

A Report

an A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

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

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP				EDUCATIONAL LEVEL				
		MALE	FEMALE	AB	C1	C2	DE	NO SCHOOL	PRIMARY	SECONDARY	TECHNICAL INSTITUTE	TERTIARY
TOTAL.....	1001	490	511	166	286	248	301	25	196	579	81	120
AGE GROUP												
12 - 17.....	112	56	56	20	39	24	29	0	3	96	7	6
.....	11.2%	11.4%	11.0%	12.0%	13.6%	9.7%	9.6%	.0%	1.5%	16.6%	8.6%	5.0%
.....	100%	50.0%	50.0%	17.9%	34.8%	21.4%	25.9%	.0%	2.7%	85.7%	6.3%	5.4%
18 - 30.....	210	105	105	37	68	40	65	0	9	121	30	50
.....	21.0%	21.4%	20.5%	22.3%	23.8%	16.1%	21.6%	.0%	4.6%	20.9%	37.0%	41.7%
.....	100%	50.0%	50.0%	17.6%	32.4%	19.0%	31.0%	.0%	4.3%	57.6%	14.3%	23.8%
31 - 50.....	371	182	189	56	105	89	121	0	61	237	31	42
.....	37.1%	37.1%	37.0%	33.7%	36.7%	35.9%	40.2%	.0%	31.1%	40.9%	38.3%	35.0%
.....	100%	49.1%	50.9%	15.1%	28.3%	24.0%	32.6%	.0%	16.4%	63.9%	8.4%	11.3%
51 - 65.....	182	91	91	35	42	53	52	8	58	91	12	13
.....	18.2%	18.6%	17.8%	21.1%	14.7%	21.4%	17.3%	32.0%	29.6%	15.7%	14.8%	10.8%
.....	100%	50.0%	50.0%	19.2%	23.1%	29.1%	28.6%	4.4%	31.9%	50.0%	6.6%	7.1%
OVER 65.....	126	56	70	18	32	42	34	17	65	34	1	9
.....	12.6%	11.4%	13.7%	10.8%	11.2%	16.9%	11.3%	68.0%	33.2%	5.9%	1.2%	7.5%
.....	100%	44.4%	55.6%	14.3%	25.4%	33.3%	27.0%	13.5%	51.6%	27.0%	.8%	7.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	166	286	248	301
LISTEN TO THE RADIO..	724	342	382	61	157	266	144	96	116	202	179	227
.....	72.3%	69.8%	74.8%	54.5%	74.8%	71.7%	79.1%	76.2%	69.9%	70.6%	72.2%	75.4%
.....	100%	47.2%	52.8%	8.4%	21.7%	36.7%	19.9%	13.3%	16.0%	27.9%	24.7%	31.4%
DO NOT LISTEN TO THE												
RADIO.....	277	148	129	51	53	105	38	30	50	84	69	74
.....	27.7%	30.2%	25.2%	45.5%	25.2%	28.3%	20.9%	23.8%	30.1%	29.4%	27.8%	24.6%
.....	100%	53.4%	46.6%	18.4%	19.1%	37.9%	13.7%	10.8%	18.1%	30.3%	24.9%	26.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	724	342	382	61	157	266	144	96	116	202	179	227
VARIES CONSIDERABLY..	10	6	4	0	4	4	1	1	2	4	4	0
.....	1.4%	1.8%	1.0%	.0%	2.5%	1.5%	.7%	1.0%	1.7%	2.0%	2.2%	.0%
.....	100%	60.0%	40.0%	.0%	40.0%	40.0%	10.0%	10.0%	20.0%	40.0%	40.0%	.0%
ONE.....	223	113	110	39	60	65	42	17	56	66	46	55
.....	30.8%	33.0%	28.8%	63.9%	38.2%	24.4%	29.2%	17.7%	48.3%	32.7%	25.7%	24.2%
.....	100%	50.7%	49.3%	17.5%	26.9%	29.1%	18.8%	7.6%	25.1%	29.6%	20.6%	24.7%
TWO.....	148	81	67	12	32	55	35	14	26	40	39	43
.....	20.4%	23.7%	17.5%	19.7%	20.4%	20.7%	24.3%	14.6%	22.4%	19.8%	21.8%	18.9%
.....	100%	54.7%	45.3%	8.1%	21.6%	37.2%	23.6%	9.5%	17.6%	27.0%	26.4%	29.1%
THREE.....	106	39	67	7	17	44	19	19	13	29	23	41
.....	14.6%	11.4%	17.5%	11.5%	10.8%	16.5%	13.2%	19.8%	11.2%	14.4%	12.8%	18.1%
.....	100%	36.8%	63.2%	6.6%	16.0%	41.5%	17.9%	17.9%	12.3%	27.4%	21.7%	38.7%
FOUR.....	70	28	42	0	11	30	15	14	6	18	16	30
.....	9.7%	8.2%	11.0%	.0%	7.0%	11.3%	10.4%	14.6%	5.2%	8.9%	8.9%	13.2%
.....	100%	40.0%	60.0%	.0%	15.7%	42.9%	21.4%	20.0%	8.6%	25.7%	22.9%	42.9%
FIVE.....	45	20	25	1	8	21	5	10	2	13	13	17
.....	6.2%	5.8%	6.5%	1.6%	5.1%	7.9%	3.5%	10.4%	1.7%	6.4%	7.3%	7.5%
.....	100%	44.4%	55.6%	2.2%	17.8%	46.7%	11.1%	22.2%	4.4%	28.9%	28.9%	37.8%
SIX.....	43	18	25	0	6	15	11	11	5	13	13	12
.....	5.9%	5.3%	6.5%	.0%	3.8%	5.6%	7.6%	11.5%	4.3%	6.4%	7.3%	5.3%
.....	100%	41.9%	58.1%	.0%	14.0%	34.9%	25.6%	25.6%	11.6%	30.2%	30.2%	27.9%
SEVEN.....	15	7	8	0	5	5	2	3	0	6	5	4
.....	2.1%	2.0%	2.1%	.0%	3.2%	1.9%	1.4%	3.1%	.0%	3.0%	2.8%	1.8%
.....	100%	46.7%	53.3%	.0%	33.3%	33.3%	13.3%	20.0%	.0%	40.0%	33.3%	26.7%
EIGHT.....	39	19	20	2	8	16	8	5	1	7	14	17
.....	5.4%	5.6%	5.2%	3.3%	5.1%	6.0%	5.6%	5.2%	.9%	3.5%	7.8%	7.5%
.....	100%	48.7%	51.3%	5.1%	20.5%	41.0%	20.5%	12.8%	2.6%	17.9%	35.9%	43.6%
NINE.....	7	2	5	0	0	3	3	1	2	3	0	2
.....	1.0%	.6%	1.3%	.0%	.0%	1.1%	2.1%	1.0%	1.7%	1.5%	.0%	.9%
.....	100%	28.6%	71.4%	.0%	.0%	42.9%	42.9%	14.3%	28.6%	42.9%	.0%	28.6%

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.....	4	1	3	0	2	1	1	0	3	0	0	1
.....	.6%	.3%	.8%	.0%	1.3%	.4%	.7%	.0%	2.6%	.0%	.0%	.4%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	25.0%	.0%	75.0%	.0%	.0%	25.0%
ELEVEN.....	2	1	1	0	0	1	1	0	0	0	1	1
.....	.3%	.3%	.3%	.0%	.0%	.4%	.7%	.0%	.0%	.0%	.6%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%
TWELVE.....	9	5	4	0	4	4	1	0	0	3	4	2
.....	1.2%	1.5%	1.0%	.0%	2.5%	1.5%	.7%	.0%	.0%	1.5%	2.2%	.9%
.....	100%	55.6%	44.4%	.0%	44.4%	44.4%	11.1%	.0%	.0%	33.3%	44.4%	22.2%
THIRTEEN.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
FOURTEEN.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.6%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 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.....	724	342	382	61	157	266	144	96	116	202	179	227
NO ANSWER.....	9	5	4	2	0	3	4	0	2	1	4	2
.....	1.2%	1.5%	1.0%	3.3%	.0%	1.1%	2.8%	.0%	1.7%	.5%	2.2%	.9%
.....	100%	55.6%	44.4%	22.2%	.0%	33.3%	44.4%	.0%	22.2%	11.1%	44.4%	22.2%
AT HOME.....	554	225	329	52	93	192	122	95	83	145	134	192
.....	76.5%	65.8%	86.1%	85.2%	59.2%	72.2%	84.7%	99.0%	71.6%	71.8%	74.9%	84.6%
.....	100%	40.6%	59.4%	9.4%	16.8%	34.7%	22.0%	17.1%	15.0%	26.2%	24.2%	34.7%
AT WORK.....	122	87	35	2	42	56	18	4	12	30	45	35
.....	16.9%	25.4%	9.2%	3.3%	26.8%	21.1%	12.5%	4.2%	10.3%	14.9%	25.1%	15.4%
.....	100%	71.3%	28.7%	1.6%	34.4%	45.9%	14.8%	3.3%	9.8%	24.6%	36.9%	28.7%
IN THE CAR.....	189	135	54	8	75	81	23	2	38	58	40	53
.....	26.1%	39.5%	14.1%	13.1%	47.8%	30.5%	16.0%	2.1%	32.8%	28.7%	22.3%	23.3%
.....	100%	71.4%	28.6%	4.2%	39.7%	42.9%	12.2%	1.1%	20.1%	30.7%	21.2%	28.0%

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	166	286	248	301
WATCH TV.....	982	484	498	111	206	367	180	118	163	281	241	297
.....	98.1%	98.8%	97.5%	99.1%	98.1%	98.9%	98.9%	93.7%	98.2%	98.3%	97.2%	98.7%
.....	100%	49.3%	50.7%	11.3%	21.0%	37.4%	18.3%	12.0%	16.6%	28.6%	24.5%	30.2%
DO NOT WATCH TV.....	19	6	13	1	4	4	2	8	3	5	7	4
.....	1.9%	1.2%	2.5%	.9%	1.9%	1.1%	1.1%	6.3%	1.8%	1.7%	2.8%	1.3%
.....	100%	31.6%	68.4%	5.3%	21.1%	21.1%	10.5%	42.1%	15.8%	26.3%	36.8%	21.1%

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.....	982	484	498	111	206	367	180	118	163	281	241	297
VARIES CONSIDERABLY..	7	4	3	0	3	0	3	1	2	1	1	3
.....	.7%	.8%	.6%	.0%	1.5%	.0%	1.7%	.8%	1.2%	.4%	.4%	1.0%
.....	100%	57.1%	42.9%	.0%	42.9%	.0%	42.9%	14.3%	28.6%	14.3%	14.3%	42.9%
ONE.....	102	56	46	7	17	33	28	17	21	31	23	27
.....	10.4%	11.6%	9.2%	6.3%	8.3%	9.0%	15.6%	14.4%	12.9%	11.0%	9.5%	9.1%
.....	100%	54.9%	45.1%	6.9%	16.7%	32.4%	27.5%	16.7%	20.6%	30.4%	22.5%	26.5%
TWO.....	316	160	156	47	74	120	44	31	73	105	72	66
.....	32.2%	33.1%	31.3%	42.3%	35.9%	32.7%	24.4%	26.3%	44.8%	37.4%	29.9%	22.2%
.....	100%	50.6%	49.4%	14.9%	23.4%	38.0%	13.9%	9.8%	23.1%	33.2%	22.8%	20.9%
THREE.....	261	134	127	27	61	89	52	32	36	80	54	91
.....	26.6%	27.7%	25.5%	24.3%	29.6%	24.3%	28.9%	27.1%	22.1%	28.5%	22.4%	30.6%
.....	100%	51.3%	48.7%	10.3%	23.4%	34.1%	19.9%	12.3%	13.8%	30.7%	20.7%	34.9%
FOUR.....	165	76	89	21	29	73	29	13	22	43	47	53
.....	16.8%	15.7%	17.9%	18.9%	14.1%	19.9%	16.1%	11.0%	13.5%	15.3%	19.5%	17.8%
.....	100%	46.1%	53.9%	12.7%	17.6%	44.2%	17.6%	7.9%	13.3%	26.1%	28.5%	32.1%
FIVE.....	67	34	33	7	9	29	10	12	5	15	22	25
.....	6.8%	7.0%	6.6%	6.3%	4.4%	7.9%	5.6%	10.2%	3.1%	5.3%	9.1%	8.4%
.....	100%	50.7%	49.3%	10.4%	13.4%	43.3%	14.9%	17.9%	7.5%	22.4%	32.8%	37.3%
SIX.....	34	12	22	1	7	12	8	6	2	3	14	15
.....	3.5%	2.5%	4.4%	.9%	3.4%	3.3%	4.4%	5.1%	1.2%	1.1%	5.8%	5.1%
.....	100%	35.3%	64.7%	2.9%	20.6%	35.3%	23.5%	17.6%	5.9%	8.8%	41.2%	44.1%
SEVEN.....	9	3	6	1	0	3	4	1	1	1	4	3
.....	.9%	.6%	1.2%	.9%	.0%	.8%	2.2%	.8%	.6%	.4%	1.7%	1.0%
.....	100%	33.3%	66.7%	11.1%	.0%	33.3%	44.4%	11.1%	11.1%	11.1%	44.4%	33.3%
EIGHT.....	8	0	8	0	3	4	0	1	1	2	1	4
.....	.8%	.0%	1.6%	.0%	1.5%	1.1%	.0%	.8%	.6%	.7%	.4%	1.3%
.....	100%	.0%	100%	.0%	37.5%	50.0%	.0%	12.5%	12.5%	25.0%	12.5%	50.0%
NINE.....	2	0	2	0	0	1	0	1	0	0	0	2
.....	.2%	.0%	.4%	.0%	.0%	.3%	.0%	.8%	.0%	.0%	.0%	.7%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%

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.....	4	1	3	0	0	0	2	2	0	0	2	2
.....	.4%	.2%	.6%	.0%	.0%	.0%	1.1%	1.7%	.0%	.0%	.8%	.7%
.....	100%	25.0%	75.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%
TWELVE.....	5	4	1	0	1	3	0	1	0	0	1	4
.....	.5%	.8%	.2%	.0%	.5%	.8%	.0%	.8%	.0%	.0%	.4%	1.3%
.....	100%	80.0%	20.0%	.0%	20.0%	60.0%	.0%	20.0%	.0%	.0%	20.0%	80.0%
THIRTEEN.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
FOURTEEN.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%

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.....	982	484	498	111	206	367	180	118	163	281	241	297
IN THE SITTING ROOM..	565	287	278	59	119	209	104	74	107	178	136	144
.....	57.5%	59.3%	55.8%	53.2%	57.8%	56.9%	57.8%	62.7%	65.6%	63.3%	56.4%	48.5%
.....	100%	50.8%	49.2%	10.4%	21.1%	37.0%	18.4%	13.1%	18.9%	31.5%	24.1%	25.5%
IN THE DINING ROOM...	50	25	25	4	6	18	11	11	5	16	15	14
.....	5.1%	5.2%	5.0%	3.6%	2.9%	4.9%	6.1%	9.3%	3.1%	5.7%	6.2%	4.7%
.....	100%	50.0%	50.0%	8.0%	12.0%	36.0%	22.0%	22.0%	10.0%	32.0%	30.0%	28.0%
IN THE KITCHEN.....	135	57	78	16	19	63	27	10	20	34	34	47
.....	13.7%	11.8%	15.7%	14.4%	9.2%	17.2%	15.0%	8.5%	12.3%	12.1%	14.1%	15.8%
.....	100%	42.2%	57.8%	11.9%	14.1%	46.7%	20.0%	7.4%	14.8%	25.2%	25.2%	34.8%
IN THE BEDROOM.....	220	108	112	32	59	71	36	22	30	49	52	89
.....	22.4%	22.3%	22.5%	28.8%	28.6%	19.3%	20.0%	18.6%	18.4%	17.4%	21.6%	30.0%
.....	100%	49.1%	50.9%	14.5%	26.8%	32.3%	16.4%	10.0%	13.6%	22.3%	23.6%	40.5%
AT ANOTHER PLACE.....	12	7	5	0	3	6	2	1	1	4	4	3
.....	1.2%	1.4%	1.0%	.0%	1.5%	1.6%	1.1%	.8%	.6%	1.4%	1.7%	1.0%
.....	100%	58.3%	41.7%	.0%	25.0%	50.0%	16.7%	8.3%	8.3%	33.3%	33.3%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	662	331	331	79	146	244	126	67	117	196	157	192
TIER SUBSCRIPTION												
RECEPTION.....	301	152	149	26	63	108	66	38	33	69	91	108
.....	45.5%	45.9%	45.0%	32.9%	43.2%	44.3%	52.4%	56.7%	28.2%	35.2%	58.0%	56.3%
.....	45.5%	45.9%	45.0%	32.9%	43.2%	44.3%	52.4%	56.7%	28.2%	35.2%	58.0%	56.3%
.....	100%	50.5%	49.5%	8.6%	20.9%	35.9%	21.9%	12.6%	11.0%	22.9%	30.2%	35.9%
BASIC.....	211	106	105	29	47	77	37	21	33	80	42	56
.....	31.9%	32.0%	31.7%	36.7%	32.2%	31.6%	29.4%	31.3%	28.2%	40.8%	26.8%	29.2%
.....	31.9%	32.0%	31.7%	36.7%	32.2%	31.6%	29.4%	31.3%	28.2%	40.8%	26.8%	29.2%
.....	100%	50.2%	49.8%	13.7%	22.3%	36.5%	17.5%	10.0%	15.6%	37.9%	19.9%	26.5%
TV PLUS.....	150	73	77	24	36	59	23	8	51	47	24	28
.....	22.7%	22.1%	23.3%	30.4%	24.7%	24.2%	18.3%	11.9%	43.6%	24.0%	15.3%	14.6%
.....	22.7%	22.1%	23.3%	30.4%	24.7%	24.2%	18.3%	11.9%	43.6%	24.0%	15.3%	14.6%
.....	100%	48.7%	51.3%	16.0%	24.0%	39.3%	15.3%	5.3%	34.0%	31.3%	16.0%	18.7%
MOVIE CHANNEL.....	56	25	31	6	13	21	14	2	13	23	6	14
.....	8.5%	7.6%	9.4%	7.6%	8.9%	8.6%	11.1%	3.0%	11.1%	11.7%	3.8%	7.3%
.....	8.5%	7.6%	9.4%	7.6%	8.9%	8.6%	11.1%	3.0%	11.1%	11.7%	3.8%	7.3%
.....	100%	44.6%	55.4%	10.7%	23.2%	37.5%	25.0%	3.6%	23.2%	41.1%	10.7%	25.0%
SPORTS CHANNEL.....	79	38	41	10	17	29	21	2	16	27	13	23
.....	11.9%	11.5%	12.4%	12.7%	11.6%	11.9%	16.7%	3.0%	13.7%	13.8%	8.3%	12.0%
.....	11.9%	11.5%	12.4%	12.7%	11.6%	11.9%	16.7%	3.0%	13.7%	13.8%	8.3%	12.0%
.....	100%	48.1%	51.9%	12.7%	21.5%	36.7%	26.6%	2.5%	20.3%	34.2%	16.5%	29.1%
TELEPIU'.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.2%	.3%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	.2%	.3%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
FLEXIPACK												
SUBSCRIPTION												
ENTRY.....	3	2	1	0	1	1	1	0	1	1	0	1
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
EDU.....	5	3	2	0	1	4	0	0	3	0	1	1
.....	100%	60.0%	40.0%	.0%	20.0%	80.0%	.0%	.0%	60.0%	.0%	20.0%	20.0%
MUSIC PLUS.....	1	0	1	0	0	1	0	0	0	0	0	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO ARE SUBSCRIBED TO CABLE TV

(continued)

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
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
LIFESTYLE.....	7	2	5	0	2	3	2	0	1	1	0	5
.....	100%	28.6%	71.4%	.0%	28.6%	42.9%	28.6%	.0%	14.3%	14.3%	.0%	71.4%
KIDS.....	3	2	1	0	0	1	2	0	0	0	0	3
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	100%
FAMILY.....	14	7	7	1	2	5	3	3	7	2	1	4
.....	100%	50.0%	50.0%	7.1%	14.3%	35.7%	21.4%	21.4%	50.0%	14.3%	7.1%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO ARE SUBSCRIBED TO CABLE TV

TABLE 4.8: OWNERSHIP OF SATELLITE DISH ANTENNA
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	166	286	248	301
ES.....	127	70	57	11	39	45	27	5	27	40	31	29
.....	12.7%	14.3%	11.2%	9.8%	18.6%	12.1%	14.8%	4.0%	16.3%	14.0%	12.5%	9.6%
.....	100%	55.1%	44.9%	8.7%	30.7%	35.4%	21.3%	3.9%	21.3%	31.5%	24.4%	22.8%
D.....	874	420	454	101	171	326	155	121	139	246	217	272
.....	87.3%	85.7%	88.8%	90.2%	81.4%	87.9%	85.2%	96.0%	83.7%	86.0%	87.5%	90.4%
.....	100%	48.1%	51.9%	11.6%	19.6%	37.3%	17.7%	13.8%	15.9%	28.1%	24.8%	31.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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	166	286	248	301
NO ONE IN PARTICULAR.	252	120	132	29	61	88	47	27	67	60	49	76
.....	25.2%	24.5%	25.8%	25.9%	29.0%	23.7%	25.8%	21.4%	40.4%	21.0%	19.8%	25.2%
.....	100%	47.6%	52.4%	11.5%	24.2%	34.9%	18.7%	10.7%	26.6%	23.8%	19.4%	30.2%
THE HUSBAND.....	388	242	146	22	69	158	76	63	48	115	110	115
.....	38.8%	49.4%	28.6%	19.6%	32.9%	42.6%	41.8%	50.0%	28.9%	40.2%	44.4%	38.2%
.....	100%	62.4%	37.6%	5.7%	17.8%	40.7%	19.6%	16.2%	12.4%	29.6%	28.4%	29.6%
THE WIFE.....	200	43	157	6	31	78	50	35	33	51	50	66
.....	20.0%	8.8%	30.7%	5.4%	14.8%	21.0%	27.5%	27.8%	19.9%	17.8%	20.2%	21.9%
.....	100%	21.5%	78.5%	3.0%	15.5%	39.0%	25.0%	17.5%	16.5%	25.5%	25.0%	33.0%
CHILDREN - BOYS.....	94	62	32	34	25	28	6	1	6	33	27	28
.....	9.4%	12.7%	6.3%	30.4%	11.9%	7.5%	3.3%	.8%	3.6%	11.5%	10.9%	9.3%
.....	100%	66.0%	34.0%	36.2%	26.6%	29.8%	6.4%	1.1%	6.4%	35.1%	28.7%	29.8%
CHILDREN - GIRLS.....	67	23	44	21	24	19	3	0	12	27	12	16
.....	6.7%	4.7%	8.6%	18.8%	11.4%	5.1%	1.6%	.0%	7.2%	9.4%	4.8%	5.3%
.....	100%	34.3%	65.7%	31.3%	35.8%	28.4%	4.5%	.0%	17.9%	40.3%	17.9%	23.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	166	286	248	301
NO PARTICULAR												
PREFERENCE.....	13	3	10	3	3	5	0	2	2	6	1	4
.....	1.3%	.6%	2.0%	2.7%	1.4%	1.3%	.0%	1.6%	1.2%	2.1%	.4%	1.3%
.....	100%	23.1%	76.9%	23.1%	23.1%	38.5%	.0%	15.4%	15.4%	46.2%	7.7%	30.8%
LISTEN TO THEM ON THE												
RADIO.....	71	27	44	4	14	12	16	25	8	23	17	23
.....	7.1%	5.5%	8.6%	3.6%	6.7%	3.2%	8.8%	19.8%	4.8%	8.0%	6.9%	7.6%
.....	100%	38.0%	62.0%	5.6%	19.7%	16.9%	22.5%	35.2%	11.3%	32.4%	23.9%	32.4%
WATCH THEM ON TV.....	850	419	431	90	175	333	156	96	142	231	214	263
.....	84.9%	85.5%	84.3%	80.4%	83.3%	89.8%	85.7%	76.2%	85.5%	80.8%	86.3%	87.4%
.....	100%	49.3%	50.7%	10.6%	20.6%	39.2%	18.4%	11.3%	16.7%	27.2%	25.2%	30.9%
READ THEM IN A												
NEWSPAPER.....	46	29	17	5	14	16	9	2	11	19	10	6
.....	4.6%	5.9%	3.3%	4.5%	6.7%	4.3%	4.9%	1.6%	6.6%	6.6%	4.0%	2.0%
.....	100%	63.0%	37.0%	10.9%	30.4%	34.8%	19.6%	4.3%	23.9%	41.3%	21.7%	13.0%
PICK THEM UP FROM												
OTHER PERSONS.....	21	12	9	10	4	5	1	1	3	7	6	5
.....	2.1%	2.4%	1.8%	8.9%	1.9%	1.3%	.5%	.8%	1.8%	2.4%	2.4%	1.7%
.....	100%	57.1%	42.9%	47.6%	19.0%	23.8%	4.8%	4.8%	14.3%	33.3%	28.6%	23.8%

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	166	286	248	301
NO PARTICULAR												
PREFERENCE.....	14	3	11	3	3	6	0	2	3	6	1	4
.....	1.4%	.6%	2.2%	2.7%	1.4%	1.6%	.0%	1.6%	1.8%	2.1%	.4%	1.3%
.....	100%	21.4%	78.6%	21.4%	21.4%	42.9%	.0%	14.3%	21.4%	42.9%	7.1%	28.6%
LISTEN TO THEM ON THE												
RADIO.....	61	25	36	3	10	9	15	24	5	21	15	20
.....	6.1%	5.1%	7.0%	2.7%	4.8%	2.4%	8.2%	19.0%	3.0%	7.3%	6.0%	6.6%
.....	100%	41.0%	59.0%	4.9%	16.4%	14.8%	24.6%	39.3%	8.2%	34.4%	24.6%	32.8%
WATCH THEM ON TV.....	871	428	443	92	183	342	157	97	148	237	218	268
.....	87.0%	87.3%	86.7%	82.1%	87.1%	92.2%	86.3%	77.0%	89.2%	82.9%	87.9%	89.0%
.....	100%	49.1%	50.9%	10.6%	21.0%	39.3%	18.0%	11.1%	17.0%	27.2%	25.0%	30.8%
READ THEM IN A												
NEWSPAPER.....	34	22	12	3	9	12	9	1	6	16	8	4
.....	3.4%	4.5%	2.3%	2.7%	4.3%	3.2%	4.9%	.8%	3.6%	5.6%	3.2%	1.3%
.....	100%	64.7%	35.3%	8.8%	26.5%	35.3%	26.5%	2.9%	17.6%	47.1%	23.5%	11.8%
PICK THEM UP FROM												
OTHER PERSONS.....	21	12	9	11	5	2	1	2	4	6	6	5
.....	2.1%	2.4%	1.8%	9.8%	2.4%	.5%	.5%	1.6%	2.4%	2.1%	2.4%	1.7%
.....	100%	57.1%	42.9%	52.4%	23.8%	9.5%	4.8%	9.5%	19.0%	28.6%	28.6%	23.8%

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	166	286	248	301
PREFERRED TIME FOR TV NEWS BULLETIN												
NA.....	20	8	12	3	5	5	4	3	0	7	7	6
.....	2.0%	1.6%	2.3%	2.7%	2.4%	1.3%	2.2%	2.4%	.0%	2.4%	2.8%	2.0%
.....	100%	40.0%	60.0%	15.0%	25.0%	25.0%	20.0%	15.0%	.0%	35.0%	35.0%	30.0%
1500.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
1600.....	2	0	2	1	0	1	0	0	0	0	0	2
.....	.2%	.0%	.4%	.9%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.7%
.....	100%	.0%	100%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
1700.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
1730.....	2	0	2	0	0	0	0	2	0	1	1	0
.....	.2%	.0%	.4%	.0%	.0%	.0%	.0%	1.6%	.0%	.3%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	50.0%	50.0%	.0%
1800.....	6	2	4	3	1	1	1	0	0	1	3	2
.....	.6%	.4%	.8%	2.7%	.5%	.3%	.5%	.0%	.0%	.3%	1.2%	.7%
.....	100%	33.3%	66.7%	50.0%	16.7%	16.7%	16.7%	.0%	.0%	16.7%	50.0%	33.3%
1830.....	4	3	1	2	0	1	0	1	1	0	1	2
.....	.4%	.6%	.2%	1.8%	.0%	.3%	.0%	.8%	.6%	.0%	.4%	.7%
.....	100%	75.0%	25.0%	50.0%	.0%	25.0%	.0%	25.0%	25.0%	.0%	25.0%	50.0%
1900.....	7	7	0	1	2	2	1	1	0	3	2	2
.....	.7%	1.4%	.0%	.9%	1.0%	.5%	.5%	.8%	.0%	1.0%	.8%	.7%
.....	100%	100%	.0%	14.3%	28.6%	28.6%	14.3%	14.3%	.0%	42.9%	28.6%	28.6%
1930.....	168	85	83	9	23	75	35	26	7	31	56	74
.....	16.8%	17.3%	16.2%	8.0%	11.0%	20.2%	19.2%	20.6%	4.2%	10.8%	22.6%	24.6%
.....	100%	50.6%	49.4%	5.4%	13.7%	44.6%	20.8%	15.5%	4.2%	18.5%	33.3%	44.0%
1945.....	43	21	22	3	11	17	8	4	10	11	12	10
.....	4.3%	4.3%	4.3%	2.7%	5.2%	4.6%	4.4%	3.2%	6.0%	3.8%	4.8%	3.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	48.8%	51.2%	7.0%	25.6%	39.5%	18.6%	9.3%	23.3%	25.6%	27.9%	23.3%
2000.....	691	332	359	83	151	245	126	86	127	218	158	188
.....	69.0%	67.8%	70.3%	74.1%	71.9%	66.0%	69.2%	68.3%	76.5%	76.2%	63.7%	62.5%
.....	100%	48.0%	52.0%	12.0%	21.9%	35.5%	18.2%	12.4%	18.4%	31.5%	22.9%	27.2%
2030.....	26	14	12	4	7	11	1	3	9	6	6	5
.....	2.6%	2.9%	2.3%	3.6%	3.3%	3.0%	.5%	2.4%	5.4%	2.1%	2.4%	1.7%
.....	100%	53.8%	46.2%	15.4%	26.9%	42.3%	3.8%	11.5%	34.6%	23.1%	23.1%	19.2%
2100.....	12	7	5	1	5	5	1	0	5	5	1	1
.....	1.2%	1.4%	1.0%	.9%	2.4%	1.3%	.5%	.0%	3.0%	1.7%	.4%	.3%
.....	100%	58.3%	41.7%	8.3%	41.7%	41.7%	8.3%	.0%	41.7%	41.7%	8.3%	8.3%
2130.....	3	2	1	1	0	2	0	0	1	0	1	1
.....	.3%	.4%	.2%	.9%	.0%	.5%	.0%	.0%	.6%	.0%	.4%	.3%
.....	100%	66.7%	33.3%	33.3%	.0%	66.7%	.0%	.0%	33.3%	.0%	33.3%	33.3%
2200.....	3	1	2	0	1	2	0	0	2	1	0	0
.....	.3%	.2%	.4%	.0%	.5%	.5%	.0%	.0%	1.2%	.3%	.0%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	.0%
2230.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
2245.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
2300.....	10	5	5	1	3	3	3	0	4	2	0	4
.....	1.0%	1.0%	1.0%	.9%	1.4%	.8%	1.6%	.0%	2.4%	.7%	.0%	1.3%
.....	100%	50.0%	50.0%	10.0%	30.0%	30.0%	30.0%	.0%	40.0%	20.0%	.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	982	484	498	111	206	367	180	118	163	281	241	297
DID NOT WATCH THE												
NEWS.....	514	249	265	87	132	178	76	41	83	161	119	151
.....	52.3%	51.4%	53.2%	78.4%	64.1%	48.5%	42.2%	34.7%	50.9%	57.3%	49.4%	50.8%
.....	100%	48.4%	51.6%	16.9%	25.7%	34.6%	14.8%	8.0%	16.1%	31.3%	23.2%	29.4%
TVM.....	324	164	160	20	50	131	71	52	70	101	70	83
.....	33.0%	33.9%	32.1%	18.0%	24.3%	35.7%	39.4%	44.1%	42.9%	35.9%	29.0%	27.9%
.....	100%	50.6%	49.4%	6.2%	15.4%	40.4%	21.9%	16.0%	21.6%	31.2%	21.6%	25.6%
SUPER 1.....	223	111	112	8	32	90	54	39	27	38	76	82
.....	22.7%	22.9%	22.5%	7.2%	15.5%	24.5%	30.0%	33.1%	16.6%	13.5%	31.5%	27.6%
.....	100%	49.8%	50.2%	3.6%	14.3%	40.4%	24.2%	17.5%	12.1%	17.0%	34.1%	36.8%
NET TV.....	130	66	64	8	20	57	28	17	40	28	30	32
.....	13.2%	13.6%	12.9%	7.2%	9.7%	15.5%	15.6%	14.4%	24.5%	10.0%	12.4%	10.8%
.....	100%	50.8%	49.2%	6.2%	15.4%	43.8%	21.5%	13.1%	30.8%	21.5%	23.1%	24.6%
SMASH.....	22	11	11	5	7	3	3	4	5	6	4	7
.....	2.2%	2.3%	2.2%	4.5%	3.4%	.8%	1.7%	3.4%	3.1%	2.1%	1.7%	2.4%
.....	100%	50.0%	50.0%	22.7%	31.8%	13.6%	13.6%	18.2%	22.7%	27.3%	18.2%	31.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	982	484	498	111	206	367	180	118	163	281	241	297
DID NOT WATCH THE												
NEWS.....	551	268	283	88	144	185	86	48	93	175	127	156
.....	56.1%	55.4%	56.8%	79.3%	69.9%	50.4%	47.8%	40.7%	57.1%	62.3%	52.7%	52.5%
.....	100%	48.6%	51.4%	16.0%	26.1%	33.6%	15.6%	8.7%	16.9%	31.8%	23.0%	28.3%
TVM.....	288	152	136	16	44	115	67	46	64	80	63	81
.....	29.3%	31.4%	27.3%	14.4%	21.4%	31.3%	37.2%	39.0%	39.3%	28.5%	26.1%	27.3%
.....	100%	52.8%	47.2%	5.6%	15.3%	39.9%	23.3%	16.0%	22.2%	27.8%	21.9%	28.1%
SUPER 1.....	219	96	123	10	28	98	48	35	20	43	78	78
.....	22.3%	19.8%	24.7%	9.0%	13.6%	26.7%	26.7%	29.7%	12.3%	15.3%	32.4%	26.3%
.....	100%	43.8%	56.2%	4.6%	12.8%	44.7%	21.9%	16.0%	9.1%	19.6%	35.6%	35.6%
NET TV.....	135	68	67	8	20	62	28	17	34	37	34	30
.....	13.7%	14.0%	13.5%	7.2%	9.7%	16.9%	15.6%	14.4%	20.9%	13.2%	14.1%	10.1%
.....	100%	50.4%	49.6%	5.9%	14.8%	45.9%	20.7%	12.6%	25.2%	27.4%	25.2%	22.2%
SMASH.....	21	9	12	3	5	8	3	2	2	7	6	6
.....	2.1%	1.9%	2.4%	2.7%	2.4%	2.2%	1.7%	1.7%	1.2%	2.5%	2.5%	2.0%
.....	100%	42.9%	57.1%	14.3%	23.8%	38.1%	14.3%	9.5%	9.5%	33.3%	28.6%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

**Table 6.1 General Preferences for Radio Programme Sectors
(October: 1999 - 2001)**

PROGRAMME SECTOR	%	%	%
	1999 (October)	2000 (October)	2001 (October)
Music	74.6	88.9	86.3
Local News	73.0	84.5	76.0
Foreign News	63.7	82.6	72.7
Discussions on Personal Problems	56.0	68.3	54.1
Current Affairs	37.1	59.1	41.6
Health/Beauty/Home/Law	37.8	49.0	37.2
Religion	36.3	43.6	34.9
Culture	25.8	40.2	32.5
Novels/Plays	28.5	35.4	32.3
Women's Programmes	Not Available	30.2	29.4
Sports	25.4	41.0	27.3
Money/Business	13.5	29.9	18.8
Children	13.3	27.2	12.3

**Table 6.2: General Preferences for TV Programme Sectors
(October: 1999 - 2001)**

PROGRAMME SECTOR	%	%	%
	1999 (October)	2000 (October)	2001 (October)
Local News	88.0	95.0	94.9
Foreign News	84.4	94.8	94.8
Feature Films	73.0	81.0	78.8
Discussions	68.6	73.6	71.8
Documentaries	59.1	71.8	70.0
Weather	65.4	75.9	61.9
Sports	56.2	65.4	61.1
Plays	51.1	56.0	61.0
Serials/Soap Operas	47.5	58.6	56.5
Current Affairs	40.6	50.9	45.2
Religion	39.0	43.4	35.4
Women's Programmes	37.2	39.6	37.4
Music Video-Clips	37.6	41.0	35.3
Art & Culture	33.7	39.2	33.5
Quizzes/Game Shows/Variety Progr.	59.9	69.9	32.1
Children's Programmes	37.3	38.7	30.9
Business & Finance	24.0	29.6	19.0

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

	RW	RP	UPE 1	101	IS	BAY	RTI	SMASH	DALYPS	UNI RADIO	MAS	FM IRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.9	-	14.8	8.9	3.1	20.1	9.3	6.3	9.3	0.1	1.6	1.2	8.6	11.1	100
Discussions	7.0	-	21.1	10.7	0.5	3.1	23.2	1.0	0.9	-	0.1	0.1	0.3	31.7	100
Sport	5.9	-	12.5	6.9	0.9	5.9	5.9	0.5	1.6	-	0.1	0.1	0.7	59.0	100
Money & Business	4.8	-	8.5	5.5	0.4	3.3	6.3	-	0.5	-	0.1	0.1	0.4	70.1	100
Culture	8.9	-	11.1	5.6	0.4	2.0	9.8	-	0.5	0.3	0.1	1.0	0.5	59.8	100
Health/Beauty/home/Law	7.2	-	14.5	7.7	0.5	2.0	16.2	0.4	0.4	-	0.1	0.1	0.3	51.0	100
Religion	3.7	-	7.3	3.4	0.3	1.7	26.4	-	0.3	-	0.3	0.1	0.3	56.4	100
Novels & Plays	7.8	-	11.4	4.4	0.4	1.7	8.7	0.1	0.1	-	0.1	0.3	0.3	64.6	100
Children	5.2	-	7.4	3.1	0.4	1.7	8.2	0.1	0.1	0.1	0.1	0.1	0.4	72.8	100
Women's Programmes	2.0	-	9.5	4.0	0.3	1.7	11.9	-	0.1	-	0.1	0.1	0.4	69.8	100
Local News	11.6	-	23.6	15.1	1.8	10.3	14.4	1.8	2.9	0.3	0.3	0.3	2.1	15.5	100
Foreign News	10.6	-	23.4	14.6	1.8	10.7	13.8	1.8	3.1	0.3	0.3	0.3	2.0	17.4	100
Current Affairs	9.1	-	18.9	12.1	0.8	5.0	9.8	0.3	1.6	0.3	0.3	0.3	0.8	40.9	100

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

	RW	RP	UPE 1	101	IS	BAY	RTI	SMASH	DALYPS	UNI RADIO	MAS	FM IRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	6.6	17.3	7.9	2.9	14.0	10.1	4.6	8.4	0.3	1.4	0.8	5.5	13.7	100
Discussions	8.0	0.6	19.6	7.0	0.1	0.7	16.9	-	0.6	0.1	0.1	0.1	0.3	45.9	100
Sport	3.3	0.4	11.9	3.9	0.4	1.1	3.7	0.3	1.5	0.1	0.1	-	0.6	72.7	100
Money & Business	2.3	0.1	9.3	2.8	0.1	-	3.5	-	0.3	-	0.3	-	0.1	81.2	100
Culture	5.2	0.1	11.6	5.0	0.3	0.3	7.9	-	0.6	-	0.1	0.8	0.6	67.5	100
Health/Beauty/home/Law	5.9	-	13.1	5.1	0.1	0.1	11.6	0.3	0.6	-	0.1	-	0.1	62.8	100
Religion	4.0	0.1	8.6	2.9	-	0.3	18.1	0.1	0.4	-	0.1	0.1	0.1	65.1	100
Novels & Plays	7.9	0.6	12.7	3.0	-	0.4	6.8	-	0.6	-	0.1	-	0.3	67.7	100
Children	7.0	-	7.0	1.4	-	-	2.8	0.1	0.1	-	0.1	-	0.1	87.7	100
Women's Programmes	4.0	0.1	10.6	3.5	-	0.3	9.5	0.3	0.4	-	0.1	0.1	0.4	70.6	100
Local News	10.9	1.7	23.1	11.7	1.5	5.5	12.7	1.1	3.0	0.1	0.4	-	2.2	26.0	100
Foreign News	10.4	1.7	22.8	12.0	1.4	5.2	12.4	1.2	2.8	0.1	0.4	-	2.2	27.3	100
Current Affairs	6.1	0.1	15.7	8.3	0.1	1.2	7.7	0.3	1.1	-	0.1	-	0.7	58.4	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.....	724	342	382	61	157	266	144	96	116	202	179	227
MUSIC												
NONE.....	99	43	56	5	6	25	38	25	21	29	27	22
.....	13.7%	12.6%	14.7%	8.2%	3.8%	9.4%	26.4%	26.0%	18.1%	14.4%	15.1%	9.7%
.....	100%	43.4%	56.6%	5.1%	6.1%	25.3%	38.4%	25.3%	21.2%	29.3%	27.3%	22.2%
RADIO MALTA.....	48	25	23	0	3	13	19	13	7	8	14	19
.....	6.6%	7.3%	6.0%	.0%	1.9%	4.9%	13.2%	13.5%	6.0%	4.0%	7.8%	8.4%
.....	100%	52.1%	47.9%	.0%	6.3%	27.1%	39.6%	27.1%	14.6%	16.7%	29.2%	39.6%
RADJU PARLAMENT.....	48	32	16	18	14	14	2	0	8	11	13	16
.....	6.6%	9.4%	4.2%	29.5%	8.9%	5.3%	1.4%	.0%	6.9%	5.4%	7.3%	7.0%
.....	100%	66.7%	33.3%	37.5%	29.2%	29.2%	4.2%	.0%	16.7%	22.9%	27.1%	33.3%
RADIO SUPER 1.....	125	61	64	2	13	56	31	23	5	20	43	57
.....	17.3%	17.8%	16.8%	3.3%	8.3%	21.1%	21.5%	24.0%	4.3%	9.9%	24.0%	25.1%
.....	100%	48.8%	51.2%	1.6%	10.4%	44.8%	24.8%	18.4%	4.0%	16.0%	34.4%	45.6%
RADIO 101.....	57	22	35	1	8	26	14	8	9	14	13	21
.....	7.9%	6.4%	9.2%	1.6%	5.1%	9.8%	9.7%	8.3%	7.8%	6.9%	7.3%	9.3%
.....	100%	38.6%	61.4%	1.8%	14.0%	45.6%	24.6%	14.0%	15.8%	24.6%	22.8%	36.8%
ISLAND SOUND.....	21	7	14	2	11	6	2	0	7	9	1	4
.....	2.9%	2.0%	3.7%	3.3%	7.0%	2.3%	1.4%	.0%	6.0%	4.5%	.6%	1.8%
.....	100%	33.3%	66.7%	9.5%	52.4%	28.6%	9.5%	.0%	33.3%	42.9%	4.8%	19.0%
BAY RADIO.....	101	48	53	17	52	28	3	1	22	45	11	23
.....	14.0%	14.0%	13.9%	27.9%	33.1%	10.5%	2.1%	1.0%	19.0%	22.3%	6.1%	10.1%
.....	100%	47.5%	52.5%	16.8%	51.5%	27.7%	3.0%	1.0%	21.8%	44.6%	10.9%	22.8%
RTK.....	73	22	51	2	6	27	16	22	10	28	18	17
.....	10.1%	6.4%	13.4%	3.3%	3.8%	10.2%	11.1%	22.9%	8.6%	13.9%	10.1%	7.5%
.....	100%	30.1%	69.9%	2.7%	8.2%	37.0%	21.9%	30.1%	13.7%	38.4%	24.7%	23.3%
SMASH.....	33	22	11	5	10	14	4	0	4	8	12	9
.....	4.6%	6.4%	2.9%	8.2%	6.4%	5.3%	2.8%	.0%	3.4%	4.0%	6.7%	4.0%
.....	100%	66.7%	33.3%	15.2%	30.3%	42.4%	12.1%	.0%	12.1%	24.2%	36.4%	27.3%
RADIO CALYPSO.....	61	32	29	1	10	37	10	3	12	16	13	20
.....	8.4%	9.4%	7.6%	1.6%	6.4%	13.9%	6.9%	3.1%	10.3%	7.9%	7.3%	8.8%
.....	100%	52.5%	47.5%	1.6%	16.4%	60.7%	16.4%	4.9%	19.7%	26.2%	21.3%	32.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.3%	.3%	.3%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
RADJU MAS.....	10	5	5	1	3	4	2	0	2	3	2	3
.....	1.4%	1.5%	1.3%	1.6%	1.9%	1.5%	1.4%	.0%	1.7%	1.5%	1.1%	1.3%
.....	100%	50.0%	50.0%	10.0%	30.0%	40.0%	20.0%	.0%	20.0%	30.0%	20.0%	30.0%
FM BRONJA.....	6	4	2	0	0	3	2	1	2	3	1	0
.....	.8%	1.2%	.5%	.0%	.0%	1.1%	1.4%	1.0%	1.7%	1.5%	.6%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	50.0%	33.3%	16.7%	33.3%	50.0%	16.7%	.0%
CAPITAL RADIO.....	40	18	22	7	20	12	1	0	7	7	11	15
.....	5.5%	5.3%	5.8%	11.5%	12.7%	4.5%	.7%	.0%	6.0%	3.5%	6.1%	6.6%
.....	100%	45.0%	55.0%	17.5%	50.0%	30.0%	2.5%	.0%	17.5%	17.5%	27.5%	37.5%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	332	180	152	58	114	100	47	13	78	95	65	94
.....	45.9%	52.6%	39.8%	95.1%	72.6%	37.6%	32.6%	13.5%	67.2%	47.0%	36.3%	41.4%
.....	100%	54.2%	45.8%	17.5%	34.3%	30.1%	14.2%	3.9%	23.5%	28.6%	19.6%	28.3%
RADIO MALTA.....	58	24	34	1	5	18	19	15	7	11	22	18
.....	8.0%	7.0%	8.9%	1.6%	3.2%	6.8%	13.2%	15.6%	6.0%	5.4%	12.3%	7.9%
.....	100%	41.4%	58.6%	1.7%	8.6%	31.0%	32.8%	25.9%	12.1%	19.0%	37.9%	31.0%
RADJU PARLAMENT.....	4	2	2	0	1	2	1	0	1	2	0	1
.....	.6%	.6%	.5%	.0%	.6%	.8%	.7%	.0%	.9%	1.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	50.0%	.0%	25.0%
RADIO SUPER 1.....	142	70	72	0	15	64	35	28	4	29	46	63
.....	19.6%	20.5%	18.8%	.0%	9.6%	24.1%	24.3%	29.2%	3.4%	14.4%	25.7%	27.8%
.....	100%	49.3%	50.7%	.0%	10.6%	45.1%	24.6%	19.7%	2.8%	20.4%	32.4%	44.4%
RADIO 101.....	51	26	25	1	6	28	11	5	9	14	10	18
.....	7.0%	7.6%	6.5%	1.6%	3.8%	10.5%	7.6%	5.2%	7.8%	6.9%	5.6%	7.9%
.....	100%	51.0%	49.0%	2.0%	11.8%	54.9%	21.6%	9.8%	17.6%	27.5%	19.6%	35.3%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY RADIO.....	5	1	4	0	3	2	0	0	1	0	1	3
.....	.7%	.3%	1.0%	.0%	1.9%	.8%	.0%	.0%	.9%	.0%	.6%	1.3%
.....	100%	20.0%	80.0%	.0%	60.0%	40.0%	.0%	.0%	20.0%	.0%	20.0%	60.0%
RTK.....	122	35	87	1	10	47	30	34	15	45	33	29
.....	16.9%	10.2%	22.8%	1.6%	6.4%	17.7%	20.8%	35.4%	12.9%	22.3%	18.4%	12.8%
.....	100%	28.7%	71.3%	.8%	8.2%	38.5%	24.6%	27.9%	12.3%	36.9%	27.0%	23.8%
RADIO CALYPSO.....	4	2	2	0	0	3	0	1	0	2	1	1
.....	.6%	.6%	.5%	.0%	.0%	1.1%	.0%	1.0%	.0%	1.0%	.6%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
FM BRONJA.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	2	1	1	0	2	0	0	0	1	0	1	0
.....	.3%	.3%	.3%	.0%	1.3%	.0%	.0%	.0%	.9%	.0%	.6%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
SPORT												
NONE.....	526	204	322	55	125	181	100	65	96	150	120	160
.....	72.7%	59.6%	84.3%	90.2%	79.6%	68.0%	69.4%	67.7%	82.8%	74.3%	67.0%	70.5%
.....	100%	38.8%	61.2%	10.5%	23.8%	34.4%	19.0%	12.4%	18.3%	28.5%	22.8%	30.4%
RADIO MALTA.....	24	21	3	0	2	7	7	8	3	7	7	7
.....	3.3%	6.1%	.8%	.0%	1.3%	2.6%	4.9%	8.3%	2.6%	3.5%	3.9%	3.1%
.....	100%	87.5%	12.5%	.0%	8.3%	29.2%	29.2%	33.3%	12.5%	29.2%	29.2%	29.2%
RADJU PARLAMENT.....	3	3	0	1	0	0	2	0	2	0	0	1
.....	.4%	.9%	.0%	1.6%	.0%	.0%	1.4%	.0%	1.7%	.0%	.0%	.4%
.....	100%	100%	.0%	33.3%	.0%	.0%	66.7%	.0%	66.7%	.0%	.0%	33.3%
RADIO SUPER 1.....	86	57	29	1	13	40	22	10	5	16	28	37

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
.....	11.9%	16.7%	7.6%	1.6%	8.3%	15.0%	15.3%	10.4%	4.3%	7.9%	15.6%	16.3%
.....	100%	66.3%	33.7%	1.2%	15.1%	46.5%	25.6%	11.6%	5.8%	18.6%	32.6%	43.0%
RADIO 101.....	28	19	9	0	3	18	6	1	5	8	9	6
.....	3.9%	5.6%	2.4%	.0%	1.9%	6.8%	4.2%	1.0%	4.3%	4.0%	5.0%	2.6%
.....	100%	67.9%	32.1%	.0%	10.7%	64.3%	21.4%	3.6%	17.9%	28.6%	32.1%	21.4%
ISLAND SOUND.....	3	2	1	0	1	2	0	0	0	2	1	0
.....	.4%	.6%	.3%	.0%	.6%	.8%	.0%	.0%	.0%	1.0%	.6%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%	.0%
BAY RADIO.....	8	7	1	2	5	1	0	0	2	2	2	2
.....	1.1%	2.0%	.3%	3.3%	3.2%	.4%	.0%	.0%	1.7%	1.0%	1.1%	.9%
.....	100%	87.5%	12.5%	25.0%	62.5%	12.5%	.0%	.0%	25.0%	25.0%	25.0%	25.0%
RTK.....	27	14	13	0	3	7	5	12	2	12	6	7
.....	3.7%	4.1%	3.4%	.0%	1.9%	2.6%	3.5%	12.5%	1.7%	5.9%	3.4%	3.1%
.....	100%	51.9%	48.1%	.0%	11.1%	25.9%	18.5%	44.4%	7.4%	44.4%	22.2%	25.9%
SMASH.....	2	2	0	0	1	1	0	0	0	0	2	0
.....	.3%	.6%	.0%	.0%	.6%	.4%	.0%	.0%	.0%	.0%	1.1%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
RADIO CALYPSO.....	11	8	3	1	2	7	1	0	1	3	1	6
.....	1.5%	2.3%	.8%	1.6%	1.3%	2.6%	.7%	.0%	.9%	1.5%	.6%	2.6%
.....	100%	72.7%	27.3%	9.1%	18.2%	63.6%	9.1%	.0%	9.1%	27.3%	9.1%	54.5%
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	4	4	0	1	2	1	0	0	0	0	3	1
.....	.6%	1.2%	.0%	1.6%	1.3%	.4%	.0%	.0%	.0%	.0%	1.7%	.4%
.....	100%	100%	.0%	25.0%	50.0%	25.0%	.0%	.0%	.0%	.0%	75.0%	25.0%
MONEY & BUSINESS												
NONE.....	588	270	318	60	140	210	111	67	103	166	137	182
.....	81.2%	78.9%	83.2%	98.4%	89.2%	78.9%	77.1%	69.8%	88.8%	82.2%	76.5%	80.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	45.9%	54.1%	10.2%	23.8%	35.7%	18.9%	11.4%	17.5%	28.2%	23.3%	31.0%
RADIO MALTA.....	17	11	6	0	1	5	5	6	2	5	5	5
.....	2.3%	3.2%	1.6%	.0%	.6%	1.9%	3.5%	6.3%	1.7%	2.5%	2.8%	2.2%
.....	100%	64.7%	35.3%	.0%	5.9%	29.4%	29.4%	35.3%	11.8%	29.4%	29.4%	29.4%
RADJU PARLAMENT.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
RADIO SUPER 1.....	67	34	33	0	10	31	15	11	3	15	21	28
.....	9.3%	9.9%	8.6%	.0%	6.4%	11.7%	10.4%	11.5%	2.6%	7.4%	11.7%	12.3%
.....	100%	50.7%	49.3%	.0%	14.9%	46.3%	22.4%	16.4%	4.5%	22.4%	31.3%	41.8%
RADIO 101.....	20	11	9	1	2	12	4	1	5	5	6	4
.....	2.8%	3.2%	2.4%	1.6%	1.3%	4.5%	2.8%	1.0%	4.3%	2.5%	3.4%	1.8%
.....	100%	55.0%	45.0%	5.0%	10.0%	60.0%	20.0%	5.0%	25.0%	25.0%	30.0%	20.0%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	25	11	14	0	2	5	7	11	2	7	9	7
.....	3.5%	3.2%	3.7%	.0%	1.3%	1.9%	4.9%	11.5%	1.7%	3.5%	5.0%	3.1%
.....	100%	44.0%	56.0%	.0%	8.0%	20.0%	28.0%	44.0%	8.0%	28.0%	36.0%	28.0%
RADIO CALYPSO.....	2	2	0	0	0	2	0	0	0	1	0	1
.....	.3%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.5%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
RADJU MAS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.3%	.3%	.3%	.0%	.0%	.4%	.7%	.0%	.0%	1.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
CULTURE												
NONE.....	489	240	249	60	128	167	91	43	89	145	113	142
.....	67.5%	70.2%	65.2%	98.4%	81.5%	62.8%	63.2%	44.8%	76.7%	71.8%	63.1%	62.6%
.....	100%	49.1%	50.9%	12.3%	26.2%	34.2%	18.6%	8.8%	18.2%	29.7%	23.1%	29.0%

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 MALTA.....	38	19	19	0	2	12	10	14	3	5	12	18
.....	5.2%	5.6%	5.0%	.0%	1.3%	4.5%	6.9%	14.6%	2.6%	2.5%	6.7%	7.9%
.....	100%	50.0%	50.0%	.0%	5.3%	31.6%	26.3%	36.8%	7.9%	13.2%	31.6%	47.4%
RADJU PARLAMENT.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
RADIO SUPER 1.....	84	43	41	0	12	39	19	14	4	18	25	37
.....	11.6%	12.6%	10.7%	.0%	7.6%	14.7%	13.2%	14.6%	3.4%	8.9%	14.0%	16.3%
.....	100%	51.2%	48.8%	.0%	14.3%	46.4%	22.6%	16.7%	4.8%	21.4%	29.8%	44.0%
RADIO 101.....	36	15	21	0	2	22	7	5	8	10	8	10
.....	5.0%	4.4%	5.5%	.0%	1.3%	8.3%	4.9%	5.2%	6.9%	5.0%	4.5%	4.4%
.....	100%	41.7%	58.3%	.0%	5.6%	61.1%	19.4%	13.9%	22.2%	27.8%	22.2%	27.8%
ISLAND SOUND.....	2	1	1	0	2	0	0	0	0	2	0	0
.....	.3%	.3%	.3%	.0%	1.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	2	1	1	0	2	0	0	0	0	0	1	1
.....	.3%	.3%	.3%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.6%	.4%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
RTK.....	57	14	43	1	4	21	13	18	8	19	16	14
.....	7.9%	4.1%	11.3%	1.6%	2.5%	7.9%	9.0%	18.8%	6.9%	9.4%	8.9%	6.2%
.....	100%	24.6%	75.4%	1.8%	7.0%	36.8%	22.8%	31.6%	14.0%	33.3%	28.1%	24.6%
RADIO CALYPSO.....	4	2	2	0	0	3	0	1	0	1	1	2
.....	.6%	.6%	.5%	.0%	.0%	1.1%	.0%	1.0%	.0%	.5%	.6%	.9%
.....	100%	50.0%	50.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	25.0%	25.0%	50.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
FM BRONJA.....	6	3	3	0	1	2	2	1	2	1	1	2
.....	.8%	.9%	.8%	.0%	.6%	.8%	1.4%	1.0%	1.7%	.5%	.6%	.9%
.....	100%	50.0%	50.0%	.0%	16.7%	33.3%	33.3%	16.7%	33.3%	16.7%	16.7%	33.3%
CAPITAL RADIO.....	4	3	1	0	4	0	0	0	1	0	2	1
.....	.6%	.9%	.3%	.0%	2.5%	.0%	.0%	.0%	.9%	.0%	1.1%	.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	75.0%	25.0%	.0%	100%	.0%	.0%	.0%	25.0%	.0%	50.0%	25.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	455	258	197	59	123	153	79	41	90	129	104	132
.....	62.8%	75.4%	51.6%	96.7%	78.3%	57.5%	54.9%	42.7%	77.6%	63.9%	58.1%	58.1%
.....	100%	56.7%	43.3%	13.0%	27.0%	33.6%	17.4%	9.0%	19.8%	28.4%	22.9%	29.0%
RADIO MALTA.....	43	16	27	2	5	12	10	14	4	8	15	16
.....	5.9%	4.7%	7.1%	3.3%	3.2%	4.5%	6.9%	14.6%	3.4%	4.0%	8.4%	7.0%
.....	100%	37.2%	62.8%	4.7%	11.6%	27.9%	23.3%	32.6%	9.3%	18.6%	34.9%	37.2%
RADIO SUPER 1.....	95	36	59	0	10	45	25	15	3	25	24	43
.....	13.1%	10.5%	15.4%	.0%	6.4%	16.9%	17.4%	15.6%	2.6%	12.4%	13.4%	18.9%
.....	100%	37.9%	62.1%	.0%	10.5%	47.4%	26.3%	15.8%	3.2%	26.3%	25.3%	45.3%
RADIO 101.....	37	11	26	0	5	18	9	5	7	10	7	13
.....	5.1%	3.2%	6.8%	.0%	3.2%	6.8%	6.3%	5.2%	6.0%	5.0%	3.9%	5.7%
.....	100%	29.7%	70.3%	.0%	13.5%	48.6%	24.3%	13.5%	18.9%	27.0%	18.9%	35.1%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RTK.....	84	17	67	0	9	35	20	20	11	27	25	21
.....	11.6%	5.0%	17.5%	.0%	5.7%	13.2%	13.9%	20.8%	9.5%	13.4%	14.0%	9.3%
.....	100%	20.2%	79.8%	.0%	10.7%	41.7%	23.8%	23.8%	13.1%	32.1%	29.8%	25.0%
SMASH.....	2	0	2	0	2	0	0	0	1	0	1	0
.....	.3%	.0%	.5%	.0%	1.3%	.0%	.0%	.0%	.9%	.0%	.6%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
RADIO CALYPSO.....	4	3	1	0	0	3	0	1	0	1	2	1
.....	.6%	.9%	.3%	.0%	.0%	1.1%	.0%	1.0%	.0%	.5%	1.1%	.4%
.....	100%	75.0%	25.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	25.0%	50.0%	25.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	724	342	382	61	157	266	144	96	116	202	179	227
RELIGION												
NONE.....	471	253	218	57	132	161	81	40	87	131	112	141
.....	65.1%	74.0%	57.1%	93.4%	84.1%	60.5%	56.3%	41.7%	75.0%	64.9%	62.6%	62.1%
.....	100%	53.7%	46.3%	12.1%	28.0%	34.2%	17.2%	8.5%	18.5%	27.8%	23.8%	29.9%
RADIO MALTA.....	29	11	18	0	3	8	9	9	6	4	5	14
.....	4.0%	3.2%	4.7%	.0%	1.9%	3.0%	6.3%	9.4%	5.2%	2.0%	2.8%	6.2%
.....	100%	37.9%	62.1%	.0%	10.3%	27.6%	31.0%	31.0%	20.7%	13.8%	17.2%	48.3%
RADJU PARLAMENT.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	62	26	36	0	6	32	16	8	3	12	16	31
.....	8.6%	7.6%	9.4%	.0%	3.8%	12.0%	11.1%	8.3%	2.6%	5.9%	8.9%	13.7%
.....	100%	41.9%	58.1%	.0%	9.7%	51.6%	25.8%	12.9%	4.8%	19.4%	25.8%	50.0%
RADIO 101.....	21	10	11	0	3	11	5	2	6	6	6	3
.....	2.9%	2.9%	2.9%	.0%	1.9%	4.1%	3.5%	2.1%	5.2%	3.0%	3.4%	1.3%
.....	100%	47.6%	52.4%	.0%	14.3%	52.4%	23.8%	9.5%	28.6%	28.6%	28.6%	14.3%
BAY RADIO.....	2	1	1	0	1	0	0	1	0	0	1	1
.....	.3%	.3%	.3%	.0%	.6%	.0%	.0%	1.0%	.0%	.0%	.6%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
RTK.....	131	38	93	4	10	50	32	35	13	46	37	35
.....	18.1%	11.1%	24.3%	6.6%	6.4%	18.8%	22.2%	36.5%	11.2%	22.8%	20.7%	15.4%
.....	100%	29.0%	71.0%	3.1%	7.6%	38.2%	24.4%	26.7%	9.9%	35.1%	28.2%	26.7%
SMASH.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	3	2	1	0	0	2	0	1	0	1	1	1
.....	.4%	.6%	.3%	.0%	.0%	.8%	.0%	1.0%	.0%	.5%	.6%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	.0%	33.3%	33.3%	33.3%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
FM BRONJA.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
NOVELS & PLAYS												
NONE.....	490	260	230	59	133	169	88	41	92	143	110	145
.....	67.7%	76.0%	60.2%	96.7%	84.7%	63.5%	61.1%	42.7%	79.3%	70.8%	61.5%	63.9%
.....	100%	53.1%	46.9%	12.0%	27.1%	34.5%	18.0%	8.4%	18.8%	29.2%	22.4%	29.6%
RADIO MALTA.....	57	18	39	0	4	19	18	16	5	11	23	18
.....	7.9%	5.3%	10.2%	.0%	2.5%	7.1%	12.5%	16.7%	4.3%	5.4%	12.8%	7.9%
.....	100%	31.6%	68.4%	.0%	7.0%	33.3%	31.6%	28.1%	8.8%	19.3%	40.4%	31.6%
RADJU PARLAMENT.....	4	2	2	0	1	2	1	0	1	2	0	1
.....	.6%	.6%	.5%	.0%	.6%	.8%	.7%	.0%	.9%	1.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	50.0%	.0%	25.0%
RADIO SUPER 1.....	92	39	53	1	11	45	20	15	4	20	27	41
.....	12.7%	11.4%	13.9%	1.6%	7.0%	16.9%	13.9%	15.6%	3.4%	9.9%	15.1%	18.1%
.....	100%	42.4%	57.6%	1.1%	12.0%	48.9%	21.7%	16.3%	4.3%	21.7%	29.3%	44.6%
RADIO 101.....	22	8	14	0	2	12	6	2	7	6	3	6
.....	3.0%	2.3%	3.7%	.0%	1.3%	4.5%	4.2%	2.1%	6.0%	3.0%	1.7%	2.6%
.....	100%	36.4%	63.6%	.0%	9.1%	54.5%	27.3%	9.1%	31.8%	27.3%	13.6%	27.3%
BAY RADIO.....	3	1	2	1	1	1	0	0	0	1	0	2
.....	.4%	.3%	.5%	1.6%	.6%	.4%	.0%	.0%	.0%	.5%	.0%	.9%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	.0%	66.7%
RTK.....	49	11	38	0	3	15	10	21	6	16	14	13
.....	6.8%	3.2%	9.9%	.0%	1.9%	5.6%	6.9%	21.9%	5.2%	7.9%	7.8%	5.7%
.....	100%	22.4%	77.6%	.0%	6.1%	30.6%	20.4%	42.9%	12.2%	32.7%	28.6%	26.5%
RADIO CALYPSO.....	4	2	2	0	0	3	0	1	0	2	1	1
.....	.6%	.6%	.5%	.0%	.0%	1.1%	.0%	1.0%	.0%	1.0%	.6%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	2	1	1	0	2	0	0	0	1	0	1	0
.....	.3%	.3%	.3%	.0%	1.3%	.0%	.0%	.0%	.9%	.0%	.6%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
CHILDREN'S PROGRAMMES												
NONE.....	635	306	329	59	145	227	121	83	108	181	155	191
.....	87.7%	89.5%	86.1%	96.7%	92.4%	85.3%	84.0%	86.5%	93.1%	89.6%	86.6%	84.1%
.....	100%	48.2%	51.8%	9.3%	22.8%	35.7%	19.1%	13.1%	17.0%	28.5%	24.4%	30.1%
RADIO MALTA.....	4	3	1	0	0	2	2	0	0	1	2	1
.....	.6%	.9%	.3%	.0%	.0%	.8%	1.4%	.0%	.0%	.5%	1.1%	.4%
.....	100%	75.0%	25.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%
RADIO SUPER 1.....	51	21	30	0	6	24	14	7	2	9	13	27
.....	7.0%	6.1%	7.9%	.0%	3.8%	9.0%	9.7%	7.3%	1.7%	4.5%	7.3%	11.9%
.....	100%	41.2%	58.8%	.0%	11.8%	47.1%	27.5%	13.7%	3.9%	17.6%	25.5%	52.9%
RADIO 101.....	10	4	6	0	2	6	2	0	3	3	2	2
.....	1.4%	1.2%	1.6%	.0%	1.3%	2.3%	1.4%	.0%	2.6%	1.5%	1.1%	.9%
.....	100%	40.0%	60.0%	.0%	20.0%	60.0%	20.0%	.0%	30.0%	30.0%	20.0%	20.0%
RTK.....	20	6	14	2	2	6	4	6	2	6	6	6
.....	2.8%	1.8%	3.7%	3.3%	1.3%	2.3%	2.8%	6.3%	1.7%	3.0%	3.4%	2.6%
.....	100%	30.0%	70.0%	10.0%	10.0%	30.0%	20.0%	30.0%	10.0%	30.0%	30.0%	30.0%
SMASH.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.6%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
WOMEN'S PROGRAMMES												
NONE.....	511	296	215	60	130	176	88	57	94	147	121	149
.....	70.6%	86.5%	56.3%	98.4%	82.8%	66.2%	61.1%	59.4%	81.0%	72.8%	67.6%	65.6%
.....	100%	57.9%	42.1%	11.7%	25.4%	34.4%	17.2%	11.2%	18.4%	28.8%	23.7%	29.2%
RADIO MALTA.....	29	3	26	1	4	5	13	6	1	6	10	12
.....	4.0%	.9%	6.8%	1.6%	2.5%	1.9%	9.0%	6.3%	.9%	3.0%	5.6%	5.3%
.....	100%	10.3%	89.7%	3.4%	13.8%	17.2%	44.8%	20.7%	3.4%	20.7%	34.5%	41.4%
RADJU PARLAMENT.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RADIO SUPER 1.....	77	24	53	0	9	36	20	12	1	17	21	38
.....	10.6%	7.0%	13.9%	.0%	5.7%	13.5%	13.9%	12.5%	.9%	8.4%	11.7%	16.7%
.....	100%	31.2%	68.8%	.0%	11.7%	46.8%	26.0%	15.6%	1.3%	22.1%	27.3%	49.4%
RADIO 101.....	25	6	19	0	2	13	7	3	6	6	6	7
.....	3.5%	1.8%	5.0%	.0%	1.3%	4.9%	4.9%	3.1%	5.2%	3.0%	3.4%	3.1%
.....	100%	24.0%	76.0%	.0%	8.0%	52.0%	28.0%	12.0%	24.0%	24.0%	24.0%	28.0%
BAY RADIO.....	2	0	2	0	2	0	0	0	0	0	1	1
.....	.3%	.0%	.5%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.6%	.4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
RTK.....	69	10	59	0	6	32	14	17	12	23	17	17
.....	9.5%	2.9%	15.4%	.0%	3.8%	12.0%	9.7%	17.7%	10.3%	11.4%	9.5%	7.5%
.....	100%	14.5%	85.5%	.0%	8.7%	46.4%	20.3%	24.6%	17.4%	33.3%	24.6%	24.6%
SMASH.....	2	1	1	0	1	0	1	0	1	0	0	1
.....	.3%	.3%	.3%	.0%	.6%	.0%	.7%	.0%	.9%	.0%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%
RADIO CALYPSO.....	3	1	2	0	0	2	0	1	0	1	1	1
.....	.4%	.3%	.5%	.0%	.0%	.8%	.0%	1.0%	.0%	.5%	.6%	.4%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	33.3%	33.3%	33.3%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
FM BRONJA.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	3	1	2	0	3	0	0	0	1	0	2	0
.....	.4%	.3%	.5%	.0%	1.9%	.0%	.0%	.0%	.9%	.0%	1.1%	.0%
.....	100%	33.3%	66.7%	.0%	100%	.0%	.0%	.0%	33.3%	.0%	66.7%	.0%
LOCAL NEWS												
NONE.....	188	80	108	37	60	59	22	10	41	53	35	59
.....	26.0%	23.4%	28.3%	60.7%	38.2%	22.2%	15.3%	10.4%	35.3%	26.2%	19.6%	26.0%
.....	100%	42.6%	57.4%	19.7%	31.9%	31.4%	11.7%	5.3%	21.8%	28.2%	18.6%	31.4%
RADIO MALTA.....	79	38	41	1	6	23	26	23	13	21	23	22
.....	10.9%	11.1%	10.7%	1.6%	3.8%	8.6%	18.1%	24.0%	11.2%	10.4%	12.8%	9.7%
.....	100%	48.1%	51.9%	1.3%	7.6%	29.1%	32.9%	29.1%	16.5%	26.6%	29.1%	27.8%
RADJU PARLAMENT.....	12	7	5	3	3	4	2	0	2	1	3	6
.....	1.7%	2.0%	1.3%	4.9%	1.9%	1.5%	1.4%	.0%	1.7%	.5%	1.7%	2.6%
.....	100%	58.3%	41.7%	25.0%	25.0%	33.3%	16.7%	.0%	16.7%	8.3%	25.0%	50.0%
RADIO SUPER 1.....	167	87	80	3	20	77	39	28	6	34	57	70
.....	23.1%	25.4%	20.9%	4.9%	12.7%	28.9%	27.1%	29.2%	5.2%	16.8%	31.8%	30.8%
.....	100%	52.1%	47.9%	1.8%	12.0%	46.1%	23.4%	16.8%	3.6%	20.4%	34.1%	41.9%
RADIO 101.....	85	45	40	2	14	38	24	7	17	22	17	29
.....	11.7%	13.2%	10.5%	3.3%	8.9%	14.3%	16.7%	7.3%	14.7%	10.9%	9.5%	12.8%
.....	100%	52.9%	47.1%	2.4%	16.5%	44.7%	28.2%	8.2%	20.0%	25.9%	20.0%	34.1%
ISLAND SOUND.....	11	4	7	0	8	2	1	0	4	3	1	3
.....	1.5%	1.2%	1.8%	.0%	5.1%	.8%	.7%	.0%	3.4%	1.5%	.6%	1.3%
.....	100%	36.4%	63.6%	.0%	72.7%	18.2%	9.1%	.0%	36.4%	27.3%	9.1%	27.3%
BAY RADIO.....	40	20	20	9	22	9	0	0	10	17	4	9
.....	5.5%	5.8%	5.2%	14.8%	14.0%	3.4%	.0%	.0%	8.6%	8.4%	2.2%	4.0%
.....	100%	50.0%	50.0%	22.5%	55.0%	22.5%	.0%	.0%	25.0%	42.5%	10.0%	22.5%
RTK.....	92	34	58	2	6	32	25	27	16	35	23	18
.....	12.7%	9.9%	15.2%	3.3%	3.8%	12.0%	17.4%	28.1%	13.8%	17.3%	12.8%	7.9%
.....	100%	37.0%	63.0%	2.2%	6.5%	34.8%	27.2%	29.3%	17.4%	38.0%	25.0%	19.6%
SMASH.....	8	4	4	0	4	3	1	0	1	1	4	2

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	1.1%	1.2%	1.0%	.0%	2.5%	1.1%	.7%	.0%	.9%	.5%	2.2%	.9%
.....	100%	50.0%	50.0%	.0%	50.0%	37.5%	12.5%	.0%	12.5%	12.5%	50.0%	25.0%
RADIO CALYPSO.....	22	11	11	1	4	13	3	1	3	10	4	5
.....	3.0%	3.2%	2.9%	1.6%	2.5%	4.9%	2.1%	1.0%	2.6%	5.0%	2.2%	2.2%
.....	100%	50.0%	50.0%	4.5%	18.2%	59.1%	13.6%	4.5%	13.6%	45.5%	18.2%	22.7%
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	3	1	2	0	1	1	1	0	1	1	1	0
.....	.4%	.3%	.5%	.0%	.6%	.4%	.7%	.0%	.9%	.5%	.6%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
CAPITAL RADIO.....	16	10	6	3	9	4	0	0	2	3	7	4
.....	2.2%	2.9%	1.6%	4.9%	5.7%	1.5%	.0%	.0%	1.7%	1.5%	3.9%	1.8%
.....	100%	62.5%	37.5%	18.8%	56.3%	25.0%	.0%	.0%	12.5%	18.8%	43.8%	25.0%
FOREIGN NEWS												
NONE.....	198	84	114	39	64	66	20	9	44	61	36	57
.....	27.3%	24.6%	29.8%	63.9%	40.8%	24.8%	13.9%	9.4%	37.9%	30.2%	20.1%	25.1%
.....	100%	42.4%	57.6%	19.7%	32.3%	33.3%	10.1%	4.5%	22.2%	30.8%	18.2%	28.8%
RADIO MALTA.....	75	37	38	1	6	20	25	23	12	17	24	22
.....	10.4%	10.8%	9.9%	1.6%	3.8%	7.5%	17.4%	24.0%	10.3%	8.4%	13.4%	9.7%
.....	100%	49.3%	50.7%	1.3%	8.0%	26.7%	33.3%	30.7%	16.0%	22.7%	32.0%	29.3%
RADJU PARLAMENT.....	12	7	5	3	3	4	2	0	2	1	3	6
.....	1.7%	2.0%	1.3%	4.9%	1.9%	1.5%	1.4%	.0%	1.7%	.5%	1.7%	2.6%
.....	100%	58.3%	41.7%	25.0%	25.0%	33.3%	16.7%	.0%	16.7%	8.3%	25.0%	50.0%
RADIO SUPER 1.....	165	83	82	3	19	74	40	29	5	35	54	71
.....	22.8%	24.3%	21.5%	4.9%	12.1%	27.8%	27.8%	30.2%	4.3%	17.3%	30.2%	31.3%
.....	100%	50.3%	49.7%	1.8%	11.5%	44.8%	24.2%	17.6%	3.0%	21.2%	32.7%	43.0%
RADIO 101.....	87	46	41	2	14	37	27	7	18	23	17	29
.....	12.0%	13.5%	10.7%	3.3%	8.9%	13.9%	18.8%	7.3%	15.5%	11.4%	9.5%	12.8%
.....	100%	52.9%	47.1%	2.3%	16.1%	42.5%	31.0%	8.0%	20.7%	26.4%	19.5%	33.3%
ISLAND SOUND.....	10	4	6	0	7	2	1	0	3	3	1	3
.....	1.4%	1.2%	1.6%	.0%	4.5%	.8%	.7%	.0%	2.6%	1.5%	.6%	1.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	40.0%	60.0%	.0%	70.0%	20.0%	10.0%	.0%	30.0%	30.0%	10.0%	30.0%
BAY RADIO.....	38	18	20	8	21	9	0	0	11	14	4	9
.....	5.2%	5.3%	5.2%	13.1%	13.4%	3.4%	.0%	.0%	9.5%	6.9%	2.2%	4.0%
.....	100%	47.4%	52.6%	21.1%	55.3%	23.7%	.0%	.0%	28.9%	36.8%	10.5%	23.7%
RTK.....	90	35	55	2	6	31	24	27	15	34	23	18
.....	12.4%	10.2%	14.4%	3.3%	3.8%	11.7%	16.7%	28.1%	12.9%	16.8%	12.8%	7.9%
.....	100%	38.9%	61.1%	2.2%	6.7%	34.4%	26.7%	30.0%	16.7%	37.8%	25.6%	20.0%
SMASH.....	9	5	4	0	4	4	1	0	1	1	4	3
.....	1.2%	1.5%	1.0%	.0%	2.5%	1.5%	.7%	.0%	.9%	.5%	2.2%	1.3%
.....	100%	55.6%	44.4%	.0%	44.4%	44.4%	11.1%	.0%	11.1%	11.1%	44.4%	33.3%
RADIO CALYPSO.....	20	11	9	0	3	13	3	1	2	8	5	5
.....	2.8%	3.2%	2.4%	.0%	1.9%	4.9%	2.1%	1.0%	1.7%	4.0%	2.8%	2.2%
.....	100%	55.0%	45.0%	.0%	15.0%	65.0%	15.0%	5.0%	10.0%	40.0%	25.0%	25.0%
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	3	1	2	0	1	1	1	0	1	1	1	0
.....	.4%	.3%	.5%	.0%	.6%	.4%	.7%	.0%	.9%	.5%	.6%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
CAPITAL RADIO.....	16	10	6	3	9	4	0	0	2	3	7	4
.....	2.2%	2.9%	1.6%	4.9%	5.7%	1.5%	.0%	.0%	1.7%	1.5%	3.9%	1.8%
.....	100%	62.5%	37.5%	18.8%	56.3%	25.0%	.0%	.0%	12.5%	18.8%	43.8%	25.0%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	423	183	240	53	114	138	72	46	78	118	99	128
.....	58.4%	53.5%	62.8%	86.9%	72.6%	51.9%	50.0%	47.9%	67.2%	58.4%	55.3%	56.4%
.....	100%	43.3%	56.7%	12.5%	27.0%	32.6%	17.0%	10.9%	18.4%	27.9%	23.4%	30.3%
RADIO MALTA.....	44	26	18	1	4	17	12	10	4	11	16	13
.....	6.1%	7.6%	4.7%	1.6%	2.5%	6.4%	8.3%	10.4%	3.4%	5.4%	8.9%	5.7%
.....	100%	59.1%	40.9%	2.3%	9.1%	38.6%	27.3%	22.7%	9.1%	25.0%	36.4%	29.5%
RADJU PARLAMENT.....	1	1	0	0	0	1	0	0	0	1	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADIO SUPER 1.....	114	69	45	1	13	54	27	19	4	24	39	47
.....	15.7%	20.2%	11.8%	1.6%	8.3%	20.3%	18.8%	19.8%	3.4%	11.9%	21.8%	20.7%
.....	100%	60.5%	39.5%	.9%	11.4%	47.4%	23.7%	16.7%	3.5%	21.1%	34.2%	41.2%
RADIO 101.....	60	28	32	2	9	27	18	4	14	17	10	19
.....	8.3%	8.2%	8.4%	3.3%	5.7%	10.2%	12.5%	4.2%	12.1%	8.4%	5.6%	8.4%
.....	100%	46.7%	53.3%	3.3%	15.0%	45.0%	30.0%	6.7%	23.3%	28.3%	16.7%	31.7%
ISLAND SOUND.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
BAY RADIO.....	9	4	5	1	4	4	0	0	2	1	0	6
.....	1.2%	1.2%	1.3%	1.6%	2.5%	1.5%	.0%	.0%	1.7%	.5%	.0%	2.6%
.....	100%	44.4%	55.6%	11.1%	44.4%	44.4%	.0%	.0%	22.2%	11.1%	.0%	66.7%
RTK.....	56	20	36	2	5	21	11	17	10	24	12	10
.....	7.7%	5.8%	9.4%	3.3%	3.2%	7.9%	7.6%	17.7%	8.6%	11.9%	6.7%	4.4%
.....	100%	35.7%	64.3%	3.6%	8.9%	37.5%	19.6%	30.4%	17.9%	42.9%	21.4%	17.9%
SMASH.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.3%	.3%	.3%	.0%	1.3%	.0%	.0%	.0%	.0%	.5%	.0%	.4%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
RADIO CALYPSO.....	8	5	3	0	2	4	2	0	2	3	0	3
.....	1.1%	1.5%	.8%	.0%	1.3%	1.5%	1.4%	.0%	1.7%	1.5%	.0%	1.3%
.....	100%	62.5%	37.5%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	37.5%	.0%	37.5%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.7%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
CAPITAL RADIO.....	5	4	1	1	4	0	0	0	1	1	3	0
.....	.7%	1.2%	.3%	1.6%	2.5%	.0%	.0%	.0%	.9%	.5%	1.7%	.0%
.....	100%	80.0%	20.0%	20.0%	80.0%	.0%	.0%	.0%	20.0%	20.0%	60.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	724	342	382	61	157	266	144	96	116	202	179	227
NONE.....	10	2	8	2	1	1	6	0	4	1	1	4
.....	1.4%	.6%	2.1%	3.3%	.6%	.4%	4.2%	.0%	3.4%	.5%	.6%	1.8%
.....	100%	20.0%	80.0%	20.0%	10.0%	10.0%	60.0%	.0%	40.0%	10.0%	10.0%	40.0%
RADIO MALTA.....	70	34	36	0	5	17	27	21	15	17	18	20
.....	9.7%	9.9%	9.4%	.0%	3.2%	6.4%	18.8%	21.9%	12.9%	8.4%	10.1%	8.8%
.....	100%	48.6%	51.4%	.0%	7.1%	24.3%	38.6%	30.0%	21.4%	24.3%	25.7%	28.6%
RADJU PARLAMENT.....	41	27	14	15	11	13	2	0	8	9	8	16
.....	5.7%	7.9%	3.7%	24.6%	7.0%	4.9%	1.4%	.0%	6.9%	4.5%	4.5%	7.0%
.....	100%	65.9%	34.1%	36.6%	26.8%	31.7%	4.9%	.0%	19.5%	22.0%	19.5%	39.0%
SUPER 1.....	170	85	85	4	20	79	38	29	7	33	55	75
.....	23.5%	24.9%	22.3%	6.6%	12.7%	29.7%	26.4%	30.2%	6.0%	16.3%	30.7%	33.0%
.....	100%	50.0%	50.0%	2.4%	11.8%	46.5%	22.4%	17.1%	4.1%	19.4%	32.4%	44.1%
RADIO 101.....	79	41	38	2	11	36	23	7	15	21	18	25
.....	10.9%	12.0%	9.9%	3.3%	7.0%	13.5%	16.0%	7.3%	12.9%	10.4%	10.1%	11.0%
.....	100%	51.9%	48.1%	2.5%	13.9%	45.6%	29.1%	8.9%	19.0%	26.6%	22.8%	31.6%
ISLAND SOUND.....	19	7	12	2	11	4	2	0	6	8	1	4
.....	2.6%	2.0%	3.1%	3.3%	7.0%	1.5%	1.4%	.0%	5.2%	4.0%	.6%	1.8%
.....	100%	36.8%	63.2%	10.5%	57.9%	21.1%	10.5%	.0%	31.6%	42.1%	5.3%	21.1%
BAY RADIO.....	92	45	47	18	53	19	2	0	23	40	9	20
.....	12.7%	13.2%	12.3%	29.5%	33.8%	7.1%	1.4%	.0%	19.8%	19.8%	5.0%	8.8%
.....	100%	48.9%	51.1%	19.6%	57.6%	20.7%	2.2%	.0%	25.0%	43.5%	9.8%	21.7%
RTK.....	132	46	86	4	7	49	35	37	19	47	39	27
.....	18.2%	13.5%	22.5%	6.6%	4.5%	18.4%	24.3%	38.5%	16.4%	23.3%	21.8%	11.9%
.....	100%	34.8%	65.2%	3.0%	5.3%	37.1%	26.5%	28.0%	14.4%	35.6%	29.5%	20.5%
SMASH.....	20	11	9	5	7	7	1	0	2	5	7	6
.....	2.8%	3.2%	2.4%	8.2%	4.5%	2.6%	.7%	.0%	1.7%	2.5%	3.9%	2.6%
.....	100%	55.0%	45.0%	25.0%	35.0%	35.0%	5.0%	.0%	10.0%	25.0%	35.0%	30.0%
RADIO CALYPSO.....	39	19	20	1	7	23	6	2	9	10	7	13
.....	5.4%	5.6%	5.2%	1.6%	4.5%	8.6%	4.2%	2.1%	7.8%	5.0%	3.9%	5.7%
.....	100%	48.7%	51.3%	2.6%	17.9%	59.0%	15.4%	5.1%	23.1%	25.6%	17.9%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	9	3	6	0	3	5	1	0	1	1	3	4
.....	1.2%	.9%	1.6%	.0%	1.9%	1.9%	.7%	.0%	.9%	.5%	1.7%	1.8%
.....	100%	33.3%	66.7%	.0%	33.3%	55.6%	11.1%	.0%	11.1%	11.1%	33.3%	44.4%
FM BRONJA.....	4	3	1	0	0	3	1	0	1	2	1	0
.....	.6%	.9%	.3%	.0%	.0%	1.1%	.7%	.0%	.9%	1.0%	.6%	.0%
.....	100%	75.0%	25.0%	.0%	.0%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%
CAPITAL RADIO.....	38	18	20	8	21	9	0	0	6	7	12	13
.....	5.2%	5.3%	5.2%	13.1%	13.4%	3.4%	.0%	.0%	5.2%	3.5%	6.7%	5.7%
.....	100%	47.4%	52.6%	21.1%	55.3%	23.7%	.0%	.0%	15.8%	18.4%	31.6%	34.2%

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
(October 2000)

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	1EDIA- SET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	-	%	%	%	%	%	%	%
Local News	48.5	27.0	18.6	-	0.1	0.4	0.1	-	0.2	5.0	100.00
Foreign News	27.9	20.4	11.1	-	0.2	14.5	9.8	0.1	10.7	5.2	100.00
Sports	15.0	13.0	9.5	-	0.4	10.4	6.7	0.1	10.2	34.6	100.00
Weather	31.1	19.8	12.1	-	0.1	5.5	2.3	-	5.0	24.1	100.00
Feature Films	4.9	6.2	1.4	0.2	0.8	8.8	41.2	1.0	16.3	19.0	100.00
Serials/Soap Operas	2.9	15.8	3.8	0.6	0.1	4.4	25.0	0.2	5.9	41.4	100.00
Documentaries	8.8	8.6	3.6	0.1	0.4	18.8	11.1	0.3	20.1	28.2	100.00
Current Affairs	14.6	10.4	4.90	-	-	8.2	4.7	0.1	7.9	49.1	100.00
Discussions	34.2	16.4	12.4	-	0.1	3.0	4.6	0.1	2.9	26.4	100.00
Quizzes/Game Shows/Variety Programmes.	5.8	10.1	6.3	0.2	0.1	7.2	35.0	0.1	5.0	30.1	100.00
Music Video- Clips	2.6	5.6	1.5	-	10.1	1.1	4.0	3.6	12.5	59.0	100.00
Plays	15.8	31.9	4.4	-	0.1	0.7	0.8	0.2	2.0	44.0	100.00
Art & Culture	14.7	9.3	2.3	0.1	0.1	5.5	1.2	0.2	5.7	60.8	100.00
Women	15.1	13.2	3.3	0.8	0.2	1.0	1.4	0.1	4.4	60.4	100.00
Children	10.7	9.9	4.8	-	-	1.3	5.1	0.2	6.6	61.3	100.00
Religion	22.3	8.4	7.9	0.1	-	2.7	0.3	0.1	1.6	56.6	100.00
Business & Finance	13.1	6.8	3.6	-	0.3	2.1	5.1	0.1	3.1	70.4	100.00

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(October 2001)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	1EDIA- SET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	48.9	28.6	16.6	0.1	-	0.3	0.2	-	0.2	5.1	100.00
Foreign News	26.0	20.4	10.3	-	-	13.8	10.3	0.4	13.6	5.2	100.00
Sports	8.9	12.5	7.6	0.2	-	9.3	7.5	0.5	14.6	38.9	100.00
Weather	24.6	16.1	7.7	-	-	3.8	2.5	0.1	7.0	38.1	100.00
Feature Films	2.9	7.2	1.8	0.3	1.4	9.8	35.0	2.5	17.8	21.2	100.00
Serials/Soap Operas	3.9	15.7	4.1	-	5.5	1.5	20.6	1.0	4.3	43.5	100.00
Documentaries	6.5	8.8	3.9	0.1	0.1	16.0	11.9	1.5	21.2	30.0	100.00
Current Affairs	10.6	12.1	4.8	0.1	0.2	4.6	2.9	0.4	9.6	54.8	100.00
Discussions	35.5	18.7	9.1	0.2	0.4	1.8	2.9	0.1	3.1	28.2	100.00
Quizzes/Game Shows/Variety Programmes.	3.7	13.2	7.1	0.1	0.4	7.4	23.8	1.6	4.7	37.9	100.00
Music Video- Clips	0.9	5.4	1.7	10.1	0.3	0.6	2.3	2.7	11.2	64.7	100.00
Plays	16.7	33.9	7.5	-	0.1	0.1	0.3	0.1	2.2	39.0	100.00
Art & Culture	11.9	10.6	3.8	-	0.3	1.8	0.8	0.2	4.1	66.5	100.00
Women	7.6	13.7	3.6	0.3	8.6	0.3	0.5	0.2	2.5	62.6	100.00
Children	3.3	8.1	10.0	-	0.9	0.7	2.3	0.7	4.8	69.1	100.00
Religion	7.2	10.2	10.9	3.8	-	0.3	0.1	0.2	2.7	64.6	100.00
Business & Finance	3.7	8.2	2.5	0.5	-	-	0.1	0.2	3.8	81.0	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.....	982	484	498	111	206	367	180	118	163	281	241	297
LOCAL NEWS												
NONE.....	50	31	19	15	12	11	10	2	8	23	8	11
.....	5.1%	6.4%	3.8%	13.5%	5.8%	3.0%	5.6%	1.7%	4.9%	8.2%	3.3%	3.7%
.....	100%	62.0%	38.0%	30.0%	24.0%	22.0%	20.0%	4.0%	16.0%	46.0%	16.0%	22.0%
TVM.....	480	221	259	54	109	163	92	62	100	150	100	130
.....	48.9%	45.7%	52.0%	48.6%	52.9%	44.4%	51.1%	52.5%	61.3%	53.4%	41.5%	43.8%
.....	100%	46.0%	54.0%	11.3%	22.7%	34.0%	19.2%	12.9%	20.8%	31.3%	20.8%	27.1%
SUPER 1 TV.....	281	145	136	23	45	124	49	40	12	57	96	116
.....	28.6%	30.0%	27.3%	20.7%	21.8%	33.8%	27.2%	33.9%	7.4%	20.3%	39.8%	39.1%
.....	100%	51.6%	48.4%	8.2%	16.0%	44.1%	17.4%	14.2%	4.3%	20.3%	34.2%	41.3%
NET TV.....	163	82	81	18	39	65	28	13	41	50	34	38
.....	16.6%	16.9%	16.3%	16.2%	18.9%	17.7%	15.6%	11.0%	25.2%	17.8%	14.1%	12.8%
.....	100%	50.3%	49.7%	11.0%	23.9%	39.9%	17.2%	8.0%	25.2%	30.7%	20.9%	23.3%
SMASH TV.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
RAI.....	3	2	1	0	0	2	0	1	1	0	1	1
.....	.3%	.4%	.2%	.0%	.0%	.5%	.0%	.8%	.6%	.0%	.4%	.3%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	33.3%	.0%	33.3%	33.3%
MEDIASET.....	2	0	2	0	0	1	1	0	0	1	0	1
.....	.2%	.0%	.4%	.0%	.0%	.3%	.6%	.0%	.0%	.4%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE.....	2	2	0	1	1	0	0	0	1	0	1	0
.....	.2%	.4%	.0%	.9%	.5%	.0%	.0%	.0%	.6%	.0%	.4%	.0%
.....	100%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
FOREIGN NEWS												
NONE.....	51	33	18	17	9	9	12	4	9	17	16	9
.....	5.2%	6.8%	3.6%	15.3%	4.4%	2.5%	6.7%	3.4%	5.5%	6.0%	6.6%	3.0%
.....	100%	64.7%	35.3%	33.3%	17.6%	17.6%	23.5%	7.8%	17.6%	33.3%	31.4%	17.6%
TVM.....	255	114	141	32	54	88	45	36	45	73	62	75
.....	26.0%	23.6%	28.3%	28.8%	26.2%	24.0%	25.0%	30.5%	27.6%	26.0%	25.7%	25.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	44.7%	55.3%	12.5%	21.2%	34.5%	17.6%	14.1%	17.6%	28.6%	24.3%	29.4%
SUPER 1 TV.....	200	105	95	12	28	90	37	33	7	37	66	90
.....	20.4%	21.7%	19.1%	10.8%	13.6%	24.5%	20.6%	28.0%	4.3%	13.2%	27.4%	30.3%
.....	100%	52.5%	47.5%	6.0%	14.0%	45.0%	18.5%	16.5%	3.5%	18.5%	33.0%	45.0%
NET TV.....	101	50	51	10	22	37	21	11	21	32	21	27
.....	10.3%	10.3%	10.2%	9.0%	10.7%	10.1%	11.7%	9.3%	12.9%	11.4%	8.7%	9.1%
.....	100%	49.5%	50.5%	9.9%	21.8%	36.6%	20.8%	10.9%	20.8%	31.7%	20.8%	26.7%
RAI.....	136	62	74	12	23	56	27	18	27	44	25	40
.....	13.8%	12.8%	14.9%	10.8%	11.2%	15.3%	15.0%	15.3%	16.6%	15.7%	10.4%	13.5%
.....	100%	45.6%	54.4%	8.8%	16.9%	41.2%	19.9%	13.2%	19.9%	32.4%	18.4%	29.4%
MEDIASET.....	101	42	59	13	35	31	17	5	13	26	29	33
.....	10.3%	8.7%	11.8%	11.7%	17.0%	8.4%	9.4%	4.2%	8.0%	9.3%	12.0%	11.1%
.....	100%	41.6%	58.4%	12.9%	34.7%	30.7%	16.8%	5.0%	12.9%	25.7%	28.7%	32.7%
OTHER ITALIAN.....	4	2	2	0	1	2	1	0	0	3	0	1
.....	.4%	.4%	.4%	.0%	.5%	.5%	.6%	.0%	.0%	1.1%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	75.0%	.0%	25.0%
SATELLITE.....	134	76	58	15	34	54	20	11	41	49	22	22
.....	13.6%	15.7%	11.6%	13.5%	16.5%	14.7%	11.1%	9.3%	25.2%	17.4%	9.1%	7.4%
.....	100%	56.7%	43.3%	11.2%	25.4%	40.3%	14.9%	8.2%	30.6%	36.6%	16.4%	16.4%
SPORTS												
NONE.....	382	106	276	37	72	127	82	64	62	104	87	129
.....	38.9%	21.9%	55.4%	33.3%	35.0%	34.6%	45.6%	54.2%	38.0%	37.0%	36.1%	43.4%
.....	100%	27.7%	72.3%	9.7%	18.8%	33.2%	21.5%	16.8%	16.2%	27.2%	22.8%	33.8%
TVM.....	87	45	42	13	22	33	11	8	16	26	22	23
.....	8.9%	9.3%	8.4%	11.7%	10.7%	9.0%	6.1%	6.8%	9.8%	9.3%	9.1%	7.7%
.....	100%	51.7%	48.3%	14.9%	25.3%	37.9%	12.6%	9.2%	18.4%	29.9%	25.3%	26.4%
SUPER 1 TV.....	123	74	49	4	21	59	26	13	7	21	39	56
.....	12.5%	15.3%	9.8%	3.6%	10.2%	16.1%	14.4%	11.0%	4.3%	7.5%	16.2%	18.9%
.....	100%	60.2%	39.8%	3.3%	17.1%	48.0%	21.1%	10.6%	5.7%	17.1%	31.7%	45.5%
NET TV.....	75	40	35	9	7	40	13	6	15	22	19	19
.....	7.6%	8.3%	7.0%	8.1%	3.4%	10.9%	7.2%	5.1%	9.2%	7.8%	7.9%	6.4%
.....	100%	53.3%	46.7%	12.0%	9.3%	53.3%	17.3%	8.0%	20.0%	29.3%	25.3%	25.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH TV.....	2	0	2	0	1	1	0	0	0	0	1	1
.....	.2%	.0%	.4%	.0%	.5%	.3%	.0%	.0%	.0%	.0%	.4%	.3%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
RAI.....	91	66	25	11	22	37	14	7	20	37	16	18
.....	9.3%	13.6%	5.0%	9.9%	10.7%	10.1%	7.8%	5.9%	12.3%	13.2%	6.6%	6.1%
.....	100%	72.5%	27.5%	12.1%	24.2%	40.7%	15.4%	7.7%	22.0%	40.7%	17.6%	19.8%
MEDIASET.....	74	56	18	10	21	22	13	8	6	24	27	17
.....	7.5%	11.6%	3.6%	9.0%	10.2%	6.0%	7.2%	6.8%	3.7%	8.5%	11.2%	5.7%
.....	100%	75.7%	24.3%	13.5%	28.4%	29.7%	17.6%	10.8%	8.1%	32.4%	36.5%	23.0%
OTHER ITALIAN.....	5	4	1	1	2	1	0	1	0	3	1	1
.....	.5%	.8%	.2%	.9%	1.0%	.3%	.0%	.8%	.0%	1.1%	.4%	.3%
.....	100%	80.0%	20.0%	20.0%	40.0%	20.0%	.0%	20.0%	.0%	60.0%	20.0%	20.0%
SATELLITE.....	143	93	50	26	38	47	21	11	37	44	29	33
.....	14.6%	19.2%	10.0%	23.4%	18.4%	12.8%	11.7%	9.3%	22.7%	15.7%	12.0%	11.1%
.....	100%	65.0%	35.0%	18.2%	26.6%	32.9%	14.7%	7.7%	25.9%	30.8%	20.3%	23.1%
WEATHER												
NONE.....	374	180	194	56	83	120	71	44	70	116	91	97
.....	38.1%	37.2%	39.0%	50.5%	40.3%	32.7%	39.4%	37.3%	42.9%	41.3%	37.8%	32.7%
.....	100%	48.1%	51.9%	15.0%	22.2%	32.1%	19.0%	11.8%	18.7%	31.0%	24.3%	25.9%
TVM.....	242	101	141	23	49	91	46	33	42	67	59	74
.....	24.6%	20.9%	28.3%	20.7%	23.8%	24.8%	25.6%	28.0%	25.8%	23.8%	24.5%	24.9%
.....	100%	41.7%	58.3%	9.5%	20.2%	37.6%	19.0%	13.6%	17.4%	27.7%	24.4%	30.6%
SUPER 1 TV.....	158	80	78	9	23	73	32	21	4	32	50	72
.....	16.1%	16.5%	15.7%	8.1%	11.2%	19.9%	17.8%	17.8%	2.5%	11.4%	20.7%	24.2%
.....	100%	50.6%	49.4%	5.7%	14.6%	46.2%	20.3%	13.3%	2.5%	20.3%	31.6%	45.6%
NET TV.....	76	30	46	8	11	33	13	11	19	25	14	18
.....	7.7%	6.2%	9.2%	7.2%	5.3%	9.0%	7.2%	9.3%	11.7%	8.9%	5.8%	6.1%
.....	100%	39.5%	60.5%	10.5%	14.5%	43.4%	17.1%	14.5%	25.0%	32.9%	18.4%	23.7%
RAI.....	37	28	9	5	10	16	4	2	4	12	11	10
.....	3.8%	5.8%	1.8%	4.5%	4.9%	4.4%	2.2%	1.7%	2.5%	4.3%	4.6%	3.4%
.....	100%	75.7%	24.3%	13.5%	27.0%	43.2%	10.8%	5.4%	10.8%	32.4%	29.7%	27.0%
MEDIASET.....	25	20	5	2	9	7	6	1	4	7	9	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
.....	2.5%	4.1%	1.0%	1.8%	4.4%	1.9%	3.3%	.8%	2.5%	2.5%	3.7%	1.7%
.....	100%	80.0%	20.0%	8.0%	36.0%	28.0%	24.0%	4.0%	16.0%	28.0%	36.0%	20.0%
OTHER ITALIAN.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	69	45	24	8	20	27	8	6	20	21	7	21
.....	7.0%	9.3%	4.8%	7.2%	9.7%	7.4%	4.4%	5.1%	12.3%	7.5%	2.9%	7.1%
.....	100%	65.2%	34.8%	11.6%	29.0%	39.1%	11.6%	8.7%	29.0%	30.4%	10.1%	30.4%
FEATURE FILMS												
NONE.....	208	104	104	15	30	63	61	39	45	49	59	55
.....	21.2%	21.5%	20.9%	13.5%	14.6%	17.2%	33.9%	33.1%	27.6%	17.4%	24.5%	18.5%
.....	100%	50.0%	50.0%	7.2%	14.4%	30.3%	29.3%	18.8%	21.6%	23.6%	28.4%	26.4%
TVM.....	28	11	17	0	6	12	5	5	2	7	7	12
.....	2.9%	2.3%	3.4%	.0%	2.9%	3.3%	2.8%	4.2%	1.2%	2.5%	2.9%	4.0%
.....	100%	39.3%	60.7%	.0%	21.4%	42.9%	17.9%	17.9%	7.1%	25.0%	25.0%	42.9%
SUPER 1 TV.....	71	36	35	5	7	30	16	13	4	14	24	29
.....	7.2%	7.4%	7.0%	4.5%	3.4%	8.2%	8.9%	11.0%	2.5%	5.0%	10.0%	9.8%
.....	100%	50.7%	49.3%	7.0%	9.9%	42.3%	22.5%	18.3%	5.6%	19.7%	33.8%	40.8%
NET TV.....	18	8	10	1	4	5	4	4	4	6	3	5
.....	1.8%	1.7%	2.0%	.9%	1.9%	1.4%	2.2%	3.4%	2.5%	2.1%	1.2%	1.7%
.....	100%	44.4%	55.6%	5.6%	22.2%	27.8%	22.2%	22.2%	22.2%	33.3%	16.7%	27.8%
SMASH TV.....	3	1	2	1	0	2	0	0	0	0	2	1
.....	.3%	.2%	.4%	.9%	.0%	.5%	.0%	.0%	.0%	.0%	.8%	.3%
.....	100%	33.3%	66.7%	33.3%	.0%	66.7%	.0%	.0%	.0%	.0%	66.7%	33.3%
MAX PLUS.....	14	4	10	1	2	9	1	1	3	1	4	6
.....	1.4%	.8%	2.0%	.9%	1.0%	2.5%	.6%	.8%	1.8%	.4%	1.7%	2.0%
.....	100%	28.6%	71.4%	7.1%	14.3%	64.3%	7.1%	7.1%	21.4%	7.1%	28.6%	42.9%
RAI.....	96	36	60	5	17	39	24	11	20	26	27	23
.....	9.8%	7.4%	12.0%	4.5%	8.3%	10.6%	13.3%	9.3%	12.3%	9.3%	11.2%	7.7%
.....	100%	37.5%	62.5%	5.2%	17.7%	40.6%	25.0%	11.5%	20.8%	27.1%	28.1%	24.0%
MEDIASET.....	344	171	173	54	86	128	49	27	45	107	77	115
.....	35.0%	35.3%	34.7%	48.6%	41.7%	34.9%	27.2%	22.9%	27.6%	38.1%	32.0%	38.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	49.7%	50.3%	15.7%	25.0%	37.2%	14.2%	7.8%	13.1%	31.1%	22.4%	33.4%
OTHER ITALIAN.....	25	17	8	3	7	9	3	3	4	11	6	4
.....	2.5%	3.5%	1.6%	2.7%	3.4%	2.5%	1.7%	2.5%	2.5%	3.9%	2.5%	1.3%
.....	100%	68.0%	32.0%	12.0%	28.0%	36.0%	12.0%	12.0%	16.0%	44.0%	24.0%	16.0%
SATELLITE.....	175	96	79	26	47	70	17	15	36	60	32	47
.....	17.8%	19.8%	15.9%	23.4%	22.8%	19.1%	9.4%	12.7%	22.1%	21.4%	13.3%	15.8%
.....	100%	54.9%	45.1%	14.9%	26.9%	40.0%	9.7%	8.6%	20.6%	34.3%	18.3%	26.9%
SERIALS/SOAP OPERAS												
NONE.....	427	295	132	48	89	154	86	50	82	138	107	100
.....	43.5%	61.0%	26.5%	43.2%	43.2%	42.0%	47.8%	42.4%	50.3%	49.1%	44.4%	33.7%
.....	100%	69.1%	30.9%	11.2%	20.8%	36.1%	20.1%	11.7%	19.2%	32.3%	25.1%	23.4%
TVM.....	38	10	28	2	5	14	10	7	7	16	6	9
.....	3.9%	2.1%	5.6%	1.8%	2.4%	3.8%	5.6%	5.9%	4.3%	5.7%	2.5%	3.0%
.....	100%	26.3%	73.7%	5.3%	13.2%	36.8%	26.3%	18.4%	18.4%	42.1%	15.8%	23.7%
SUPER 1 TV.....	154	72	82	20	24	59	29	22	14	27	48	65
.....	15.7%	14.9%	16.5%	18.0%	11.7%	16.1%	16.1%	18.6%	8.6%	9.6%	19.9%	21.9%
.....	100%	46.8%	53.2%	13.0%	15.6%	38.3%	18.8%	14.3%	9.1%	17.5%	31.2%	42.2%
NET TV.....	40	13	27	6	11	12	8	3	8	14	6	12
.....	4.1%	2.7%	5.4%	5.4%	5.3%	3.3%	4.4%	2.5%	4.9%	5.0%	2.5%	4.0%
.....	100%	32.5%	67.5%	15.0%	27.5%	30.0%	20.0%	7.5%	20.0%	35.0%	15.0%	30.0%
MAX PLUS.....	54	7	47	3	11	25	7	8	6	13	11	24
.....	5.5%	1.4%	9.4%	2.7%	5.3%	6.8%	3.9%	6.8%	3.7%	4.6%	4.6%	8.1%
.....	100%	13.0%	87.0%	5.6%	20.4%	46.3%	13.0%	14.8%	11.1%	24.1%	20.4%	44.4%
RAI.....	15	6	9	2	3	5	3	2	2	7	3	3
.....	1.5%	1.2%	1.8%	1.8%	1.5%	1.4%	1.7%	1.7%	1.2%	2.5%	1.2%	1.0%
.....	100%	40.0%	60.0%	13.3%	20.0%	33.3%	20.0%	13.3%	13.3%	46.7%	20.0%	20.0%
MEDIASET.....	202	55	147	27	48	76	31	20	29	51	50	72
.....	20.6%	11.4%	29.5%	24.3%	23.3%	20.7%	17.2%	16.9%	17.8%	18.1%	20.7%	24.2%
.....	100%	27.2%	72.8%	13.4%	23.8%	37.6%	15.3%	9.9%	14.4%	25.2%	24.8%	35.6%
OTHER ITALIAN.....	10	8	2	0	3	5	1	1	1	5	2	2
.....	1.0%	1.7%	.4%	.0%	1.5%	1.4%	.6%	.8%	.6%	1.8%	.8%	.7%
.....	100%	80.0%	20.0%	.0%	30.0%	50.0%	10.0%	10.0%	10.0%	50.0%	20.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SATELLITE.....	42	18	24	3	12	17	5	5	14	10	8	10
.....	4.3%	3.7%	4.8%	2.7%	5.8%	4.6%	2.8%	4.2%	8.6%	3.6%	3.3%	3.4%
.....	100%	42.9%	57.1%	7.1%	28.6%	40.5%	11.9%	11.9%	33.3%	23.8%	19.0%	23.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	982	484	498	111	206	367	180	118	163	281	241	297
DOCUMENTARIES												
NONE.....	295	114	181	40	59	88	61	47	52	73	64	106
.....	30.0%	23.6%	36.3%	36.0%	28.6%	24.0%	33.9%	39.8%	31.9%	26.0%	26.6%	35.7%
.....	100%	38.6%	61.4%	13.6%	20.0%	29.8%	20.7%	15.9%	17.6%	24.7%	21.7%	35.9%
TVM.....	64	17	47	5	12	26	12	9	8	28	13	15
.....	6.5%	3.5%	9.4%	4.5%	5.8%	7.1%	6.7%	7.6%	4.9%	10.0%	5.4%	5.1%
.....	100%	26.6%	73.4%	7.8%	18.8%	40.6%	18.8%	14.1%	12.5%	43.8%	20.3%	23.4%
SUPER 1 TV.....	86	49	37	4	13	31	23	15	4	16	29	37
.....	8.8%	10.1%	7.4%	3.6%	6.3%	8.4%	12.8%	12.7%	2.5%	5.7%	12.0%	12.5%
.....	100%	57.0%	43.0%	4.7%	15.1%	36.0%	26.7%	17.4%	4.7%	18.6%	33.7%	43.0%
NET TV.....	38	11	27	3	5	19	8	3	8	14	6	10
.....	3.9%	2.3%	5.4%	2.7%	2.4%	5.2%	4.4%	2.5%	4.9%	5.0%	2.5%	3.4%
.....	100%	28.9%	71.1%	7.9%	13.2%	50.0%	21.1%	7.9%	21.1%	36.8%	15.8%	26.3%
SMASH TV.....	1	1	0	1	0	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%
MAX PLUS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RAI.....	157	86	71	17	35	63	30	12	28	40	46	43
.....	16.0%	17.8%	14.3%	15.3%	17.0%	17.2%	16.7%	10.2%	17.2%	14.2%	19.1%	14.5%
.....	100%	54.8%	45.2%	10.8%	22.3%	40.1%	19.1%	7.6%	17.8%	25.5%	29.3%	27.4%
MEDIASET.....	117	73	44	14	27	45	18	13	15	32	38	32
.....	11.9%	15.1%	8.8%	12.6%	13.1%	12.3%	10.0%	11.0%	9.2%	11.4%	15.8%	10.8%
.....	100%	62.4%	37.6%	12.0%	23.1%	38.5%	15.4%	11.1%	12.8%	27.4%	32.5%	27.4%
OTHER ITALIAN.....	15	12	3	2	3	7	0	3	2	5	4	4
.....	1.5%	2.5%	.6%	1.8%	1.5%	1.9%	.0%	2.5%	1.2%	1.8%	1.7%	1.3%
.....	100%	80.0%	20.0%	13.3%	20.0%	46.7%	.0%	20.0%	13.3%	33.3%	26.7%	26.7%
SATELLITE.....	208	121	87	25	52	87	28	16	45	73	41	49
.....	21.2%	25.0%	17.5%	22.5%	25.2%	23.7%	15.6%	13.6%	27.6%	26.0%	17.0%	16.5%
.....	100%	58.2%	41.8%	12.0%	25.0%	41.8%	13.5%	7.7%	21.6%	35.1%	19.7%	23.6%

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
CURRENT AFFAIRS												
NONE.....	538	245	293	80	117	174	99	68	87	147	127	177
.....	54.8%	50.6%	58.8%	72.1%	56.8%	47.4%	55.0%	57.6%	53.4%	52.3%	52.7%	59.6%
.....	100%	45.5%	54.5%	14.9%	21.7%	32.3%	18.4%	12.6%	16.2%	27.3%	23.6%	32.9%
TVM.....	104	43	61	10	22	44	19	9	15	36	29	24
.....	10.6%	8.9%	12.2%	9.0%	10.7%	12.0%	10.6%	7.6%	9.2%	12.8%	12.0%	8.1%
.....	100%	41.3%	58.7%	9.6%	21.2%	42.3%	18.3%	8.7%	14.4%	34.6%	27.9%	23.1%
SUPER 1 TV.....	119	71	48	3	14	54	28	20	3	23	42	51
.....	12.1%	14.7%	9.6%	2.7%	6.8%	14.7%	15.6%	16.9%	1.8%	8.2%	17.4%	17.2%
.....	100%	59.7%	40.3%	2.5%	11.8%	45.4%	23.5%	16.8%	2.5%	19.3%	35.3%	42.9%
NET TV.....	47	24	23	3	7	24	10	3	10	13	6	18
.....	4.8%	5.0%	4.6%	2.7%	3.4%	6.5%	5.6%	2.5%	6.1%	4.6%	2.5%	6.1%
.....	100%	51.1%	48.9%	6.4%	14.9%	51.1%	21.3%	6.4%	21.3%	27.7%	12.8%	38.3%
SMASH TV.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MAX PLUS.....	2	1	1	0	1	1	0	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.6%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RAI.....	45	23	22	2	10	22	7	4	14	13	13	5
.....	4.6%	4.8%	4.4%	1.8%	4.9%	6.0%	3.9%	3.4%	8.6%	4.6%	5.4%	1.7%
.....	100%	51.1%	48.9%	4.4%	22.2%	48.9%	15.6%	8.9%	31.1%	28.9%	28.9%	11.1%
MEDIASET.....	28	20	8	5	9	8	4	2	3	13	8	4
.....	2.9%	4.1%	1.6%	4.5%	4.4%	2.2%	2.2%	1.7%	1.8%	4.6%	3.3%	1.3%
.....	100%	71.4%	28.6%	17.9%	32.1%	28.6%	14.3%	7.1%	10.7%	46.4%	28.6%	14.3%
OTHER ITALIAN.....	4	2	2	0	2	2	0	0	1	1	0	2
.....	.4%	.4%	.4%	.0%	1.0%	.5%	.0%	.0%	.6%	.4%	.0%	.7%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	25.0%	.0%	50.0%
SATELLITE.....	94	54	40	8	24	37	13	12	29	33	16	16
.....	9.6%	11.2%	8.0%	7.2%	11.7%	10.1%	7.2%	10.2%	17.8%	11.7%	6.6%	5.4%
.....	100%	57.4%	42.6%	8.5%	25.5%	39.4%	13.8%	12.8%	30.9%	35.1%	17.0%	17.0%
DISCUSSIONS												

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
NONE.....	277	141	136	44	55	92	47	39	45	87	67	78
.....	28.2%	29.1%	27.3%	39.6%	26.7%	25.1%	26.1%	33.1%	27.6%	31.0%	27.8%	26.3%
.....	100%	50.9%	49.1%	15.9%	19.9%	33.2%	17.0%	14.1%	16.2%	31.4%	24.2%	28.2%
TVM.....	349	152	197	40	80	126	69	34	67	100	84	98
.....	35.5%	31.4%	39.6%	36.0%	38.8%	34.3%	38.3%	28.8%	41.1%	35.6%	34.9%	33.0%
.....	100%	43.6%	56.4%	11.5%	22.9%	36.1%	19.8%	9.7%	19.2%	28.7%	24.1%	28.1%
SUPER 1 TV.....	184	99	85	10	30	80	35	29	11	36	57	80
.....	18.7%	20.5%	17.1%	9.0%	14.6%	21.8%	19.4%	24.6%	6.7%	12.8%	23.7%	26.9%
.....	100%	53.8%	46.2%	5.4%	16.3%	43.5%	19.0%	15.8%	6.0%	19.6%	31.0%	43.5%
NET TV.....	89	46	43	5	18	40	17	9	19	34	12	24
.....	9.1%	9.5%	8.6%	4.5%	8.7%	10.9%	9.4%	7.6%	11.7%	12.1%	5.0%	8.1%
.....	100%	51.7%	48.3%	5.6%	20.2%	44.9%	19.1%	10.1%	21.3%	38.2%	13.5%	27.0%
SMASH TV.....	2	0	2	1	1	0	0	0	0	1	0	1
.....	.2%	.0%	.4%	.9%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.3%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
MAX PLUS.....	4	0	4	0	1	3	0	0	1	1	2	0
.....	.4%	.0%	.8%	.0%	.5%	.8%	.0%	.0%	.6%	.4%	.8%	.0%
.....	100%	.0%	100%	.0%	25.0%	75.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
RAI.....	18	9	9	2	3	6	3	4	5	4	6	3
.....	1.8%	1.9%	1.8%	1.8%	1.5%	1.6%	1.7%	3.4%	3.1%	1.4%	2.5%	1.0%
.....	100%	50.0%	50.0%	11.1%	16.7%	33.3%	16.7%	22.2%	27.8%	22.2%	33.3%	16.7%
MEDIASET.....	28	17	11	3	8	11	4	2	8	6	7	7
.....	2.9%	3.5%	2.2%	2.7%	3.9%	3.0%	2.2%	1.7%	4.9%	2.1%	2.9%	2.4%
.....	100%	60.7%	39.3%	10.7%	28.6%	39.3%	14.3%	7.1%	28.6%	21.4%	25.0%	25.0%
OTHER ITALIAN.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	30	19	11	6	10	8	5	1	7	11	6	6
.....	3.1%	3.9%	2.2%	5.4%	4.9%	2.2%	2.8%	.8%	4.3%	3.9%	2.5%	2.0%
.....	100%	63.3%	36.7%	20.0%	33.3%	26.7%	16.7%	3.3%	23.3%	36.7%	20.0%	20.0%

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
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	372	211	161	39	66	142	71	54	61	117	94	100
.....	37.9%	43.6%	32.3%	35.1%	32.0%	38.7%	39.4%	45.8%	37.4%	41.6%	39.0%	33.7%
.....	100%	56.7%	43.3%	10.5%	17.7%	38.2%	19.1%	14.5%	16.4%	31.5%	25.3%	26.9%
TVM.....	36	13	23	2	9	11	5	9	6	8	10	12
.....	3.7%	2.7%	4.6%	1.8%	4.4%	3.0%	2.8%	7.6%	3.7%	2.8%	4.1%	4.0%
.....	100%	36.1%	63.9%	5.6%	25.0%	30.6%	13.9%	25.0%	16.7%	22.2%	27.8%	33.3%
SUPER 1 TV.....	130	57	73	6	24	55	25	20	5	24	45	56
.....	13.2%	11.8%	14.7%	5.4%	11.7%	15.0%	13.9%	16.9%	3.1%	8.5%	18.7%	18.9%
.....	100%	43.8%	56.2%	4.6%	18.5%	42.3%	19.2%	15.4%	3.8%	18.5%	34.6%	43.1%
NET TV.....	70	32	38	8	9	33	13	7	13	26	15	16
.....	7.1%	6.6%	7.6%	7.2%	4.4%	9.0%	7.2%	5.9%	8.0%	9.3%	6.2%	5.4%
.....	100%	45.7%	54.3%	11.4%	12.9%	47.1%	18.6%	10.0%	18.6%	37.1%	21.4%	22.9%
SMASH TV.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MAX PLUS.....	4	2	2	0	1	2	1	0	1	2	1	0
.....	.4%	.4%	.4%	.0%	.5%	.5%	.6%	.0%	.6%	.7%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%
RAI.....	73	39	34	8	12	30	17	6	16	25	12	20
.....	7.4%	8.1%	6.8%	7.2%	5.8%	8.2%	9.4%	5.1%	9.8%	8.9%	5.0%	6.7%
.....	100%	53.4%	46.6%	11.0%	16.4%	41.1%	23.3%	8.2%	21.9%	34.2%	16.4%	27.4%
MEDIASET.....	234	98	136	37	66	75	40	16	52	55	52	75
.....	23.8%	20.2%	27.3%	33.3%	32.0%	20.4%	22.2%	13.6%	31.9%	19.6%	21.6%	25.3%
.....	100%	41.9%	58.1%	15.8%	28.2%	32.1%	17.1%	6.8%	22.2%	23.5%	22.2%	32.1%
OTHER ITALIAN.....	16	6	10	1	4	6	4	1	1	7	4	4
.....	1.6%	1.2%	2.0%	.9%	1.9%	1.6%	2.2%	.8%	.6%	2.5%	1.7%	1.3%
.....	100%	37.5%	62.5%	6.3%	25.0%	37.5%	25.0%	6.3%	6.3%	43.8%	25.0%	25.0%
SATELLITE.....	46	26	20	9	15	13	4	5	8	16	8	14
.....	4.7%	5.4%	4.0%	8.1%	7.3%	3.5%	2.2%	4.2%	4.9%	5.7%	3.3%	4.7%
.....	100%	56.5%	43.5%	19.6%	32.6%	28.3%	8.7%	10.9%	17.4%	34.8%	17.4%	30.4%

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
MUSIC VIDEO-CLIPS												
NONE.....	635	318	317	40	98	253	144	100	114	183	163	175
.....	64.7%	65.7%	63.7%	36.0%	47.6%	68.9%	80.0%	84.7%	69.9%	65.1%	67.6%	58.9%
.....	100%	50.1%	49.9%	6.3%	15.4%	39.8%	22.7%	15.7%	18.0%	28.8%	25.7%	27.6%
TVM.....	9	5	4	1	3	1	2	2	2	4	2	1
.....	.9%	1.0%	.8%	.9%	1.5%	.3%	1.1%	1.7%	1.2%	1.4%	.8%	.3%
.....	100%	55.6%	44.4%	11.1%	33.3%	11.1%	22.2%	22.2%	22.2%	44.4%	22.2%	11.1%
SUPER 1 TV.....	53	29	24	3	6	21	16	7	4	6	14	29
.....	5.4%	6.0%	4.8%	2.7%	2.9%	5.7%	8.9%	5.9%	2.5%	2.1%	5.8%	9.8%
.....	100%	54.7%	45.3%	5.7%	11.3%	39.6%	30.2%	13.2%	7.5%	11.3%	26.4%	54.7%
NET TV.....	17	7	10	3	3	7	2	2	5	5	2	5
.....	1.7%	1.4%	2.0%	2.7%	1.5%	1.9%	1.1%	1.7%	3.1%	1.8%	.8%	1.7%
.....	100%	41.2%	58.8%	17.6%	17.6%	41.2%	11.8%	11.8%	29.4%	29.4%	11.8%	29.4%
SMASH TV.....	99	48	51	23	41	29	5	1	11	31	28	29
.....	10.1%	9.9%	10.2%	20.7%	19.9%	7.9%	2.8%	.8%	6.7%	11.0%	11.6%	9.8%
.....	100%	48.5%	51.5%	23.2%	41.4%	29.3%	5.1%	1.0%	11.1%	31.3%	28.3%	29.3%
MAX PLUS.....	3	0	3	0	0	3	0	0	0	0	2	1
.....	.3%	.0%	.6%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.8%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	66.7%	33.3%
RAI.....	6	2	4	1	2	1	1	1	2	1	1	2
.....	.6%	.4%	.8%	.9%	1.0%	.3%	.6%	.8%	1.2%	.4%	.4%	.7%
.....	100%	33.3%	66.7%	16.7%	33.3%	16.7%	16.7%	16.7%	33.3%	16.7%	16.7%	33.3%
MEDIASET.....	23	9	14	6	5	6	5	1	1	6	7	9
.....	2.3%	1.9%	2.8%	5.4%	2.4%	1.6%	2.8%	.8%	.6%	2.1%	2.9%	3.0%
.....	100%	39.1%	60.9%	26.1%	21.7%	26.1%	21.7%	4.3%	4.3%	26.1%	30.4%	39.1%
OTHER ITALIAN.....	27	12	15	6	10	8	2	1	5	9	4	9
.....	2.7%	2.5%	3.0%	5.4%	4.9%	2.2%	1.1%	.8%	3.1%	3.2%	1.7%	3.0%
.....	100%	44.4%	55.6%	22.2%	37.0%	29.6%	7.4%	3.7%	18.5%	33.3%	14.8%	33.3%
SATELLITE.....	110	54	56	28	38	38	3	3	19	36	18	37
.....	11.2%	11.2%	11.2%	25.2%	18.4%	10.4%	1.7%	2.5%	11.7%	12.8%	7.5%	12.5%
.....	100%	49.1%	50.9%	25.5%	34.5%	34.5%	2.7%	2.7%	17.3%	32.7%	16.4%	33.6%
PLAYS												

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
NONE.....	383	209	174	49	87	135	74	38	96	113	77	97
.....	39.0%	43.2%	34.9%	44.1%	42.2%	36.8%	41.1%	32.2%	58.9%	40.2%	32.0%	32.7%
.....	100%	54.6%	45.4%	12.8%	22.7%	35.2%	19.3%	9.9%	25.1%	29.5%	20.1%	25.3%
TVM.....	164	65	99	16	35	51	35	27	27	59	36	42
.....	16.7%	13.4%	19.9%	14.4%	17.0%	13.9%	19.4%	22.9%	16.6%	21.0%	14.9%	14.1%
.....	100%	39.6%	60.4%	9.8%	21.3%	31.1%	21.3%	16.5%	16.5%	36.0%	22.0%	25.6%
SUPER 1 TV.....	333	159	174	32	58	143	56	44	17	77	108	131
.....	33.9%	32.9%	34.9%	28.8%	28.2%	39.0%	31.1%	37.3%	10.4%	27.4%	44.8%	44.1%
.....	100%	47.7%	52.3%	9.6%	17.4%	42.9%	16.8%	13.2%	5.1%	23.1%	32.4%	39.3%
NET TV.....	74	30	44	7	18	29	12	8	17	25	13	19
.....	7.5%	6.2%	8.8%	6.3%	8.7%	7.9%	6.7%	6.8%	10.4%	8.9%	5.4%	6.4%
.....	100%	40.5%	59.5%	9.5%	24.3%	39.2%	16.2%	10.8%	23.0%	33.8%	17.6%	25.7%
MAX PLUS.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RAI.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MEDIASET.....	3	1	2	1	1	1	0	0	0	2	1	0
.....	.3%	.2%	.4%	.9%	.5%	.3%	.0%	.0%	.0%	.7%	.4%	.0%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%
OTHER ITALIAN.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
SATELLITE.....	22	18	4	5	7	6	3	1	6	3	6	7
.....	2.2%	3.7%	.8%	4.5%	3.4%	1.6%	1.7%	.8%	3.7%	1.1%	2.5%	2.4%
.....	100%	81.8%	18.2%	22.7%	31.8%	27.3%	13.6%	4.5%	27.3%	13.6%	27.3%	31.8%

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.....	982	484	498	111	206	367	180	118	163	281	241	297
ART & CULTURE												
NONE.....	653	316	337	90	140	225	123	75	115	180	165	193
.....	66.5%	65.3%	67.7%	81.1%	68.0%	61.3%	68.3%	63.6%	70.6%	64.1%	68.5%	65.0%
.....	100%	48.4%	51.6%	13.8%	21.4%	34.5%	18.8%	11.5%	17.6%	27.6%	25.3%	29.6%
TVM.....	117	56	61	8	28	53	14	14	18	42	25	32
.....	11.9%	11.6%	12.2%	7.2%	13.6%	14.4%	7.8%	11.9%	11.0%	14.9%	10.4%	10.8%
.....	100%	47.9%	52.1%	6.8%	23.9%	45.3%	12.0%	12.0%	15.4%	35.9%	21.4%	27.4%
SUPER 1 TV.....	104	57	47	6	10	46	23	19	6	24	33	41
.....	10.6%	11.8%	9.4%	5.4%	4.9%	12.5%	12.8%	16.1%	3.7%	8.5%	13.7%	13.8%
.....	100%	54.8%	45.2%	5.8%	9.6%	44.2%	22.1%	18.3%	5.8%	23.1%	31.7%	39.4%
NET TV.....	37	16	21	0	8	17	9	3	6	14	6	11
.....	3.8%	3.3%	4.2%	.0%	3.9%	4.6%	5.0%	2.5%	3.7%	5.0%	2.5%	3.7%
.....	100%	43.2%	56.8%	.0%	21.6%	45.9%	24.3%	8.1%	16.2%	37.8%	16.2%	29.7%
MAX PLUS.....	3	1	2	0	1	1	1	0	1	1	0	1
.....	.3%	.2%	.4%	.0%	.5%	.3%	.6%	.0%	.6%	.4%	.0%	.3%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
RAI.....	18	10	8	0	5	7	5	1	5	6	4	3
.....	1.8%	2.1%	1.6%	.0%	2.4%	1.9%	2.8%	.8%	3.1%	2.1%	1.7%	1.0%
.....	100%	55.6%	44.4%	.0%	27.8%	38.9%	27.8%	5.6%	27.8%	33.3%	22.2%	16.7%
MEDIASET.....	8	4	4	1	2	2	2	1	2	2	1	3
.....	.8%	.8%	.8%	.9%	1.0%	.5%	1.1%	.8%	1.2%	.7%	.4%	1.0%
.....	100%	50.0%	50.0%	12.5%	25.0%	25.0%	25.0%	12.5%	25.0%	25.0%	12.5%	37.5%
OTHER ITALIAN.....	2	1	1	0	0	1	0	1	1	1	0	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.0%	.8%	.6%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
SATELLITE.....	40	23	17	6	12	15	3	4	9	11	7	13
.....	4.1%	4.8%	3.4%	5.4%	5.8%	4.1%	1.7%	3.4%	5.5%	3.9%	2.9%	4.4%
.....	100%	57.5%	42.5%	15.0%	30.0%	37.5%	7.5%	10.0%	22.5%	27.5%	17.5%	32.5%
WOMEN'S PROGRAMMES												
NONE.....	615	392	223	96	147	199	110	63	123	189	143	160
.....	62.6%	81.0%	44.8%	86.5%	71.4%	54.2%	61.1%	53.4%	75.5%	67.3%	59.3%	53.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	63.7%	36.3%	15.6%	23.9%	32.4%	17.9%	10.2%	20.0%	30.7%	23.3%	26.0%
TVM.....	75	14	61	3	15	27	18	12	12	17	20	26
.....	7.6%	2.9%	12.2%	2.7%	7.3%	7.4%	10.0%	10.2%	7.4%	6.0%	8.3%	8.8%
.....	100%	18.7%	81.3%	4.0%	20.0%	36.0%	24.0%	16.0%	16.0%	22.7%	26.7%	34.7%
SUPER 1 TV.....	135	44	91	6	19	64	25	21	7	24	42	62
.....	13.7%	9.1%	18.3%	5.4%	9.2%	17.4%	13.9%	17.8%	4.3%	8.5%	17.4%	20.9%
.....	100%	32.6%	67.4%	4.4%	14.1%	47.4%	18.5%	15.6%	5.2%	17.8%	31.1%	45.9%
NET TV.....	35	8	27	0	5	16	7	7	5	12	7	11
.....	3.6%	1.7%	5.4%	.0%	2.4%	4.4%	3.9%	5.9%	3.1%	4.3%	2.9%	3.7%
.....	100%	22.9%	77.1%	.0%	14.3%	45.7%	20.0%	20.0%	14.3%	34.3%	20.0%	31.4%
SMASH TV.....	3	0	3	0	2	1	0	0	0	1	1	1
.....	.3%	.0%	.6%	.0%	1.0%	.3%	.0%	.0%	.0%	.4%	.4%	.3%
.....	100%	.0%	100%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
MAX PLUS.....	84	10	74	3	10	42	18	11	10	27	22	25
.....	8.6%	2.1%	14.9%	2.7%	4.9%	11.4%	10.0%	9.3%	6.1%	9.6%	9.1%	8.4%
.....	100%	11.9%	88.1%	3.6%	11.9%	50.0%	21.4%	13.1%	11.9%	32.1%	26.2%	29.8%
RAI.....	3	1	2	0	0	2	0	1	1	1	1	0
.....	.3%	.2%	.4%	.0%	.0%	.5%	.0%	.8%	.6%	.4%	.4%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%	33.3%	.0%
MEDIASET.....	5	2	3	0	0	2	1	2	1	2	1	1
.....	.5%	.4%	.6%	.0%	.0%	.5%	.6%	1.7%	.6%	.7%	.4%	.3%
.....	100%	40.0%	60.0%	.0%	.0%	40.0%	20.0%	40.0%	20.0%	40.0%	20.0%	20.0%
OTHER ITALIAN.....	2	0	2	0	2	0	0	0	1	1	0	0
.....	.2%	.0%	.4%	.0%	1.0%	.0%	.0%	.0%	.6%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
SATELLITE.....	25	13	12	3	6	14	1	1	3	7	4	11
.....	2.5%	2.7%	2.4%	2.7%	2.9%	3.8%	.6%	.8%	1.8%	2.5%	1.7%	3.7%
.....	100%	52.0%	48.0%	12.0%	24.0%	56.0%	4.0%	4.0%	12.0%	28.0%	16.0%	44.0%
CHILDREN'S PROGRAMMES												
NONE.....	679	370	309	53	142	242	144	98	119	200	169	191
.....	69.1%	76.4%	62.0%	47.7%	68.9%	65.9%	80.0%	83.1%	73.0%	71.2%	70.1%	64.3%
.....	100%	54.5%	45.5%	7.8%	20.9%	35.6%	21.2%	14.4%	17.5%	29.5%	24.9%	28.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TVM.....	32	6	26	4	7	14	3	4	5	8	6	13
.....	3.3%	1.2%	5.2%	3.6%	3.4%	3.8%	1.7%	3.4%	3.1%	2.8%	2.5%	4.4%
.....	100%	18.8%	81.3%	12.5%	21.9%	43.8%	9.4%	12.5%	15.6%	25.0%	18.8%	40.6%
SUPER 1 TV.....	80	37	43	4	11	40	16	9	4	11	23	42
.....	8.1%	7.6%	8.6%	3.6%	5.3%	10.9%	8.9%	7.6%	2.5%	3.9%	9.5%	14.1%
.....	100%	46.3%	53.8%	5.0%	13.8%	50.0%	20.0%	11.3%	5.0%	13.8%	28.8%	52.5%
NET TV.....	98	33	65	21	18	40	14	5	16	29	26	27
.....	10.0%	6.8%	13.1%	18.9%	8.7%	10.9%	7.8%	4.2%	9.8%	10.3%	10.8%	9.1%
.....	100%	33.7%	66.3%	21.4%	18.4%	40.8%	14.3%	5.1%	16.3%	29.6%	26.5%	27.6%
MAX PLUS.....	9	4	5	4	3	2	0	0	1	3	2	3
.....	.9%	.8%	1.0%	3.6%	1.5%	.5%	.0%	.0%	.6%	1.1%	.8%	1.0%
.....	100%	44.4%	55.6%	44.4%	33.3%	22.2%	.0%	.0%	11.1%	33.3%	22.2%	33.3%
RAI.....	7	2	5	5	1	1	0	0	1	3	3	0
.....	.7%	.4%	1.0%	4.5%	.5%	.3%	.0%	.0%	.6%	1.1%	1.2%	.0%
.....	100%	28.6%	71.4%	71.4%	14.3%	14.3%	.0%	.0%	14.3%	42.9%	42.9%	.0%
MEDIASET.....	23	5	18	7	9	6	1	0	5	10	5	3
.....	2.3%	1.0%	3.6%	6.3%	4.4%	1.6%	.6%	.0%	3.1%	3.6%	2.1%	1.0%
.....	100%	21.7%	78.3%	30.4%	39.1%	26.1%	4.3%	.0%	21.7%	43.5%	21.7%	13.0%
OTHER ITALIAN.....	7	2	5	1	1	4	1	0	1	2	0	4
.....	.7%	.4%	1.0%	.9%	.5%	1.1%	.6%	.0%	.6%	.7%	.0%	1.3%
.....	100%	28.6%	71.4%	14.3%	14.3%	57.1%	14.3%	.0%	14.3%	28.6%	.0%	57.1%
SATELLITE.....	47	25	22	12	14	18	1	2	11	15	7	14
.....	4.8%	5.2%	4.4%	10.8%	6.8%	4.9%	.6%	1.7%	6.7%	5.3%	2.9%	4.7%
.....	100%	53.2%	46.8%	25.5%	29.8%	38.3%	2.1%	4.3%	23.4%	31.9%	14.9%	29.8%
RELIGION												
NONE.....	634	343	291	87	151	226	102	68	119	189	149	177
.....	64.6%	70.9%	58.4%	78.4%	73.3%	61.6%	56.7%	57.6%	73.0%	67.3%	61.8%	59.6%
.....	100%	54.1%	45.9%	13.7%	23.8%	35.6%	16.1%	10.7%	18.8%	29.8%	23.5%	27.9%
TVM.....	71	22	49	6	8	31	13	13	11	20	18	22
.....	7.2%	4.5%	9.8%	5.4%	3.9%	8.4%	7.2%	11.0%	6.7%	7.1%	7.5%	7.4%
.....	100%	31.0%	69.0%	8.5%	11.3%	43.7%	18.3%	18.3%	15.5%	28.2%	25.4%	31.0%
SUPER 1 TV.....	100	49	51	2	15	47	20	16	5	18	37	40

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
.....	10.2%	10.1%	10.2%	1.8%	7.3%	12.8%	11.1%	13.6%	3.1%	6.4%	15.4%	13.5%
.....	100%	49.0%	51.0%	2.0%	15.0%	47.0%	20.0%	16.0%	5.0%	18.0%	37.0%	40.0%
NET TV.....	107	40	67	5	19	40	29	14	15	37	24	31
.....	10.9%	8.3%	13.5%	4.5%	9.2%	10.9%	16.1%	11.9%	9.2%	13.2%	10.0%	10.4%
.....	100%	37.4%	62.6%	4.7%	17.8%	37.4%	27.1%	13.1%	14.0%	34.6%	22.4%	29.0%
SMASH TV.....	37	10	27	6	6	11	10	4	4	11	8	14
.....	3.8%	2.1%	5.4%	5.4%	2.9%	3.0%	5.6%	3.4%	2.5%	3.9%	3.3%	4.7%
.....	100%	27.0%	73.0%	16.2%	16.2%	29.7%	27.0%	10.8%	10.8%	29.7%	21.6%	37.8%
RAI.....	3	1	2	0	1	0	2	0	0	2	0	1
.....	.3%	.2%	.4%	.0%	.5%	.0%	1.1%	.0%	.0%	.7%	.0%	.3%
.....	100%	33.3%	66.7%	.0%	33.3%	.0%	66.7%	.0%	.0%	66.7%	.0%	33.3%
MEDIASET.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
OTHER ITALIAN.....	2	2	0	0	0	1	0	1	0	0	1	1
.....	.2%	.4%	.0%	.0%	.0%	.3%	.0%	.8%	.0%	.0%	.4%	.3%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
SATELLITE.....	27	17	10	5	6	11	3	2	9	3	4	11
.....	2.7%	3.5%	2.0%	4.5%	2.9%	3.0%	1.7%	1.7%	5.5%	1.1%	1.7%	3.7%
.....	100%	63.0%	37.0%	18.5%	22.2%	40.7%	11.1%	7.4%	33.3%	11.1%	14.8%	40.7%
BUSINESS/FINANCE												
NONE.....	795	380	415	97	168	286	143	101	135	228	193	239
.....	81.0%	78.5%	83.3%	87.4%	81.6%	77.9%	79.4%	85.6%	82.8%	81.1%	80.1%	80.5%
.....	100%	47.8%	52.2%	12.2%	21.1%	36.0%	18.0%	12.7%	17.0%	28.7%	24.3%	30.1%
TVM.....	36	15	21	4	12	14	5	1	5	18	11	2
.....	3.7%	3.1%	4.2%	3.6%	5.8%	3.8%	2.8%	.8%	3.1%	6.4%	4.6%	.7%
.....	100%	41.7%	58.3%	11.1%	33.3%	38.9%	13.9%	2.8%	13.9%	50.0%	30.6%	5.6%
SUPER 1 TV.....	81	43	38	2	12	38	21	8	4	14	29	34
.....	8.2%	8.9%	7.6%	1.8%	5.8%	10.4%	11.7%	6.8%	2.5%	5.0%	12.0%	11.4%
.....	100%	53.1%	46.9%	2.5%	14.8%	46.9%	25.9%	9.9%	4.9%	17.3%	35.8%	42.0%
NET TV.....	25	12	13	1	4	11	4	5	3	10	4	8
.....	2.5%	2.5%	2.6%	.9%	1.9%	3.0%	2.2%	4.2%	1.8%	3.6%	1.7%	2.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	48.0%	52.0%	4.0%	16.0%	44.0%	16.0%	20.0%	12.0%	40.0%	16.0%	32.0%
RAI.....	5	4	1	0	1	1	2	1	3	0	1	1
.....	.5%	.8%	.2%	.0%	.5%	.3%	1.1%	.8%	1.8%	.0%	.4%	.3%
.....	100%	80.0%	20.0%	.0%	20.0%	20.0%	40.0%	20.0%	60.0%	.0%	20.0%	20.0%
MEDIASET.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
OTHER ITALIAN.....	2	2	0	0	0	1	0	1	1	1	0	0
.....	.2%	.4%	.0%	.0%	.0%	.3%	.0%	.8%	.6%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
SATELLITE.....	37	28	9	7	9	15	5	1	12	9	3	13
.....	3.8%	5.8%	1.8%	6.3%	4.4%	4.1%	2.8%	.8%	7.4%	3.2%	1.2%	4.4%
.....	100%	75.7%	24.3%	18.9%	24.3%	40.5%	13.5%	2.7%	32.4%	24.3%	8.1%	35.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	166	286	248	301
NO ANSWER.....	3	0	3	0	0	2	1	0	2	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.5%	.5%	.0%	1.2%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%
ALWAYS.....	115	79	36	3	11	48	36	17	16	25	33	41
.....	11.5%	16.1%	7.0%	2.7%	5.2%	12.9%	19.8%	13.5%	9.6%	8.7%	13.3%	13.6%
.....	100%	68.7%	31.3%	2.6%	9.6%	41.7%	31.3%	14.8%	13.9%	21.7%	28.7%	35.7%
SOMETIMES.....	372	187	185	17	69	161	77	48	70	120	85	97
.....	37.2%	38.2%	36.2%	15.2%	32.9%	43.4%	42.3%	38.1%	42.2%	42.0%	34.3%	32.2%
.....	100%	50.3%	49.7%	4.6%	18.5%	43.3%	20.7%	12.9%	18.8%	32.3%	22.8%	26.1%
NEVER.....	511	224	287	92	130	160	68	61	78	140	130	163
.....	51.0%	45.7%	56.2%	82.1%	61.9%	43.1%	37.4%	48.4%	47.0%	49.0%	52.4%	54.2%
.....	100%	43.8%	56.2%	18.0%	25.4%	31.3%	13.3%	11.9%	15.3%	27.4%	25.4%	31.9%

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.....	724	342	382	61	157	266	144	96	116	202	179	227
NO ANSWER.....	647	301	346	55	142	238	127	85	103	187	159	198
.....	89.4%	88.0%	90.6%	90.2%	90.4%	89.5%	88.2%	88.5%	88.8%	92.6%	88.8%	87.2%
.....	100%	46.5%	53.5%	8.5%	21.9%	36.8%	19.6%	13.1%	15.9%	28.9%	24.6%	30.6%
MORE MUSIC FROM 1970s												
& 1980s.....	8	4	4	1	3	4	0	0	2	1	2	3
.....	1.1%	1.2%	1.0%	1.6%	1.9%	1.5%	.0%	.0%	1.7%	.5%	1.1%	1.3%
.....	100%	50.0%	50.0%	12.5%	37.5%	50.0%	.0%	.0%	25.0%	12.5%	25.0%	37.5%
MORE DISCUSSION												
PROGRAMMES.....	4	4	0	0	2	0	1	1	1	1	2	0
.....	.6%	1.2%	.0%	.0%	1.3%	.0%	.7%	1.0%	.9%	.5%	1.1%	.0%
.....	100%	100%	.0%	.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%	50.0%	.0%
MORE PLAYS.....	13	6	7	3	2	2	4	2	3	2	5	3
.....	1.8%	1.8%	1.8%	4.9%	1.3%	.8%	2.8%	2.1%	2.6%	1.0%	2.8%	1.3%
.....	100%	46.2%	53.8%	23.1%	15.4%	15.4%	30.8%	15.4%	23.1%	15.4%	38.5%	23.1%
MORE MUSIC.....	10	5	5	0	2	6	1	1	1	1	1	7
.....	1.4%	1.5%	1.3%	.0%	1.3%	2.3%	.7%	1.0%	.9%	.5%	.6%	3.1%
.....	100%	50.0%	50.0%	.0%	20.0%	60.0%	10.0%	10.0%	10.0%	10.0%	10.0%	70.0%
MORE SPORTS.....	7	6	1	0	1	2	2	2	0	1	3	3
.....	1.0%	1.8%	.3%	.0%	.6%	.8%	1.4%	2.1%	.0%	.5%	1.7%	1.3%
.....	100%	85.7%	14.3%	.0%	14.3%	28.6%	28.6%	28.6%	.0%	14.3%	42.9%	42.9%
LESS POLITICS.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
QUIZZES.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE CULTURAL												
PROGRAMMES.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO 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
MORE RELIGIOUS PROGRAMMES.....	5	3	2	0	0	1	1	3	0	2	2	1
.....	.7%	.9%	.5%	.0%	.0%	.4%	.7%	3.1%	.0%	1.0%	1.1%	.4%
.....	100%	60.0%	40.0%	.0%	.0%	20.0%	20.0%	60.0%	.0%	40.0%	40.0%	20.0%
MORE CHILDREN'S PROGRAMMES.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	1.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
MORE NEWS.....	3	1	2	0	1	1	1	0	2	0	0	1
.....	.4%	.3%	.5%	.0%	.6%	.4%	.7%	.0%	1.7%	.0%	.0%	.4%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	.0%	.0%	33.3%
MORE ROCK MUSIC.....	2	2	0	1	1	0	0	0	0	1	0	1
.....	.3%	.6%	.0%	1.6%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.4%
.....	100%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CLASSICAL MUSIC.....	5	1	4	0	0	1	4	0	1	2	2	0
.....	.7%	.3%	1.0%	.0%	.0%	.4%	2.8%	.0%	.9%	1.0%	1.1%	.0%
.....	100%	20.0%	80.0%	.0%	.0%	20.0%	80.0%	.0%	20.0%	40.0%	40.0%	.0%
EDUCATIONAL PROGRAMMES.....	3	1	2	0	0	2	1	0	2	0	1	0
.....	.4%	.3%	.5%	.0%	.0%	.8%	.7%	.0%	1.7%	.0%	.6%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	66.7%	.0%	33.3%	.0%
DOCUMENTARIES.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
MALTESE MUSIC.....	9	6	3	0	0	4	3	2	0	3	1	5
.....	1.2%	1.8%	.8%	.0%	.0%	1.5%	2.1%	2.1%	.0%	1.5%	.6%	2.2%
.....	100%	66.7%	33.3%	.0%	.0%	44.4%	33.3%	22.2%	.0%	33.3%	11.1%	55.6%
HEALTH RELATED PROGRAMMES.....	5	3	2	0	2	1	0	2	1	1	2	1
.....	.7%	.9%	.5%	.0%	1.3%	.4%	.0%	2.1%	.9%	.5%	1.1%	.4%
.....	100%	60.0%	40.0%	.0%	40.0%	20.0%	.0%	40.0%	20.0%	20.0%	40.0%	20.0%
PARENTAL SKILLS PROGRAMMES.....	1	0	1	0	0	1	0	0	0	1	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
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO 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.....	982	484	498	111	206	367	180	118	163	281	241	297
NO ANSWER.....	673	325	348	72	147	253	117	84	109	206	152	206
.....	68.5%	67.1%	69.9%	64.9%	71.4%	68.9%	65.0%	71.2%	66.9%	73.3%	63.1%	69.4%
.....	100%	48.3%	51.7%	10.7%	21.8%	37.6%	17.4%	12.5%	16.2%	30.6%	22.6%	30.6%
MORE INFORMATION ON												
EU.....	3	3	0	0	2	1	0	0	0	2	1	0
.....	.3%	.6%	.0%	.0%	1.0%	.3%	.0%	.0%	.0%	.7%	.4%	.0%
.....	100%	100%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%
MORE PLAYS IN MALTESE	48	19	29	3	10	13	16	6	2	5	21	20
.....	4.9%	3.9%	5.8%	2.7%	4.9%	3.5%	8.9%	5.1%	1.2%	1.8%	8.7%	6.7%
.....	100%	39.6%	60.4%	6.3%	20.8%	27.1%	33.3%	12.5%	4.2%	10.4%	43.8%	41.7%
OLD FILMS.....	2	0	2	0	0	1	0	1	0	2	0	0
.....	.2%	.0%	.4%	.0%	.0%	.3%	.0%	.8%	.0%	.7%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	100%	.0%	.0%
MORE FILMS.....	44	23	21	8	7	17	11	1	8	7	13	16
.....	4.5%	4.8%	4.2%	7.2%	3.4%	4.6%	6.1%	.8%	4.9%	2.5%	5.4%	5.4%
.....	100%	52.3%	47.7%	18.2%	15.9%	38.6%	25.0%	2.3%	18.2%	15.9%	29.5%	36.4%
MORE DISCUSSION												
PROGRAMMES.....	18	8	10	0	5	7	3	3	4	4	6	4
.....	1.8%	1.7%	2.0%	.0%	2.4%	1.9%	1.7%	2.5%	2.5%	1.4%	2.5%	1.3%
.....	100%	44.4%	55.6%	.0%	27.8%	38.9%	16.7%	16.7%	22.2%	22.2%	33.3%	22.2%
QUIZZES.....	17	3	14	4	4	5	3	1	6	6	2	3
.....	1.7%	.6%	2.8%	3.6%	1.9%	1.4%	1.7%	.8%	3.7%	2.1%	.8%	1.0%
.....	100%	17.6%	82.4%	23.5%	23.5%	29.4%	17.6%	5.9%	35.3%	35.3%	11.8%	17.6%
CARTOONS.....	10	1	9	4	3	2	1	0	0	4	3	3
.....	1.0%	.2%	1.8%	3.6%	1.5%	.5%	.6%	.0%	.0%	1.4%	1.2%	1.0%
.....	100%	10.0%	90.0%	40.0%	30.0%	20.0%	10.0%	.0%	.0%	40.0%	30.0%	30.0%
HOUSEHOLD RELATED												
PROGRAMMES:												
COOKING, SEWING												
ETC.....	5	1	4	1	1	3	0	0	1	1	0	3
.....	.5%	.2%	.8%	.9%	.5%	.8%	.0%	.0%	.6%	.4%	.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
.....	100%	20.0%	80.0%	20.0%	20.0%	60.0%	.0%	.0%	20.0%	20.0%	.0%	60.0%
CHILDREN'S PROGRAMMES	9	3	6	2	2	1	3	1	1	0	3	5
.....	.9%	.6%	1.2%	1.8%	1.0%	.3%	1.7%	.8%	.6%	.0%	1.2%	1.7%
.....	100%	33.3%	66.7%	22.2%	22.2%	11.1%	33.3%	11.1%	11.1%	.0%	33.3%	55.6%
MORE SPORTS.....	36	33	3	3	8	15	6	4	8	8	10	10
.....	3.7%	6.8%	.6%	2.7%	3.9%	4.1%	3.3%	3.4%	4.9%	2.8%	4.1%	3.4%
.....	100%	91.7%	8.3%	8.3%	22.2%	41.7%	16.7%	11.1%	22.2%	22.2%	27.8%	27.8%
DOCUMENTARIES/HISTORY /CULTURE/TRAVEL PROGRAMMES.....	43	27	16	3	9	21	8	2	11	13	12	7
.....	4.4%	5.6%	3.2%	2.7%	4.4%	5.7%	4.4%	1.7%	6.7%	4.6%	5.0%	2.4%
.....	100%	62.8%	37.2%	7.0%	20.9%	48.8%	18.6%	4.7%	25.6%	30.2%	27.9%	16.3%
MORE COMEDY.....	33	15	18	2	6	15	8	2	10	5	10	8
.....	3.4%	3.1%	3.6%	1.8%	2.9%	4.1%	4.4%	1.7%	6.1%	1.8%	4.1%	2.7%
.....	100%	45.5%	54.5%	6.1%	18.2%	45.5%	24.2%	6.1%	30.3%	15.2%	30.3%	24.2%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	24	18	6	1	2	10	7	4	6	2	10	6
.....	2.4%	3.7%	1.2%	.9%	1.0%	2.7%	3.9%	3.4%	3.7%	.7%	4.1%	2.0%
.....	100%	75.0%	25.0%	4.2%	8.3%	41.7%	29.2%	16.7%	25.0%	8.3%	41.7%	25.0%
MORE YOUTH PROGRAMMES	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
MORE MUSIC.....	13	5	8	5	4	3	0	1	2	2	2	7
.....	1.3%	1.0%	1.6%	4.5%	1.9%	.8%	.0%	.8%	1.2%	.7%	.8%	2.4%
.....	100%	38.5%	61.5%	38.5%	30.8%	23.1%	.0%	7.7%	15.4%	15.4%	15.4%	53.8%
MORE RELIGIOUS PROGRAMMES.....	5	2	3	1	0	2	0	2	0	1	2	2
.....	.5%	.4%	.6%	.9%	.0%	.5%	.0%	1.7%	.0%	.4%	.8%	.7%
.....	100%	40.0%	60.0%	20.0%	.0%	40.0%	.0%	40.0%	.0%	20.0%	40.0%	40.0%
MORE GHANA.....	3	1	2	0	0	2	0	1	0	0	2	1
.....	.3%	.2%	.4%	.0%	.0%	.5%	.0%	.8%	.0%	.0%	.8%	.3%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%	66.7%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE HOBBIES.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE MALTESE SOAP												
OPERAS/SERIALS....	22	5	17	5	1	10	4	2	2	7	7	6
.....	2.2%	1.0%	3.4%	4.5%	.5%	2.7%	2.2%	1.7%	1.2%	2.5%	2.9%	2.0%
.....	100%	22.7%	77.3%	22.7%	4.5%	45.5%	18.2%	9.1%	9.1%	31.8%	31.8%	27.3%
MORE VARIETY												
PROGRAMMES.....	13	6	7	1	2	6	2	2	0	2	4	7
.....	1.3%	1.2%	1.4%	.9%	1.0%	1.6%	1.1%	1.7%	.0%	.7%	1.7%	2.4%
.....	100%	46.2%	53.8%	7.7%	15.4%	46.2%	15.4%	15.4%	.0%	15.4%	30.8%	53.8%
BETTER QUALITY												
PROGRAMMES.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
ENVIRONMENTAL												
AWARENESS												
PROGRAMMES.....	2	1	1	0	1	0	1	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.5%	.0%	.6%	.0%	.6%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
POLITICAL PROGRAMMES.	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
F'IDEJN L-IMHALLEF												
LIKE PROGRAAMES..	3	2	1	0	0	1	0	2	0	2	1	0
.....	.3%	.4%	.2%	.0%	.0%	.3%	.0%	1.7%	.0%	.7%	.4%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	.0%	66.7%	.0%	66.7%	33.3%	.0%
DO NOT COMPETE WITH												
POPULAR PROGRAMMES	6	3	3	0	0	4	1	1	0	3	2	1
.....	.6%	.6%	.6%	.0%	.0%	1.1%	.6%	.8%	.0%	1.1%	.8%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	66.7%	16.7%	16.7%	.0%	50.0%	33.3%	16.7%
REPEAT POPULAR												
PROGRAMMES.....	2	1	1	0	0	1	1	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.6%	.4%	.0%	.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
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
MORE NEWS IN ENGLISH.	3	3	0	1	1	1	0	0	3	0	0	0
.....	.3%	.6%	.0%	.9%	.5%	.3%	.0%	.0%	1.8%	.0%	.0%	.0%
.....	100%	100%	.0%	33.3%	33.3%	33.3%	.0%	.0%	100%	.0%	.0%	.0%
MALTESE GRANDE												
FRATELLO.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.2%	.2%	.2%	.0%	1.0%	.0%	.0%	.0%	.0%	.4%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
LESS POLITICS.....	5	3	2	0	2	0	1	2	2	1	0	2
.....	.5%	.6%	.4%	.0%	1.0%	.0%	.6%	1.7%	1.2%	.4%	.0%	.7%
.....	100%	60.0%	40.0%	.0%	40.0%	.0%	20.0%	40.0%	40.0%	20.0%	.0%	40.0%
EDUCATIONAL												
PROGRAMMES.....	5	1	4	1	0	1	2	1	0	3	1	1
.....	.5%	.2%	.8%	.9%	.0%	.3%	1.1%	.8%	.0%	1.1%	.4%	.3%
.....	100%	20.0%	80.0%	20.0%	.0%	20.0%	40.0%	20.0%	.0%	60.0%	20.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 7.1-1: Daily Radio Average Audience Share - October 2000
(All available Time-Slots)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI ADIO	MAS	FM 3RONJA	CAPITAL	NONE
Monday	0.79	0.07	2.24	1.97	0.22	1.03	2.66	0.18	0.47	0.00	0.07	0.05	0.47	91.03
Tuesday	0.99	0.06	2.23	2.23	0.36	1.22	2.53	0.50	0.48	0.16	0.07	0.04	0.84	89.69
Wednesday	0.73	0.15	3.10	1.54	0.29	1.60	1.27	0.50	0.58	0.03	0.40	0.04	0.40	90.35
Thursday	0.87	0.17	3.50	1.81	0.08	1.22	1.79	0.58	0.77	0.00	1.09	0.00	0.18	89.58
Friday	0.73	0.23	2.78	1.45	0.13	1.48	1.92	0.41	0.30	0.00	0.90	0.00	0.42	90.71
Saturday	0.73	0.23	2.78	1.33	0.13	1.48	1.82	0.41	0.30	0.00	0.90	0.00	0.42	90.71
Sunday	0.43	0.16	3.06	2.25	0.23	0.98	1.89	0.22	0.20	0.00	0.13	0.00	0.15	91.52
Daily Average	0.75	0.15	2.81	1.80	0.21	1.29	1.98	0.40	0.44	0.03	0.51	0.02	0.41	90.51

Table 7.1-2: Daily Radio Average Audience Share - October 2001
(All available Time-Slots)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI ADIO	MAS	FM 3RONJA	CAPITAL	NONE
Monday	1.08	0.71	2.83	0.84	0.12	0.75	1.60	0.17	0.78	0.00	0.25	0.05	0.42	90.54
Tuesday	0.87	0.42	2.88	1.11	0.23	0.82	2.19	0.16	0.79	0.00	0.38	0.05	0.36	89.95
Wednesday	1.46	0.42	3.07	1.11	0.33	0.90	1.92	0.39	0.45	0.00	0.25	0.09	0.44	89.31
Thursday	1.92	0.31	2.64	1.46	0.42	0.55	1.57	0.70	0.29	0.00	0.15	0.07	0.96	89.04
Friday	1.65	0.19	2.27	1.37	0.23	0.64	1.95	0.55	0.70	0.00	0.17	0.00	1.08	89.30
Saturday	0.95	0.47	2.86	1.17	0.22	1.14	2.24	0.09	0.90	0.06	0.17	0.03	0.67	89.15
Sunday	1.03	0.68	1.49	0.91	0.03	0.82	1.34	0.06	0.75	0.09	0.40	0.00	0.57	92.09
Daily Average	1.28	0.46	2.58	1.14	0.22	0.80	1.83	0.30	0.66	0.02	0.25	0.04	0.64	89.91

Table 7.2-1: Daily Radio Peak Audience Share - October 2000

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY P-SO	UNI ADIO	MAS	FM 3RONJA	CAPITAL
Monday	3.50	0.70	6.29	4.20	0.70	2.80	5.94	1.75	1.05	0.00	0.35	1.05	1.75
Tuesday	4.20	0.35	6.29	3.85	1.40	3.50	6.29	1.40	1.40	0.70	0.35	0.35	2.45
Wednesday	2.80	0.70	7.69	3.15	0.70	3.85	3.50	1.75	1.75	0.35	0.70	0.35	1.05
Thursday	4.20	0.70	8.74	3.50	0.70	3.85	4.20	2.10	1.75	0.00	2.10	0.00	0.70
Friday	3.15	0.70	8.74	3.15	0.70	4.55	4.90	1.05	1.05	0.00	1.75	0.00	1.75
Saturday	3.15	0.70	8.74	3.15	0.70	4.55	4.90	1.05	1.05	0.00	1.75	0.00	1.75
Sunday	2.10	0.70	8.74	4.90	1.05	3.15	4.55	1.05	0.70	0.00	0.35	0.00	0.70
Highest Peak	4.20	0.70	8.74	4.90	1.40	4.55	6.29	2.10	1.75	0.70	2.10	1.05	2.45

Table 7.2-2: Daily Radio Peak Audience Share - October 2001

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI ADIO	MAS	FM IRONJA	CAPITAL
Monday	3.85	2.10	8.74	3.50	0.70	2.45	5.59	0.70	2.45	0.00	0.70	0.35	1.75
Tuesday	3.85	1.40	9.44	3.50	0.70	2.45	7.34	0.70	2.80	0.00	1.40	0.35	1.75
Wednesday	5.94	1.75	8.04	3.85	1.05	2.80	6.64	1.75	2.45	0.00	1.05	0.70	1.40
Thursday	6.64	1.40	8.74	5.24	1.05	1.75	5.94	2.10	1.40	0.00	0.35	0.35	3.15
Friday	5.94	1.05	9.09	5.59	1.05	2.45	5.24	1.75	1.75	0.00	0.70	0.00	3.50
Saturday	4.55	1.75	9.44	3.85	1.05	3.85	7.69	0.35	2.10	0.35	0.35	0.35	2.80
Sunday	3.85	2.80	4.90	3.85	0.35	3.50	4.90	0.35	2.80	0.35	1.05	0.00	2.45
Highest Peak	6.64	2.80	9.44	5.59	1.05	3.85	7.69	2.10	2.80	0.35	1.40	0.70	3.50

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

	RM	RP	SUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	WAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1500	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
1530	0.35	0.00	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1600	0.70	0.00	1.05	1.05	0.00	0.00	0.70	0.00	0.00		0.00	0.00	0.00	96.50	100
1630	0.70	0.00	2.80	1.05	0.00	0.00	1.40	0.35	0.00		0.00	0.00	0.00	93.71	100
1700	1.40	1.05	6.29	1.05	0.00	1.75	1.75	0.35	0.00		0.70	0.35	0.35	84.97	100
1730	2.10	1.40	6.29	1.05	0.00	2.45	1.75	0.00	0.00		0.70	0.35	0.70	83.22	100
1800	3.50	1.40	6.99	1.40	0.00	1.75	2.80	0.35	1.05		0.35	0.35	0.70	79.37	100
1830	3.15	0.70	6.64	1.40	0.00	1.05	2.80	0.35	2.10		0.35	0.35	1.40	79.72	100
1900	2.80	1.40	8.74	1.75	0.70	1.40	3.85	0.35	2.45		0.35	0.35	1.40	74.48	100
1930	3.50	1.40	8.74	1.75	0.70	1.75	4.90	0.35	2.45		0.35	0.00	1.40	72.73	100
1000	3.85	1.40	8.39	3.15	0.70	2.10	5.59	0.35	2.10		0.35	0.00	1.75	70.28	100
1030	3.50	1.40	8.39	3.15	0.70	2.10	5.24	0.00	2.10		0.35	0.00	1.75	71.33	100
1100	3.15	1.40	8.04	3.50	0.00	1.05	5.24	0.00	2.10		0.35	0.00	1.75	73.43	100
1130	3.50	1.40	7.34	2.80	0.00	1.40	4.90	0.00	1.75		0.35	0.00	1.40	75.17	100
NOON	2.45	1.40	6.64	2.80	0.00	1.40	3.50	0.35	1.40		0.35	0.00	1.05	78.67	100
1230	1.75	1.75	4.20	2.10	0.00	1.75	2.10	0.35	1.05		0.00	0.00	0.70	84.27	100
1300	1.75	1.40	4.20	1.40	0.35	1.75	1.75	0.35	1.75		0.00	0.00	0.35	84.97	100
1330	1.40	1.05	3.50	1.05	0.35	1.75	1.40	0.00	1.40		0.00	0.00	0.35	87.76	100
1400	1.40	1.05	3.85	1.05	0.35	1.05	1.40	0.35	1.40		0.35	0.00	0.35	87.41	100
1430	1.05	1.40	3.85	0.35	0.35	1.05	1.75	0.00	1.40		0.35	0.00	0.35	88.11	100
1500	1.40	1.40	4.20	0.70	0.35	1.40	1.75	0.00	1.40		0.00	0.00	0.35	87.06	100
1530	1.40	2.10	4.20	0.70	0.35	1.40	2.10	0.00	1.75		0.00	0.00	0.35	85.66	100
1600	0.70	1.75	3.15	1.05	0.00	1.75	2.80	0.00	1.05		0.00	0.35	0.70	86.71	100
1630	0.70	1.40	3.15	1.05	0.00	1.75	3.15	0.00	1.40	0.00		0.35	0.70	86.36	100
1700	0.70	1.05	3.50	0.70	0.35	0.70	3.15	0.00	1.40	0.00		0.00	0.70	87.76	100
1730	0.70	1.40	2.80	1.40	0.35	0.70	2.45	0.00	0.70	0.00		0.00	0.70	88.81	100
1800	1.05	1.40	2.45	1.05	0.00	0.35	2.10	0.35	1.05	0.00		0.00	0.35	89.86	100
1830	1.05	1.05	2.10	1.05	0.00	0.35	1.40	0.35	1.40	0.00		0.00	0.35	90.91	100
1900	0.70	0.35	1.40	0.35	0.00	0.35	2.10	0.70	0.70	0.00		0.00	0.35	93.01	100
1930	0.70	0.35	1.05	0.35	0.00	0.35	0.70	0.70	0.70	0.00		0.00	0.00	95.10	100
2000	0.35	0.00	0.70	0.00	0.00	0.35	0.70	0.35	0.70	0.00		0.00	0.00	96.85	100
2030	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.00		0.00	0.00	98.60	100
2100	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.35	0.00		0.00	0.00	98.25	100
2130	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	0.00	98.95	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
2230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
2300	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
average	1.08	0.71	2.83	0.84	0.12	0.75	1.60	0.17	0.78	0.00	0.25	0.05	0.42	90.54	
maximum	3.85	2.10	8.74	3.50	0.70	2.45	5.59	0.70	2.45	0.00	0.70	0.35	1.75	100.00	
std. dev.	1.20	0.68	2.96	0.97	0.22	0.77	1.65	0.21	0.81	0.00	0.22	0.12	0.54	9.35	
average for 0600- 2400 hrs	1.42	0.94	3.74	1.12	0.16	1.00	2.12	0.23	1.04	0.00	0.25	0.07	0.56	87.46	

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

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

	RM	RP	JUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	JAPITAI	NONE	TOTAL
11DNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1200	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1400	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
1430	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
1500	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
1530	0.00	0.00	1.40	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1600	0.70	0.00	1.75	1.05	0.00	0.35	0.35	0.00	0.00		0.00	0.00	0.00	95.80	100
1630	0.70	0.00	3.15	1.75	0.35	0.35	1.75	0.00	0.35		0.00	0.00	0.00	91.61	100
1700	1.05	0.35	6.29	3.50	0.35	2.45	2.45	0.00	1.05		0.35	0.35	0.35	81.47	100
1730	1.40	0.35	6.99	2.80	0.35	2.45	2.80	0.00	1.05		0.35	0.35	0.35	80.77	100
1800	2.10	0.35	7.34	2.45	0.35	1.75	4.55	0.00	1.40		0.35	0.35	0.35	78.67	100
1830	2.10	0.35	8.04	2.10	0.35	1.40	4.90	0.00	1.40		0.70	0.35	0.35	77.97	100
1900	2.80	0.35	9.09	1.40	0.70	1.40	5.24	0.35	2.45		0.70	0.35	0.35	74.83	100
1930	3.15	0.35	9.09	1.75	0.70	1.75	6.29	0.70	2.80		0.70	0.00	1.40	71.33	100
1000	3.85	0.00	9.44	2.10	0.70	1.75	6.99	0.70	2.45		1.40	0.00	1.75	68.88	100
1030	3.85	0.70	8.74	1.75	0.70	2.10	7.34	0.70	2.45		1.05	0.00	1.75	68.88	100
1100	3.50	0.35	8.04	1.75	0.35	1.75	6.64	0.70	2.45		0.70	0.00	1.05	72.73	100
1130	3.50	0.35	6.99	2.10	0.35	1.75	7.34	0.00	1.75		0.70	0.00	0.70	74.48	100
NOON	3.15	1.05	5.24	2.45	0.35	1.40	6.99	0.00	1.75		0.35	0.00	0.70	76.57	100
1230	1.75	1.40	4.90	2.45	0.35	1.40	3.85	0.00	1.40		0.35	0.00	0.70	81.47	100
1300	1.05	0.35	5.24	2.10	0.35	2.10	2.10	0.00	1.05		0.35	0.00	0.70	84.62	100
1330	1.75	0.35	4.20	2.10	0.35	2.45	1.75	0.35	1.05		0.00	0.00	0.70	84.97	100
1400	0.35	0.70	3.50	2.10	0.35	1.75	1.75	0.70	0.70		0.00	0.00	0.70	87.41	100
1430	0.00	0.70	2.80	2.45	0.35	1.05	1.75	0.35	0.70		0.00	0.00	0.70	89.16	100
1500	0.35	1.40	3.15	2.10	0.35	1.75	2.80	0.35	1.05		0.00	0.00	0.35	86.36	100
1530	0.70	1.40	2.80	2.45	0.00	1.40	2.80	0.35	0.70		0.00	0.00	0.70	86.71	100
1600	0.70	1.40	3.15	2.10	0.00	1.40	3.85	0.35	1.05		0.00	0.35	0.70	84.97	100
1630	0.70	1.40	3.15	1.40	0.00	0.70	3.15	0.35	1.40	0.00		0.35	0.70	86.71	100
1700	0.35	1.40	3.50	1.75	0.00	0.70	2.80	0.35	1.40	0.00		0.00	0.35	87.41	100
1730	0.35	0.70	2.10	1.05	0.35	0.35	2.80	0.00	1.05	0.00		0.00	0.35	90.91	100
1800	0.35	1.05	2.45	0.70	0.35	1.05	2.45	0.00	2.10	0.00		0.00	0.70	88.81	100
1830	0.35	1.05	2.10	0.70	0.35	1.40	1.75	0.00	2.10	0.00		0.00	0.35	89.86	100
1900	0.35	1.05	1.05	0.70	0.35	0.00	1.40	0.35	0.70	0.00		0.00	0.35	93.71	100
1930	0.35	1.05	0.70	1.05	0.35	0.00	0.70	0.35	0.00	0.00		0.00	-0.35	95.10	100
2000	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.35	0.00	0.00		0.00	0.00	97.55	100
2030	0.00	0.00	0.00	0.35	0.35	0.00	1.05	0.00	0.00	0.00		0.00	0.00	98.25	100
2100	0.00	0.00	0.00	0.35	0.35	0.35	0.70	0.35	0.00	0.00		0.00	0.00	97.90	100
2130	0.00	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.00	98.60	100
2230	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
average	0.87	0.42	2.88	1.11	0.23	0.82	2.19	0.16	0.79	0.00	0.38	0.05	0.36	89.95	
maximum	3.85	1.40	9.44	3.50	0.70	2.45	7.34	0.70	2.80	0.00	1.40	0.35	1.75	100.00	
std. dev.	1.19	0.50	3.07	1.02	0.22	0.83	2.28	0.24	0.87	-0.00	0.39	0.12	0.45	9.83	
average for 0600- 2400 hrs	1.16	0.56	3.77	1.49	0.30	1.10	2.87	0.21	1.05	0.00	0.38	0.07	0.49	86.71	

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

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

	RM	RP	IUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAI	NONE	TOTAL
IIDNIGH	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1030	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1100	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
1130	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
1200	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
1230	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
1300	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
1330	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
1400	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
1430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
1500	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
1530	0.00	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.25	100
1600	0.35	0.00	1.40	0.35	0.00	0.35	0.35	0.35	0.00		0.00	0.00	0.35	96.50	100
1630	0.35	0.00	2.10	1.75	0.35	0.70	1.05	0.35	0.35		0.00	0.00	0.35	92.66	100
1700	1.40	0.35	4.90	3.85	0.70	2.45	2.10	0.70	0.35		0.00	0.00	0.35	82.87	100
1730	2.45	0.70	5.59	2.45	0.35	1.40	2.45	0.00	0.35		0.00	0.00	0.70	83.57	100
1800	3.50	0.70	6.64	2.80	0.70	2.80	4.90	0.00	0.35		0.00	0.00	0.70	76.92	100
1830	3.50	0.70	6.29	2.45	0.70	1.75	5.24	0.00	0.70		0.00	0.00	0.70	77.97	100
1900	3.15	1.05	7.34	2.45	0.70	1.75	6.29	0.70	1.05		1.05	0.00	0.35	74.13	100
1930	4.20	1.05	7.69	2.80	0.70	1.75	6.29	1.05	1.05		0.70	0.00	0.70	72.03	100
1000	5.59	0.70	8.04	3.50	0.70	1.75	6.64	1.05	1.05		0.70	0.00	1.40	68.88	100
1030	5.94	0.70	7.69	3.15	0.70	1.75	6.29	1.75	1.40		0.70	0.00	1.40	68.53	100
1100	5.24	0.70	7.69	3.15	0.70	2.10	6.64	1.40	1.40		0.70	0.00	1.05	69.23	100
1130	5.24	0.70	7.34	3.15	1.05	1.75	6.29	1.05	0.70		0.70	0.00	0.70	71.33	100
NOON	5.24	1.05	7.69	3.15	1.05	1.05	5.24	0.70	0.70		0.70	0.70	1.05	71.68	100
1230	3.15	1.05	6.64	2.45	1.05	0.70	4.20	0.35	0.35		0.00	0.35	1.05	78.67	100
1300	2.10	0.70	5.94	2.10	0.70	1.05	3.85	0.00	0.35		0.00	0.35	1.05	81.82	100
1330	1.40	0.70	4.90	1.75	0.70	1.40	3.85	0.70	0.35		0.00	0.35	1.05	82.87	100
1400	1.75	1.05	4.20	1.05	0.70	1.40	2.80	0.70	0.35		0.00	0.35	0.70	84.97	100
1430	1.05	0.70	4.55	1.75	0.70	1.75	1.40	0.70	0.35		0.00	0.35	0.70	86.01	100
1500	0.70	1.75	4.20	1.40	0.35	2.45	2.10	0.70	0.35		0.00	0.35	0.35	85.31	100
1530	0.70	1.75	3.85	1.40	0.35	2.10	2.45	1.05	0.00		0.00	0.35	0.70	85.31	100
1600	1.05	0.35	3.85	0.35	0.35	1.75	2.10	0.70	0.35		0.00	0.35	0.70	88.11	100
1630	1.40	0.35	2.80	0.35	0.35	1.40	1.75	0.35	0.70	0.00		0.35	1.05	89.16	100
1700	1.40	0.35	2.80	0.70	0.70	1.75	1.05	0.00	0.70	0.00		0.35	0.70	89.51	100
1730	1.05	0.00	3.15	0.70	0.35	1.05	1.05	0.00	0.70	0.00		0.00	0.70	91.26	100
1800	2.10	0.35	3.15	1.40	0.35	1.40	0.70	0.00	2.45	0.00		0.00	0.70	87.41	100
1830	1.05	0.35	2.45	1.40	0.35	1.40	0.70	0.00	2.45	0.00		0.00	1.05	88.81	100
1900	1.05	0.70	1.40	0.35	0.35	0.70	1.75	0.00	1.40	0.00		0.00	0.70	91.61	100
1930	0.35	0.70	1.05	0.35	0.00	0.35	0.35	0.00	0.70	0.00		0.00	0.00	96.15	100
2000	1.05	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2030	0.70	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2100	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.95	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	99.30	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2330	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
average	1.46	0.42	3.07	1.11	0.33	0.90	1.92	0.39	0.45	0.00	0.25	0.09	0.44	89.31	
maximum	5.94	1.75	8.04	3.85	1.05	2.80	6.64	1.75	2.45	0.00	1.05	0.70	1.40	99.30	
std. dev.	1.73	0.46	2.68	1.22	0.35	0.84	2.25	0.41	0.58	0.00	0.36	0.17	0.44	10.14	
average for 0600- 2400 hrs	1.95	0.55	3.87	1.49	0.44	1.20	2.50	0.41	0.60	0.00	0.25	0.12	0.58	86.15	

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

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

	RM	RP	iUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM BRONJA	CAPITAI	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1230	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
1400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
1430	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1500	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1530	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
1600	1.05	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.00	0.35	97.20	100
1630	1.05	0.00	2.80	0.35	0.00	0.00	0.70	0.35	0.00		0.00	0.00	0.35	94.41	100
1700	2.10	0.00	4.55	1.40	0.00	1.05	1.75	1.05	0.00		0.00	0.00	1.05	87.06	100
1730	2.80	0.00	4.90	1.40	0.00	0.70	1.75	0.70	0.35		0.00	0.00	1.40	86.01	100
1800	5.59	0.00	5.94	2.10	0.00	1.40	3.50	0.35	0.00		0.35	0.00	1.75	79.02	100
1830	5.59	0.00	6.64	2.45	0.35	1.40	5.24	0.70	0.35		0.35	0.00	1.75	75.17	100
1900	5.24	1.40	8.74	4.20	1.05	1.05	5.59	1.40	0.70		0.35	0.00	2.80	67.48	100
1930	5.59	1.40	8.39	4.55	1.05	0.70	5.24	1.75	0.35		0.35	0.00	3.15	67.48	100
1000	6.64	1.05	8.39	4.90	1.05	1.05	4.90	1.75	0.70		0.35	0.00	3.15	66.08	100
1030	6.29	1.05	8.04	4.90	1.05	1.05	4.90	2.10	0.70		0.35	0.00	3.15	66.43	100
1100	5.24	1.05	7.69	5.24	1.05	1.05	5.59	1.75	1.05		0.35	0.00	3.15	66.78	100
1130	4.55	0.70	7.69	4.90	1.05	1.05	5.94	1.75	0.70		0.35	0.00	2.45	68.88	100
NOON	5.59	1.05	7.34	3.85	1.05	1.75	5.59	2.10	0.35		0.35	0.00	2.10	68.88	100
1230	2.80	1.40	6.29	2.80	1.05	1.40	4.20	1.75	0.00		0.00	0.00	2.10	76.22	100
1300	2.45	1.05	4.90	2.45	0.70	0.70	3.85	1.40	0.00		0.00	0.00	2.10	80.42	100
1330	2.10	0.35	3.15	2.45	0.70	0.70	3.15	0.70	0.00		0.00	0.35	2.10	84.27	100
1400	2.45	0.00	2.80	2.10	0.70	1.05	2.80	0.70	0.00		0.00	0.35	1.75	85.31	100
1430	2.10	0.00	3.15	1.75	0.70	1.05	1.40	0.70	0.00		0.00	0.35	1.40	87.41	100
1500	2.10	0.00	2.80	1.40	0.70	1.05	1.05	0.70	0.00		0.00	0.35	1.40	88.46	100
1530	2.10	0.00	2.10	1.05	0.70	0.35	0.70	1.05	0.35		0.00	0.35	1.40	89.86	100
1600	1.75	0.35	2.45	1.75	0.70	1.05	0.35	1.05	0.35		0.00	0.35	1.40	88.46	100
1630	1.75	0.70	2.80	2.45	0.70	0.70	0.35	1.05	0.70	0.00		0.35	1.40	87.06	100
1700	1.75	0.35	3.15	2.10	0.70	1.40	0.35	1.05	1.05	0.00		0.35	1.40	86.36	100
1730	2.10	0.00	2.10	2.45	1.05	1.05	0.00	0.70	1.05	0.00		0.35	1.40	87.76	100
1800	2.45	0.00	1.75	2.45	1.05	0.70	0.35	0.35	1.40	0.00		0.00	0.70	88.81	100
1830	1.40	0.00	2.10	1.75	0.70	0.70	0.35	0.35	1.05	0.00		0.00	0.70	90.91	100
1900	1.40	0.70	1.05	0.70	0.70	1.05	1.75	0.35	1.05	0.00		0.00	0.35	90.91	100
1930	0.70	0.70	0.70	0.00	0.35	0.70	0.70	0.00	1.05	0.00		0.00	0.00	95.10	100
2000	0.35	0.35	0.70	0.35	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.00	96.85	100
2030	0.35	0.35	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
2100	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.00	97.90	100
2130	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
2200	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
2230	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
2300	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
2330	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.00	98.25	100
average	1.92	0.31	2.64	1.46	0.42	0.55	1.57	0.70	0.29	0.00	0.15	0.07	0.96	89.04	
maximum	6.64	1.40	8.74	5.24	1.05	1.75	5.94	2.10	1.40	0.00	0.35	0.35	3.15	99.65	
std. dev.	1.96	0.45	2.86	1.61	0.43	0.54	2.00	0.58	0.41	0.00	0.17	0.14	1.06	11.11	
average for 0600- 2400 hrs	2.49	0.39	3.53	1.94	0.55	0.73	2.09	0.82	0.39	0.00	0.15	0.09	1.28	85.63	

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

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

	RM	RP	IUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	APITAI	NONE	TOTAL
11DNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
13030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1600	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1630	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
1700	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
1730	0.70	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
1800	1.40	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.35		0.00	0.00	0.35	96.50	100
1830	1.05	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.35		0.00	0.00	0.70	94.41	100
1900	2.45	0.70	4.55	2.10	0.00	0.35	1.75	0.35	1.05		0.00	0.00	1.05	85.66	100
1930	3.50	0.70	5.59	1.40	0.00	0.70	2.45	1.05	1.40		0.00	0.00	1.75	81.47	100
2000	5.59	0.35	7.69	2.10	0.35	1.05	4.55	1.05	1.40		0.00	0.00	1.75	74.13	100
2030	5.24	0.35	8.74	2.45	0.35	1.05	4.90	1.40	1.40		0.35	0.00	1.75	72.03	100
2100	5.94	0.35	9.09	3.85	0.70	0.70	5.24	1.75	1.75		0.70	0.00	3.15	66.78	100
2130	5.59	0.35	9.09	3.85	0.70	0.70	4.90	1.40	1.75		0.70	0.00	3.15	67.83	100
2200	5.59	0.35	8.74	5.24	0.70	0.70	4.90	1.05	1.40		0.70	0.00	3.50	67.13	100
2230	5.24	0.35	8.39	5.59	0.70	0.70	4.90	1.05	1.40		0.70	0.00	3.15	67.83	100
2300	4.90	0.35	7.34	5.24	1.05	0.70	4.90	1.40	1.40		0.35	0.00	3.15	69.23	100
2330	4.55	0.35	6.99	4.55	1.05	0.70	5.24	1.40	1.05		0.00	0.00	3.15	70.98	100
NOON	4.20	0.35	5.24	4.20	0.70	0.70	4.90	1.05	1.05		0.00	0.00	2.80	74.83	100
1230	3.85	0.35	3.15	3.50	0.70	0.70	3.50	0.35	1.05		0.00	0.00	2.80	80.07	100
1300	3.15	0.35	2.10	2.10	0.00	0.70	3.15	0.70	1.05		0.00	0.00	2.45	84.27	100
1330	2.45	0.00	1.40	1.75	0.00	0.35	3.15	0.70	1.05		0.00	0.00	2.10	87.06	100
1400	1.40	0.00	1.05	1.75	0.00	0.35	2.80	0.70	1.05		0.00	0.00	2.10	88.81	100
1430	1.05	0.00	1.05	1.75	0.00	1.05	2.80	0.70	1.05		0.00	0.00	1.40	89.16	100
1500	1.05	0.00	1.05	2.10	0.00	1.75	2.10	0.70	1.05		0.00	0.00	1.40	88.81	100
1530	1.40	0.00	1.05	2.10	0.00	1.40	1.40	0.70	0.70		0.00	0.00	1.75	89.51	100
1600	1.05	0.00	2.10	1.40	0.35	2.45	2.10	0.35	0.70		0.00	0.00	1.75	87.76	100
1630	1.05	0.00	2.10	1.40	0.35	2.10	2.45	0.35	0.35	0.00		0.00	2.10	87.76	100
1700	1.40	0.35	1.75	1.75	0.70	1.75	3.15	1.05	0.35	0.00		0.00	1.40	86.36	100
1730	1.40	0.35	1.40	1.40	0.70	1.40	2.80	1.05	0.70	0.00		0.00	1.05	87.76	100
1800	1.75	0.70	2.10	1.40	0.35	1.05	1.75	1.05	1.75	0.00		0.00	0.70	87.41	100
1830	1.05	1.05	1.75	1.40	0.35	0.70	1.75	1.05	1.75	0.00		0.00	0.70	88.46	100
1900	0.35	0.35	1.05	0.35	0.00	1.05	2.45	1.05	1.40	0.00		0.00	0.35	91.61	100
1930	0.35	0.35	0.35	0.00	0.35	1.05	1.05	1.05	0.70	0.00		0.00	0.00	94.76	100
2000	0.00	0.00	0.00	0.00	0.35	1.05	0.35	0.70	0.70	0.00		0.00	0.00	96.85	100
2030	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.70	0.00		0.00	0.00	96.85	100
2100	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.70	0.00		0.00	0.00	98.25	100
2130	0.00	0.00	0.00	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	98.95	100
2230	0.00	0.00	0.00	0.00	0.00	0.35	1.40	0.35	0.35	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.00	98.25	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.00	98.25	100
average	1.65	0.19	2.27	1.37	0.23	0.64	1.95	0.55	0.70	0.00	0.17	0.00	1.08	89.30	
maximum	5.94	1.05	9.09	5.59	1.05	2.45	5.24	1.75	1.75	0.00	0.70	0.00	3.50	100.00	
std. dev.	1.97	0.25	2.99	1.64	0.32	0.61	1.77	0.51	0.59	0.00	0.28	0.00	1.17	10.79	
average for 0600- 2400 hrs	2.17	0.23	2.97	1.83	0.30	0.85	2.57	0.74	0.93	0.00	0.17	0.00	1.43	85.88	

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

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

	RM	RP	SUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1300	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1400	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
1430	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
1500	0.35	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1530	0.35	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1600	1.05	0.00	1.40	0.70	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	95.80	100
1630	1.40	0.00	2.80	0.70	0.00	0.00	1.05	0.00	0.35		0.00	0.00	0.00	93.71	100
1700	1.05	0.35	4.90	2.10	0.00	0.35	2.10	0.35	0.70		0.00	0.00	0.35	87.76	100
1730	1.75	0.70	6.64	1.75	0.00	1.05	2.45	0.35	0.70		0.35	0.35	0.35	83.57	100
1800	2.80	1.05	7.34	2.10	0.00	0.70	3.50	0.35	1.40		0.35	0.35	0.70	79.37	100
1830	2.45	1.05	8.39	2.45	0.35	0.70	5.24	0.35	1.75		0.35	0.35	0.70	75.87	100
1900	4.55	1.40	9.09	2.45	0.35	3.15	6.29	0.35	2.10		0.35	0.35	1.40	68.18	100
1930	4.55	1.75	9.09	2.80	0.35	3.15	6.64	0.35	1.75		0.35	0.00	1.40	67.83	100
1000	2.80	1.75	9.09	3.15	0.35	3.50	6.99	0.35	2.10		0.35	0.00	1.75	67.83	100
1030	2.45	1.75	9.09	3.15	0.35	3.50	7.69	0.35	2.10		0.35	0.00	2.10	67.13	100
1100	2.45	1.40	8.39	3.85	0.35	2.45	6.64	0.35	2.10		0.35	0.00	2.45	69.23	100
1130	2.45	1.40	9.44	3.85	0.35	2.45	5.24	0.35	1.75		0.35	0.00	2.10	70.28	100
NOON	2.10	1.75	6.29	3.50	0.35	2.45	4.90	0.00	2.10		0.35	0.00	2.10	74.13	100
1230	1.75	1.40	4.90	2.45	0.35	3.50	3.85	0.00	2.10		0.00	0.00	2.45	77.27	100
1300	1.75	1.05	4.20	2.45	0.35	3.85	3.15	0.00	1.75		0.00	0.00	2.80	78.67	100
1330	1.05	0.35	3.15	2.10	0.35	3.50	3.15	0.00	1.40		0.00	0.00	2.45	82.52	100
1400	0.70	0.00	2.80	1.75	0.35	3.15	2.45	0.00	1.40		0.00	0.00	2.10	85.31	100
1430	0.70	0.00	2.45	1.75	0.35	2.80	2.45	0.00	1.40		0.00	0.00	2.10	86.01	100
1500	0.35	0.35	2.45	1.75	0.35	2.80	2.45	0.00	1.40		0.00	0.00	1.75	86.36	100
1530	0.35	0.35	2.45	1.75	0.35	2.80	2.10	0.00	1.05		0.00	0.00	1.75	87.06	100
1600	0.35	0.35	2.80	1.75	1.05	2.45	2.10	0.00	1.05		0.00	0.00	1.05	87.06	100
1630	0.35	0.35	2.45	1.75	1.05	2.10	2.10	0.00	0.35	0.35		0.00	0.35	88.81	100
1700	1.05	0.35	2.45	1.75	0.70	1.40	2.80	0.35	0.35	0.35		0.00	0.00	88.46	100
1730	1.05	0.35	1.75	1.75	0.70	0.70	1.75	0.35	0.35	0.35		0.00	0.00	90.91	100
1800	0.70	0.70	2.80	1.40	0.70	0.00	1.75	0.00	1.75	0.35		0.00	0.00	89.86	100
1830	0.35	0.35	2.45	1.05	0.35	0.00	2.45	0.00	1.75	0.35		0.00	0.00	90.91	100
1900	0.70	0.00	1.40	0.00	0.00	0.00	2.10	0.00	1.75	0.00		0.00	0.00	94.06	100
1930	0.70	0.35	0.70	0.00	0.00	0.00	1.75	0.00	1.75	0.00		0.00	0.00	94.76	100
2000	0.00	0.35	0.70	0.00	0.00	0.35	1.40	0.00	1.40	0.00		0.00	0.00	95.80	100
2030	0.35	0.00	0.70	0.00	0.00	0.35	0.70	0.00	1.40	0.00		0.00	0.00	96.50	100
2100	0.35	0.00	0.70	0.00	0.35	0.35	0.70	0.00	1.05	0.00		0.00	0.00	96.50	100
2130	0.35	0.35	0.70	0.00	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.20	100
2200	0.00	0.70	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.00	97.90	100
2300	0.00	0.00	0.35	0.00	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	98.95	100
average	0.95	0.47	2.86	1.17	0.22	1.14	2.24	0.09	0.90	0.06	0.17	0.03	0.67	89.15	
maximum	4.55	1.75	9.44	3.85	1.05	3.85	7.69	0.35	2.10	0.35	0.35	0.35	2.80	100.00	
std. dev.	1.14	0.57	3.09	1.23	0.27	1.35	2.05	0.15	0.80	0.13	0.17	0.10	0.93	10.58	
average for 0600- 2400 hrs	1.24	0.61	3.75	1.55	0.29	1.52	2.87	0.12	1.19	0.11	0.17	0.04	0.89	85.76	

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

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

	RM	RP	SUPER	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	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
13030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13230	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
13300	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
13330	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
13400	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
13430	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
13500	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
13530	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	99.30	100
13600	0.70	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	97.90	100
13630	0.70	0.00	1.40	0.35	0.00	0.35	0.35	0.35	0.00		0.00	0.00	0.00	96.50	100
13700	1.75	0.35	2.45	1.40	0.00	0.70	0.35	0.35	0.35		0.00	0.00	0.70	91.61	100
13730	1.75	0.35	3.15	1.40	0.35	1.05	1.05	0.00	0.70		0.35	0.00	1.05	88.81	100
13800	2.80	1.05	3.50	2.10	0.35	1.40	2.45	0.00	2.10		0.70	0.00	1.40	82.17	100
13830	2.45	1.75	3.15	2.80	0.00	1.05	3.50	0.35	2.45		0.70	0.00	1.75	80.07	100
13900	3.50	1.75	3.50	3.85	0.00	1.40	3.50	0.35	2.80		0.70	0.00	1.75	76.92	100
13930	3.50	1.75	3.15	3.50	0.00	1.40	4.55	0.35	2.80		1.05	0.00	1.75	76.22	100
14000	3.50	2.10	3.15	1.75	0.00	2.10	4.55	0.00	2.10		1.05	0.00	1.75	77.97	100
14030	3.50	2.80	2.80	1.75	0.00	3.50	4.90	0.35	2.10		1.05	0.00	2.10	75.17	100
14100	3.85	2.80	3.15	0.70	0.00	3.50	4.90	0.35	2.10		1.05	0.00	2.45	75.17	100
14130	3.15	2.10	4.20	1.05	0.00	3.15	4.90	0.35	1.75		1.05	0.00	2.10	76.22	100
NOON	2.10	2.45	4.90	1.05	0.00	2.45	4.20	0.00	1.40		1.05	0.00	2.10	78.32	100
14230	1.75	1.75	2.80	1.05	0.00	1.75	3.85	0.00	0.70		0.00	0.00	1.40	84.97	100
14300	1.75	1.75	2.45	1.75	0.00	2.10	4.55	0.00	1.05		0.00	0.00	0.70	83.92	100
14330	1.40	1.75	3.15	1.75	0.00	1.05	3.50	0.00	1.40		0.00	0.00	0.70	85.31	100
14400	1.05	1.40	3.15	2.10	0.00	0.70	2.45	0.00	1.05		0.00	0.00	0.70	87.41	100
14430	1.05	1.40	2.45	2.10	0.00	0.70	2.10	0.00	0.35		0.00	0.00	0.70	89.16	100
14500	0.70	1.05	2.10	1.40	0.00	1.05	1.40	0.00	0.35		0.00	0.00	1.05	90.91	100
14530	0.70	1.05	2.45	1.40	0.00	1.05	1.05	0.00	0.35		0.00	0.00	0.70	91.26	100
14600	1.05	0.70	2.80	1.40	0.00	1.40	0.70	0.00	0.35		0.00	0.00	0.70	90.91	100
14630	1.05	1.05	2.10	1.40	0.00	1.40	0.70	0.00	0.35	0.35		0.00	0.35	91.26	100
14700	1.05	0.70	2.45	1.05	0.00	1.05	0.70	0.00	0.70	0.35		0.00	0.35	91.61	100
14730	0.70	0.35	1.05	1.40	0.00	1.05	0.70	0.00	0.70	0.35		0.00	0.35	93.36	100
14800	0.70	0.35	0.35	1.05	0.00	0.70	0.35	0.00	1.05	0.35		0.00	0.35	94.76	100
14830	0.70	0.35	0.35	1.40	0.00	0.35	0.00	0.00	1.40	0.35		0.00	0.35	94.76	100
14900	0.35	0.00	0.35	1.05	0.00	0.35	0.70	0.00	1.05	0.35		0.00	0.00	95.80	100
14930	0.35	0.00	0.35	0.70	0.00	0.00	0.70	0.00	1.05	0.35		0.00	0.00	96.50	100
15000	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	1.05	0.00		0.00	0.00	97.90	100
15030	0.00	0.00	0.35	0.35	0.35	0.35	0.00	0.00	1.05	0.00		0.00	0.00	97.55	100
15100	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	1.05	0.00		0.00	0.00	98.25	100
15130	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	98.95	100
15200	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.60	100
15230	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
15300	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
15330	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
average	1.03	0.68	1.49	0.91	0.03	0.82	1.34	0.06	0.75	0.09	0.40	0.00	0.57	92.09	
maximum	3.85	2.80	4.90	3.85	0.35	3.50	4.90	0.35	2.80	0.35	1.05	0.00	2.45	100.00	
std. dev.	1.16	0.87	1.42	0.96	0.10	0.92	1.71	0.13	0.83	0.16	0.46	0.00	0.74	8.28	
average for 0600- 2400 hrs	1.32	0.91	1.96	1.21	0.04	1.09	1.79	0.08	1.00	0.16	0.42	0.00	0.76	89.53	

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

Table 7.3: Daily Average Audience Levels - Radio October 2000 & October 2001
(computed on the basis of available time-slot for each station)

	RM	RP	UPER	UNI RADIC	101	MAS	IS	JAY	RTK	SMASH	CALYPSO	FM RONJA	APITAL
October 2000: Daily Average	0.75	0.15	2.81	0.03	1.80	0.51	0.21	1.29	1.98	0.40	0.44	0.02	0.41
October 2001: Daily Average	1.28	0.46	2.58	0.02	1.14	0.25	0.22	0.80	1.83	0.30	0.66	0.04	0.64

**Table 7.4: Daily Average Audience Levels – Radio
October 2000 & 2001**
(computed on the basis of audiences between 6.00 a.m. – midnight)

	RM 1	RP	UPER	101	IS	JAY	RTK	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM IRONJA	CAPITAL
October 2000: Daily Average	1.00	0.20	3.68	1.80	0.27	1.68	2.06	0.53	0.57	0.03	0.51	0.02	0.55
October 2001: Daily Average	1.68	0.60	3.37	1.52	0.30	1.07	2.40	0.37	0.89	0.04	0.26	0.05	0.86

Table 8.1-1 TV Audience Average Share (October 2000)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIA- SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATEL LITE	NONE
Monday	2.74	5.65	3.11	0.26	0.53	1.57	0.04	0.05	0.00	0.00	1.06	88.43
Tuesday	1.82	4.05	3.28	0.08	0.88	2.11	0.20	0.09	0.15	0.03	1.10	89.53
Wednesday	1.53	2.79	2.70	0.27	0.89	2.50	0.31	0.04	0.09	0.00	0.90	90.53
Thursday	1.92	3.29	4.60	0.30	0.59	1.86	0.10	0.14	0.01	0.00	0.99	90.17
Friday	4.64	3.32	2.33	0.40	0.31	1.52	0.03	0.01	0.00	0.00	0.45	89.40
Saturday	1.54	3.98	2.19	0.17	0.71	1.88	0.01	0.03	0.07	0.08	1.01	90.60
Sunday	2.20	6.08	3.58	0.40	1.08	1.38	0.14	0.05	0.00	0.16	0.63	87.77
Daily Average	2.34	4.16	3.11	0.27	0.71	1.83	0.12	0.06	0.05	0.04	0.88	89.49

Table 8.1-2 TV Audience Average Share (October 2001)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA- SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATEL LITE	NONE
Monday	2.11	4.25	0.86	0.47	0.23	0.81	2.30	0.09	0.00	0.00	2.30	86.73
Tuesday	2.60	3.98	1.63	0.98	0.14	0.44	1.57	0.32	0.72	0.00	1.48	86.72
Wednesday	2.50	3.47	1.61	1.19	0.15	0.76	2.23	0.22	0.38	0.04	0.89	87.16
Thursday	1.89	4.38	1.68	0.89	0.09	0.70	2.17	0.21	0.08	0.00	1.13	87.14
Friday	5.57	2.95	1.30	1.18	0.09	0.41	1.10	0.19	0.00	0.00	1.23	86.41
Saturday	1.45	3.43	1.40	0.56	0.21	0.56	1.62	0.49	0.00	0.00	1.76	88.73
Sunday	2.91	3.62	0.76	0.15	0.09	0.81	1.92	0.23	0.00	0.00	1.86	87.72
Daily Average	2.72	3.73	1.32	0.77	0.14	0.64	1.84	0.25	0.17	0.01	1.52	87.23

Table 8.2 Daily Peak TV Audience Share (October 2001)

	TVM	UPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	33.22	25.17	11.19	1.75	1.05	6.99	10.84	0.70	0.00	0.00	10.84
Tuesday	35.66	25.17	16.08	3.85	0.70	3.15	7.34	2.45	4.90	0.00	7.34
Wednesday	31.82	24.13	13.64	4.90	0.70	4.55	11.89	1.75	2.10	0.35	3.85
Thursday	30.07	23.78	14.34	3.15	0.35	4.90	12.24	1.05	0.35	0.00	5.24
Friday	44.41	23.43	17.83	3.85	0.70	2.45	5.59	1.05	0.00	0.00	4.90
Saturday	20.63	16.78	9.44	1.40	1.40	2.80	9.79	2.10	0.00	0.00	5.59
Sunday	23.43	19.58	11.19	0.70	0.35	2.80	8.74	1.40	0.00	0.00	8.39
Highest Peak	44.41	25.17	17.83	4.90	1.40	6.99	12.24	2.45	4.90	0.35	10.84

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL :	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0100	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	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0800	0.00	0.35	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
0830	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0900	0.00	0.70	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1000	0.00	1.05	0.00	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	97.55	100
1030	0.00	0.70	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.00	97.55	100
1100	0.35	0.70	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	96.85	100
1130	0.35	0.35	0.00	0.35	1.05	0.00	0.35	0.35	0.00	0.00	0.35	96.85	100
NOON	0.70	0.70	0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.35	96.50	100
1230	0.35	0.70	0.00	1.40	0.00	0.35	1.75	0.00	0.00	0.00	0.35	95.10	100
1300	1.75	1.05	0.35	1.40	0.00	0.35	3.15	0.00	0.00	0.00	1.05	90.91	100
1330	1.40	1.05	0.35	1.75	0.00	0.35	4.20	0.00	0.00	0.00	0.70	90.21	100
1400	0.70	2.10	0.35	1.75	0.00	0.00	4.90	0.00	0.00	0.00	1.40	88.81	100
1430	0.70	2.80	0.35	1.75	0.00	0.00	3.85	0.00	0.00	0.00	2.10	88.46	100
1500	0.70	3.15	0.70	1.75	0.00	0.35	4.55	0.00	0.00	0.00	2.10	86.71	100
1530	0.35	3.50	0.70	1.40	0.00	0.35	2.80	0.00	0.00	0.00	2.45	88.46	100
1600	0.35	3.50	1.75	0.70	0.00	0.00	2.80	0.00	0.00	0.00	2.45	88.46	100
1630	0.70	3.15	1.75	0.35	0.35	0.35	2.45	0.00	0.00	0.00	2.80	88.11	100
1700	0.35	3.15	1.40	0.00	0.35	0.35	2.45	0.00	0.00	0.00	2.80	89.16	100
1730	0.35	3.85	1.40	0.00	0.35	0.35	2.45	0.00	0.00	0.00	2.80	88.46	100
1800	0.35	3.85	1.75	0.00	0.35	0.00	2.80	0.00	0.00	0.00	2.45	88.46	100
1830	0.70	5.59	0.35	0.35	0.35	0.35	3.85	0.00	0.00	0.00	3.50	84.97	100
1900	0.70	6.99	1.05	0.35	0.35	1.75	3.15	0.00	0.00	0.00	3.50	82.17	100
1930	0.70	25.17	1.05	0.35	0.35	1.40	3.50	0.00	0.00	0.00	4.55	62.94	100
1945	0.70	19.23	11.19	0.00	0.35	1.40	3.50	0.00	0.00	0.00	4.90	58.74	100
2000	33.22	18.53	3.15	0.00	0.00	2.10	5.24	0.00	0.00	0.00	6.64	31.12	100
2030	23.43	24.13	2.80	0.00	0.70	4.20	7.69	0.00	0.00	0.00	9.09	27.97	100
2100	13.99	22.38	3.15	0.00	0.70	5.94	10.84	0.70	0.00	0.00	10.84	31.47	100
2130	9.79	21.68	3.15	0.00	0.70	6.99	10.49	0.70	0.00	0.00	10.84	35.66	100
2200	5.59	16.08	2.80	0.00	0.70	6.64	9.09	0.70		0.00	10.84	47.55	100
2230	3.15	8.04	1.75	0.00	0.70	4.55	6.99	0.35		0.00	9.79	64.69	100
2300	1.40	2.80	1.05	0.00	0.35	1.40	4.90	0.00			8.39	79.72	100
2330	0.70	0.35	0.00	0.00	0.00	0.35	2.45	0.00			5.59	90.56	100
for Avg.	2.11	4.25	0.86	0.47	0.23	0.81	2.30	0.09	0.00	0.00	2.30	86.73	
maximum	33.22	25.17	11.19	1.75	1.05	6.99	10.84	0.70	0.00	0.00	10.84	100.00	
std. dev.	6.03	7.18	1.78	0.66	0.31	1.74	2.85	0.19	0.00	0.00	3.32	20.07	
3and 1	0.06	0.41	0.00	0.07	0.35	0.00	0.26	0.12	0.00	0.00	0.06	98.72	
3and 2	0.67	2.72	0.80	0.97	0.15	0.22	3.00	0.02	0.00	0.00	1.95	89.49	
3and 3	8.49	15.03	2.83	0.06	0.45	3.34	6.17	0.22	0.00	0.00	7.72	55.69	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 2	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.30	100
0030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.35			0.35	99.30	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.35			0.35	99.30	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0230	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.35	0.00	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0700	0.35	0.35	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	0.35	0.70	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0830	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.35	0.35	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1000	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1030	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.95	100
1100	0.00	0.35	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
1130	0.00	0.70	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	97.90	100
NOON	0.00	1.05	0.00	2.45	0.35	0.35	0.00	0.00	0.00	0.00	0.35	95.45	100
1230	0.00	0.70	0.00	3.15	0.00	0.70	1.05	0.00	0.00	0.00	0.70	93.71	100
1300	0.70	1.40	0.70	3.50	0.00	0.70	1.05	0.00	0.00	0.00	1.05	90.91	100
1330	1.05	1.05	0.70	3.50	0.00	0.70	1.75	0.00	0.00	0.00	1.75	89.51	100
1400	1.05	2.45	0.70	3.85	0.00	0.35	2.45	0.00	0.00	0.00	1.75	87.41	100
1430	1.40	2.45	1.05	3.85	0.00	0.35	1.40	0.00	0.00	0.00	1.40	88.11	100
1500	1.40	2.80	1.40	3.85	0.00	0.35	1.05	0.00	0.00	0.00	1.75	87.41	100
1530	0.70	2.45	1.40	3.15	0.00	0.35	0.70	0.00	0.00	0.00	1.75	89.51	100
1600	0.70	2.80	1.75	0.70	0.00	0.70	1.05	0.00	0.00	0.00	1.40	90.91	100
1630	0.70	1.75	1.75	0.35	0.00	0.35	1.75	0.00	0.00	0.00	0.70	92.66	100
1700	0.35	1.75	1.40	0.35	0.70	0.70	3.50	0.00	0.00	0.00	1.75	89.51	100
1730	0.00	1.75	2.10	0.35	0.70	0.70	3.50	0.00	0.35	0.00	2.45	88.11	100
1800	0.35	2.80	1.75	0.35	0.70	0.35	3.85	0.00	0.35	0.00	2.80	86.71	100
1830	0.35	3.15	1.40	0.00	0.70	0.00	3.15	0.35	0.35	0.00	3.50	87.06	100
1900	0.35	3.50	2.10	0.00	0.70	0.35	1.75	0.70	0.35	0.00	3.15	87.06	100
1930	1.05	24.48	1.40	0.00	0.70	0.00	2.45	0.35	0.35	0.00	2.80	66.43	100
1945	1.40	16.08	16.08	0.00	0.35	0.00	1.75	0.70	0.70	0.00	2.80	60.14	100
2000	35.66	13.29	7.69	0.00	0.00	0.00	4.20	1.05	1.05	0.00	2.80	34.27	100
2030	25.52	23.08	7.34	0.35	0.00	1.40	6.64	2.10	2.10	0.00	3.85	27.62	100
2100	15.03	25.17	8.04	0.35	0.00	2.80	7.34	2.45	3.15	0.00	6.29	29.37	100
2130	12.94	22.73	7.34	0.35	0.00	3.15	7.34	2.10	4.20	0.00	6.29	33.57	100
2200	10.84	13.99	5.24	0.35	0.00	3.15	7.34	2.10	4.90	0.00	7.34	44.76	100
2230	8.39	11.54	5.24	0.35	0.00	2.10	4.55	1.40	3.85	0.00	6.29	56.29	100
2300	3.50	6.29	2.45	0.00	0.00	1.75	2.80	0.70	1.40		3.85	77.27	100
2330	1.05	1.40	0.70	0.00	0.00	0.00	1.40	0.35			2.80	91.96	100
Tot. Avg.	2.60	3.98	1.63	0.98	0.14	0.44	1.57	0.32	0.72	0.00	1.48	86.72	
maximum	35.66	25.17	16.08	3.85	0.70	3.15	7.34	2.45	4.90	0.00	7.34	100.00	
Std. dev.	6.70	6.99	3.04	1.43	0.24	0.80	2.10	0.63	1.35	0.00	1.94	20.36	
Band 1	0.20	0.44	0.00	0.07	0.17	0.00	0.26	0.00	0.00	0.00	0.00	98.89	
Band 2	0.62	2.02	1.15	2.10	0.22	0.47	1.87	0.02	0.07	0.00	1.65	89.79	
Band 3	10.52	14.69	5.79	0.16	0.16	1.34	4.32	1.27	2.20	0.00	4.39	55.34	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00			0.00	98.95	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0100	0.00	0.35	0.00		0.00	0.00	0.35	0.00			0.00	99.30	100
0130	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	100.00	100
0230	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	100.00	100
0330	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	100.00	100
0430	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			0.35	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.00	0.35	0.35		0.00	0.00	0.00	0.00			0.00	99.30	100
0630	0.35	0.35	0.00		0.00	0.35	0.00	0.00			0.00	98.95	100
0700	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0730	0.00	0.70	0.00		0.00	0.00	0.00	0.00			0.00	99.30	100
0800	0.70	1.05	0.00		0.00	0.35	0.35	0.00			0.00	97.55	100
0830	0.70	1.40	0.00		0.00	0.35	0.70	0.00			0.00	96.85	100
0900	0.35	1.40	0.00		0.00	0.35	0.70	0.00			0.00	97.20	100
0930	0.00	1.75	0.00	0.00	0.35	0.00	1.05	0.00		0.00	0.00	96.85	100
1000	0.00	1.40	0.00	0.00	0.35	0.35	1.40	0.00		0.00	0.00	96.50	100
1030	0.00	1.40	0.00	0.00	0.35	0.35	1.05	0.00		0.00	0.00	96.85	100
1100	0.00	1.05	0.00	0.00	0.70	0.35	1.05	0.00	0.00	0.00	0.00	96.85	100
1130	0.00	1.75	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.70	95.80	100
NOON	0.35	1.75	0.00	2.10	0.70	0.00	0.70	0.00	0.00	0.00	0.70	93.71	100
1230	0.35	2.10	0.35	3.50	0.35	0.00	2.10	0.00	0.00	0.00	0.70	90.56	100
1300	1.05	2.45	0.35	4.20	0.35	0.00	1.40	0.00	0.00	0.00	0.70	89.51	100
1330	1.05	1.75	0.35	4.90	0.35	0.35	1.05	0.00	0.00	0.00	1.05	89.16	100
1400	1.05	1.75	0.35	4.90	0.00	0.35	1.75	0.00	0.00	0.00	0.70	89.16	100
1430	1.40	1.75	0.70	4.20	0.00	0.35	1.40	0.00	0.00	0.00	0.35	89.86	100
1500	2.10	1.75	0.70	4.20	0.00	0.35	1.75	0.00	0.00	0.00	0.35	88.81	100
1530	0.35	2.10	0.35	2.45	0.00	0.35	1.40	0.00	0.00	0.00	0.00	93.01	100
1600	0.35	1.05	1.75	1.40	0.00	0.35	2.45	0.00	0.00	0.00	0.35	92.31	100
1630	0.70	1.05	1.75	1.40	0.00	0.70	2.45	0.00	0.00	0.00	0.70	91.26	100
1700	0.35	1.75	1.75	1.75	0.00	1.40	2.80	0.00	0.00	0.00	2.10	88.11	100
1730	0.35	2.45	1.05	1.05	0.00	1.75	3.15	0.00	0.00	0.00	2.45	87.76	100
1800	1.40	3.15	0.70	0.35	0.35	2.10	3.50	0.00	0.00	0.00	2.45	86.01	100
1830	1.40	3.85	0.35	0.35	0.35	1.75	3.50	0.70	0.00	0.00	1.75	86.01	100
1900	2.10	6.29	2.45	0.00	0.35	1.05	2.80	1.05	0.70	0.00	1.40	81.82	100
1930	2.45	24.13	2.45	0.00	0.35	0.35	2.80	0.70	0.70	0.00	1.75	64.34	100
1945	2.10	18.53	13.64	0.00	0.00	1.05	1.75	0.35	0.35	0.00	1.05	61.19	100
2000	31.82	13.64	6.99	0.35	0.35	1.05	5.59	0.70	0.35	0.00	1.75	37.41	100
2030	24.13	14.69	8.74	0.35	0.70	2.45	8.39	1.40	0.35	0.00	2.45	36.36	100
2100	11.89	13.29	12.24	0.35	0.35	4.55	11.54	1.75	1.40	0.35	3.15	39.16	100
2130	10.49	12.94	8.39	0.35	0.35	4.20	11.89	1.40	2.10	0.35	3.85	43.71	100
2200	10.14	9.44	4.90	0.00	0.00	4.20	11.54	1.40	1.75	0.35	3.85	52.45	100
2230	8.74	8.04	4.20	0.00	0.00	4.20	8.74	0.35	1.40	0.00	3.50	60.84	100
2300	3.85	4.55	2.45	0.00	0.00	1.75	4.90	0.70	0.70		3.85	77.27	100
2330	0.70	1.75	1.05	0.00	0.00	0.00	1.75	0.35			1.40	92.66	100
Tot. Avg.	2.50	3.47	1.61	1.19	0.15	0.76	2.23	0.22	0.38	0.04	0.89	87.16	
maximum	31.82	24.13	13.64	4.90	0.70	4.55	11.89	1.75	2.10	0.35	3.85	100.00	
std. dev.	6.00	5.31	3.12	1.65	0.22	1.21	3.09	0.45	0.61	0.11	1.18	18.01	
Band 1	0.17	1.08	0.03	0.00	0.20	0.23	0.58	0.00	0.00	0.00	0.06	97.64	
Band 2	0.87	2.05	0.75	2.62	0.17	0.70	2.10	0.05	0.00	0.00	1.02	89.66	
Band 3	9.85	11.57	6.13	0.13	0.22	2.26	6.52	0.92	0.98	0.12	2.54	58.84	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL 1	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0100	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.00	0.00	0.70		0.00	0.00	0.00	0.00			0.00	99.30	100
0630	1.05	0.00	0.00		0.00	0.35	0.00	0.00			0.00	98.60	100
0700	0.70	0.00	0.00		0.00	0.35	0.35	0.00			0.35	98.25	100
0730	0.35	0.35	0.35		0.00	0.00	0.35	0.00			0.00	98.60	100
0800	0.35	1.05	0.00		0.00	0.35	1.05	0.00			0.00	97.20	100
0830	0.00	1.05	0.00		0.00	0.35	0.70	0.00			0.00	97.90	100
0900	0.00	1.05	0.00		0.00	0.35	0.35	0.00			0.00	98.25	100
0930	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.00	98.25	100
1000	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
1030	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	97.90	100
1100	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	97.90	100
1130	0.35	1.05	0.00	0.35	0.00	0.35	0.35	0.35	0.00	0.00	0.00	97.20	100
NOON	0.35	1.75	0.00	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.35	95.45	100
1230	0.35	1.40	0.00	2.45	0.00	0.35	1.05	0.00	0.00	0.00	0.35	94.06	100
1300	0.35	1.75	0.35	2.45	0.00	0.70	1.05	0.00	0.00	0.00	0.35	93.01	100
1330	1.05	2.45	0.70	2.45	0.00	0.35	1.05	0.00	0.00	0.00	0.35	91.61	100
1400	1.75	2.10	0.35	2.80	0.35	0.00	1.75	0.00	0.00	0.00	0.00	90.91	100
1430	1.75	2.10	0.35	3.15	0.35	0.00	2.10	0.00	0.00	0.00	0.35	89.86	100
1500	1.05	2.10	1.05	2.10	0.35	0.35	3.15	0.00	0.00	0.00	0.70	89.16	100
1530	1.05	2.45	1.05	2.45	0.35	0.35	2.80	0.00	0.00	0.00	1.05	88.46	100
1600	0.70	1.75	1.40	1.75	0.35	0.35	2.10	0.00	0.00	0.00	1.40	90.21	100
1630	0.70	1.40	1.75	0.70	0.35	0.35	2.10	0.35	0.00	0.00	1.75	90.56	100
1700	0.70	1.75	1.40	0.70	0.35	0.70	2.45	0.35	0.00	0.00	2.45	89.16	100
1730	0.70	1.75	1.05	1.05	0.00	1.05	2.80	0.00	0.00	0.00	2.80	88.81	100
1800	1.40	1.75	1.40	1.05	0.00	2.10	2.10	0.00	0.00	0.00	2.80	87.41	100
1830	0.70	2.45	1.75	0.70	0.00	1.75	2.45	0.35	0.00	0.00	2.80	87.06	100
1900	1.05	5.59	2.10	0.70	0.00	0.35	1.75	0.70	0.35	0.00	3.50	83.92	100
1930	1.75	23.78	2.45	0.35	0.00	0.00	1.05	0.35	0.35	0.00	2.45	67.48	100
1945	2.45	19.58	14.34	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	59.79	100
2000	30.07	17.13	8.04	0.00	0.00	1.40	4.55	0.70	0.00	0.00	2.80	35.31	100
2030	18.18	17.48	10.49	0.00	0.35	3.15	6.99	1.05	0.00	0.00	3.50	38.81	100
2100	8.04	23.08	9.79	0.35	0.35	4.90	12.24	0.70	0.35	0.00	4.55	35.66	100
2130	5.59	22.38	8.04	0.35	0.35	4.55	12.24	0.70	0.35	0.00	5.24	40.21	100
2200	4.20	21.33	5.94	0.35	0.35	4.20	10.84	1.05	0.35	0.00	4.20	47.20	100
2230	2.80	16.78	3.15	0.00	0.35	3.15	10.49	0.70	0.35	0.00	3.85	58.39	100
2300	1.75	9.09	3.15	0.00	0.00	1.40	8.74	1.05			3.50	71.33	100
2330	0.35	1.75	1.05	0.00	0.00	0.35	3.50	1.05			1.05	90.91	100
Tot. Avg.	1.89	4.38	1.68	0.89	0.09	0.70	2.17	0.21	0.08	0.00	1.13	87.14	
maximum	30.07	23.78	14.34	3.15	0.35	4.90	12.24	1.05	0.35	0.00	5.24	100.00	
std. dev.	4.97	7.22	3.15	1.00	0.15	1.22	3.27	0.34	0.15	0.00	1.51	18.79	
Band 1	0.32	0.73	0.09	0.07	0.00	0.20	0.38	0.09	0.00	0.00	0.03	98.14	
Band 2	0.90	1.92	0.90	1.82	0.17	0.60	1.95	0.07	0.00	0.00	1.25	90.41	
Band 3	6.93	16.18	6.23	0.22	0.16	2.13	6.71	0.73	0.23	0.00	3.34	57.18	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL 1	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0300	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0330	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.35		0.00	0.00	0.00	0.00			0.35	99.30	100
0630	0.35	0.00	0.00		0.00	0.00	0.35	0.00			0.00	99.30	100
0700	0.35	0.00	0.00		0.00	0.35	0.70	0.00			0.00	98.60	100
0730	0.00	0.00	0.35		0.00	0.00	0.70	0.00			0.00	98.95	100
0800	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0830	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0900	0.00	0.70	0.00		0.00	0.00	0.00	0.00			0.35	98.95	100
0930	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
1000	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1030	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1100	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1130	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100
NOON	0.00	0.70	0.00	2.10	0.00	0.35	0.00	0.35	0.00	0.00	0.70	95.80	100
1230	0.00	0.70	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.70	95.45	100
1300	0.35	1.05	0.00	2.10	0.00	1.05	0.35	0.35	0.00	0.00	1.05	93.71	100
1330	0.35	2.10	0.35	2.10	0.00	1.05	0.70	0.35	0.00	0.00	0.70	92.31	100
1400	0.35	3.15	0.35	3.50	0.00	0.70	1.75	0.35	0.00	0.00	1.05	88.81	100
1430	0.35	3.85	0.35	3.50	0.00	0.70	1.75	0.35	0.00	0.00	1.05	88.11	100
1500	0.00	3.15	0.70	3.85	0.00	1.05	1.05	0.70	0.00	0.00	1.75	87.76	100
1530	0.00	3.15	0.70	2.80	0.00	1.05	1.05	0.70	0.00	0.00	1.75	88.81	100
1600	0.00	2.45	0.70	2.45	0.35	0.35	1.75	0.35	0.00	0.00	2.45	89.16	100
1630	0.00	2.10	0.70	0.70	0.35	0.35	1.05	0.35	0.00	0.00	2.80	91.61	100
1700	0.35	1.75	1.05	0.35	0.35	0.35	2.80	0.00	0.00	0.00	2.80	90.21	100
1730	0.35	1.05	1.05	0.00	0.00	0.35	3.50	0.00	0.00	0.00	3.15	90.56	100
1800	0.70	1.05	1.40	0.70	0.00	0.00	3.15	0.00	0.00	0.00	2.80	90.21	100
1830	0.70	1.75	1.75	1.05	0.00	0.35	2.80	0.35	0.00	0.00	2.80	88.46	100
1900	2.10	3.15	2.10	0.70	0.00	0.35	1.75	1.05	0.00	0.00	3.15	85.66	100
1930	3.15	23.43	4.55	0.35	0.00	0.00	1.05	0.70	0.00	0.00	2.80	63.99	100
1945	5.24	16.08	17.83	1.40	0.35	0.00	0.70	0.70	0.00	0.00	1.40	56.29	100
2000	40.56	13.29	7.34	1.40	0.35	0.35	2.10	0.70	0.00	0.00	1.05	32.87	100
2030	44.41	10.84	5.94	1.05	0.70	1.40	4.20	0.70	0.00	0.00	2.10	28.67	100
2100	43.36	9.79	4.20	1.40	0.70	2.45	5.59	0.70	0.00	0.00	4.55	27.27	100
2130	40.56	9.79	3.85	0.70	0.00	2.10	3.85	0.35	0.00	0.00	4.90	33.92	100
2200	36.01	9.09	3.85	0.70	0.00	2.10	3.85	0.00	0.00	0.00	4.90	39.51	100
2230	30.77	6.64	2.45	0.35	0.00	2.10	3.85	0.00		0.00	3.15	50.70	100
2300	19.58	6.29	0.70	0.35	0.00	0.70	2.45	0.00			2.10	67.83	100
2330	3.15	3.15	0.00	0.35	0.00	0.00	0.70	0.00			1.05	91.61	100
Tot. Avg.	5.57	2.95	1.28	1.18	0.09	0.41	1.10	0.19	0.00	0.00	1.23	86.41	
maximum	44.41	23.43	17.83	3.85	0.70	2.45	5.59	1.05	0.00	0.00	4.90	100.00	
Std. dev.	13.02	4.79	2.91	1.09	0.18	0.64	1.44	0.28	0.00	0.00	1.39	21.24	
Band 1	0.06	0.29	0.06	0.35	0.12	0.03	0.15	0.00	0.00	0.00	0.20	98.95	
Band 2	0.25	2.00	0.65	1.95	0.07	0.57	1.57	0.32	0.00	0.00	1.82	90.78	
Band 3	24.44	10.14	4.80	0.79	0.19	1.05	2.73	0.45	0.00	0.00	2.83	52.57	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	HANNEL:	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00			0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00			0.35	99.30	100
0100	0.00	0.00	0.00		0.35	0.00	0.00	0.00			0.35	99.30	100
0130	0.00	0.00	0.00		0.35	0.00	0.00	0.00			0.35	99.30	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.35	0.00			0.35	99.30	100
0630	0.00	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0700	0.00	0.00	0.35		0.00	0.35	0.00	0.00			0.00	99.30	100
0730	0.00	0.70	0.35		0.00	0.35	0.00	0.00			0.00	98.60	100
0800	0.00	0.70	0.35		0.00	0.35	0.00	0.00			0.35	98.25	100
0830	0.00	0.35	0.35		0.00	0.70	0.00	0.00			0.70	97.90	100
0900	0.00	0.35	1.05		0.00	0.70	0.00	0.00			1.05	96.85	100
0930	0.00	0.35	1.05	0.35	0.00	0.35	0.35	0.00			0.70	96.85	100
1000	0.35	0.35	1.05	0.35	0.35	0.70	0.35	0.00	0.00		0.70	95.80	100
1030	0.35	0.70	1.05	0.35	0.35	0.70	0.00	0.00	0.00		1.05	95.45	100
1100	0.35	0.70	1.05	0.35	0.35	0.70	0.00	0.00	0.00		1.05	95.45	100
1130	0.35	1.05	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	95.80	100
NOON	0.35	1.40	1.05	1.40	0.00	0.35	0.00	0.35	0.00		1.05	94.06	100
1230	0.35	3.15	0.70	1.40	0.00	0.00	0.35	0.35	0.00		1.75	91.96	100
1300	1.05	5.24	0.70	1.40	0.00	0.00	0.35	0.70	0.00		1.75	88.81	100
1330	1.40	4.55	1.40	1.40	0.00	0.00	0.70	0.70	0.00		1.75	88.11	100
1400	1.75	8.39	2.10	1.40	0.70	0.70	1.40	0.70	0.00		2.10	80.77	100
1430	1.75	8.04	2.10	1.40	1.05	0.70	1.75	0.70	0.00		2.45	80.07	100
1500	0.70	7.34	2.80	1.40	1.40	1.40	1.40	0.70	0.00		2.80	80.07	100
1530	0.70	6.64	2.80	1.05	1.40	1.05	1.40	0.70	0.00		2.10	82.17	100
1600	1.40	6.99	2.10	0.70	1.40	0.70	2.10	1.05	0.00		2.45	81.12	100
1630	1.40	6.29	1.75	0.00	1.40	0.35	2.10	1.05	0.00		3.15	82.52	100
1700	1.40	5.59	1.05	0.00	0.35	0.35	2.45	1.40	0.00		3.85	83.57	100
1730	0.70	4.20	0.70	0.00	0.00	0.00	2.10	0.70	0.00		3.85	87.76	100
1800	0.70	4.20	1.40	0.70	0.00	0.00	2.45	0.70	0.00	0.00	3.50	86.36	100
1830	0.35	3.15	1.40	0.70	0.00	0.00	2.10	0.35	0.00	0.00	3.15	88.81	100
1900	0.35	3.85	1.05	0.35	0.00	0.00	1.40	0.70	0.00	0.00	3.50	88.81	100
1930	1.75	16.78	1.05	0.00	0.00	0.00	1.05	0.70	0.00	0.00	2.80	75.87	100
1945	1.75	11.89	9.44	0.35	0.00	0.00	0.70	1.05	0.00	0.00	3.15	71.68	100
2000	20.63	10.14	3.85	0.70	0.00	0.00	2.10	1.05	0.00	0.00	5.24	56.29	100
2030	11.19	10.14	4.55	0.35	0.35	2.45	6.64	1.05	0.00	0.00	5.59	57.69	100
2100	5.94	9.44	4.90	0.35	0.35	2.80	9.79	1.40	0.00	0.00	5.59	59.44	100
2130	5.24	8.74	5.24	0.35	0.00	2.80	9.44	1.75	0.00	0.00	4.90	61.54	100
2200	3.15	7.34	4.55	0.35	0.00	2.45	8.39	2.10		0.00	4.90	66.78	100
2230	3.15	5.24	2.45	0.35	0.00	2.10	8.04	1.75		0.00	4.20	72.73	100
2300	2.10	3.15	1.40	0.00	0.00	2.10	6.64	1.40			1.40	81.82	100
2330	0.35	1.05	0.35	0.00	0.00	1.40	2.45	0.70			1.05	92.66	100
Tot. Avg.	1.45	3.43	1.40	0.56	0.21	0.56	1.62	0.49	0.00	0.00	1.76	88.73	
maximum	20.63	16.78	9.44	1.40	1.40	2.80	9.79	2.10	0.00	0.00	5.59	100.00	
std. dev.	3.38	4.00	1.81	0.51	0.41	0.80	2.61	0.57	0.00	0.00	1.71	12.53	
Band 1	0.12	0.44	0.64	0.35	0.09	0.47	0.09	0.00	0.00	-	0.58	97.44	
Band 2	1.00	5.37	1.57	0.92	0.55	0.40	1.47	0.72	0.00	0.00	2.55	85.44	
Band 3	5.05	7.98	3.53	0.29	0.06	1.46	5.15	1.24	0.00	0.00	3.85	71.39	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 2	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0100	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	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0730	0.00	0.00	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0800	0.00	0.70	0.35		0.00	0.70	0.00	0.00	0.00		0.00	98.25	100
0830	0.00	0.70	0.35		0.00	1.05	0.00	0.00	0.00		0.00	97.90	100
0900	1.05	1.05	0.35		0.00	0.70	0.00	0.00	0.00		0.35	96.50	100
0930	1.75	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	96.15	100
1000	6.29	1.75	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	90.91	100
1030	8.39	2.10	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.35	88.46	100
1100	14.34	1.75	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	82.87	100
1130	14.34	1.75	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	82.87	100
NOON	13.29	1.75	0.35	0.00	0.00	1.05	0.35	0.00	0.00		0.00	83.22	100
1230	8.74	1.40	0.35	0.00	0.00	1.40	0.35	0.00	0.00		0.35	87.41	100
1300	5.94	3.15	0.35	0.00	0.00	1.75	1.40	0.00	0.00		1.05	86.36	100
1330	2.80	3.50	0.00	0.00	0.00	1.40	1.75	0.00	0.00		0.35	90.21	100
1400	2.45	3.85	0.00	0.35	0.00	1.05	3.50	0.35	0.00		1.05	87.41	100
1430	2.10	4.20	0.00	0.35	0.00	1.40	3.50	0.35	0.00		1.40	86.71	100
1500	1.40	3.50	0.00	0.70	0.35	1.40	3.50	0.35	0.00		2.45	86.36	100
1530	1.05	3.15	0.00	0.70	0.35	1.40	3.15	0.00	0.00		2.45	87.76	100
1600	1.40	3.50	0.35	0.70	0.35	1.05	3.50	0.70	0.00		2.80	85.66	100
1630	0.35	2.80	0.35	0.35	0.35	1.05	3.50	0.70	0.00		3.15	87.41	100
1700	0.70	2.45	0.70	0.00	0.35	1.05	3.50	0.35	0.00		3.85	87.06	100
1730	0.35	2.80	0.35	0.00	0.00	0.70	3.15	0.70	0.00		3.85	88.11	100
1800	0.35	4.20	0.00	0.35	0.35	1.05	3.15	0.70	0.00	0.00	4.55	85.31	100
1830	0.00	3.50	0.35	0.00	0.35	1.40	3.15	0.70	0.00	0.00	4.55	86.01	100
1900	0.00	4.55	0.70	0.00	0.00	1.05	2.45	0.35	0.00	0.00	4.90	86.01	100
1930	0.35	16.78	1.05	0.00	0.00	0.35	3.15	0.35	0.00	0.00	3.85	74.13	100
1945	0.70	12.24	11.19	0.00	0.00	0.35	2.45	0.35	0.00	0.00	3.50	69.23	100
2000	23.43	10.14	4.55	0.35	0.35	1.05	4.20	0.35	0.00	0.00	5.94	49.65	100
2030	11.54	17.83	3.85	0.35	0.35	2.80	6.64	0.70	0.00	0.00	8.39	47.55	100
2100	6.64	19.58	3.15	0.35	0.35	2.10	8.74	1.05	0.00	0.00	7.69	50.35	100
2130	4.90	16.08	2.80	0.00	0.35	2.10	8.74	1.40	0.00	0.00	8.04	55.59	100
2200	3.85	12.24	1.75	0.00	0.00	1.75	7.34	0.70	0.00	0.00	6.64	65.73	100
2230	1.40	9.44	1.40	0.00	0.00	1.40	6.29	0.35	0.00	0.00	4.90	74.83	100
2300	1.40	3.85	1.40	0.00	0.35	1.75	4.20	0.35	0.00		2.80	83.92	100
2330	1.40	0.35	0.00	0.00	0.00	1.05	1.75	0.35			1.40	93.71	100
Tot. Avg.	2.91	3.62	0.76	0.15	0.09	0.81	1.92	0.23	0.00	0.00	1.86	87.72	
maximum	23.43	19.58	11.19	0.70	0.35	2.80	8.74	1.40	0.00	0.00	8.39	100.00	
std. dev.	4.94	5.13	1.83	0.23	0.15	0.69	2.43	0.33	0.00	0.00	2.45	13.97	
Band 1	3.85	0.90	0.15	0.00	0.00	0.55	0.06	0.00	0.00		0.12	94.38	
Band 2	2.92	3.12	0.22	0.25	0.17	1.22	2.67	0.35	0.00	0.00	2.27	86.79	
Band 3	5.05	11.19	3.18	0.10	0.16	1.43	5.09	0.57	0.00	0.00	5.28	68.25	

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

Table 8.3: Time Band 1 - TV Audience Average Share
0600 HRS –NOON (October 2001)

	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.06	0.41	0.00	0.07	0.35	0.00	0.26	0.12	0.00	0.00	0.06	98.72
Tuesday	0.20	0.44	0.00	0.07	0.17	0.00	0.26	0.00	0.00	0.00	0.00	98.89
Wednesday	0.17	1.08	0.03	0.00	0.20	0.23	0.58	0.00	0.00	0.00	0.06	97.64
Thursday	0.32	0.73	0.09	0.07	0.00	0.20	0.38	0.09	0.00	0.00	0.03	98.14
Friday	0.06	0.29	0.06	0.35	0.12	0.03	0.15	0.00	0.00	0.00	0.20	98.95
Saturday	0.12	0.44	0.64	0.35	0.09	0.47	0.09	0.00	0.00	-	0.58	97.44
Sunday	3.85	0.90	0.15	0.00	0.00	0.55	0.06	0.00	0.00	-	0.12	94.38
Daily Average	0.68	0.61	0.14	0.13	0.13	0.21	0.25	0.03	0.00	-	0.15	97.74

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS (October 2001)

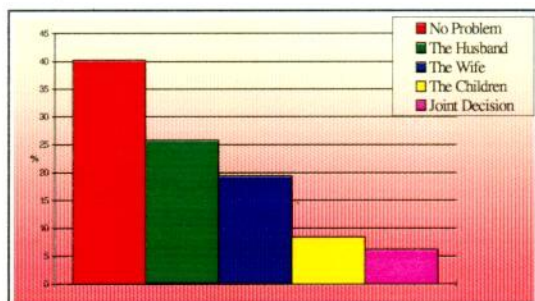
	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.67	2.72	0.80	0.97	0.15	0.22	3.00	0.02	0.00	0.00	1.95	89.49
Tuesday	0.62	2.02	1.15	2.10	0.22	0.47	1.87	0.02	0.07	0.00	1.65	89.79
Wednesday	0.87	2.05	0.75	2.62	0.17	0.70	2.10	0.05	0.00	0.00	1.02	89.66
Thursday	0.90	1.92	0.90	1.82	0.17	0.60	1.95	0.07	0.00	0.00	1.25	90.41
Friday	0.25	2.00	0.65	1.95	0.07	0.57	1.57	0.32	0.00	0.00	1.82	90.78
Saturday	1.00	5.37	1.57	0.92	0.55	0.40	1.47	0.72	0.00	0.00	2.55	85.44
Sunday	2.92	3.12	0.22	0.25	0.17	1.22	2.67	0.35	0.00	0.00	2.27	86.79
Daily Average	1.03	2.74	0.86	1.52	0.22	0.60	2.09	0.22	0.01	0.00	1.79	88.91

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

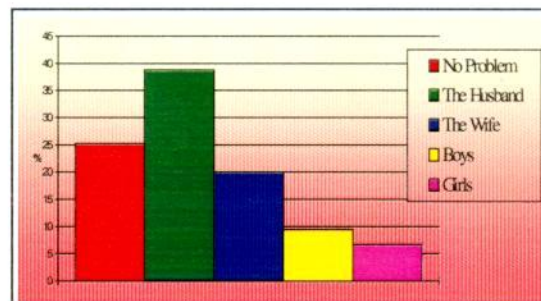
	TVM	SUP 1	NET	MAX Plus	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	8.49	15.03	2.83	0.06	0.45	3.34	6.17	0.22	0.00	0.00	7.72	55.69
Tuesday	10.52	14.69	5.79	0.16	0.16	1.34	4.32	1.27	2.20	0.00	4.39	55.34
Wednesday	9.85	11.57	6.13	0.13	0.22	2.26	6.52	0.92	0.98	0.12	2.54	58.84
Thursday	6.93	16.18	6.23	0.22	0.16	2.13	6.71	0.73	0.23	0.00	3.34	57.18
Friday	24.44	10.14	4.80	0.79	0.19	1.05	2.73	0.45	0.00	0.00	2.83	52.57
Saturday	5.05	7.98	3.53	0.29	0.06	1.46	5.15	1.24	0.00	0.00	3.85	71.39
Sunday	5.05	11.19	2.89	0.10	0.16	1.43	5.09	0.57	0.00	0.00	5.28	68.25
Daily Average	10.05	12.40	4.60	0.25	0.20	1.86	5.24	0.77	0.49	0.02	4.28	59.89

Table 8.6: Audience Share Summary by Time-Band
October 2000 and October 2001

	Time Band 1		Time Band 2		Time Band 3	
	0600 hrs – 1200 hrs		1200 hrs – 1900hrs		1900 hrs – 2400 hrs	
	2000	2001	2000	2001	2000	2001
	%	%	%	%	%	%
Super 1 TV	22.1	26.2	27.6	24.7	29.3	30.9
TVM	19.5	29.2	7.9	9.3	25.4	25.0
NET	0.0	6.0	12.0	7.8	14.5	11.5
Max Plus	3.9	5.6	7.0	13.7	0.4	0.6
Smash TV	3.9	5.6	0.4	2.0	0.4	0.5
Channel 12	0.0	-	0.1	0.1	0.4	1.2
Channel 22	1.9	-	0.9	-	0.1	-
RAI	4.5	9.0	7.4	5.4	6.6	4.6
Mediaset	20.8	10.7	22.6	18.9	15.5	13.0
Other Italian	0.0	1.3	1.7	2.0	0.9	1.9
Satellite Stations	23.4	6.4	12.3	16.2	6.4	10.7



a: October 2000



b: October 2001

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

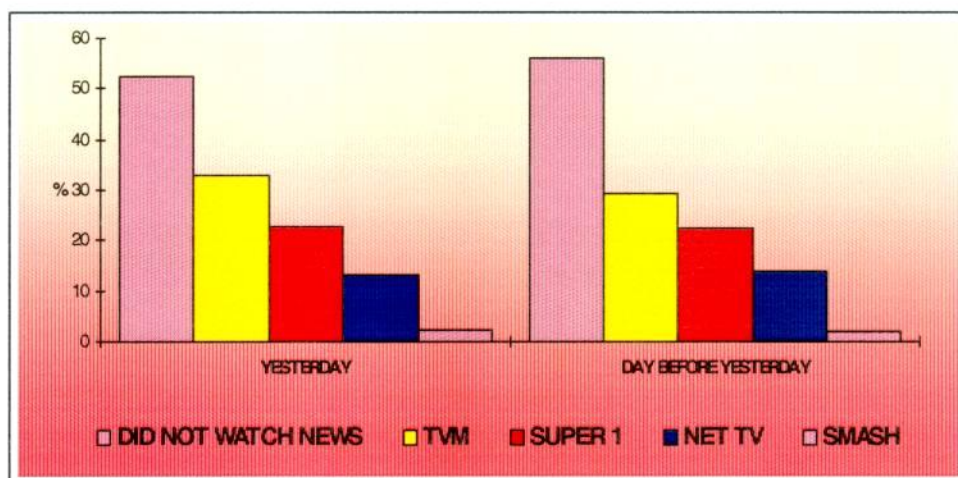


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

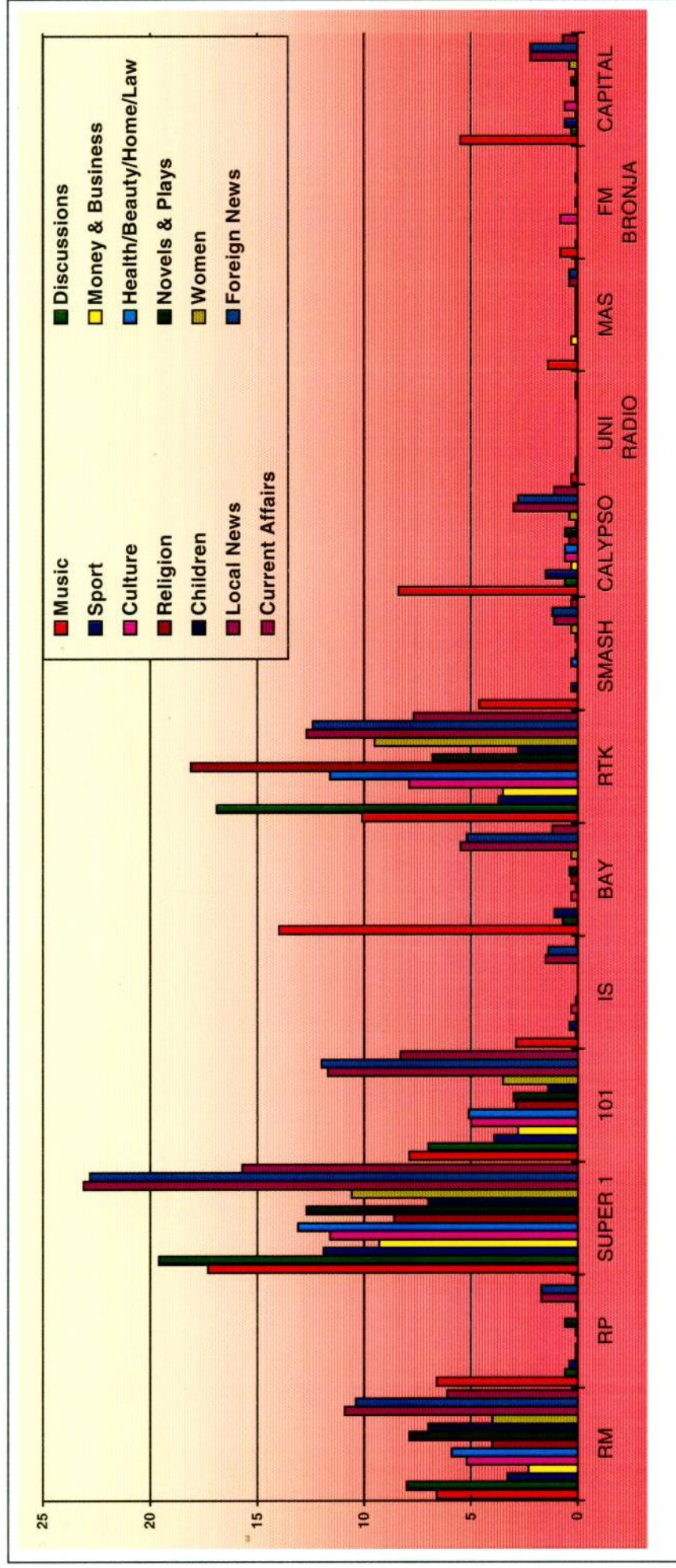


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 2001)

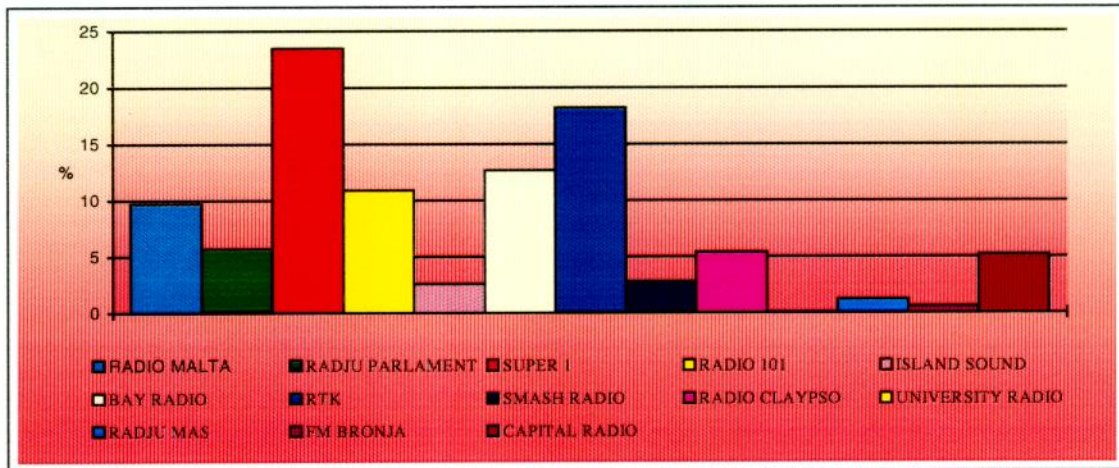


Fig 6.2: Overall Preference for 'Best Radio Station'

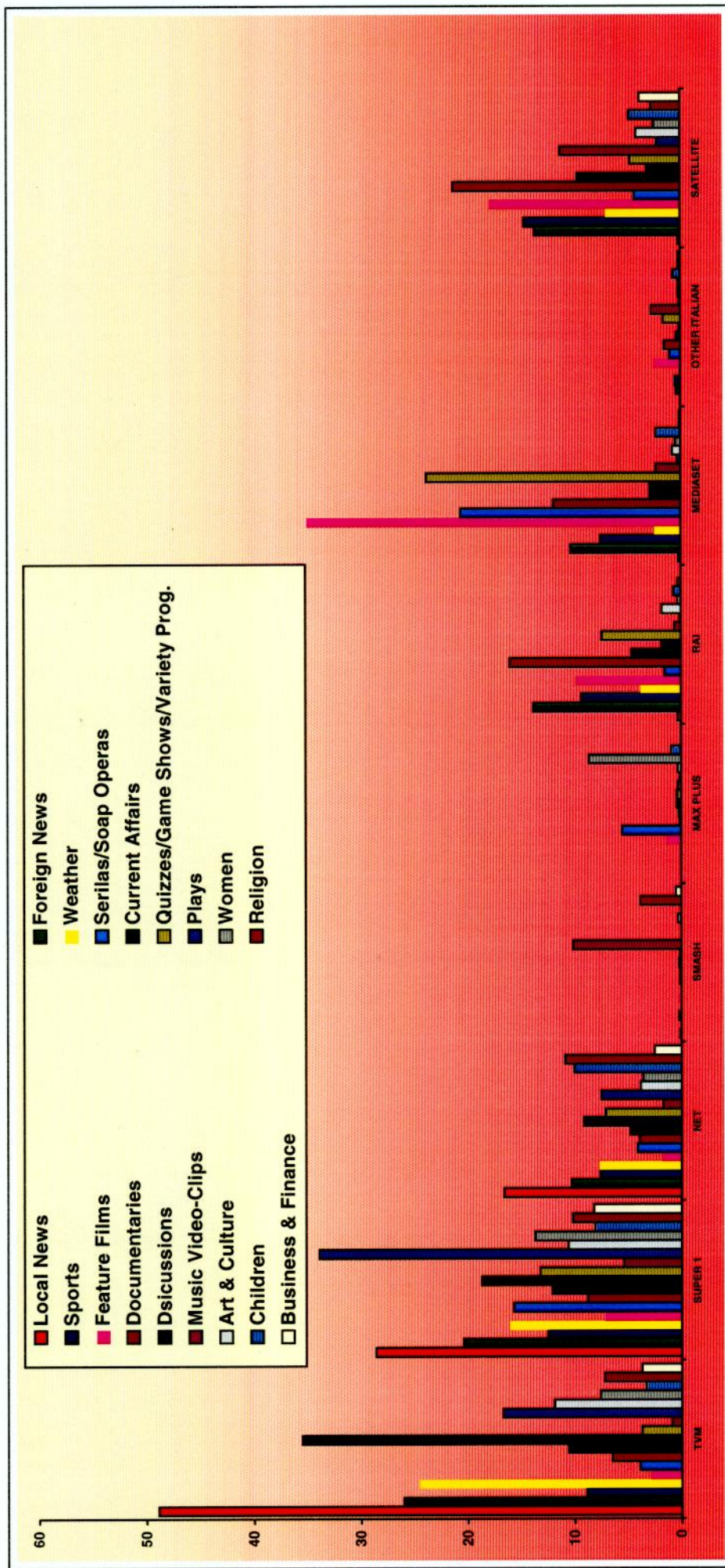
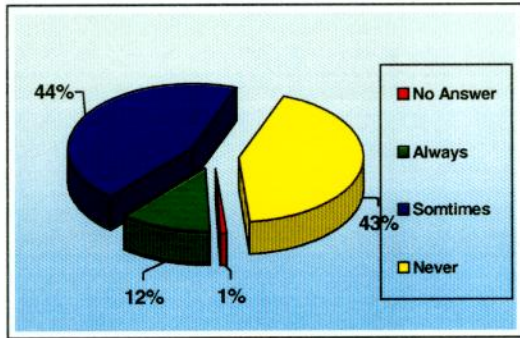
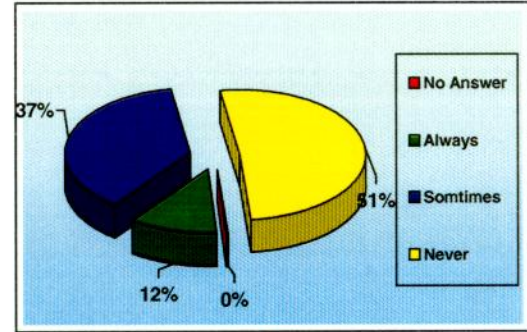


Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 2001)



October 2000



October 2001

Fig 6.4: Extent of Interest in Political Broadcasts - October 2000 and 2001

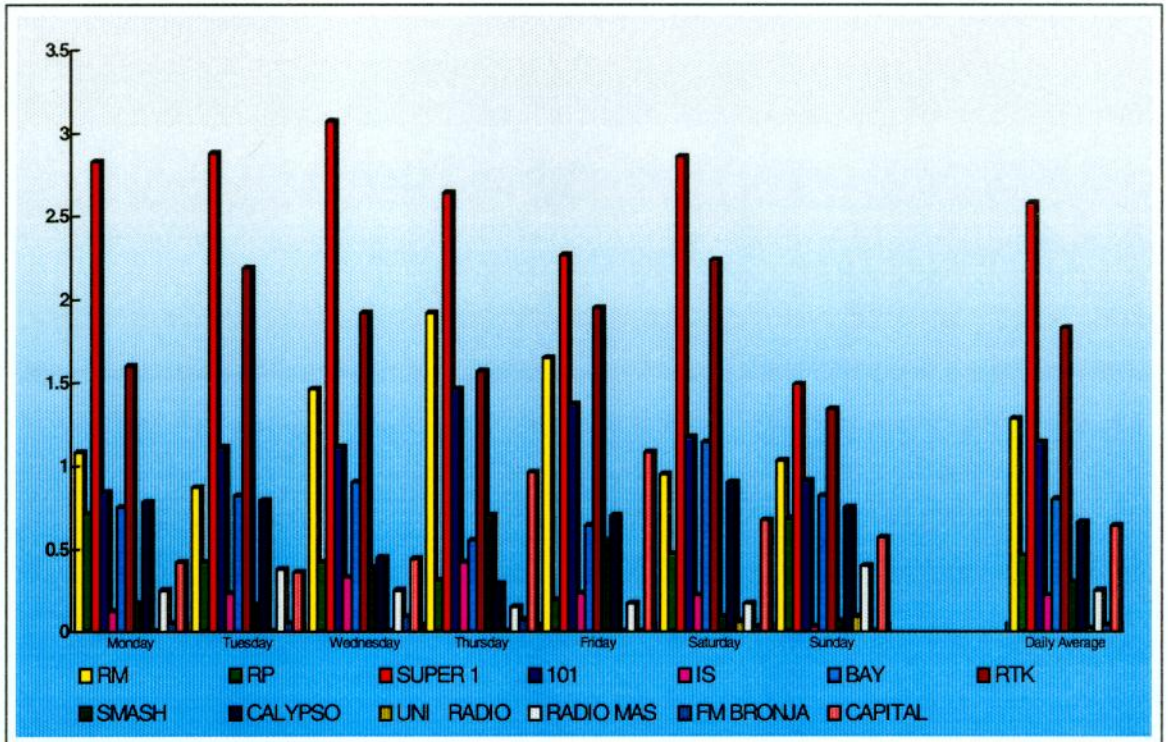


Figure 7.1: Daily Radio Average Audience Share 2001

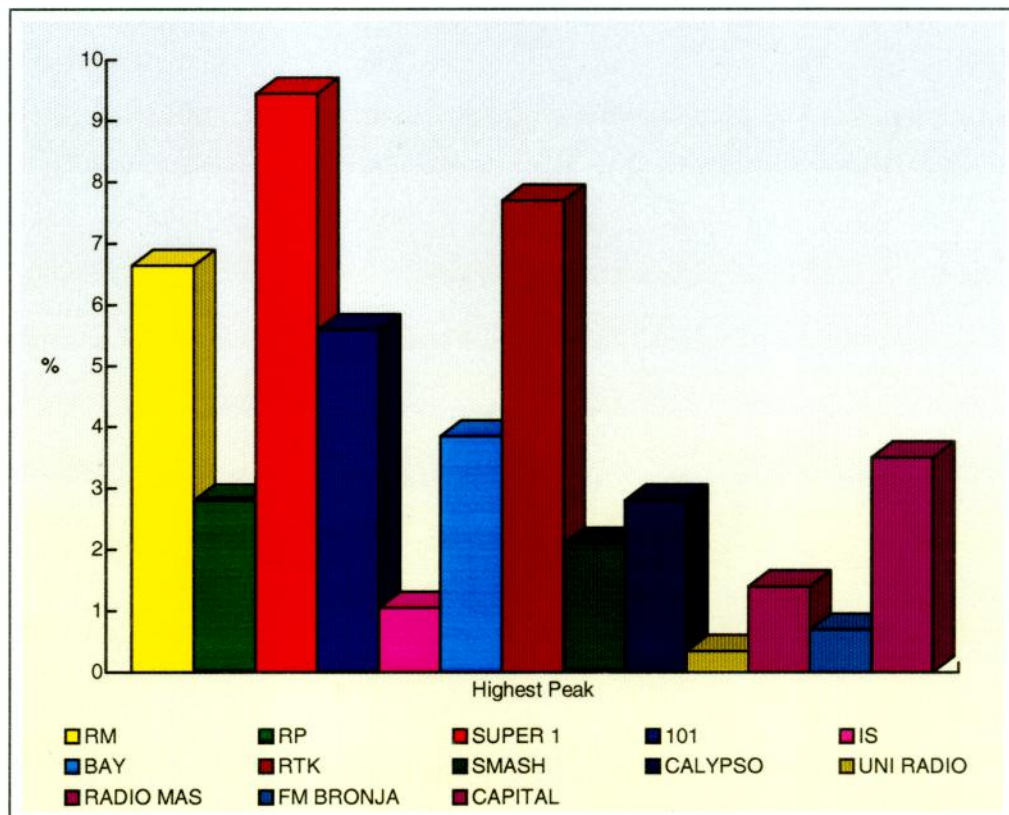


Figure 7.2: Highest Radio Station Peak Audience Share – October 2001

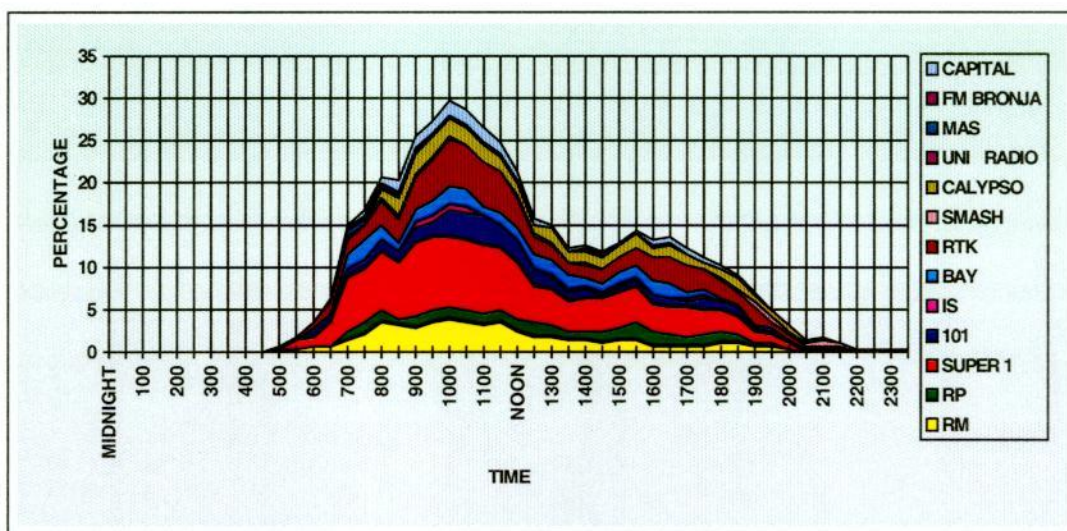


Fig 7.3: Radio Audiences - Monday

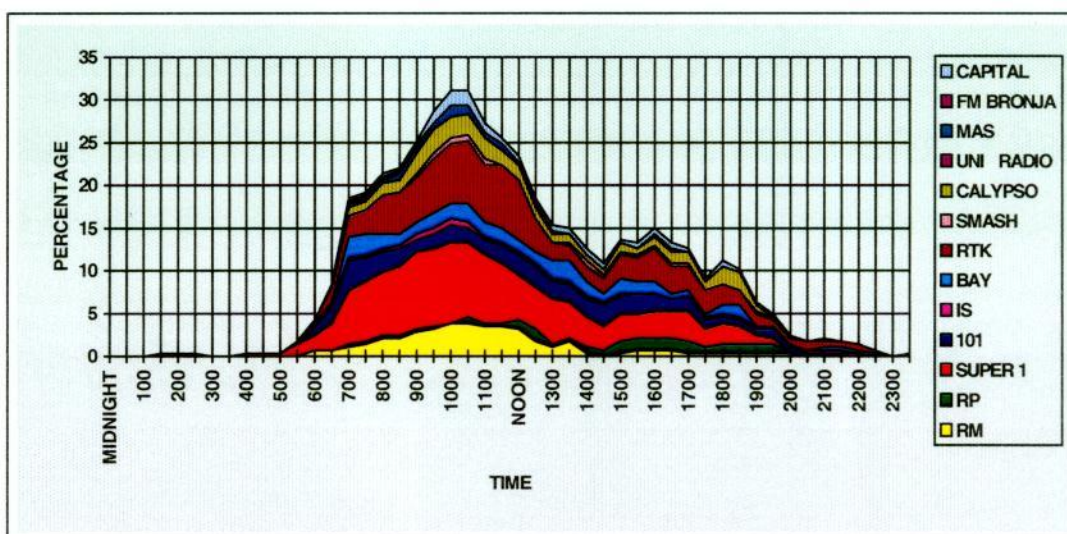


Fig 7.4: Radio Audiences – Tuesday

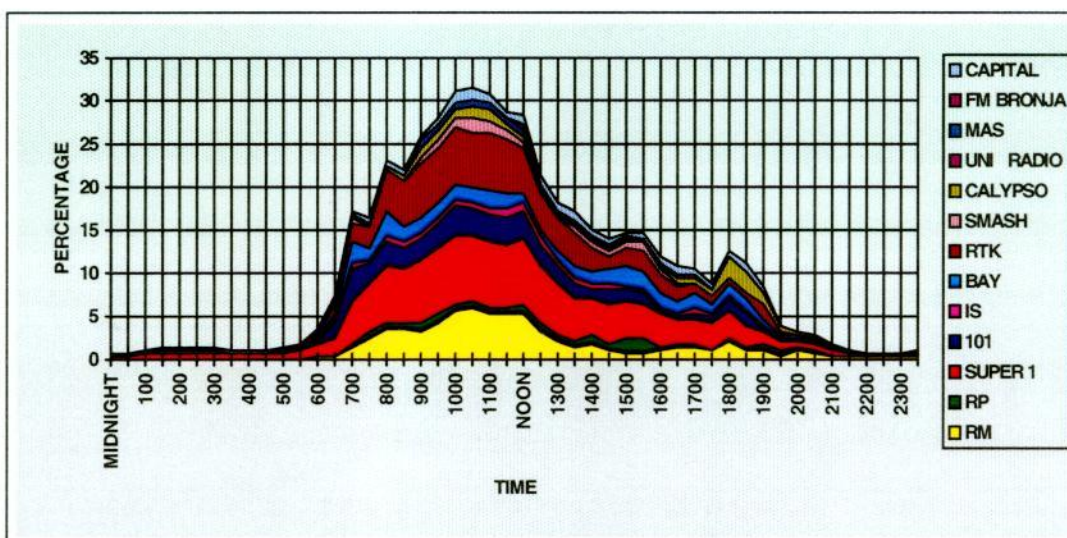


Fig 7.5: Radio Audiences - Wednesday

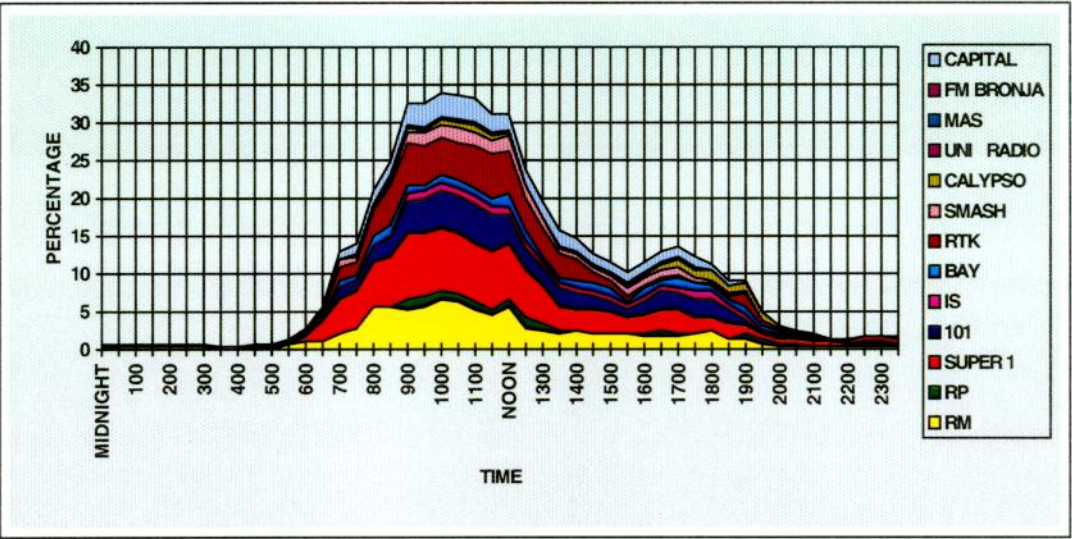


Fig 7.6: Radio Audiences - Thursday

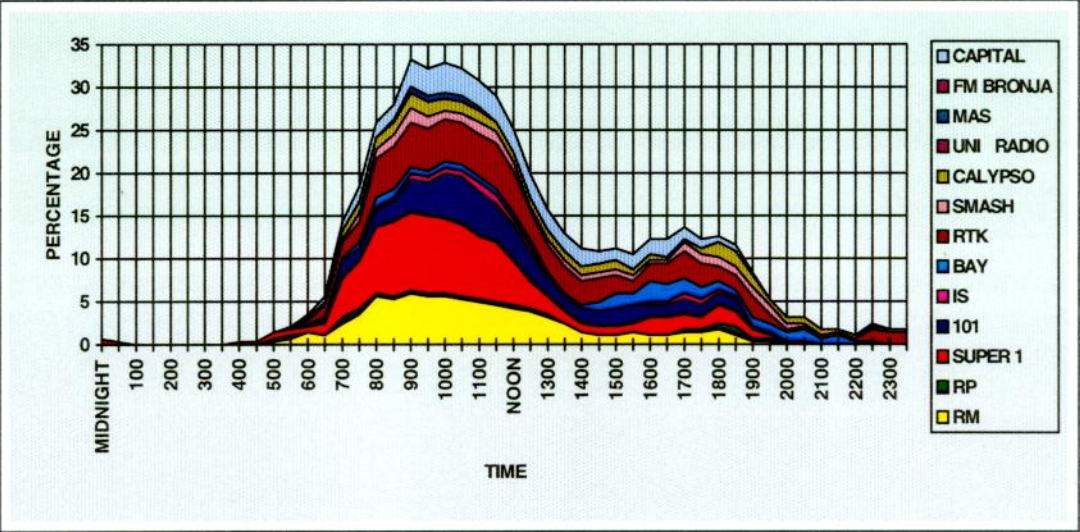


Fig 7.7: Radio Audiences – Friday

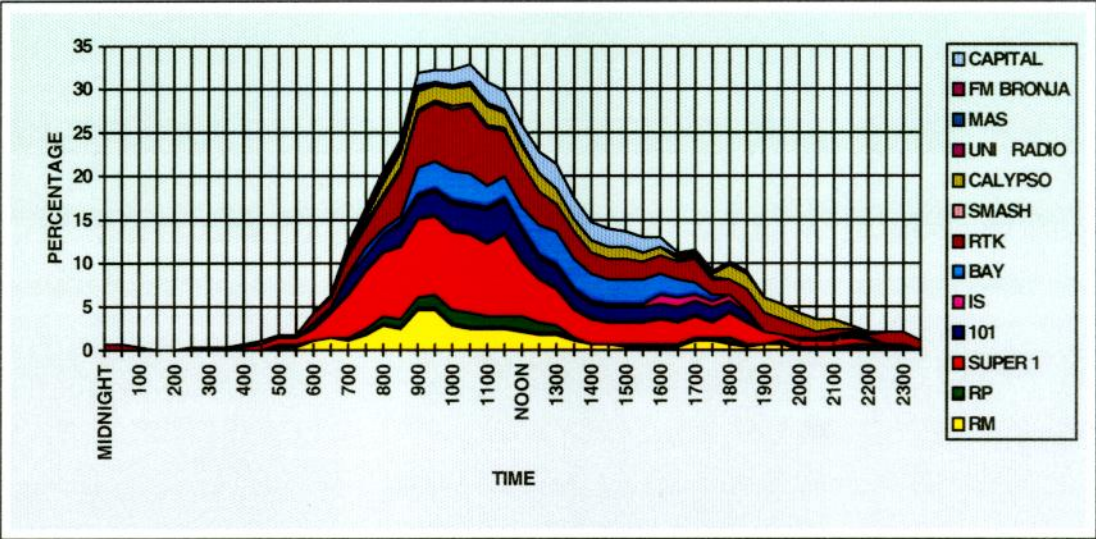


Fig 7.8: Radio Audiences - Saturday

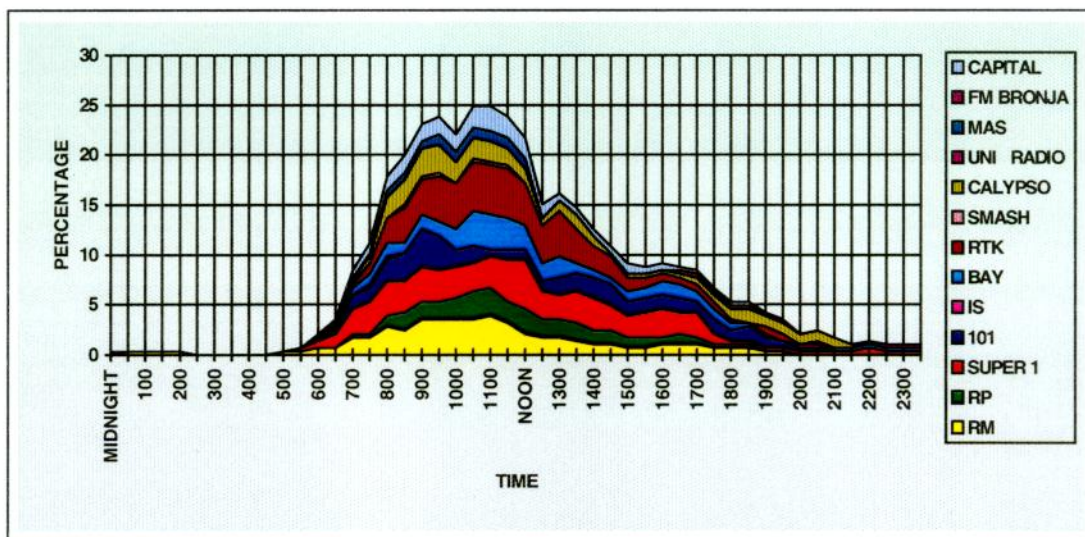
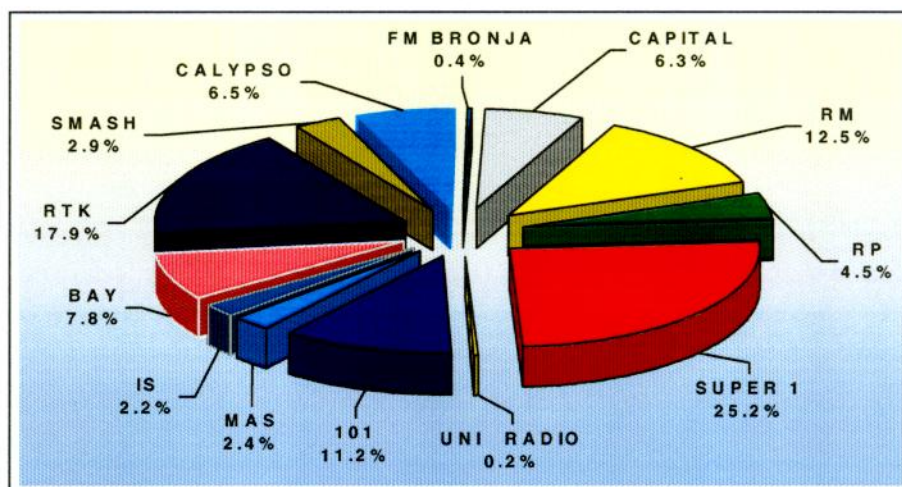
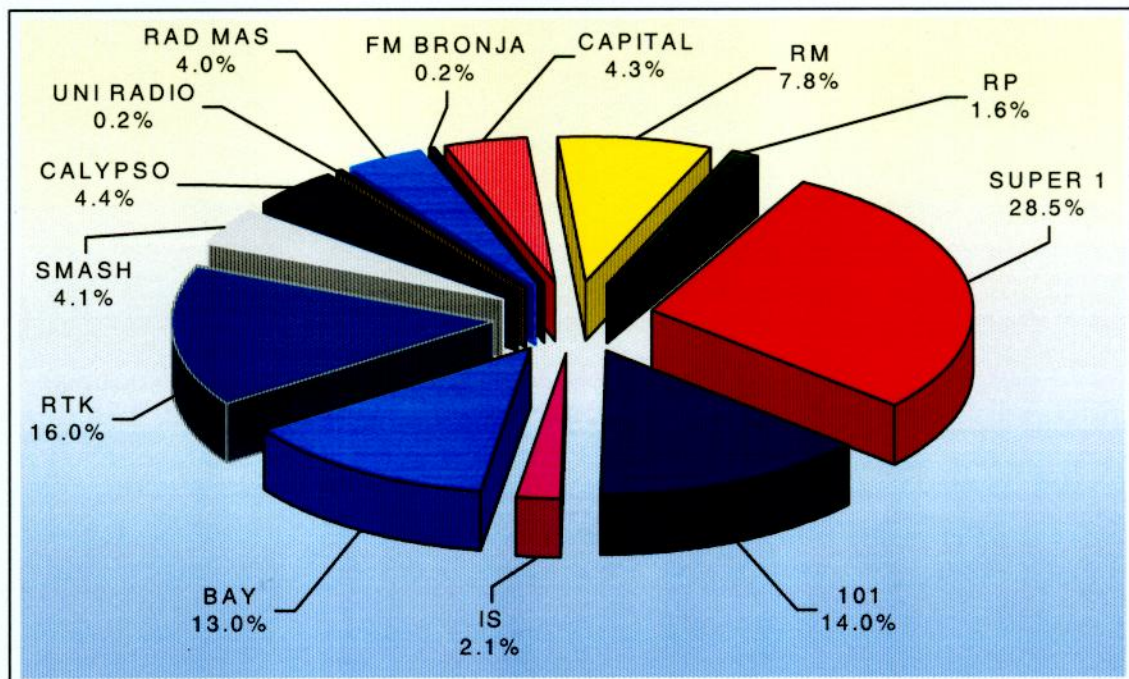


Fig 7.9: Radio Audiences - Sunday

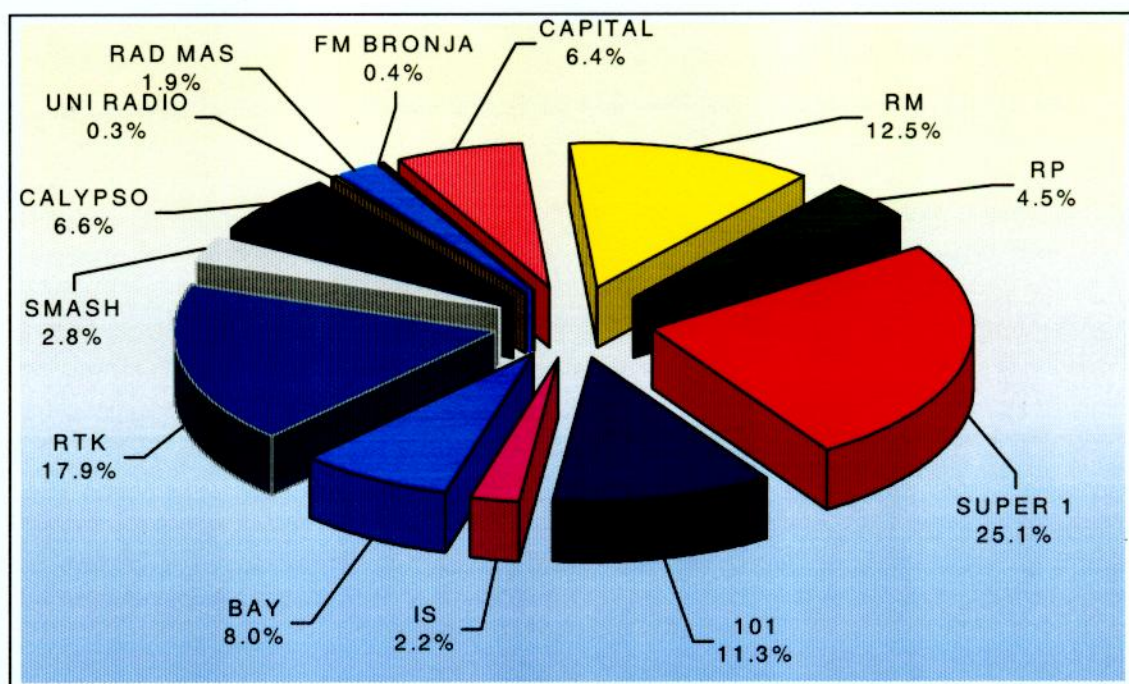


October 2001

Fig. 7.10: Daily Average Audience Radio Levels – All Available Time-Slots



October 2000



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**Fig. 7.11: Daily Average Audience Radio Levels – October 1999 & October 2001
(6 a.m. - Midnight)**

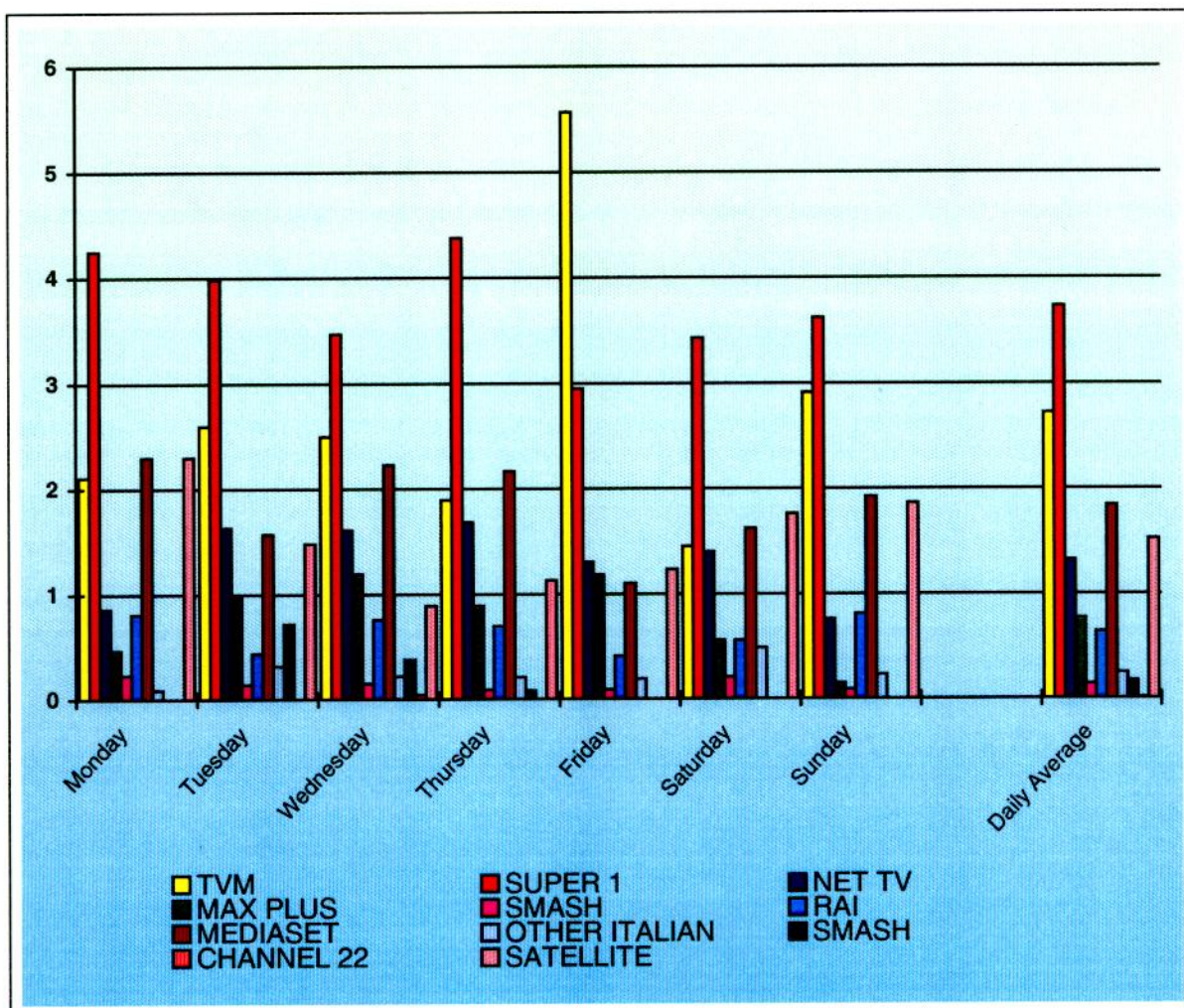


Figure 8.1: Daily TV Average Audience Share – All Available Time-Slots (October 2001)

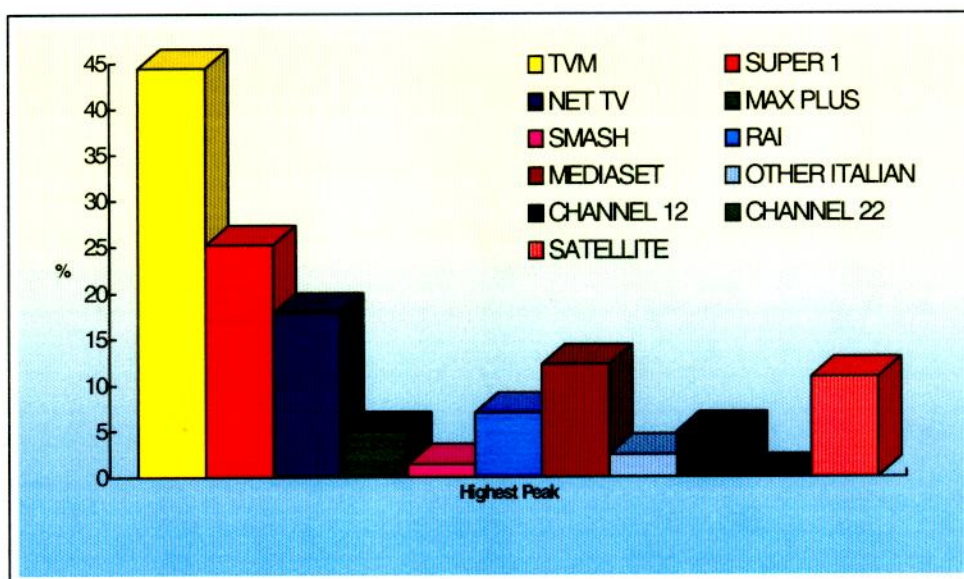


Figure 8.2: Highest TV Channel Peak Audience Share

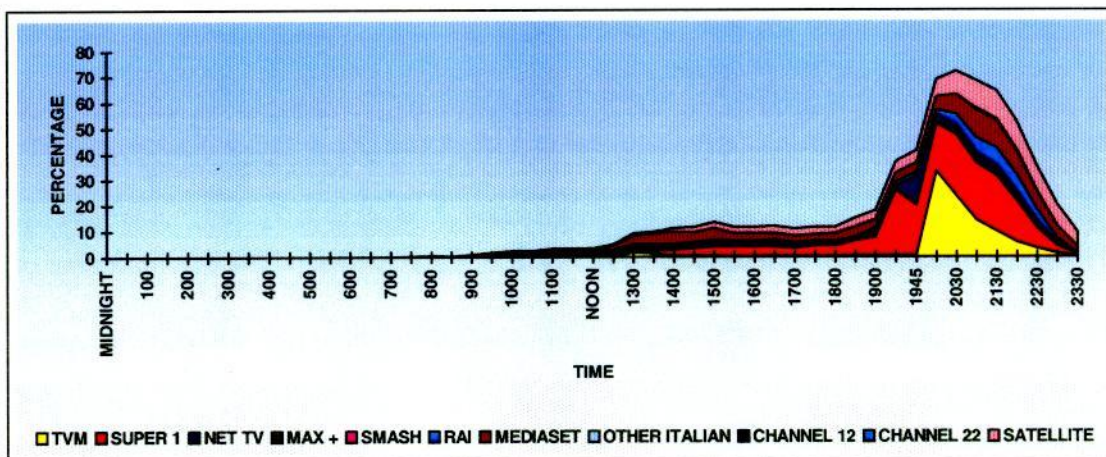


Fig 8.3: TV Audience Shares: Monday

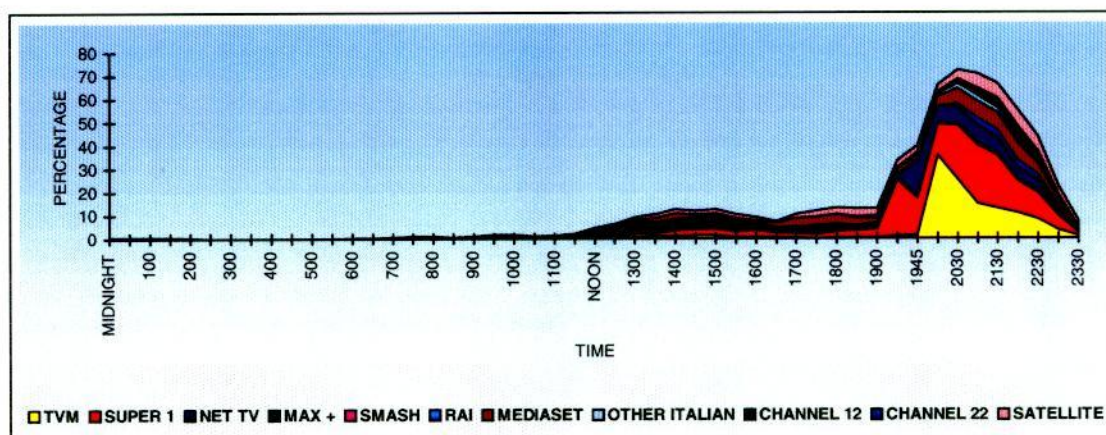


Fig 8.4: TV Audience Shares: Tuesday

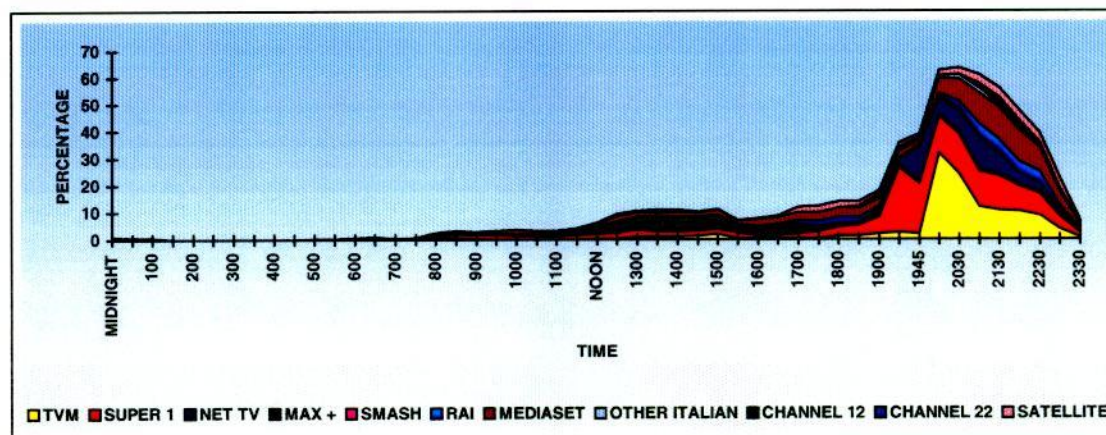


Fig 8.5: TV Audience Shares: Wednesday

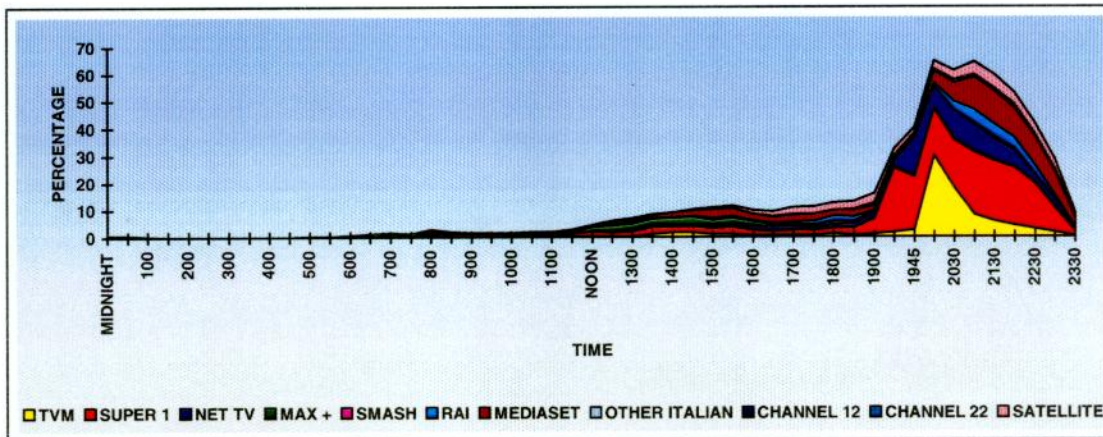


Fig 8.6: TV Audience Shares: Thursday

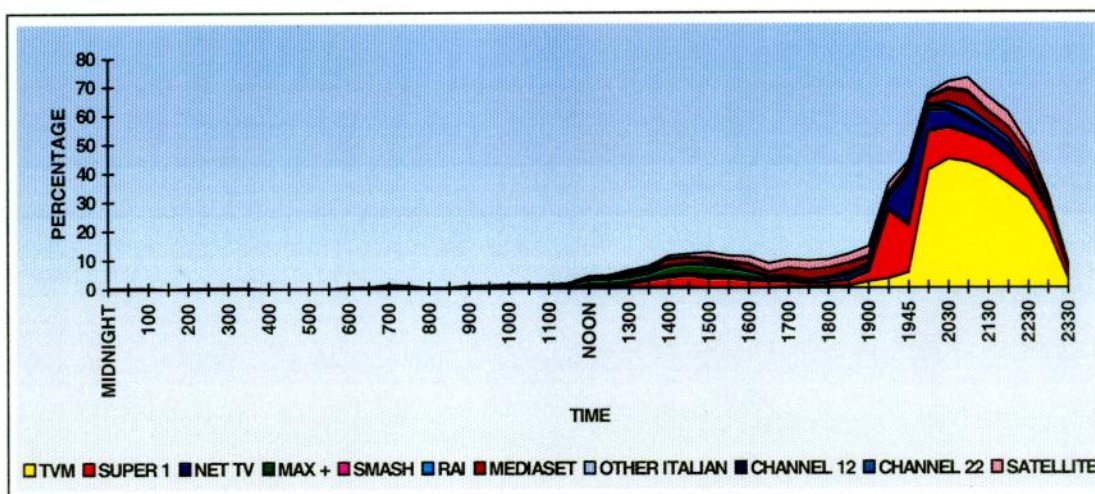


Fig 8.7: TV Audience Shares: Friday

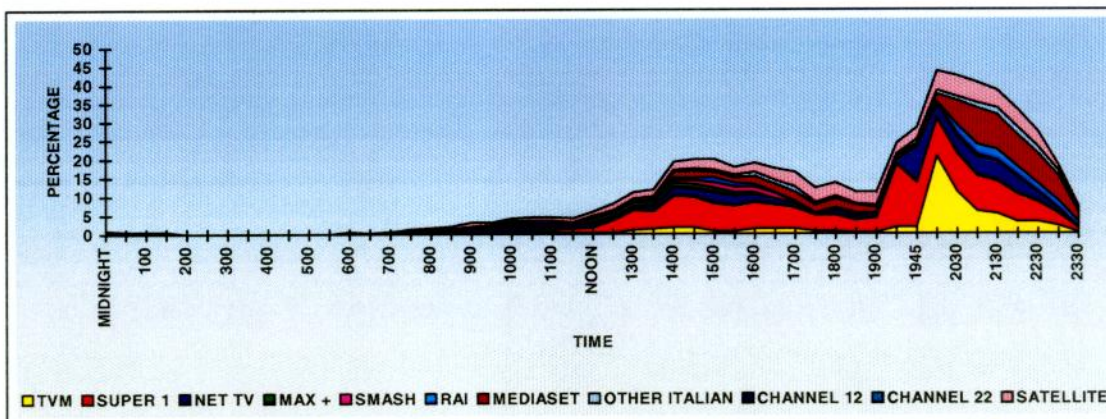


Fig 8.8: TV Audience Shares: Saturday

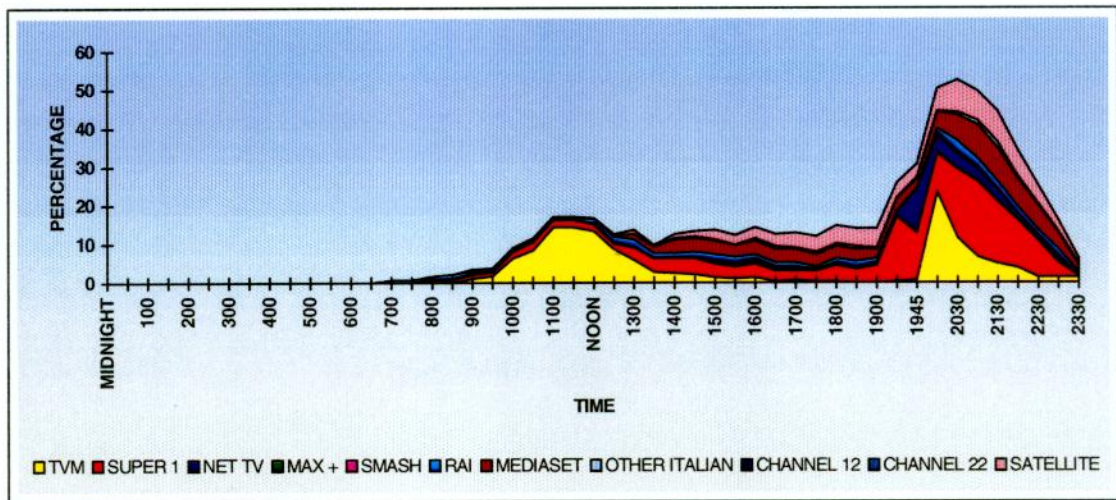


Fig 8.9: TV Audience Shares: Sunday

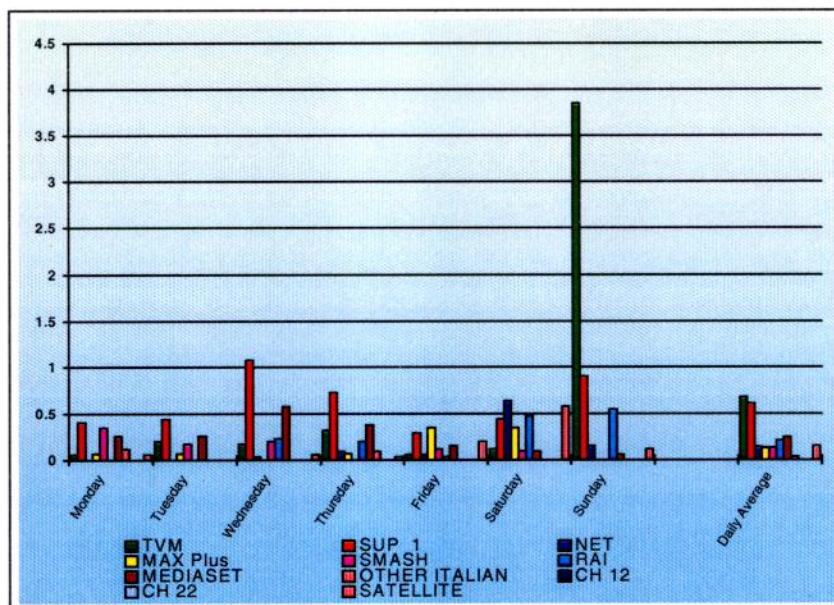


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – October 2001
0600 HRS -NOON

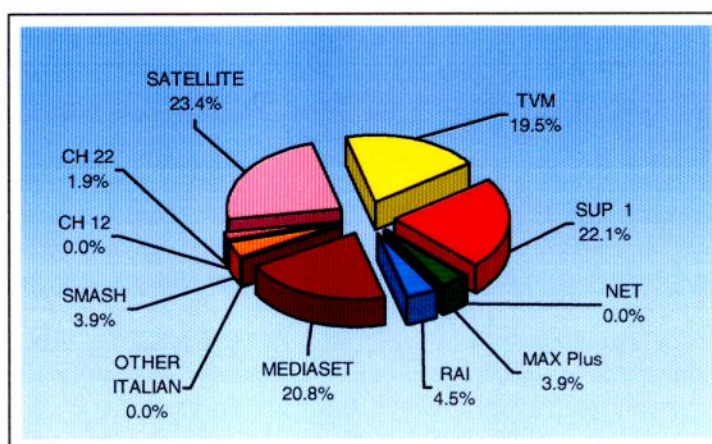


Fig. 8.11-1: October 2000: Time Band 1: TV
0600 HRS -NOON - Average Audience Share

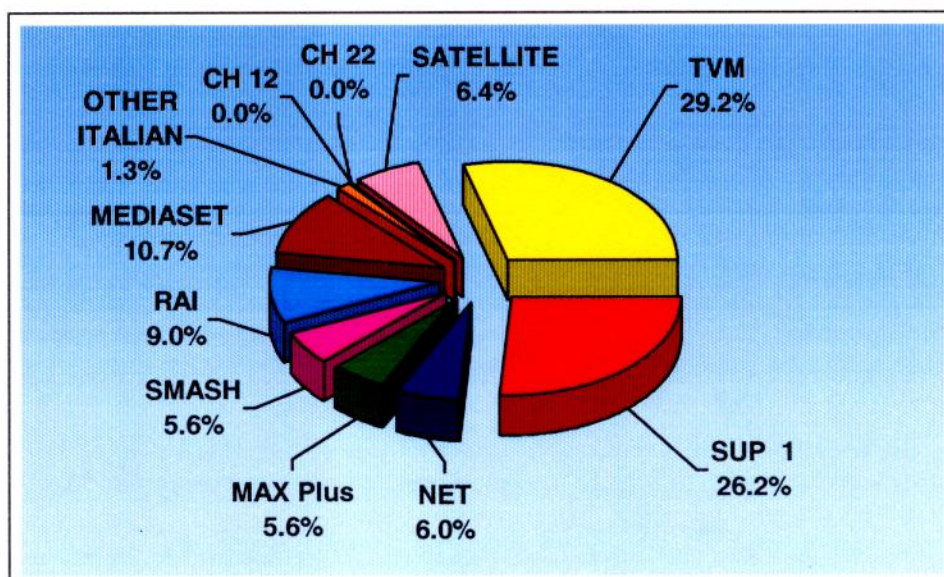


Fig. 8.11-2: Time Band 1: TV Average Audience Share – October 2001
0600 HRS – NOON

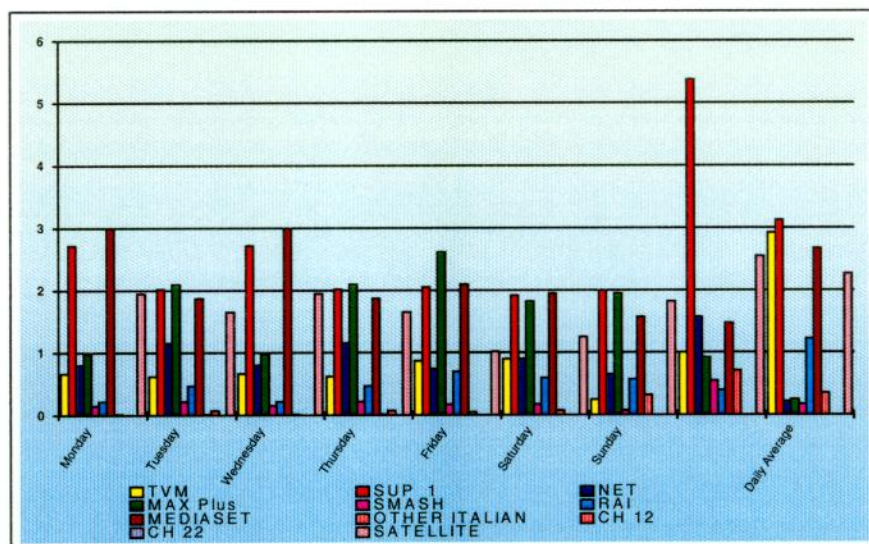


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – October 2001
NOON - 1900 HRS

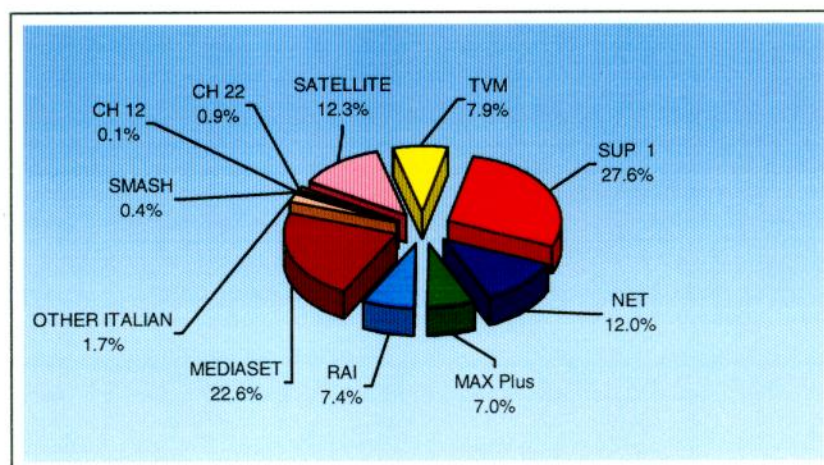


Fig. 8.13-1: October 2000: TV Time Band 2
NOON - 1900 HRS
Average Audience Share

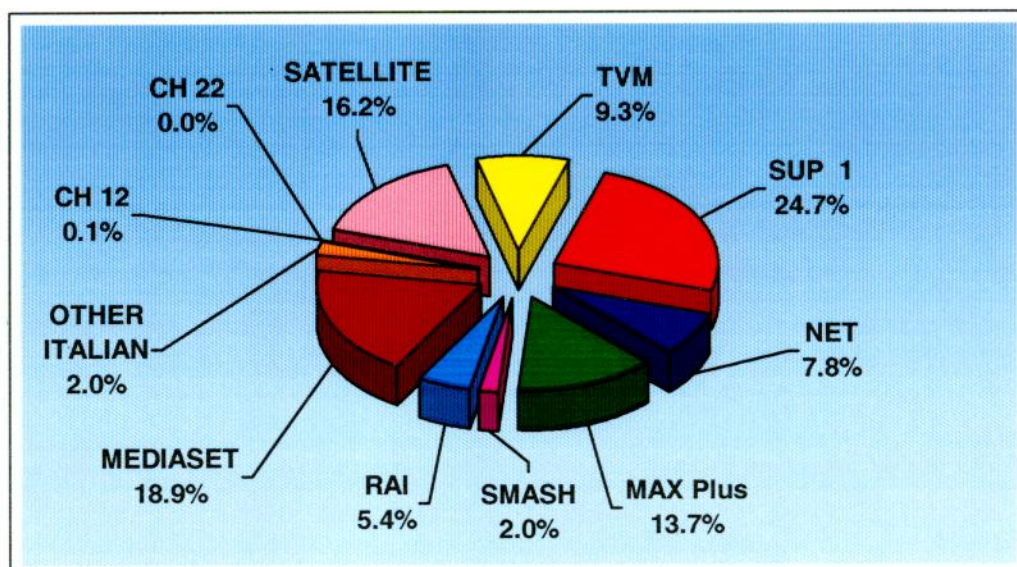


Fig. 8.13-2: Time Band 2: TV Average Audience Share – October 2001
NOON - 1900 HRS

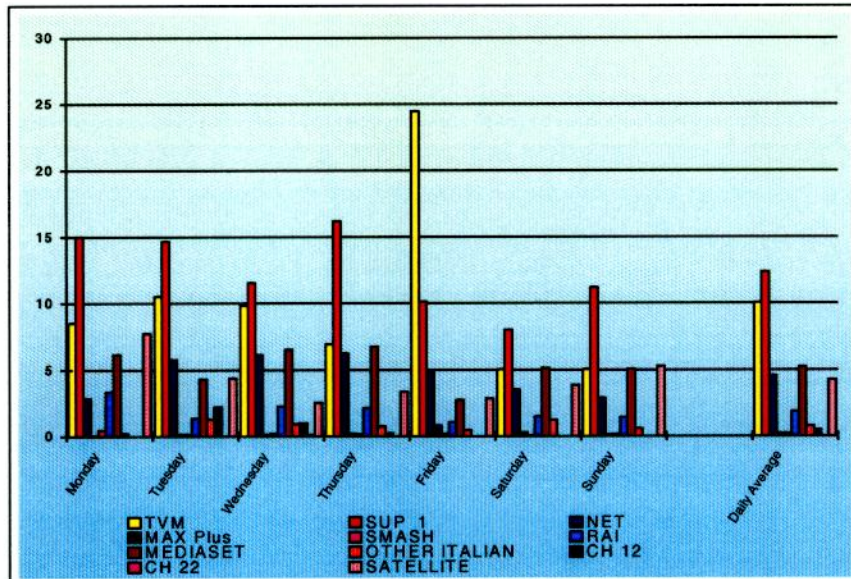


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – October 2001
1900 HRS – MIDNIGHT

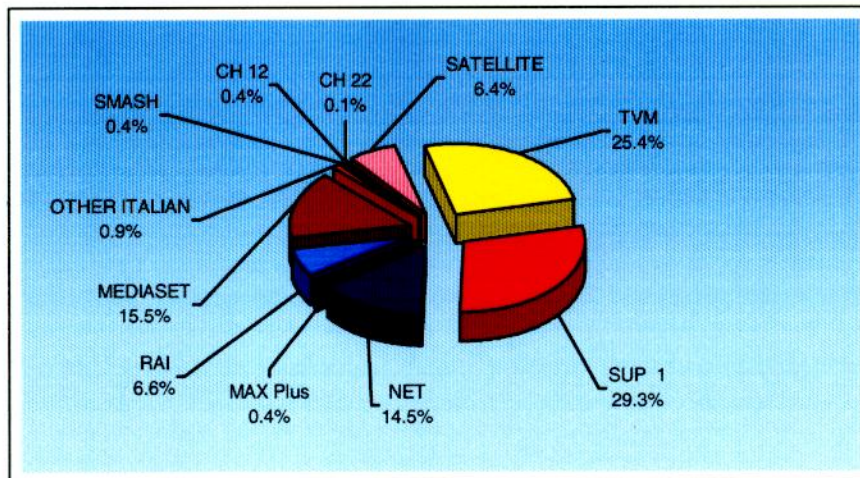


Fig. 8.15-1: October 2000: TV Time Band 3
1900 HRS –MIDNIGHT
Average Audience Share

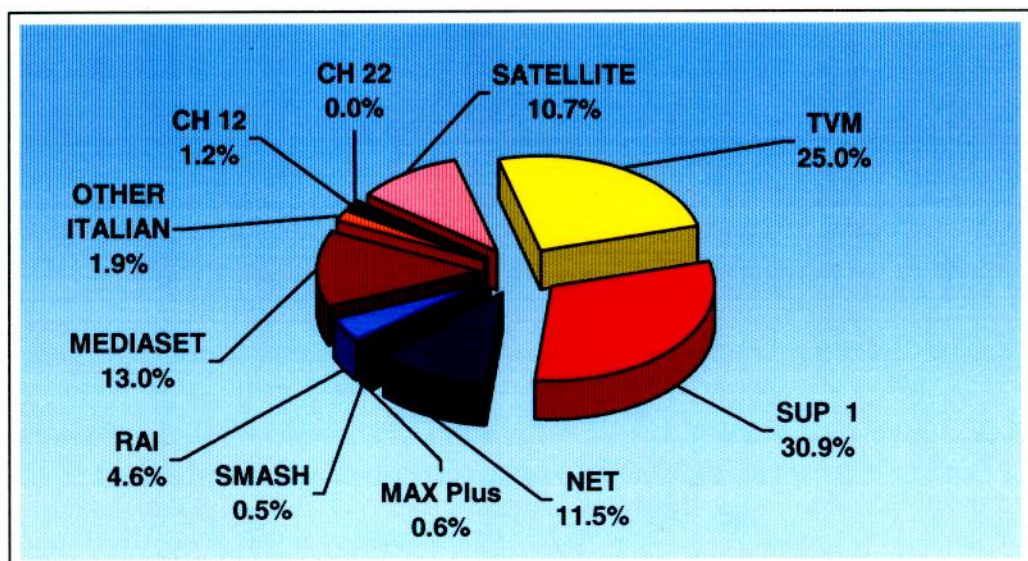


Fig. 8.15-2: Time Band 3: TV Average Audience Share – October 2001
1900 HRS – MIDNIGHT