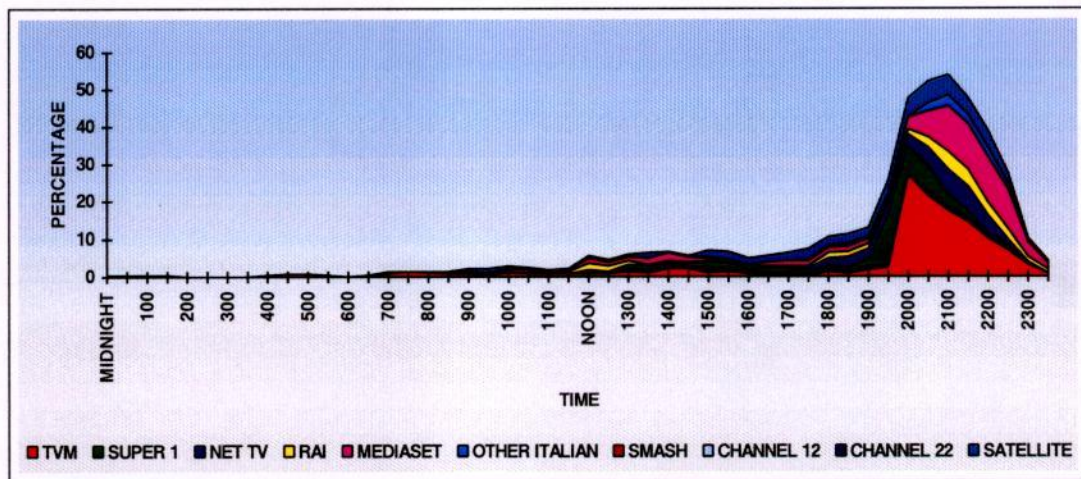


Fig 8.6: TV Audience Shares: Thursday

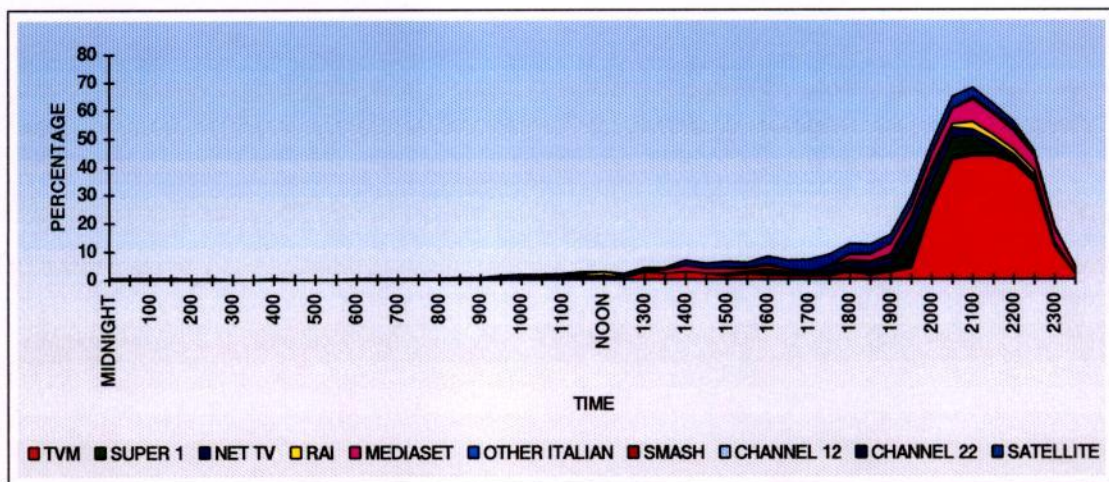


Fig 8.7: TV Audience Shares: Friday

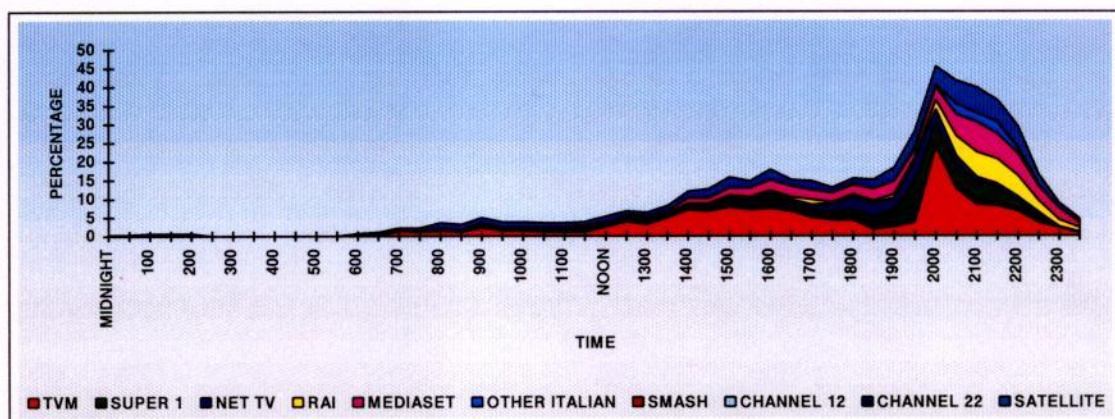


Fig 8.8: TV Audience Shares: Saturday

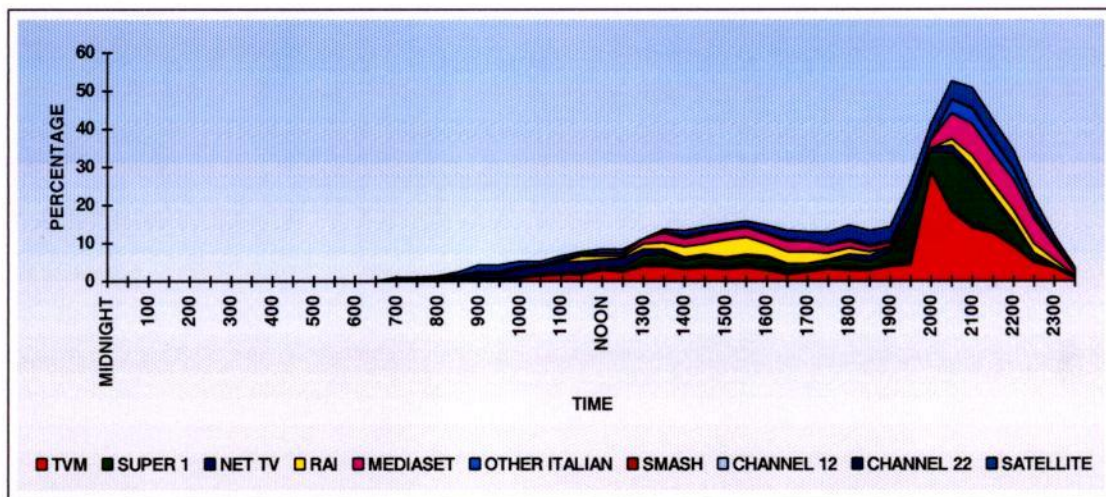


Fig 8.9: TV Audience Shares: Sunday

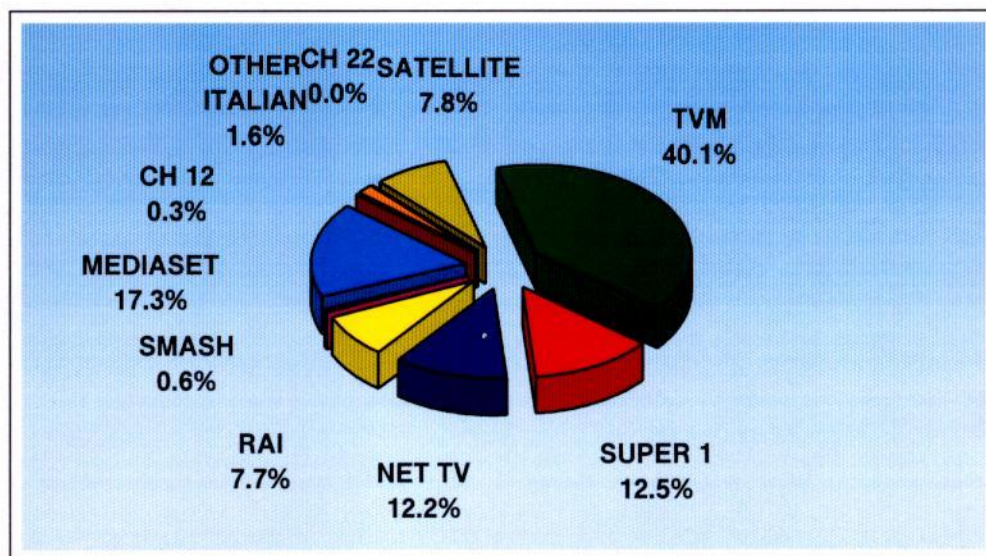


Fig. 8.10: Daily Average Audience TV Levels: *March 1999*

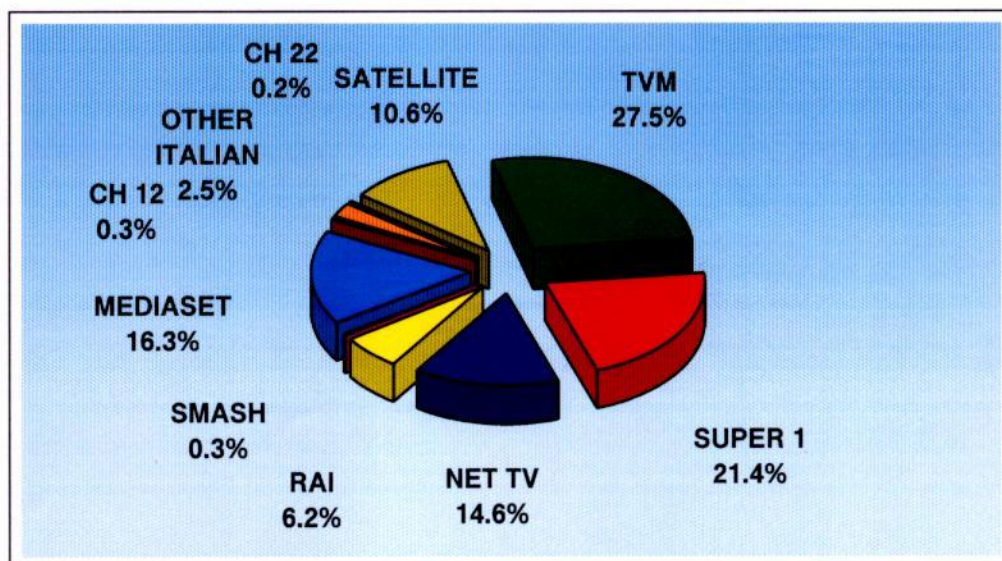


Fig. 8.11: Daily Average Audience TV Levels – *October 1999*