

*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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**TABLE 3.1-2: SAMPLE PROFILE**  
**- AGE BY GENDER, SOCIO-ECONOMIC GROUP & LAST SCHOOL ATTENDED**

|                   | TOTAL | GENDER |        | SOCIO-ECONOMIC GROUP |       |       |       | EDUCATIONAL LEVEL |         |           |                     |          |
|-------------------|-------|--------|--------|----------------------|-------|-------|-------|-------------------|---------|-----------|---------------------|----------|
|                   |       | MALE   | FEMALE | AB                   | C1    | C2    | DE    | NO SCHOOL         | PRIMARY | SECONDARY | TECHNICAL INSTITUTE | TERTIARY |
| <b>TOTAL.....</b> | 1001  | 490    | 511    | 184                  | 315   | 217   | 285   | 10                | 166     | 649       | 69                  | 107      |
| <b>AGE GROUP</b>  |       |        |        |                      |       |       |       |                   |         |           |                     |          |
| 12 - 17.....      | 112   | 56     | 56     | 18                   | 33    | 35    | 26    | 0                 | 4       | 105       | 1                   | 2        |
| .....             | 11.2% | 11.4%  | 11.0%  | 9.8%                 | 10.5% | 16.1% | 9.1%  | .0%               | 2.4%    | 16.2%     | 1.4%                | 1.9%     |
| .....             | 100%  | 50.0%  | 50.0%  | 16.1%                | 29.5% | 31.3% | 23.2% | .0%               | 3.6%    | 93.8%     | .9%                 | 1.8%     |
| 18 - 30.....      | 210   | 105    | 105    | 40                   | 82    | 34    | 54    | 0                 | 4       | 138       | 22                  | 46       |
| .....             | 21.0% | 21.4%  | 20.5%  | 21.7%                | 26.0% | 15.7% | 18.9% | .0%               | 2.4%    | 21.3%     | 31.9%               | 43.0%    |
| .....             | 100%  | 50.0%  | 50.0%  | 19.0%                | 39.0% | 16.2% | 25.7% | .0%               | 1.9%    | 65.7%     | 10.5%               | 21.9%    |
| 31 - 50.....      | 371   | 182    | 189    | 65                   | 129   | 73    | 104   | 1                 | 41      | 255       | 38                  | 36       |
| .....             | 37.1% | 37.1%  | 37.0%  | 35.3%                | 41.0% | 33.6% | 36.5% | 10.0%             | 24.7%   | 39.3%     | 55.1%               | 33.6%    |
| .....             | 100%  | 49.1%  | 50.9%  | 17.5%                | 34.8% | 19.7% | 28.0% | .3%               | 11.1%   | 68.7%     | 10.2%               | 9.7%     |
| 51 - 65.....      | 182   | 91     | 91     | 42                   | 45    | 30    | 65    | 3                 | 47      | 108       | 6                   | 18       |
| .....             | 18.2% | 18.6%  | 17.8%  | 22.8%                | 14.3% | 13.8% | 22.8% | 30.0%             | 28.3%   | 16.6%     | 8.7%                | 16.8%    |
| .....             | 100%  | 50.0%  | 50.0%  | 23.1%                | 24.7% | 16.5% | 35.7% | 1.6%              | 25.8%   | 59.3%     | 3.3%                | 9.9%     |
| OVER 65.....      | 126   | 56     | 70     | 19                   | 26    | 45    | 36    | 6                 | 70      | 43        | 2                   | 5        |
| .....             | 12.6% | 11.4%  | 13.7%  | 10.3%                | 8.3%  | 20.7% | 12.6% | 60.0%             | 42.2%   | 6.6%      | 2.9%                | 4.7%     |
| .....             | 100%  | 44.4%  | 55.6%  | 15.1%                | 20.6% | 35.7% | 28.6% | 4.8%              | 55.6%   | 34.1%     | 1.6%                | 4.0%     |

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    |
| <b>TOTAL.....</b>     | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>K3</b>             |       |        |        |           |         |         |         |         |                      |       |       |       |
| LISTEN TO THE RADIO.. | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| .....                 | 76.3% | 77.6%  | 75.1%  | 64.3%     | 78.6%   | 77.1%   | 74.7%   | 83.3%   | 70.1%                | 74.9% | 80.2% | 78.9% |
| .....                 | 100%  | 49.7%  | 50.3%  | 9.4%      | 21.6%   | 37.4%   | 17.8%   | 13.7%   | 16.9%                | 30.9% | 22.8% | 29.5% |
| DO NOT LISTEN TO THE  |       |        |        |           |         |         |         |         |                      |       |       |       |
| RADIO.....            | 237   | 110    | 127    | 40        | 45      | 85      | 46      | 21      | 55                   | 79    | 43    | 60    |
| .....                 | 23.7% | 22.4%  | 24.9%  | 35.7%     | 21.4%   | 22.9%   | 25.3%   | 16.7%   | 29.9%                | 25.1% | 19.8% | 21.1% |
| .....                 | 100%  | 46.4%  | 53.6%  | 16.9%     | 19.0%   | 35.9%   | 19.4%   | 8.9%    | 23.2%                | 33.3% | 18.1% | 25.3% |

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    |
| <b>TOTAL.....</b>            | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| <b>K4</b>                    |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>VARIES CONSIDERABLY..</b> | 3     | 1      | 2      | 1         | 1       | 1       | 0       | 0       | 0                    | 0     | 1     | 2     |
| .....                        | .4%   | .3%    | .5%    | 1.4%      | .6%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .6%   | .9%   |
| .....                        | 100%  | 33.3%  | 66.7%  | 33.3%     | 33.3%   | 33.3%   | .0%     | .0%     | .0%                  | .0%   | 33.3% | 66.7% |
| <b>ONE.....</b>              | 261   | 146    | 115    | 33        | 73      | 99      | 33      | 23      | 61                   | 94    | 48    | 58    |
| .....                        | 34.2% | 38.4%  | 29.9%  | 45.8%     | 44.2%   | 34.6%   | 24.3%   | 21.9%   | 47.3%                | 39.8% | 27.6% | 25.8% |
| .....                        | 100%  | 55.9%  | 44.1%  | 12.6%     | 28.0%   | 37.9%   | 12.6%   | 8.8%    | 23.4%                | 36.0% | 18.4% | 22.2% |
| <b>TWO.....</b>              | 141   | 79     | 62     | 18        | 39      | 39      | 26      | 19      | 32                   | 41    | 36    | 32    |
| .....                        | 18.5% | 20.8%  | 16.1%  | 25.0%     | 23.6%   | 13.6%   | 19.1%   | 18.1%   | 24.8%                | 17.4% | 20.7% | 14.2% |
| .....                        | 100%  | 56.0%  | 44.0%  | 12.8%     | 27.7%   | 27.7%   | 18.4%   | 13.5%   | 22.7%                | 29.1% | 25.5% | 22.7% |
| <b>THREE.....</b>            | 100   | 46     | 54     | 14        | 11      | 43      | 21      | 11      | 11                   | 24    | 29    | 36    |
| .....                        | 13.1% | 12.1%  | 14.1%  | 19.4%     | 6.7%    | 15.0%   | 15.4%   | 10.5%   | 8.5%                 | 10.2% | 16.7% | 16.0% |
| .....                        | 100%  | 46.0%  | 54.0%  | 14.0%     | 11.0%   | 43.0%   | 21.0%   | 11.0%   | 11.0%                | 24.0% | 29.0% | 36.0% |
| <b>FOUR.....</b>             | 81    | 25     | 56     | 2         | 8       | 33      | 22      | 16      | 7                    | 26    | 15    | 33    |
| .....                        | 10.6% | 6.6%   | 14.6%  | 2.8%      | 4.8%    | 11.5%   | 16.2%   | 15.2%   | 5.4%                 | 11.0% | 8.6%  | 14.7% |
| .....                        | 100%  | 30.9%  | 69.1%  | 2.5%      | 9.9%    | 40.7%   | 27.2%   | 19.8%   | 8.6%                 | 32.1% | 18.5% | 40.7% |
| <b>FIVE.....</b>             | 44    | 22     | 22     | 0         | 6       | 21      | 7       | 10      | 4                    | 21    | 10    | 9     |
| .....                        | 5.8%  | 5.8%   | 5.7%   | .0%       | 3.6%    | 7.3%    | 5.1%    | 9.5%    | 3.1%                 | 8.9%  | 5.7%  | 4.0%  |
| .....                        | 100%  | 50.0%  | 50.0%  | .0%       | 13.6%   | 47.7%   | 15.9%   | 22.7%   | 9.1%                 | 47.7% | 22.7% | 20.5% |
| <b>SIX.....</b>              | 43    | 20     | 23     | 2         | 8       | 19      | 3       | 11      | 4                    | 11    | 13    | 15    |
| .....                        | 5.6%  | 5.3%   | 6.0%   | 2.8%      | 4.8%    | 6.6%    | 2.2%    | 10.5%   | 3.1%                 | 4.7%  | 7.5%  | 6.7%  |
| .....                        | 100%  | 46.5%  | 53.5%  | 4.7%      | 18.6%   | 44.2%   | 7.0%    | 25.6%   | 9.3%                 | 25.6% | 30.2% | 34.9% |
| <b>SEVEN.....</b>            | 23    | 11     | 12     | 0         | 7       | 4       | 7       | 5       | 3                    | 5     | 6     | 9     |
| .....                        | 3.0%  | 2.9%   | 3.1%   | .0%       | 4.2%    | 1.4%    | 5.1%    | 4.8%    | 2.3%                 | 2.1%  | 3.4%  | 4.0%  |
| .....                        | 100%  | 47.8%  | 52.2%  | .0%       | 30.4%   | 17.4%   | 30.4%   | 21.7%   | 13.0%                | 21.7% | 26.1% | 39.1% |
| <b>EIGHT.....</b>            | 30    | 11     | 19     | 0         | 9       | 10      | 7       | 4       | 4                    | 6     | 8     | 12    |
| .....                        | 3.9%  | 2.9%   | 4.9%   | .0%       | 5.5%    | 3.5%    | 5.1%    | 3.8%    | 3.1%                 | 2.5%  | 4.6%  | 5.3%  |
| .....                        | 100%  | 36.7%  | 63.3%  | .0%       | 30.0%   | 33.3%   | 23.3%   | 13.3%   | 13.3%                | 20.0% | 26.7% | 40.0% |
| <b>NINE.....</b>             | 4     | 3      | 1      | 0         | 1       | 2       | 1       | 0       | 0                    | 0     | 1     | 3     |
| .....                        | .5%   | .8%    | .3%    | .0%       | .6%     | .7%     | .7%     | .0%     | .0%                  | .0%   | .6%   | 1.3%  |
| .....                        | 100%  | 75.0%  | 25.0%  | .0%       | 25.0%   | 50.0%   | 25.0%   | .0%     | .0%                  | .0%   | 25.0% | 75.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(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.....      | 15    | 7      | 8      | 1         | 0       | 4       | 7       | 3       | 2                    | 2     | 6     | 5     |
| .....         | 2.0%  | 1.8%   | 2.1%   | 1.4%      | .0%     | 1.4%    | 5.1%    | 2.9%    | 1.6%                 | .8%   | 3.4%  | 2.2%  |
| .....         | 100%  | 46.7%  | 53.3%  | 6.7%      | .0%     | 26.7%   | 46.7%   | 20.0%   | 13.3%                | 13.3% | 40.0% | 33.3% |
| ELEVEN.....   | 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%  |
| TWELVE.....   | 15    | 8      | 7      | 1         | 1       | 10      | 1       | 2       | 1                    | 4     | 1     | 9     |
| .....         | 2.0%  | 2.1%   | 1.8%   | 1.4%      | .6%     | 3.5%    | .7%     | 1.9%    | .8%                  | 1.7%  | .6%   | 4.0%  |
| .....         | 100%  | 53.3%  | 46.7%  | 6.7%      | 6.7%    | 66.7%   | 6.7%    | 13.3%   | 6.7%                 | 26.7% | 6.7%  | 60.0% |
| THIRTEEN..... | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 0                    | 1     | 0     | 0     |
| .....         | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .7%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....         | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | 100%  | .0%   | .0%   |
| FOURTEEN..... | 2     | 1      | 1      | 0         | 0       | 1       | 0       | 1       | 0                    | 1     | 0     | 1     |
| .....         | .3%   | .3%    | .3%    | .0%       | .0%     | .3%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .4%   |
| .....         | 100%  | 50.0%  | 50.0%  | .0%       | .0%     | 50.0%   | .0%     | 50.0%   | .0%                  | 50.0% | .0%   | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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.....      | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| NO ANSWER.....  | 3     | 1      | 2      | 1         | 0       | 2       | 0       | 0       | 1                    | 0     | 1     | 1     |
| .....           | .4%   | .3%    | .5%    | 1.4%      | .0%     | .7%     | .0%     | .0%     | .8%                  | .0%   | .6%   | .4%   |
| .....           | 100%  | 33.3%  | 66.7%  | 33.3%     | .0%     | 66.7%   | .0%     | .0%     | 33.3%                | .0%   | 33.3% | 33.3% |
| AT HOME.....    | 560   | 230    | 330    | 68        | 83      | 193     | 112     | 104     | 88                   | 149   | 139   | 184   |
| .....           | 73.3% | 60.5%  | 85.9%  | 94.4%     | 50.3%   | 67.5%   | 82.4%   | 99.0%   | 68.2%                | 63.1% | 79.9% | 81.8% |
| .....           | 100%  | 41.1%  | 58.9%  | 12.1%     | 14.8%   | 34.5%   | 20.0%   | 18.6%   | 15.7%                | 26.6% | 24.8% | 32.9% |
| AT WORK.....    | 131   | 105    | 26     | 2         | 45      | 61      | 20      | 3       | 16                   | 52    | 33    | 30    |
| .....           | 17.1% | 27.6%  | 6.8%   | 2.8%      | 27.3%   | 21.3%   | 14.7%   | 2.9%    | 12.4%                | 22.0% | 19.0% | 13.3% |
| .....           | 100%  | 80.2%  | 19.8%  | 1.5%      | 34.4%   | 46.6%   | 15.3%   | 2.3%    | 12.2%                | 39.7% | 25.2% | 22.9% |
| IN THE CAR..... | 294   | 209    | 85     | 14        | 105     | 134     | 35      | 6       | 65                   | 100   | 55    | 74    |
| .....           | 38.5% | 55.0%  | 22.1%  | 19.4%     | 63.6%   | 46.9%   | 25.7%   | 5.7%    | 50.4%                | 42.4% | 31.6% | 32.9% |
| .....           | 100%  | 71.1%  | 28.9%  | 4.8%      | 35.7%   | 45.6%   | 11.9%   | 2.0%    | 22.1%                | 34.0% | 18.7% | 25.2% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

|                      | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                      |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| <b>TOTAL.....</b>    | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>K20</b>           |       |        |        |           |         |         |         |         |                      |       |       |       |
| WATCH TV.....        | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| .....                | 98.0% | 98.0%  | 98.0%  | 99.1%     | 98.6%   | 97.6%   | 98.4%   | 96.8%   | 97.3%                | 98.1% | 99.1% | 97.5% |
| .....                | 100%  | 48.9%  | 51.1%  | 11.3%     | 21.1%   | 36.9%   | 18.2%   | 12.4%   | 18.2%                | 31.5% | 21.9% | 28.3% |
| DO NOT WATCH TV..... | 20    | 10     | 10     | 1         | 3       | 9       | 3       | 4       | 5                    | 6     | 2     | 7     |
| .....                | 2.0%  | 2.0%   | 2.0%   | .9%       | 1.4%    | 2.4%    | 1.6%    | 3.2%    | 2.7%                 | 1.9%  | .9%   | 2.5%  |
| .....                | 100%  | 50.0%  | 50.0%  | 5.0%      | 15.0%   | 45.0%   | 15.0%   | 20.0%   | 25.0%                | 30.0% | 10.0% | 35.0% |

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.....            | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| K21                   |       |        |        |           |         |         |         |         |                      |       |       |       |
| VARIES CONSIDERABLY.. | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                 | .1%   | .0%    | .2%    | .0%       | .0%     | .0%     | .0%     | .8%     | .0%                  | .3%   | .0%   | .0%   |
| .....                 | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| ONE.....              | 152   | 89     | 63     | 13        | 36      | 56      | 30      | 17      | 41                   | 45    | 32    | 34    |
| .....                 | 15.5% | 18.5%  | 12.6%  | 11.7%     | 17.4%   | 15.5%   | 16.8%   | 13.9%   | 22.9%                | 14.6% | 14.9% | 12.2% |
| .....                 | 100%  | 58.6%  | 41.4%  | 8.6%      | 23.7%   | 36.8%   | 19.7%   | 11.2%   | 27.0%                | 29.6% | 21.1% | 22.4% |
| TWO.....              | 316   | 168    | 148    | 38        | 78      | 119     | 51      | 30      | 60                   | 102   | 78    | 76    |
| .....                 | 32.2% | 35.0%  | 29.5%  | 34.2%     | 37.7%   | 32.9%   | 28.5%   | 24.6%   | 33.5%                | 33.0% | 36.3% | 27.3% |
| .....                 | 100%  | 53.2%  | 46.8%  | 12.0%     | 24.7%   | 37.7%   | 16.1%   | 9.5%    | 19.0%                | 32.3% | 24.7% | 24.1% |
| THREE.....            | 246   | 117    | 129    | 25        | 48      | 94      | 50      | 29      | 45                   | 73    | 53    | 75    |
| .....                 | 25.1% | 24.4%  | 25.7%  | 22.5%     | 23.2%   | 26.0%   | 27.9%   | 23.8%   | 25.1%                | 23.6% | 24.7% | 27.0% |
| .....                 | 100%  | 47.6%  | 52.4%  | 10.2%     | 19.5%   | 38.2%   | 20.3%   | 11.8%   | 18.3%                | 29.7% | 21.5% | 30.5% |
| FOUR.....             | 156   | 69     | 87     | 22        | 31      | 52      | 26      | 25      | 16                   | 57    | 34    | 49    |
| .....                 | 15.9% | 14.4%  | 17.4%  | 19.8%     | 15.0%   | 14.4%   | 14.5%   | 20.5%   | 8.9%                 | 18.4% | 15.8% | 17.6% |
| .....                 | 100%  | 44.2%  | 55.8%  | 14.1%     | 19.9%   | 33.3%   | 16.7%   | 16.0%   | 10.3%                | 36.5% | 21.8% | 31.4% |
| FIVE.....             | 51    | 17     | 34     | 8         | 7       | 19      | 9       | 8       | 11                   | 13    | 9     | 18    |
| .....                 | 5.2%  | 3.5%   | 6.8%   | 7.2%      | 3.4%    | 5.2%    | 5.0%    | 6.6%    | 6.1%                 | 4.2%  | 4.2%  | 6.5%  |
| .....                 | 100%  | 33.3%  | 66.7%  | 15.7%     | 13.7%   | 37.3%   | 17.6%   | 15.7%   | 21.6%                | 25.5% | 17.6% | 35.3% |
| SIX.....              | 30    | 15     | 15     | 2         | 4       | 13      | 5       | 6       | 5                    | 7     | 5     | 13    |
| .....                 | 3.1%  | 3.1%   | 3.0%   | 1.8%      | 1.9%    | 3.6%    | 2.8%    | 4.9%    | 2.8%                 | 2.3%  | 2.3%  | 4.7%  |
| .....                 | 100%  | 50.0%  | 50.0%  | 6.7%      | 13.3%   | 43.3%   | 16.7%   | 20.0%   | 16.7%                | 23.3% | 16.7% | 43.3% |
| SEVEN.....            | 12    | 1      | 11     | 3         | 2       | 1       | 5       | 1       | 0                    | 4     | 2     | 6     |
| .....                 | 1.2%  | .2%    | 2.2%   | 2.7%      | 1.0%    | .3%     | 2.8%    | .8%     | .0%                  | 1.3%  | .9%   | 2.2%  |
| .....                 | 100%  | 8.3%   | 91.7%  | 25.0%     | 16.7%   | 8.3%    | 41.7%   | 8.3%    | .0%                  | 33.3% | 16.7% | 50.0% |
| EIGHT.....            | 8     | 2      | 6      | 0         | 0       | 3       | 2       | 3       | 1                    | 3     | 0     | 4     |
| .....                 | .8%   | .4%    | 1.2%   | .0%       | .0%     | .8%     | 1.1%    | 2.5%    | .6%                  | 1.0%  | .0%   | 1.4%  |
| .....                 | 100%  | 25.0%  | 75.0%  | .0%       | .0%     | 37.5%   | 25.0%   | 37.5%   | 12.5%                | 37.5% | .0%   | 50.0% |
| NINE.....             | 2     | 0      | 2      | 0         | 0       | 1       | 0       | 1       | 0                    | 1     | 0     | 1     |
| .....                 | .2%   | .0%    | .4%    | .0%       | .0%     | .3%     | .0%     | .8%     | .0%                  | .3%   | .0%   | .4%   |
| .....                 | 100%  | .0%    | 100%   | .0%       | .0%     | 50.0%   | .0%     | 50.0%   | .0%                  | 50.0% | .0%   | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO 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.....    | 3     | 1      | 2      | 0         | 0       | 2       | 0       | 1       | 0                    | 2     | 1     | 0     |
| .....       | .3%   | .2%    | .4%    | .0%       | .0%     | .6%     | .0%     | .8%     | .0%                  | .6%   | .5%   | .0%   |
| .....       | 100%  | 33.3%  | 66.7%  | .0%       | .0%     | 66.7%   | .0%     | 33.3%   | .0%                  | 66.7% | 33.3% | .0%   |
| ELEVEN..... | 2     | 0      | 2      | 0         | 1       | 1       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....       | .2%   | .0%    | .4%    | .0%       | .5%     | .3%     | .0%     | .0%     | .0%                  | .3%   | .0%   | .4%   |
| .....       | 100%  | .0%    | 100%   | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| TWELVE..... | 2     | 1      | 1      | 0         | 0       | 1       | 1       | 0       | 0                    | 0     | 1     | 1     |
| .....       | .2%   | .2%    | .2%    | .0%       | .0%     | .3%     | .6%     | .0%     | .0%                  | .0%   | .5%   | .4%   |
| .....       | 100%  | 50.0%  | 50.0%  | .0%       | .0%     | 50.0%   | 50.0%   | .0%     | .0%                  | .0%   | 50.0% | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

**TABLE 4.6: WHERE IN THE HOUSE IS TV VIEWED**  
**- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

|                       | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|-----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                       |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| <b>TOTAL.....</b>     | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| <b>K22</b>            |       |        |        |           |         |         |         |         |                      |       |       |       |
| IN THE SITTING ROOM.. | 517   | 260    | 257    | 62        | 103     | 206     | 92      | 54      | 113                  | 177   | 95    | 132   |
| .....                 | 52.7% | 54.2%  | 51.3%  | 55.9%     | 49.8%   | 56.9%   | 51.4%   | 44.3%   | 63.1%                | 57.3% | 44.2% | 47.5% |
| .....                 | 100%  | 50.3%  | 49.7%  | 12.0%     | 19.9%   | 39.8%   | 17.8%   | 10.4%   | 21.9%                | 34.2% | 18.4% | 25.5% |
| IN THE DINING ROOM... | 29    | 19     | 10     | 3         | 5       | 5       | 9       | 7       | 9                    | 7     | 7     | 6     |
| .....                 | 3.0%  | 4.0%   | 2.0%   | 2.7%      | 2.4%    | 1.4%    | 5.0%    | 5.7%    | 5.0%                 | 2.3%  | 3.3%  | 2.2%  |
| .....                 | 100%  | 65.5%  | 34.5%  | 10.3%     | 17.2%   | 17.2%   | 31.0%   | 24.1%   | 31.0%                | 24.1% | 24.1% | 20.7% |
| IN THE KITCHEN.....   | 196   | 73     | 123    | 17        | 28      | 88      | 40      | 23      | 24                   | 53    | 57    | 62    |
| .....                 | 20.0% | 15.2%  | 24.6%  | 15.3%     | 13.5%   | 24.3%   | 22.3%   | 18.9%   | 13.4%                | 17.2% | 26.5% | 22.3% |
| .....                 | 100%  | 37.2%  | 62.8%  | 8.7%      | 14.3%   | 44.9%   | 20.4%   | 11.7%   | 12.2%                | 27.0% | 29.1% | 31.6% |
| IN THE BEDROOM.....   | 226   | 117    | 109    | 26        | 67      | 59      | 38      | 36      | 31                   | 69    | 50    | 76    |
| .....                 | 23.0% | 24.4%  | 21.8%  | 23.4%     | 32.4%   | 16.3%   | 21.2%   | 29.5%   | 17.3%                | 22.3% | 23.3% | 27.3% |
| .....                 | 100%  | 51.8%  | 48.2%  | 11.5%     | 29.6%   | 26.1%   | 16.8%   | 15.9%   | 13.7%                | 30.5% | 22.1% | 33.6% |
| AT ANOTHER PLACE..... | 13    | 11     | 2      | 3         | 4       | 4       | 0       | 2       | 2                    | 3     | 6     | 2     |
| .....                 | 1.3%  | 2.3%   | .4%    | 2.7%      | 1.9%    | 1.1%    | .0%     | 1.6%    | 1.1%                 | 1.0%  | 2.8%  | .7%   |
| .....                 | 100%  | 84.6%  | 15.4%  | 23.1%     | 30.8%   | 30.8%   | .0%     | 15.4%   | 15.4%                | 23.1% | 46.2% | 15.4% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

**TABLE 4.7: MEANS OF TV SIGNAL RECEPTION**  
**- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

|                            | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                            |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| <b>TOTAL.....</b>          | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>ROOF ANTENNA.....</b>   | 327   | 167    | 160    | 33        | 73      | 118     | 53      | 50      | 52                   | 86    | 82    | 107   |
| .....                      | 32.7% | 34.1%  | 31.3%  | 29.5%     | 34.8%   | 31.8%   | 29.1%   | 39.7%   | 28.3%                | 27.3% | 37.8% | 37.5% |
| .....                      | 100%  | 51.1%  | 48.9%  | 10.1%     | 22.3%   | 36.1%   | 16.2%   | 15.3%   | 15.9%                | 26.3% | 25.1% | 32.7% |
| <b>CABLE.....</b>          | 677   | 328    | 349    | 77        | 135     | 257     | 129     | 79      | 137                  | 225   | 132   | 183   |
| .....                      | 67.6% | 66.9%  | 68.3%  | 68.8%     | 64.3%   | 69.3%   | 70.9%   | 62.7%   | 74.5%                | 71.4% | 60.8% | 64.2% |
| .....                      | 100%  | 48.4%  | 51.6%  | 11.4%     | 19.9%   | 38.0%   | 19.1%   | 11.7%   | 20.2%                | 33.2% | 19.5% | 27.0% |
| <b>SATELLITE DISH.....</b> | 153   | 82     | 71     | 18        | 40      | 68      | 21      | 6       | 43                   | 54    | 27    | 29    |
| .....                      | 15.3% | 16.7%  | 13.9%  | 16.1%     | 19.0%   | 18.3%   | 11.5%   | 4.8%    | 23.4%                | 17.1% | 12.4% | 10.2% |
| .....                      | 100%  | 53.6%  | 46.4%  | 11.8%     | 26.1%   | 44.4%   | 13.7%   | 3.9%    | 28.1%                | 35.3% | 17.6% | 19.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**TABLE 4.8: CABLE TV FACILITY**  
**- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

|                          | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                          |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| <b>TOTAL.....</b>        | 675   | 328    | 347    | 77        | 135     | 256     | 129     | 78      | 136                  | 224   | 132   | 183   |
| <b>SUBSCRIPTION TYPE</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| RECEPTION.....           | 348   | 148    | 200    | 31        | 69      | 135     | 67      | 46      | 54                   | 101   | 80    | 113   |
| .....                    | 51.6% | 45.1%  | 57.6%  | 40.3%     | 51.1%   | 52.7%   | 51.9%   | 59.0%   | 39.7%                | 45.1% | 60.6% | 61.7% |
| .....                    | 100%  | 42.5%  | 57.5%  | 8.9%      | 19.8%   | 38.8%   | 19.3%   | 13.2%   | 15.5%                | 29.0% | 23.0% | 32.5% |
| BASIC.....               | 195   | 115    | 80     | 23        | 42      | 76      | 33      | 21      | 31                   | 75    | 41    | 48    |
| .....                    | 28.9% | 35.1%  | 23.1%  | 29.9%     | 31.1%   | 29.7%   | 25.6%   | 26.9%   | 22.8%                | 33.5% | 31.1% | 26.2% |
| .....                    | 100%  | 59.0%  | 41.0%  | 11.8%     | 21.5%   | 39.0%   | 16.9%   | 10.8%   | 15.9%                | 38.5% | 21.0% | 24.6% |
| TV PLUS.....             | 78    | 37     | 41     | 15        | 13      | 20      | 21      | 9       | 27                   | 26    | 10    | 15    |
| .....                    | 11.6% | 11.3%  | 11.8%  | 19.5%     | 9.6%    | 7.8%    | 16.3%   | 11.5%   | 19.9%                | 11.6% | 7.6%  | 8.2%  |
| .....                    | 100%  | 47.4%  | 52.6%  | 19.2%     | 16.7%   | 25.6%   | 26.9%   | 11.5%   | 34.6%                | 33.3% | 12.8% | 19.2% |
| MOVIE CH.....            | 31    | 20     | 11     | 7         | 4       | 13      | 4       | 3       | 11                   | 11    | 6     | 3     |
| .....                    | 4.6%  | 6.1%   | 3.2%   | 9.1%      | 3.0%    | 5.1%    | 3.1%    | 3.8%    | 8.1%                 | 4.9%  | 4.5%  | 1.6%  |
| .....                    | 100%  | 64.5%  | 35.5%  | 22.6%     | 12.9%   | 41.9%   | 12.9%   | 9.7%    | 35.5%                | 35.5% | 19.4% | 9.7%  |
| SPORTS CH.....           | 57    | 35     | 22     | 8         | 4       | 27      | 8       | 10      | 19                   | 19    | 7     | 12    |
| .....                    | 8.4%  | 10.7%  | 6.3%   | 10.4%     | 3.0%    | 10.5%   | 6.2%    | 12.8%   | 14.0%                | 8.5%  | 5.3%  | 6.6%  |
| .....                    | 100%  | 61.4%  | 38.6%  | 14.0%     | 7.0%    | 47.4%   | 14.0%   | 17.5%   | 33.3%                | 33.3% | 12.3% | 21.1% |
| TELEPIU.....             | 5     | 4      | 1      | 3         | 0       | 1       | 1       | 0       | 0                    | 2     | 2     | 1     |
| .....                    | .7%   | 1.2%   | .3%    | 3.9%      | .0%     | .4%     | .8%     | .0%     | .0%                  | .9%   | 1.5%  | .5%   |
| .....                    | 100%  | 80.0%  | 20.0%  | 60.0%     | .0%     | 20.0%   | 20.0%   | .0%     | .0%                  | 40.0% | 40.0% | 20.0% |
| FLEXIPACK SUBSCRIBER.    | 56    | 28     | 28     | 8         | 12      | 25      | 8       | 3       | 22                   | 24    | 2     | 8     |
| .....                    | 8.3%  | 8.5%   | 8.1%   | 10.4%     | 8.9%    | 9.8%    | 6.2%    | 3.8%    | 16.2%                | 10.7% | 1.5%  | 4.4%  |
| .....                    | 100%  | 50.0%  | 50.0%  | 14.3%     | 21.4%   | 44.6%   | 14.3%   | 5.4%    | 39.3%                | 42.9% | 3.6%  | 14.3% |
| <b>FLEXIPACK</b>         |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>SUBSCRIPTION</b>      |       |        |        |           |         |         |         |         |                      |       |       |       |
| ENTRY.....               | 15    | 8      | 7      | 2         | 4       | 6       | 1       | 2       | 6                    | 9     | 0     | 0     |
| .....                    | 22.7% | 22.2%  | 23.3%  | 20.0%     | 28.6%   | 20.7%   | 9.1%    | 100%    | 24.0%                | 32.1% | .0%   | .0%   |
| .....                    | 100%  | 53.3%  | 46.7%  | 13.3%     | 26.7%   | 40.0%   | 6.7%    | 13.3%   | 40.0%                | 60.0% | .0%   | .0%   |
| EDU.....                 | 11    | 3      | 8      | 3         | 2       | 3       | 1       | 2       | 3                    | 7     | 0     | 1     |
| .....                    | 16.7% | 8.3%   | 26.7%  | 30.0%     | 14.3%   | 10.3%   | 9.1%    | 100%    | 12.0%                | 25.0% | .0%   | 11.1% |
| .....                    | 100%  | 27.3%  | 72.7%  | 27.3%     | 18.2%   | 27.3%   | 9.1%    | 18.2%   | 27.3%                | 63.6% | .0%   | 9.1%  |
| MUSIC +.....             | 11    | 7      | 4      | 2         | 5       | 4       | 0       | 0       | 3                    | 7     | 1     | 0     |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = CABLE TV SUBSCRIBERS ONLY

(continued)

**TABLE 4.8: CABLE TV FACILITY**  
**- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

|                | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....          | 16.7% | 19.4%  | 13.3%  | 20.0%     | 35.7%   | 13.8%   | .0%     | .0%     | 12.0%                | 25.0% | 25.0% | .0%   |
| .....          | 100%  | 63.6%  | 36.4%  | 18.2%     | 45.5%   | 36.4%   | .0%     | .0%     | 27.3%                | 63.6% | 9.1%  | .0%   |
| LIFESTYLE..... | 13    | 4      | 9      | 3         | 5       | 4       | 1       | 0       | 8                    | 5     | 0     | 0     |
| .....          | 19.7% | 11.1%  | 30.0%  | 30.0%     | 35.7%   | 13.8%   | 9.1%    | .0%     | 32.0%                | 17.9% | .0%   | .0%   |
| .....          | 100%  | 30.8%  | 69.2%  | 23.1%     | 38.5%   | 30.8%   | 7.7%    | .0%     | 61.5%                | 38.5% | .0%   | .0%   |
| KIDS.....      | 12    | 7      | 5      | 5         | 2       | 5       | 0       | 0       | 4                    | 5     | 1     | 2     |
| .....          | 18.2% | 19.4%  | 16.7%  | 50.0%     | 14.3%   | 17.2%   | .0%     | .0%     | 16.0%                | 17.9% | 25.0% | 22.2% |
| .....          | 100%  | 58.3%  | 41.7%  | 41.7%     | 16.7%   | 41.7%   | .0%     | .0%     | 33.3%                | 41.7% | 8.3%  | 16.7% |
| FAMILY.....    | 34    | 19     | 15     | 3         | 6       | 16      | 9       | 0       | 14                   | 12    | 2     | 6     |
| .....          | 51.5% | 52.8%  | 50.0%  | 30.0%     | 42.9%   | 55.2%   | 81.8%   | .0%     | 56.0%                | 42.9% | 50.0% | 66.7% |
| .....          | 100%  | 55.9%  | 44.1%  | 8.8%      | 17.6%   | 47.1%   | 26.5%   | .0%     | 41.2%                | 35.3% | 5.9%  | 17.6% |
| SPORTS CH..... | 11    | 6      | 5      | 0         | 3       | 4       | 2       | 2       | 3                    | 7     | 0     | 1     |
| .....          | 16.7% | 16.7%  | 16.7%  | .0%       | 21.4%   | 13.8%   | 18.2%   | 100%    | 12.0%                | 25.0% | .0%   | 11.1% |
| .....          | 100%  | 54.5%  | 45.5%  | .0%       | 27.3%   | 36.4%   | 18.2%   | 18.2%   | 27.3%                | 63.6% | .0%   | 9.1%  |
| MOVIE CH.....  | 4     | 1      | 3      | 0         | 1       | 1       | 2       | 0       | 3                    | 1     | 0     | 0     |
| .....          | 6.1%  | 2.8%   | 10.0%  | .0%       | 7.1%    | 3.4%    | 18.2%   | .0%     | 12.0%                | 3.6%  | .0%   | .0%   |
| .....          | 100%  | 25.0%  | 75.0%  | .0%       | 25.0%   | 25.0%   | 50.0%   | .0%     | 75.0%                | 25.0% | .0%   | .0%   |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = CABLE TV SUBSCRIBERS ONLY

**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    |
| <b>TOTAL.....</b>         | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>K45</b>                |       |        |        |           |         |         |         |         |                      |       |       |       |
| NO ONE IN PARTICULAR..... | 411   | 204    | 207    | 36        | 100     | 144     | 72      | 59      | 89                   | 125   | 84    | 113   |
| .....                     | 41.1% | 41.6%  | 40.5%  | 32.1%     | 47.6%   | 38.8%   | 39.6%   | 46.8%   | 48.4%                | 39.7% | 38.7% | 39.6% |
| .....                     | 100%  | 49.6%  | 50.4%  | 8.8%      | 24.3%   | 35.0%   | 17.5%   | 14.4%   | 21.7%                | 30.4% | 20.4% | 27.5% |
| THE HUSBAND.....          | 283   | 176    | 107    | 32        | 57      | 107     | 54      | 33      | 48                   | 89    | 61    | 85    |
| .....                     | 28.3% | 35.9%  | 20.9%  | 28.6%     | 27.1%   | 28.8%   | 29.7%   | 26.2%   | 26.1%                | 28.3% | 28.1% | 29.8% |
| .....                     | 100%  | 62.2%  | 37.8%  | 11.3%     | 20.1%   | 37.8%   | 19.1%   | 11.7%   | 17.0%                | 31.4% | 21.6% | 30.0% |
| THE WIFE.....             | 177   | 39     | 138    | 6         | 29      | 66      | 44      | 32      | 21                   | 55    | 42    | 59    |
| .....                     | 17.7% | 8.0%   | 27.0%  | 5.4%      | 13.8%   | 17.8%   | 24.2%   | 25.4%   | 11.4%                | 17.5% | 19.4% | 20.7% |
| .....                     | 100%  | 22.0%  | 78.0%  | 3.4%      | 16.4%   | 37.3%   | 24.9%   | 18.1%   | 11.9%                | 31.1% | 23.7% | 33.3% |
| CHILDREN - BOYS.....      | 76    | 51     | 25     | 19        | 14      | 35      | 7       | 1       | 19                   | 26    | 15    | 16    |
| .....                     | 7.6%  | 10.4%  | 4.9%   | 17.0%     | 6.7%    | 9.4%    | 3.8%    | .8%     | 10.3%                | 8.3%  | 6.9%  | 5.6%  |
| .....                     | 100%  | 67.1%  | 32.9%  | 25.0%     | 18.4%   | 46.1%   | 9.2%    | 1.3%    | 25.0%                | 34.2% | 19.7% | 21.1% |
| CHILDREN - GIRLS.....     | 54    | 20     | 34     | 19        | 10      | 19      | 5       | 1       | 7                    | 20    | 15    | 12    |
| .....                     | 5.4%  | 4.1%   | 6.7%   | 17.0%     | 4.8%    | 5.1%    | 2.7%    | .8%     | 3.8%                 | 6.3%  | 6.9%  | 4.2%  |
| .....                     | 100%  | 37.0%  | 63.0%  | 35.2%     | 18.5%   | 35.2%   | 9.3%    | 1.9%    | 13.0%                | 37.0% | 27.8% | 22.2% |

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         |
| <b>TOTAL.....</b>                    | <b>1001</b> | <b>490</b> | <b>511</b> | <b>112</b> | <b>210</b> | <b>371</b> | <b>182</b> | <b>126</b> | <b>184</b>           | <b>315</b> | <b>217</b> | <b>285</b> |
| <b>K1</b>                            |             |            |            |            |            |            |            |            |                      |            |            |            |
| NO PARTICULAR PREFERENCE.....        | 25          | 12         | 13         | 4          | 4          | 9          | 5          | 3          | 6                    | 5          | 5          | 9          |
| .....                                | 2.5%        | 2.4%       | 2.5%       | 3.6%       | 1.9%       | 2.4%       | 2.7%       | 2.4%       | 3.3%                 | 1.6%       | 2.3%       | 3.2%       |
| .....                                | 100%        | 48.0%      | 52.0%      | 16.0%      | 16.0%      | 36.0%      | 20.0%      | 12.0%      | 24.0%                | 20.0%      | 20.0%      | 36.0%      |
| LISTEN TO THEM ON THE RADIO.....     | 102         | 52         | 50         | 9          | 18         | 33         | 16         | 26         | 16                   | 30         | 27         | 29         |
| .....                                | 10.2%       | 10.6%      | 9.8%       | 8.0%       | 8.6%       | 8.9%       | 8.8%       | 20.6%      | 8.7%                 | 9.5%       | 12.4%      | 10.2%      |
| .....                                | 100%        | 51.0%      | 49.0%      | 8.8%       | 17.6%      | 32.4%      | 15.7%      | 25.5%      | 15.7%                | 29.4%      | 26.5%      | 28.4%      |
| WATCH THEM ON TV.....                | 772         | 372        | 400        | 71         | 169        | 296        | 144        | 92         | 139                  | 239        | 161        | 233        |
| .....                                | 77.1%       | 75.9%      | 78.3%      | 63.4%      | 80.5%      | 79.8%      | 79.1%      | 73.0%      | 75.5%                | 75.9%      | 74.2%      | 81.8%      |
| .....                                | 100%        | 48.2%      | 51.8%      | 9.2%       | 21.9%      | 38.3%      | 18.7%      | 11.9%      | 18.0%                | 31.0%      | 20.9%      | 30.2%      |
| READ THEM IN A NEWSPAPER.....        | 76          | 44         | 32         | 11         | 16         | 31         | 14         | 4          | 21                   | 34         | 15         | 6          |
| .....                                | 7.6%        | 9.0%       | 6.3%       | 9.8%       | 7.6%       | 8.4%       | 7.7%       | 3.2%       | 11.4%                | 10.8%      | 6.9%       | 2.1%       |
| .....                                | 100%        | 57.9%      | 42.1%      | 14.5%      | 21.1%      | 40.8%      | 18.4%      | 5.3%       | 27.6%                | 44.7%      | 19.7%      | 7.9%       |
| PICK THEM UP FROM OTHER PERSONS..... | 26          | 10         | 16         | 17         | 3          | 2          | 3          | 1          | 2                    | 7          | 9          | 8          |
| .....                                | 2.6%        | 2.0%       | 3.1%       | 15.2%      | 1.4%       | .5%        | 1.6%       | .8%        | 1.1%                 | 2.2%       | 4.1%       | 2.8%       |
| .....                                | 100%        | 38.5%      | 61.5%      | 65.4%      | 11.5%      | 7.7%       | 11.5%      | 3.8%       | 7.7%                 | 26.9%      | 34.6%      | 30.8%      |

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    |
| <b>TOTAL.....</b>                    | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>K2</b>                            |       |        |        |           |         |         |         |         |                      |       |       |       |
| NO PARTICULAR PREFERENCE.....        | 32    | 17     | 15     | 6         | 8       | 8       | 7       | 3       | 6                    | 9     | 9     | 8     |
| .....                                | 3.2%  | 3.5%   | 2.9%   | 5.4%      | 3.8%    | 2.2%    | 3.8%    | 2.4%    | 3.3%                 | 2.9%  | 4.1%  | 2.8%  |
| .....                                | 100%  | 53.1%  | 46.9%  | 18.8%     | 25.0%   | 25.0%   | 21.9%   | 9.4%    | 18.8%                | 28.1% | 28.1% | 25.0% |
| LISTEN TO THEM ON THE RADIO.....     | 91    | 41     | 50     | 9         | 11      | 30      | 15      | 26      | 12                   | 29    | 23    | 27    |
| .....                                | 9.1%  | 8.4%   | 9.8%   | 8.0%      | 5.2%    | 8.1%    | 8.2%    | 20.6%   | 6.5%                 | 9.2%  | 10.6% | 9.5%  |
| .....                                | 100%  | 45.1%  | 54.9%  | 9.9%      | 12.1%   | 33.0%   | 16.5%   | 28.6%   | 13.2%                | 31.9% | 25.3% | 29.7% |
| WATCH THEM ON TV.....                | 820   | 403    | 417    | 77        | 181     | 316     | 151     | 95      | 155                  | 258   | 169   | 238   |
| .....                                | 81.9% | 82.2%  | 81.6%  | 68.8%     | 86.2%   | 85.2%   | 83.0%   | 75.4%   | 84.2%                | 81.9% | 77.9% | 83.5% |
| .....                                | 100%  | 49.1%  | 50.9%  | 9.4%      | 22.1%   | 38.5%   | 18.4%   | 11.6%   | 18.9%                | 31.5% | 20.6% | 29.0% |
| READ THEM IN A NEWSPAPER.....        | 39    | 20     | 19     | 7         | 8       | 16      | 7       | 1       | 9                    | 15    | 9     | 6     |
| .....                                | 3.9%  | 4.1%   | 3.7%   | 6.3%      | 3.8%    | 4.3%    | 3.8%    | .8%     | 4.9%                 | 4.8%  | 4.1%  | 2.1%  |
| .....                                | 100%  | 51.3%  | 48.7%  | 17.9%     | 20.5%   | 41.0%   | 17.9%   | 2.6%    | 23.1%                | 38.5% | 23.1% | 15.4% |
| PICK THEM UP FROM OTHER PERSONS..... | 19    | 9      | 10     | 13        | 2       | 1       | 2       | 1       | 2                    | 4     | 7     | 6     |
| .....                                | 1.9%  | 1.8%   | 2.0%   | 11.6%     | 1.0%    | .3%     | 1.1%    | .8%     | 1.1%                 | 1.3%  | 3.2%  | 2.1%  |
| .....                                | 100%  | 47.4%  | 52.6%  | 68.4%     | 10.5%   | 5.3%    | 10.5%   | 5.3%    | 10.5%                | 21.1% | 36.8% | 31.6% |

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    |
| <b>TOTAL.....</b> | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>NA.....</b>    | 36    | 16     | 20     | 8         | 7       | 11      | 5       | 5       | 8                    | 9     | 9     | 10    |
| .....             | 3.6%  | 3.3%   | 3.9%   | 7.1%      | 3.3%    | 3.0%    | 2.7%    | 4.0%    | 4.3%                 | 2.9%  | 4.1%  | 3.5%  |
| .....             | 100%  | 44.4%  | 55.6%  | 22.2%     | 19.4%   | 30.6%   | 13.9%   | 13.9%   | 22.2%                | 25.0% | 25.0% | 27.8% |
| <b>1400.....</b>  | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....             | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .5%                  | .0%   | .0%   | .0%   |
| .....             | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| <b>1600.....</b>  | 2     | 1      | 1      | 2         | 0       | 0       | 0       | 0       | 1                    | 0     | 1     | 0     |
| .....             | .2%   | .2%    | .2%    | 1.8%      | .0%     | .0%     | .0%     | .0%     | .5%                  | .0%   | .5%   | .0%   |
| .....             | 100%  | 50.0%  | 50.0%  | 100%      | .0%     | .0%     | .0%     | .0%     | 50.0%                | .0%   | 50.0% | .0%   |
| <b>1630.....</b>  | 1     | 1      | 0      | 0         | 1       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....             | .1%   | .2%    | .0%    | .0%       | .5%     | .0%     | .0%     | .0%     | .0%                  | .3%   | .0%   | .0%   |
| .....             | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| <b>1700.....</b>  | 2     | 1      | 1      | 1         | 1       | 0       | 0       | 0       | 0                    | 0     | 1     | 1     |
| .....             | .2%   | .2%    | .2%    | .9%       | .5%     | .0%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .4%   |
| .....             | 100%  | 50.0%  | 50.0%  | 50.0%     | 50.0%   | .0%     | .0%     | .0%     | .0%                  | .0%   | 50.0% | 50.0% |
| <b>1800.....</b>  | 9     | 3      | 6      | 4         | 0       | 0       | 0       | 5       | 0                    | 1     | 6     | 2     |
| .....             | .9%   | .6%    | 1.2%   | 3.6%      | .0%     | .0%     | .0%     | 4.0%    | .0%                  | .3%   | 2.8%  | .7%   |
| .....             | 100%  | 33.3%  | 66.7%  | 44.4%     | .0%     | .0%     | .0%     | 55.6%   | .0%                  | 11.1% | 66.7% | 22.2% |
| <b>1830.....</b>  | 2     | 0      | 2      | 1         | 1       | 0       | 0       | 0       | 1                    | 1     | 0     | 0     |
| .....             | .2%   | .0%    | .4%    | .9%       | .5%     | .0%     | .0%     | .0%     | .5%                  | .3%   | .0%   | .0%   |
| .....             | 100%  | .0%    | 100%   | 50.0%     | 50.0%   | .0%     | .0%     | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| <b>1900.....</b>  | 20    | 10     | 10     | 6         | 2       | 6       | 2       | 4       | 3                    | 4     | 8     | 5     |
| .....             | 2.0%  | 2.0%   | 2.0%   | 5.4%      | 1.0%    | 1.6%    | 1.1%    | 3.2%    | 1.6%                 | 1.3%  | 3.7%  | 1.8%  |
| .....             | 100%  | 50.0%  | 50.0%  | 30.0%     | 10.0%   | 30.0%   | 10.0%   | 20.0%   | 15.0%                | 20.0% | 40.0% | 25.0% |
| <b>1930.....</b>  | 135   | 59     | 76     | 10        | 24      | 55      | 31      | 15      | 13                   | 27    | 23    | 72    |
| .....             | 13.5% | 12.0%  | 14.9%  | 8.9%      | 11.4%   | 14.8%   | 17.0%   | 11.9%   | 7.1%                 | 8.6%  | 10.6% | 25.3% |
| .....             | 100%  | 43.7%  | 56.3%  | 7.4%      | 17.8%   | 40.7%   | 23.0%   | 11.1%   | 9.6%                 | 20.0% | 17.0% | 53.3% |
| <b>1945.....</b>  | 48    | 16     | 32     | 3         | 9       | 15      | 17      | 4       | 10                   | 20    | 6     | 12    |
| .....             | 4.8%  | 3.3%   | 6.3%   | 2.7%      | 4.3%    | 4.0%    | 9.3%    | 3.2%    | 5.4%                 | 6.3%  | 2.8%  | 4.2%  |
| .....             | 100%  | 33.3%  | 66.7%  | 6.3%      | 18.8%   | 31.3%   | 35.4%   | 8.3%    | 20.8%                | 41.7% | 12.5% | 25.0% |

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    |
| 1950..... | 4     | 3      | 1      | 0         | 1       | 2       | 1       | 0       | 0                    | 0     | 3     | 1     |
| .....     | .4%   | .6%    | .2%    | .0%       | .5%     | .5%     | .5%     | .0%     | .0%                  | .0%   | 1.4%  | .4%   |
| .....     | 100%  | 75.0%  | 25.0%  | .0%       | 25.0%   | 50.0%   | 25.0%   | .0%     | .0%                  | .0%   | 75.0% | 25.0% |
| 2000..... | 642   | 330    | 312    | 69        | 135     | 241     | 113     | 84      | 121                  | 228   | 134   | 159   |
| .....     | 64.1% | 67.3%  | 61.1%  | 61.6%     | 64.3%   | 65.0%   | 62.1%   | 66.7%   | 65.8%                | 72.4% | 61.8% | 55.8% |
| .....     | 100%  | 51.4%  | 48.6%  | 10.7%     | 21.0%   | 37.5%   | 17.6%   | 13.1%   | 18.8%                | 35.5% | 20.9% | 24.8% |
| 2015..... | 4     | 1      | 3      | 0         | 2       | 1       | 0       | 1       | 2                    | 2     | 0     | 0     |
| .....     | .4%   | .2%    | .6%    | .0%       | 1.0%    | .3%     | .0%     | .8%     | 1.1%                 | .6%   | .0%   | .0%   |
| .....     | 100%  | 25.0%  | 75.0%  | .0%       | 50.0%   | 25.0%   | .0%     | 25.0%   | 50.0%                | 50.0% | .0%   | .0%   |
| 2030..... | 36    | 16     | 20     | 3         | 8       | 16      | 5       | 4       | 7                    | 9     | 10    | 10    |
| .....     | 3.6%  | 3.3%   | 3.9%   | 2.7%      | 3.8%    | 4.3%    | 2.7%    | 3.2%    | 3.8%                 | 2.9%  | 4.6%  | 3.5%  |
| .....     | 100%  | 44.4%  | 55.6%  | 8.3%      | 22.2%   | 44.4%   | 13.9%   | 11.1%   | 19.4%                | 25.0% | 27.8% | 27.8% |
| 2045..... | 2     | 1      | 1      | 0         | 2       | 0       | 0       | 0       | 0                    | 0     | 0     | 2     |
| .....     | .2%   | .2%    | .2%    | .0%       | 1.0%    | .0%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .7%   |
| .....     | 100%  | 50.0%  | 50.0%  | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| 2050..... | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....     | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .0%   |
| .....     | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| 2100..... | 20    | 11     | 9      | 3         | 7       | 7       | 3       | 0       | 5                    | 5     | 6     | 4     |
| .....     | 2.0%  | 2.2%   | 1.8%   | 2.7%      | 3.3%    | 1.9%    | 1.6%    | .0%     | 2.7%                 | 1.6%  | 2.8%  | 1.4%  |
| .....     | 100%  | 55.0%  | 45.0%  | 15.0%     | 35.0%   | 35.0%   | 15.0%   | .0%     | 25.0%                | 25.0% | 30.0% | 20.0% |
| 2130..... | 3     | 1      | 2      | 0         | 0       | 3       | 0       | 0       | 2                    | 1     | 0     | 0     |
| .....     | .3%   | .2%    | .4%    | .0%       | .0%     | .8%     | .0%     | .0%     | 1.1%                 | .3%   | .0%   | .0%   |
| .....     | 100%  | 33.3%  | 66.7%  | .0%       | .0%     | 100%    | .0%     | .0%     | 66.7%                | 33.3% | .0%   | .0%   |
| 2145..... | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....     | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....     | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| 2200..... | 5     | 3      | 2      | 1         | 0       | 3       | 1       | 0       | 3                    | 1     | 1     | 0     |
| .....     | .5%   | .6%    | .4%    | .9%       | .0%     | .8%     | .5%     | .0%     | 1.6%                 | .3%   | .5%   | .0%   |
| .....     | 100%  | 60.0%  | 40.0%  | 20.0%     | .0%     | 60.0%   | 20.0%   | .0%     | 60.0%                | 20.0% | 20.0% | .0%   |
| 2230..... | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....     | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .0%   |

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%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| 2245..... | 1     | 1      | 0      | 0         | 0       | 0       | 0       | 1       | 0                    | 0     | 1     | 0     |
| .....     | .1%   | .2%    | .0%    | .0%       | .0%     | .0%     | .0%     | .8%     | .0%                  | .0%   | .5%   | .0%   |
| .....     | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | .0%   | 100%  | .0%   |
| 2300..... | 21    | 9      | 12     | 0         | 9       | 7       | 2       | 3       | 5                    | 5     | 6     | 5     |
| .....     | 2.1%  | 1.8%   | 2.3%   | .0%       | 4.3%    | 1.9%    | 1.1%    | 2.4%    | 2.7%                 | 1.6%  | 2.8%  | 1.8%  |
| .....     | 100%  | 42.9%  | 57.1%  | .0%       | 42.9%   | 33.3%   | 9.5%    | 14.3%   | 23.8%                | 23.8% | 28.6% | 23.8% |
| 2400..... | 4     | 3      | 1      | 1         | 1       | 0       | 2       | 0       | 2                    | 1     | 0     | 1     |
| .....     | .4%   | .6%    | .2%    | .9%       | .5%     | .0%     | 1.1%    | .0%     | 1.1%                 | .3%   | .0%   | .4%   |
| .....     | 100%  | 75.0%  | 25.0%  | 25.0%     | 25.0%   | .0%     | 50.0%   | .0%     | 50.0%                | 25.0% | .0%   | 25.0% |

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.....                     | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| DID NOT WATCH THE<br>NEWS..... | 611   | 313    | 298    | 98        | 145     | 215     | 92      | 61      | 128                  | 194   | 137   | 152   |
| .....                          | 62.3% | 65.2%  | 59.5%  | 88.3%     | 70.0%   | 59.4%   | 51.4%   | 50.0%   | 71.5%                | 62.8% | 63.7% | 54.7% |
| .....                          | 100%  | 51.2%  | 48.8%  | 16.0%     | 23.7%   | 35.2%   | 15.1%   | 10.0%   | 20.9%                | 31.8% | 22.4% | 24.9% |
| TVM.....                       | 271   | 127    | 144    | 9         | 51      | 100     | 62      | 49      | 46                   | 100   | 57    | 68    |
| .....                          | 27.6% | 26.5%  | 28.7%  | 8.1%      | 24.6%   | 27.6%   | 34.6%   | 40.2%   | 25.7%                | 32.4% | 26.5% | 24.5% |
| .....                          | 100%  | 46.9%  | 53.1%  | 3.3%      | 18.8%   | 36.9%   | 22.9%   | 18.1%   | 17.0%                | 36.9% | 21.0% | 25.1% |
| SUPER 1.....                   | 173   | 73     | 100    | 4         | 20      | 77      | 47      | 25      | 21                   | 36    | 36    | 80    |
| .....                          | 17.6% | 15.2%  | 20.0%  | 3.6%      | 9.7%    | 21.3%   | 26.3%   | 20.5%   | 11.7%                | 11.7% | 16.7% | 28.8% |
| .....                          | 100%  | 42.2%  | 57.8%  | 2.3%      | 11.6%   | 44.5%   | 27.2%   | 14.5%   | 12.1%                | 20.8% | 20.8% | 46.2% |
| NET TV.....                    | 141   | 65     | 76     | 5         | 24      | 50      | 42      | 20      | 32                   | 45    | 28    | 36    |
| .....                          | 14.4% | 13.5%  | 15.2%  | 4.5%      | 11.6%   | 13.8%   | 23.5%   | 16.4%   | 17.9%                | 14.6% | 13.0% | 12.9% |
| .....                          | 100%  | 46.1%  | 53.9%  | 3.5%      | 17.0%   | 35.5%   | 29.8%   | 14.2%   | 22.7%                | 31.9% | 19.9% | 25.5% |
| SMASH.....                     | 2     | 2      | 0      | 0         | 0       | 1       | 0       | 1       | 0                    | 0     | 1     | 1     |
| .....                          | .2%   | .4%    | .0%    | .0%       | .0%     | .3%     | .0%     | .8%     | .0%                  | .0%   | .5%   | .4%   |
| .....                          | 100%  | 100%   | .0%    | .0%       | .0%     | 50.0%   | .0%     | 50.0%   | .0%                  | .0%   | 50.0% | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO 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    |
| <b>TOTAL.....</b>        | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| <b>DID NOT WATCH THE</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>NEWS.....</b>         | 617   | 311    | 306    | 100       | 147     | 217     | 96      | 57      | 125                  | 202   | 126   | 164   |
| .....                    | 62.9% | 64.8%  | 61.1%  | 90.1%     | 71.0%   | 59.9%   | 53.6%   | 46.7%   | 69.8%                | 65.4% | 58.6% | 59.0% |
| .....                    | 100%  | 50.4%  | 49.6%  | 16.2%     | 23.8%   | 35.2%   | 15.6%   | 9.2%    | 20.3%                | 32.7% | 20.4% | 26.6% |
| <b>TVM.....</b>          | 270   | 129    | 141    | 9         | 47      | 106     | 60      | 48      | 48                   | 88    | 70    | 64    |
| .....                    | 27.5% | 26.9%  | 28.1%  | 8.1%      | 22.7%   | 29.3%   | 33.5%   | 39.3%   | 26.8%                | 28.5% | 32.6% | 23.0% |
| .....                    | 100%  | 47.8%  | 52.2%  | 3.3%      | 17.4%   | 39.3%   | 22.2%   | 17.8%   | 17.8%                | 32.6% | 25.9% | 23.7% |
| <b>SUPER 1.....</b>      | 167   | 80     | 87     | 2         | 19      | 70      | 49      | 27      | 20                   | 39    | 36    | 72    |
| .....                    | 17.0% | 16.7%  | 17.4%  | 1.8%      | 9.2%    | 19.3%   | 27.4%   | 22.1%   | 11.2%                | 12.6% | 16.7% | 25.9% |
| .....                    | 100%  | 47.9%  | 52.1%  | 1.2%      | 11.4%   | 41.9%   | 29.3%   | 16.2%   | 12.0%                | 23.4% | 21.6% | 43.1% |
| <b>NET TV.....</b>       | 123   | 58     | 65     | 3         | 17      | 51      | 35      | 17      | 26                   | 42    | 24    | 31    |
| .....                    | 12.5% | 12.1%  | 13.0%  | 2.7%      | 8.2%    | 14.1%   | 19.6%   | 13.9%   | 14.5%                | 13.6% | 11.2% | 11.2% |
| .....                    | 100%  | 47.2%  | 52.8%  | 2.4%      | 13.8%   | 41.5%   | 28.5%   | 13.8%   | 21.1%                | 34.1% | 19.5% | 25.2% |
| <b>SMASH.....</b>        | 1     | 1      | 0      | 0         | 0       | 0       | 0       | 1       | 0                    | 0     | 0     | 1     |
| .....                    | .1%   | .2%    | .0%    | .0%       | .0%     | .0%     | .0%     | .8%     | .0%                  | .0%   | .0%   | .4%   |
| .....                    | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | .0%   | .0%   | 100%  |

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 - 2002)**

| PROGRAMME SECTOR                 | %                 | %                 | %                 | %                 |
|----------------------------------|-------------------|-------------------|-------------------|-------------------|
|                                  | 1999<br>(October) | 2000<br>(October) | 2001<br>(October) | 2002<br>(October) |
| Music                            | 74.6              | 88.9              | 86.3              | 82.1              |
| Local News                       | 73.0              | 84.5              | 76.0              | 74.5              |
| Foreign News                     | 63.7              | 82.6              | 72.7              | 70.9              |
| Discussions on Personal Problems | 56.0              | 68.3              | 54.1              | 47.1              |
| Current Affairs                  | 37.1              | 59.1              | 41.6              | 38.7              |
| Religion                         | 36.3              | 43.6              | 34.9              | 37.6              |
| Health/Beauty/Home/Law           | 37.8              | 49.0              | 37.2              | 37.4              |
| Culture                          | 25.8              | 40.2              | 32.5              | 29.3              |
| Women's Programmes               | Not Available     | 30.2              | 29.4              | 29.1              |
| Sports                           | 25.4              | 41.0              | 27.3              | 26.2              |
| Novels/Plays                     | 28.5              | 35.4              | 32.3              | 25.4              |
| Money/Business                   | 13.5              | 29.9              | 18.8              | 13.9              |
| Children                         | 13.3              | 27.2              | 12.3              | 11.0              |

**Table 6.2 General Preferences for TV Programme Sectors  
(October: 1999 - 2002)**

| PROGRAMME SECTOR                  | %                 | %                 | %                 | %                 |
|-----------------------------------|-------------------|-------------------|-------------------|-------------------|
|                                   | 1999<br>(October) | 2000<br>(October) | 2001<br>(October) | 2002<br>(October) |
| Foreign News                      | 84.4              | 94.8              | 94.8              | 90.4              |
| Local News                        | 88.0              | 95.0              | 94.9              | 89.9              |
| Discussions                       | 68.6              | 73.6              | 71.8              | 74.5              |
| Documentaries                     | 59.1              | 71.8              | 70.0              | 65.5              |
| Weather                           | 65.4              | 75.9              | 61.9              | 65.4              |
| Feature Films                     | 73.0              | 81.0              | 78.8              | 62.3              |
| Plays                             | 51.1              | 56.0              | 61.0              | 56.4              |
| Quizzes/Game Shows/Variety Progr. | 59.9              | 69.9              | 32.1              | 55.5              |
| Sports                            | 56.2              | 65.4              | 61.1              | 52.9              |
| Religion                          | 39.0              | 43.4              | 35.4              | 51.8              |
| Serials/Soap Operas               | 47.5              | 58.6              | 56.5              | 51.7              |
| Art & Culture                     | 33.7              | 39.2              | 33.5              | 45.5              |
| Women's Programmes                | 37.2              | 39.6              | 37.4              | 41.8              |
| Current Affairs                   | 40.6              | 50.9              | 45.2              | 38.2              |
| Music Video-Clips                 | 37.6              | 41.0              | 35.3              | 28.2              |
| Children's Programmes             | 37.3              | 38.7              | 30.9              | 26.4              |
| Business & Finance                | 24.0              | 29.6              | 19.0              | 20.9              |

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors  
(October 2001)**

|                         | RM   | RP  | UPE<br>1 | 101  | IS  | BAY  | RTI  | SMASH | CALYPSC | UNI<br>RADIO | MAS | FM<br>BRONJA | 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 6.3-1.2: Radio Station Preferences for Different Programme Sectors  
(October 2002)**

|                        | RM   | RP<br>106.6 | SUPER 1 | 101  | IS  | BAY  | RTK  | SMASH | CALY.<br>PSO | CAMPUS | FM<br>BRONJA | CAPITAL | NONE | OTAI |
|------------------------|------|-------------|---------|------|-----|------|------|-------|--------------|--------|--------------|---------|------|------|
|                        | %    | %           | %       | %    | %   | %    | %    | %     | %            | %      | %            | %       | %    | %    |
| Music                  | 6.4  | 8.6         | 10.9    | 7.3  | 2.9 | 16.0 | 6.9  | 4.6   | 9.3          | 0.4    | 2.0          | 6.8     | 17.9 | 100  |
| Discussions            | 11.3 | 0.3         | 13.6    | 7.2  | 0.1 | 0.3  | 13.7 | -     | 0.4          | -      | -            | 0.3     | 52.9 | 100  |
| Sport                  | 5.1  | 0.3         | 9.3     | 3.3  | 0.5 | 2.2  | 2.6  | 0.5   | 1.3          | -      | -            | 1.0     | 73.8 | 100  |
| Money & Business       | 3.3  | -           | 5.8     | 2.6  | -   | 0.1  | 2.0  | -     | -            | -      | -            | 0.1     | 86.1 | 100  |
| Culture                | 7.7  | 0.1         | 8.8     | 5.0  | -   | -    | 5.8  | -     | 0.3          | -      | 1.3          | 0.1     | 70.7 | 100  |
| Health/Beauty/home/Law | 8.6  | 0.1         | 12.3    | 5.1  | -   | 0.1  | 10.9 | -     | -            | -      | -            | 0.3     | 62.6 | 100  |
| Religion               | 5.8  | 0.1         | 7.2     | 2.9  | -   | -    | 21.1 | 0.3   | 0.1          | -      | -            | 0.1     | 62.4 | 100  |
| Novels & Plays         | 7.2  | 0.1         | 9.8     | 3.0  | -   | -    | 4.8  | 0.1   | -            | -      | 0.1          | 0.1     | 74.6 | 100  |
| Children               | 2.0  | 0.1         | 4.5     | 2.1  | 0.1 | -    | 2.1  | -     | -            | -      | -            | 0.1     | 89.0 | 100  |
| Women's Prg            | 7.3  | -           | 8.4     | 3.9  | -   | -    | 9.0  | -     | -            | -      | -            | 0.4     | 70.9 | 100  |
| Local News             | 13.5 | 1.0         | 20.5    | 11.5 | 1.3 | 7.5  | 12.4 | 2.1   | 1.4          | -      | -            | 3.1     | 25.5 | 100  |
| Foreign News           | 13.5 | 1.0         | 19.1    | 10.7 | 1.8 | 6.4  | 12.2 | 1.8   | 1.3          | -      | 0.1          | 2.9     | 29.1 | 100  |
| Current Affairs        | 7.1  | -           | 10.9    | 9.7  | 0.8 | 2.2  | 6.5  | 0.4   | 0.1          | -      | 0.1          | 0.9     | 61.3 | 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    |
| <b>TOTAL.....</b>         | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| <b>MUSIC</b>              |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 137   | 59     | 78     | 3         | 14      | 49      | 41      | 30      | 22                   | 28    | 32    | 55    |
| .....                     | 17.9% | 15.5%  | 20.3%  | 4.2%      | 8.5%    | 17.1%   | 30.1%   | 28.6%   | 17.1%                | 11.9% | 18.4% | 24.4% |
| .....                     | 100%  | 43.1%  | 56.9%  | 2.2%      | 10.2%   | 35.8%   | 29.9%   | 21.9%   | 16.1%                | 20.4% | 23.4% | 40.1% |
| <b>RADIO MALTA.....</b>   | 49    | 19     | 30     | 0         | 3       | 13      | 12      | 21      | 3                    | 15    | 15    | 16    |
| .....                     | 6.4%  | 5.0%   | 7.8%   | .0%       | 1.8%    | 4.5%    | 8.8%    | 20.0%   | 2.3%                 | 6.4%  | 8.6%  | 7.1%  |
| .....                     | 100%  | 38.8%  | 61.2%  | .0%       | 6.1%    | 26.5%   | 24.5%   | 42.9%   | 6.1%                 | 30.6% | 30.6% | 32.7% |
| <b>RAD PAR/106.6.....</b> | 66    | 41     | 25     | 31        | 25      | 8       | 1       | 1       | 7                    | 18    | 24    | 17    |
| .....                     | 8.6%  | 10.8%  | 6.5%   | 43.1%     | 15.2%   | 2.8%    | .7%     | 1.0%    | 5.4%                 | 7.6%  | 13.8% | 7.6%  |
| .....                     | 100%  | 62.1%  | 37.9%  | 47.0%     | 37.9%   | 12.1%   | 1.5%    | 1.5%    | 10.6%                | 27.3% | 36.4% | 25.8% |
| <b>RADIO SUPER 1.....</b> | 83    | 34     | 49     | 1         | 9       | 42      | 16      | 15      | 5                    | 16    | 20    | 42    |
| .....                     | 10.9% | 8.9%   | 12.8%  | 1.4%      | 5.5%    | 14.7%   | 11.8%   | 14.3%   | 3.9%                 | 6.8%  | 11.5% | 18.7% |
| .....                     | 100%  | 41.0%  | 59.0%  | 1.2%      | 10.8%   | 50.6%   | 19.3%   | 18.1%   | 6.0%                 | 19.3% | 24.1% | 50.6% |
| <b>RADIO 101.....</b>     | 56    | 22     | 34     | 2         | 5       | 31      | 7       | 11      | 13                   | 21    | 11    | 11    |
| .....                     | 7.3%  | 5.8%   | 8.9%   | 2.8%      | 3.0%    | 10.8%   | 5.1%    | 10.5%   | 10.1%                | 8.9%  | 6.3%  | 4.9%  |
| .....                     | 100%  | 39.3%  | 60.7%  | 3.6%      | 8.9%    | 55.4%   | 12.5%   | 19.6%   | 23.2%                | 37.5% | 19.6% | 19.6% |
| <b>ISLAND SOUND.....</b>  | 22    | 14     | 8      | 3         | 10      | 7       | 2       | 0       | 7                    | 9     | 6     | 0     |
| .....                     | 2.9%  | 3.7%   | 2.1%   | 4.2%      | 6.1%    | 2.4%    | 1.5%    | .0%     | 5.4%                 | 3.8%  | 3.4%  | .0%   |
| .....                     | 100%  | 63.6%  | 36.4%  | 13.6%     | 45.5%   | 31.8%   | 9.1%    | .0%     | 31.8%                | 40.9% | 27.3% | .0%   |
| <b>BAY RADIO.....</b>     | 122   | 71     | 51     | 18        | 55      | 40      | 8       | 1       | 28                   | 55    | 21    | 18    |
| .....                     | 16.0% | 18.7%  | 13.3%  | 25.0%     | 33.3%   | 14.0%   | 5.9%    | 1.0%    | 21.7%                | 23.3% | 12.1% | 8.0%  |
| .....                     | 100%  | 58.2%  | 41.8%  | 14.8%     | 45.1%   | 32.8%   | 6.6%    | .8%     | 23.0%                | 45.1% | 17.2% | 14.8% |
| <b>RTK.....</b>           | 53    | 16     | 37     | 0         | 6       | 21      | 11      | 15      | 14                   | 12    | 13    | 14    |
| .....                     | 6.9%  | 4.2%   | 9.6%   | .0%       | 3.6%    | 7.3%    | 8.1%    | 14.3%   | 10.9%                | 5.1%  | 7.5%  | 6.2%  |
| .....                     | 100%  | 30.2%  | 69.8%  | .0%       | 11.3%   | 39.6%   | 20.8%   | 28.3%   | 26.4%                | 22.6% | 24.5% | 26.4% |
| <b>SMASH.....</b>         | 35    | 22     | 13     | 6         | 13      | 13      | 3       | 0       | 2                    | 13    | 5     | 15    |
| .....                     | 4.6%  | 5.8%   | 3.4%   | 8.3%      | 7.9%    | 4.5%    | 2.2%    | .0%     | 1.6%                 | 5.5%  | 2.9%  | 6.7%  |
| .....                     | 100%  | 62.9%  | 37.1%  | 17.1%     | 37.1%   | 37.1%   | 8.6%    | .0%     | 5.7%                 | 37.1% | 14.3% | 42.9% |
| <b>RADIO CALYPSO.....</b> | 71    | 40     | 31     | 2         | 6       | 33      | 28      | 2       | 16                   | 25    | 13    | 17    |
| .....                     | 9.3%  | 10.5%  | 8.1%   | 2.8%      | 3.6%    | 11.5%   | 20.6%   | 1.9%    | 12.4%                | 10.6% | 7.5%  | 7.6%  |
| .....                     | 100%  | 56.3%  | 43.7%  | 2.8%      | 8.5%    | 46.5%   | 39.4%   | 2.8%    | 22.5%                | 35.2% | 18.3% | 23.9% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

|                                     | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                                     |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| CAMPUS FM.....                      | 3     | 1      | 2      | 1         | 0       | 1       | 0       | 1       | 0                    | 1     | 2     | 0     |
| .....                               | .4%   | .3%    | .5%    | 1.4%      | .0%     | .3%     | .0%     | 1.0%    | .0%                  | .4%   | 1.1%  | .0%   |
| .....                               | 100%  | 33.3%  | 66.7%  | 33.3%     | .0%     | 33.3%   | .0%     | 33.3%   | .0%                  | 33.3% | 66.7% | .0%   |
| FM BRONJA.....                      | 15    | 10     | 5      | 1         | 1       | 4       | 2       | 7       | 7                    | 4     | 4     | 0     |
| .....                               | 2.0%  | 2.6%   | 1.3%   | 1.4%      | .6%     | 1.4%    | 1.5%    | 6.7%    | 5.4%                 | 1.7%  | 2.3%  | .0%   |
| .....                               | 100%  | 66.7%  | 33.3%  | 6.7%      | 6.7%    | 26.7%   | 13.3%   | 46.7%   | 46.7%                | 26.7% | 26.7% | .0%   |
| CAPITAL RADIO.....                  | 52    | 31     | 21     | 4         | 18      | 24      | 5       | 1       | 5                    | 19    | 8     | 20    |
| .....                               | 6.8%  | 8.2%   | 5.5%   | 5.6%      | 10.9%   | 8.4%    | 3.7%    | 1.0%    | 3.9%                 | 8.1%  | 4.6%  | 8.9%  |
| .....                               | 100%  | 59.6%  | 40.4%  | 7.7%      | 34.6%   | 46.2%   | 9.6%    | 1.9%    | 9.6%                 | 36.5% | 15.4% | 38.5% |
| DISCUSSIONS ON<br>PERSONAL PROBLEMS |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                           | 404   | 242    | 162    | 67        | 129     | 135     | 50      | 23      | 69                   | 140   | 94    | 101   |
| .....                               | 52.9% | 63.7%  | 42.2%  | 93.1%     | 78.2%   | 47.2%   | 36.8%   | 21.9%   | 53.5%                | 59.3% | 54.0% | 44.9% |
| .....                               | 100%  | 59.9%  | 40.1%  | 16.6%     | 31.9%   | 33.4%   | 12.4%   | 5.7%    | 17.1%                | 34.7% | 23.3% | 25.0% |
| RADIO MALTA.....                    | 86    | 37     | 49     | 3         | 6       | 26      | 20      | 31      | 13                   | 23    | 25    | 25    |
| .....                               | 11.3% | 9.7%   | 12.8%  | 4.2%      | 3.6%    | 9.1%    | 14.7%   | 29.5%   | 10.1%                | 9.7%  | 14.4% | 11.1% |
| .....                               | 100%  | 43.0%  | 57.0%  | 3.5%      | 7.0%    | 30.2%   | 23.3%   | 36.0%   | 15.1%                | 26.7% | 29.1% | 29.1% |
| RAD PAR/106.6.....                  | 2     | 1      | 1      | 0         | 1       | 1       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....                               | .3%   | .3%    | .3%    | .0%       | .6%     | .3%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .4%   |
| .....                               | 100%  | 50.0%  | 50.0%  | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| RADIO SUPER 1.....                  | 104   | 44     | 60     | 1         | 16      | 45      | 26      | 16      | 8                    | 21    | 22    | 53    |
| .....                               | 13.6% | 11.6%  | 15.6%  | 1.4%      | 9.7%    | 15.7%   | 19.1%   | 15.2%   | 6.2%                 | 8.9%  | 12.6% | 23.6% |
| .....                               | 100%  | 42.3%  | 57.7%  | 1.0%      | 15.4%   | 43.3%   | 25.0%   | 15.4%   | 7.7%                 | 20.2% | 21.2% | 51.0% |
| RADIO 101.....                      | 55    | 23     | 32     | 0         | 6       | 30      | 12      | 7       | 13                   | 18    | 10    | 14    |
| .....                               | 7.2%  | 6.1%   | 8.3%   | .0%       | 3.6%    | 10.5%   | 8.8%    | 6.7%    | 10.1%                | 7.6%  | 5.7%  | 6.2%  |
| .....                               | 100%  | 41.8%  | 58.2%  | .0%       | 10.9%   | 54.5%   | 21.8%   | 12.7%   | 23.6%                | 32.7% | 18.2% | 25.5% |
| ISLAND SOUND.....                   | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                               | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                               | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| BAY RADIO.....                      | 2     | 1      | 1      | 0         | 0       | 1       | 1       | 0       | 0                    | 0     | 1     | 1     |
| .....                               | .3%   | .3%    | .3%    | .0%       | .0%     | .3%     | .7%     | .0%     | .0%                  | .0%   | .6%   | .4%   |
| .....                               | 100%  | 50.0%  | 50.0%  | .0%       | .0%     | 50.0%   | 50.0%   | .0%     | .0%                  | .0%   | 50.0% | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

|                    | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                    |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| RTK.....           | 105   | 28     | 77     | 1         | 6       | 45      | 26      | 27      | 26                   | 32    | 21    | 26    |
| .....              | 13.7% | 7.4%   | 20.1%  | 1.4%      | 3.6%    | 15.7%   | 19.1%   | 25.7%   | 20.2%                | 13.6% | 12.1% | 11.6% |
| .....              | 100%  | 26.7%  | 73.3%  | 1.0%      | 5.7%    | 42.9%   | 24.8%   | 25.7%   | 24.8%                | 30.5% | 20.0% | 24.8% |
| RADIO CALYPSO..... | 3     | 2      | 1      | 0         | 0       | 2       | 1       | 0       | 0                    | 1     | 1     | 1     |
| .....              | .4%   | .5%    | .3%    | .0%       | .0%     | .7%     | .7%     | .0%     | .0%                  | .4%   | .6%   | .4%   |
| .....              | 100%  | 66.7%  | 33.3%  | .0%       | .0%     | 66.7%   | 33.3%   | .0%     | .0%                  | 33.3% | 33.3% | 33.3% |
| CAPITAL RADIO..... | 2     | 1      | 1      | 0         | 1       | 0       | 0       | 1       | 0                    | 0     | 0     | 2     |
| .....              | .3%   | .3%    | .3%    | .0%       | .6%     | .0%     | .0%     | 1.0%    | .0%                  | .0%   | .0%   | .9%   |
| .....              | 100%  | 50.0%  | 50.0%  | .0%       | 50.0%   | .0%     | .0%     | 50.0%   | .0%                  | .0%   | .0%   | 100%  |
| <b>SPORT</b>       |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 564   | 253    | 311    | 64        | 124     | 197     | 94      | 85      | 104                  | 179   | 128   | 153   |
| .....              | 73.8% | 66.6%  | 81.0%  | 88.9%     | 75.2%   | 68.9%   | 69.1%   | 81.0%   | 80.6%                | 75.8% | 73.6% | 68.0% |
| .....              | 100%  | 44.9%  | 55.1%  | 11.3%     | 22.0%   | 34.9%   | 16.7%   | 15.1%   | 18.4%                | 31.7% | 22.7% | 27.1% |
| RADIO MALTA.....   | 39    | 27     | 12     | 1         | 6       | 17      | 9       | 6       | 5                    | 11    | 9     | 14    |
| .....              | 5.1%  | 7.1%   | 3.1%   | 1.4%      | 3.6%    | 5.9%    | 6.6%    | 5.7%    | 3.9%                 | 4.7%  | 5.2%  | 6.2%  |
| .....              | 100%  | 69.2%  | 30.8%  | 2.6%      | 15.4%   | 43.6%   | 23.1%   | 15.4%   | 12.8%                | 28.2% | 23.1% | 35.9% |
| RAD PAR/106.6..... | 2     | 0      | 2      | 1         | 0       | 1       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....              | .3%   | .0%    | .5%    | 1.4%      | .0%     | .3%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .4%   |
| .....              | 100%  | .0%    | 100%   | 50.0%     | .0%     | 50.0%   | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| RADIO SUPER 1..... | 71    | 41     | 30     | 1         | 12      | 32      | 18      | 8       | 5                    | 14    | 19    | 33    |
| .....              | 9.3%  | 10.8%  | 7.8%   | 1.4%      | 7.3%    | 11.2%   | 13.2%   | 7.6%    | 3.9%                 | 5.9%  | 10.9% | 14.7% |
| .....              | 100%  | 57.7%  | 42.3%  | 1.4%      | 16.9%   | 45.1%   | 25.4%   | 11.3%   | 7.0%                 | 19.7% | 26.8% | 46.5% |
| RADIO 101.....     | 25    | 13     | 12     | 0         | 4       | 14      | 6       | 1       | 5                    | 8     | 7     | 5     |
| .....              | 3.3%  | 3.4%   | 3.1%   | .0%       | 2.4%    | 4.9%    | 4.4%    | 1.0%    | 3.9%                 | 3.4%  | 4.0%  | 2.2%  |
| .....              | 100%  | 52.0%  | 48.0%  | .0%       | 16.0%   | 56.0%   | 24.0%   | 4.0%    | 20.0%                | 32.0% | 28.0% | 20.0% |
| ISLAND SOUND.....  | 4     | 4      | 0      | 1         | 3       | 0       | 0       | 0       | 2                    | 2     | 0     | 0     |
| .....              | .5%   | 1.1%   | .0%    | 1.4%      | 1.8%    | .0%     | .0%     | .0%     | 1.6%                 | .8%   | .0%   | .0%   |
| .....              | 100%  | 100%   | .0%    | 25.0%     | 75.0%   | .0%     | .0%     | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| BAY RADIO.....     | 17    | 14     | 3      | 2         | 8       | 6       | 1       | 0       | 2                    | 10    | 3     | 2     |
| .....              | 2.2%  | 3.7%   | .8%    | 2.8%      | 4.8%    | 2.1%    | .7%     | .0%     | 1.6%                 | 4.2%  | 1.7%  | .9%   |
| .....              | 100%  | 82.4%  | 17.6%  | 11.8%     | 47.1%   | 35.3%   | 5.9%    | .0%     | 11.8%                | 58.8% | 17.6% | 11.8% |
| RTK.....           | 20    | 11     | 9      | 0         | 2       | 7       | 6       | 5       | 3                    | 6     | 4     | 7     |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

|                             | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|-----------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                             |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....                       | 2.6%  | 2.9%   | 2.3%   | .0%       | 1.2%    | 2.4%    | 4.4%    | 4.8%    | 2.3%                 | 2.5%  | 2.3%  | 3.1%  |
| .....                       | 100%  | 55.0%  | 45.0%  | .0%       | 10.0%   | 35.0%   | 30.0%   | 25.0%   | 15.0%                | 30.0% | 20.0% | 35.0% |
| SMASH.....                  | 4     | 2      | 2      | 0         | 2       | 2       | 0       | 0       | 0                    | 0     | 0     | 4     |
| .....                       | .5%   | .5%    | .5%    | .0%       | 1.2%    | .7%     | .0%     | .0%     | .0%                  | .0%   | .0%   | 1.8%  |
| .....                       | 100%  | 50.0%  | 50.0%  | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| RADIO CALYPSO.....          | 10    | 8      | 2      | 1         | 1       | 6       | 2       | 0       | 3                    | 2     | 3     | 2     |
| .....                       | 1.3%  | 2.1%   | .5%    | 1.4%      | .6%     | 2.1%    | 1.5%    | .0%     | 2.3%                 | .8%   | 1.7%  | .9%   |
| .....                       | 100%  | 80.0%  | 20.0%  | 10.0%     | 10.0%   | 60.0%   | 20.0%   | .0%     | 30.0%                | 20.0% | 30.0% | 20.0% |
| CAPITAL RADIO.....          | 8     | 7      | 1      | 1         | 3       | 4       | 0       | 0       | 0                    | 3     | 1     | 4     |
| .....                       | 1.0%  | 1.8%   | .3%    | 1.4%      | 1.8%    | 1.4%    | .0%     | .0%     | .0%                  | 1.3%  | .6%   | 1.8%  |
| .....                       | 100%  | 87.5%  | 12.5%  | 12.5%     | 37.5%   | 50.0%   | .0%     | .0%     | .0%                  | 37.5% | 12.5% | 50.0% |
| <b>MONEY &amp; BUSINESS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                   | 658   | 333    | 325    | 72        | 148     | 237     | 109     | 92      | 118                  | 204   | 150   | 186   |
| .....                       | 86.1% | 87.6%  | 84.6%  | 100%      | 89.7%   | 82.9%   | 80.1%   | 87.6%   | 91.5%                | 86.4% | 86.2% | 82.7% |
| .....                       | 100%  | 50.6%  | 49.4%  | 10.9%     | 22.5%   | 36.0%   | 16.6%   | 14.0%   | 17.9%                | 31.0% | 22.8% | 28.3% |
| RADIO MALTA.....            | 25    | 15     | 10     | 0         | 5       | 11      | 7       | 2       | 3                    | 11    | 3     | 8     |
| .....                       | 3.3%  | 3.9%   | 2.6%   | .0%       | 3.0%    | 3.8%    | 5.1%    | 1.9%    | 2.3%                 | 4.7%  | 1.7%  | 3.6%  |
| .....                       | 100%  | 60.0%  | 40.0%  | .0%       | 20.0%   | 44.0%   | 28.0%   | 8.0%    | 12.0%                | 44.0% | 12.0% | 32.0% |
| RADIO SUPER 1.....          | 44    | 17     | 27     | 0         | 6       | 22      | 10      | 6       | 1                    | 9     | 12    | 22    |
| .....                       | 5.8%  | 4.5%   | 7.0%   | .0%       | 3.6%    | 7.7%    | 7.4%    | 5.7%    | .8%                  | 3.8%  | 6.9%  | 9.8%  |
| .....                       | 100%  | 38.6%  | 61.4%  | .0%       | 13.6%   | 50.0%   | 22.7%   | 13.6%   | 2.3%                 | 20.5% | 27.3% | 50.0% |
| RADIO 101.....              | 20    | 8      | 12     | 0         | 3       | 9       | 6       | 2       | 4                    | 6     | 6     | 4     |
| .....                       | 2.6%  | 2.1%   | 3.1%   | .0%       | 1.8%    | 3.1%    | 4.4%    | 1.9%    | 3.1%                 | 2.5%  | 3.4%  | 1.8%  |
| .....                       | 100%  | 40.0%  | 60.0%  | .0%       | 15.0%   | 45.0%   | 30.0%   | 10.0%   | 20.0%                | 30.0% | 30.0% | 20.0% |
| BAY RADIO.....              | 1     | 1      | 0      | 0         | 1       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                       | .1%   | .3%    | .0%    | .0%       | .6%     | .0%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....                       | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| RTK.....                    | 15    | 6      | 9      | 0         | 1       | 7       | 4       | 3       | 3                    | 5     | 3     | 4     |
| .....                       | 2.0%  | 1.6%   | 2.3%   | .0%       | .6%     | 2.4%    | 2.9%    | 2.9%    | 2.3%                 | 2.1%  | 1.7%  | 1.8%  |
| .....                       | 100%  | 40.0%  | 60.0%  | .0%       | 6.7%    | 46.7%   | 26.7%   | 20.0%   | 20.0%                | 33.3% | 20.0% | 26.7% |
| CAPITAL 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%   |

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%       | 100%    | .0%     | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| <b>CULTURE</b>            |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 540   | 291    | 249    | 70        | 138     | 202     | 79      | 51      | 85                   | 175   | 126   | 154   |
| .....                     | 70.7% | 76.6%  | 64.8%  | 97.2%     | 83.6%   | 70.6%   | 58.1%   | 48.6%   | 65.9%                | 74.2% | 72.4% | 68.4% |
| .....                     | 100%  | 53.9%  | 46.1%  | 13.0%     | 25.6%   | 37.4%   | 14.6%   | 9.4%    | 15.7%                | 32.4% | 23.3% | 28.5% |
| <b>RADIO MALTA.....</b>   | 59    | 29     | 30     | 0         | 8       | 18      | 15      | 18      | 10                   | 17    | 13    | 19    |
| .....                     | 7.7%  | 7.6%   | 7.8%   | .0%       | 4.8%    | 6.3%    | 11.0%   | 17.1%   | 7.8%                 | 7.2%  | 7.5%  | 8.4%  |
| .....                     | 100%  | 49.2%  | 50.8%  | .0%       | 13.6%   | 30.5%   | 25.4%   | 30.5%   | 16.9%                | 28.8% | 22.0% | 32.2% |
| <b>RAD PAR/106.6.....</b> | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                     | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .0%   |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| <b>RADIO SUPER 1.....</b> | 67    | 24     | 43     | 2         | 7       | 32      | 15      | 11      | 5                    | 13    | 15    | 34    |
| .....                     | 8.8%  | 6.3%   | 11.2%  | 2.8%      | 4.2%    | 11.2%   | 11.0%   | 10.5%   | 3.9%                 | 5.5%  | 8.6%  | 15.1% |
| .....                     | 100%  | 35.8%  | 64.2%  | 3.0%      | 10.4%   | 47.8%   | 22.4%   | 16.4%   | 7.5%                 | 19.4% | 22.4% | 50.7% |
| <b>RADIO 101.....</b>     | 38    | 14     | 24     | 0         | 4       | 18      | 11      | 5       | 9                    | 10    | 10    | 9     |
| .....                     | 5.0%  | 3.7%   | 6.3%   | .0%       | 2.4%    | 6.3%    | 8.1%    | 4.8%    | 7.0%                 | 4.2%  | 5.7%  | 4.0%  |
| .....                     | 100%  | 36.8%  | 63.2%  | .0%       | 10.5%   | 47.4%   | 28.9%   | 13.2%   | 23.7%                | 26.3% | 26.3% | 23.7% |
| <b>RTK.....</b>           | 44    | 10     | 34     | 0         | 2       | 13      | 13      | 16      | 13                   | 14    | 9     | 8     |
| .....                     | 5.8%  | 2.6%   | 8.9%   | .0%       | 1.2%    | 4.5%    | 9.6%    | 15.2%   | 10.1%                | 5.9%  | 5.2%  | 3.6%  |
| .....                     | 100%  | 22.7%  | 77.3%  | .0%       | 4.5%    | 29.5%   | 29.5%   | 36.4%   | 29.5%                | 31.8% | 20.5% | 18.2% |
| <b>RADIO CALYPSO.....</b> | 2     | 1      | 1      | 0         | 1       | 1       | 0       | 0       | 1                    | 1     | 0     | 0     |
| .....                     | .3%   | .3%    | .3%    | .0%       | .6%     | .3%     | .0%     | .0%     | .8%                  | .4%   | .0%   | .0%   |
| .....                     | 100%  | 50.0%  | 50.0%  | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| <b>CAMPUS FM.....</b>     | 2     | 2      | 0      | 0         | 2       | 0       | 0       | 0       | 1                    | 1     | 0     | 0     |
| .....                     | .3%   | .5%    | .0%    | .0%       | 1.2%    | .0%     | .0%     | .0%     | .8%                  | .4%   | .0%   | .0%   |
| .....                     | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| <b>FM BRONJA.....</b>     | 10    | 9      | 1      | 0         | 2       | 2       | 3       | 3       | 5                    | 4     | 1     | 0     |
| .....                     | 1.3%  | 2.4%   | .3%    | .0%       | 1.2%    | .7%     | 2.2%    | 2.9%    | 3.9%                 | 1.7%  | .6%   | .0%   |
| .....                     | 100%  | 90.0%  | 10.0%  | .0%       | 20.0%   | 20.0%   | 30.0%   | 30.0%   | 50.0%                | 40.0% | 10.0% | .0%   |
| <b>CAPITAL RADIO.....</b> | 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%  |

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    |
| HEALTH/BEAUTY/HOME/LA<br>W |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                  | 478   | 297    | 181    | 67        | 138     | 167     | 67      | 39      | 82                   | 157   | 111   | 128   |
| .....                      | 62.6% | 78.2%  | 47.1%  | 93.1%     | 83.6%   | 58.4%   | 49.3%   | 37.1%   | 63.6%                | 66.5% | 63.8% | 56.9% |
| .....                      | 100%  | 62.1%  | 37.9%  | 14.0%     | 28.9%   | 34.9%   | 14.0%   | 8.2%    | 17.2%                | 32.8% | 23.2% | 26.8% |
| RADIO MALTA.....           | 66    | 21     | 45     | 3         | 4       | 19      | 15      | 25      | 8                    | 19    | 18    | 21    |
| .....                      | 8.6%  | 5.5%   | 11.7%  | 4.2%      | 2.4%    | 6.6%    | 11.0%   | 23.8%   | 6.2%                 | 8.1%  | 10.3% | 9.3%  |
| .....                      | 100%  | 31.8%  | 68.2%  | 4.5%      | 6.1%    | 28.8%   | 22.7%   | 37.9%   | 12.1%                | 28.8% | 27.3% | 31.8% |
| RAD PAR/106.6.....         | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                      | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .0%   |
| .....                      | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| RADIO SUPER 1.....         | 94    | 32     | 62     | 2         | 11      | 46      | 22      | 13      | 7                    | 19    | 17    | 51    |
| .....                      | 12.3% | 8.4%   | 16.1%  | 2.8%      | 6.7%    | 16.1%   | 16.2%   | 12.4%   | 5.4%                 | 8.1%  | 9.8%  | 22.7% |
| .....                      | 100%  | 34.0%  | 66.0%  | 2.1%      | 11.7%   | 48.9%   | 23.4%   | 13.8%   | 7.4%                 | 20.2% | 18.1% | 54.3% |
| RADIO 101.....             | 39    | 10     | 29     | 0         | 6       | 18      | 10      | 5       | 8                    | 16    | 8     | 7     |
| .....                      | 5.1%  | 2.6%   | 7.6%   | .0%       | 3.6%    | 6.3%    | 7.4%    | 4.8%    | 6.2%                 | 6.8%  | 4.6%  | 3.1%  |
| .....                      | 100%  | 25.6%  | 74.4%  | .0%       | 15.4%   | 46.2%   | 25.6%   | 12.8%   | 20.5%                | 41.0% | 20.5% | 17.9% |
| BAY RADIO.....             | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                      | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....                      | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| RTK.....                   | 83    | 19     | 64     | 0         | 5       | 34      | 22      | 22      | 24                   | 23    | 19    | 17    |
| .....                      | 10.9% | 5.0%   | 16.7%  | .0%       | 3.0%    | 11.9%   | 16.2%   | 21.0%   | 18.6%                | 9.7%  | 10.9% | 7.6%  |
| .....                      | 100%  | 22.9%  | 77.1%  | .0%       | 6.0%    | 41.0%   | 26.5%   | 26.5%   | 28.9%                | 27.7% | 22.9% | 20.5% |
| CAPITAL RADIO.....         | 2     | 0      | 2      | 0         | 1       | 1       | 0       | 0       | 0                    | 0     | 1     | 1     |
| .....                      | .3%   | .0%    | .5%    | .0%       | .6%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .6%   | .4%   |
| .....                      | 100%  | .0%    | 100%   | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | .0%   | 50.0% | 50.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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    |
| <b>TOTAL.....</b>         | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| <b>RELIGION</b>           |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 477   | 280    | 197    | 70        | 133     | 179     | 66      | 29      | 85                   | 158   | 107   | 127   |
| .....                     | 62.4% | 73.7%  | 51.3%  | 97.2%     | 80.6%   | 62.6%   | 48.5%   | 27.6%   | 65.9%                | 66.9% | 61.5% | 56.4% |
| .....                     | 100%  | 58.7%  | 41.3%  | 14.7%     | 27.9%   | 37.5%   | 13.8%   | 6.1%    | 17.8%                | 33.1% | 22.4% | 26.6% |
| <b>RADIO MALTA.....</b>   | 44    | 13     | 31     | 0         | 3       | 13      | 10      | 18      | 2                    | 17    | 13    | 12    |
| .....                     | 5.8%  | 3.4%   | 8.1%   | .0%       | 1.8%    | 4.5%    | 7.4%    | 17.1%   | 1.6%                 | 7.2%  | 7.5%  | 5.3%  |
| .....                     | 100%  | 29.5%  | 70.5%  | .0%       | 6.8%    | 29.5%   | 22.7%   | 40.9%   | 4.5%                 | 38.6% | 29.5% | 27.3% |
| <b>RAD PAR/106.6.....</b> | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                     | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .0%   |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| <b>RADIO SUPER 1.....</b> | 55    | 20     | 35     | 0         | 4       | 26      | 11      | 14      | 1                    | 11    | 12    | 31    |
| .....                     | 7.2%  | 5.3%   | 9.1%   | .0%       | 2.4%    | 9.1%    | 8.1%    | 13.3%   | .8%                  | 4.7%  | 6.9%  | 13.8% |
| .....                     | 100%  | 36.4%  | 63.6%  | .0%       | 7.3%    | 47.3%   | 20.0%   | 25.5%   | 1.8%                 | 20.0% | 21.8% | 56.4% |
| <b>RADIO 101.....</b>     | 22    | 8      | 14     | 0         | 2       | 12      | 5       | 3       | 6                    | 6     | 4     | 6     |
| .....                     | 2.9%  | 2.1%   | 3.6%   | .0%       | 1.2%    | 4.2%    | 3.7%    | 2.9%    | 4.7%                 | 2.5%  | 2.3%  | 2.7%  |
| .....                     | 100%  | 36.4%  | 63.6%  | .0%       | 9.1%    | 54.5%   | 22.7%   | 13.6%   | 27.3%                | 27.3% | 18.2% | 27.3% |
| <b>RTK.....</b>           | 161   | 57     | 104    | 2         | 22      | 55      | 42      | 40      | 35                   | 43    | 36    | 47    |
| .....                     | 21.1% | 15.0%  | 27.1%  | 2.8%      | 13.3%   | 19.2%   | 30.9%   | 38.1%   | 27.1%                | 18.2% | 20.7% | 20.9% |
| .....                     | 100%  | 35.4%  | 64.6%  | 1.2%      | 13.7%   | 34.2%   | 26.1%   | 24.8%   | 21.7%                | 26.7% | 22.4% | 29.2% |
| <b>SMASH.....</b>         | 2     | 2      | 0      | 0         | 0       | 0       | 2       | 0       | 0                    | 0     | 1     | 1     |
| .....                     | .3%   | .5%    | .0%    | .0%       | .0%     | .0%     | 1.5%    | .0%     | .0%                  | .0%   | .6%   | .4%   |
| .....                     | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | 50.0% | 50.0% |
| <b>RADIO CALYPSO.....</b> | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....                     | .1%   | .0%    | .3%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .6%   | .0%   |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| <b>CAPITAL RADIO.....</b> | 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%  |
| <b>NOVELS &amp; PLAYS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 570   | 318    | 252    | 68        | 143     | 204     | 97      | 58      | 109                  | 188   | 130   | 143   |
| .....                     | 74.6% | 83.7%  | 65.6%  | 94.4%     | 86.7%   | 71.3%   | 71.3%   | 55.2%   | 84.5%                | 79.7% | 74.7% | 63.6% |

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%  | 55.8%  | 44.2%  | 11.9%     | 25.1%   | 35.8%   | 17.0%   | 10.2%   | 19.1%                | 33.0% | 22.8% | 25.1% |
| RADIO MALTA.....             | 55    | 15     | 40     | 2         | 4       | 21      | 10      | 18      | 6                    | 16    | 15    | 18    |
| .....                        | 7.2%  | 3.9%   | 10.4%  | 2.8%      | 2.4%    | 7.3%    | 7.4%    | 17.1%   | 4.7%                 | 6.8%  | 8.6%  | 8.0%  |
| .....                        | 100%  | 27.3%  | 72.7%  | 3.6%      | 7.3%    | 38.2%   | 18.2%   | 32.7%   | 10.9%                | 29.1% | 27.3% | 32.7% |
| RAD PAR/106.6.....           | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                        | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .0%   |
| .....                        | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| RADIO SUPER 1.....           | 75    | 30     | 45     | 2         | 10      | 36      | 13      | 14      | 2                    | 16    | 15    | 42    |
| .....                        | 9.8%  | 7.9%   | 11.7%  | 2.8%      | 6.1%    | 12.6%   | 9.6%    | 13.3%   | 1.6%                 | 6.8%  | 8.6%  | 18.7% |
| .....                        | 100%  | 40.0%  | 60.0%  | 2.7%      | 13.3%   | 48.0%   | 17.3%   | 18.7%   | 2.7%                 | 21.3% | 20.0% | 56.0% |
| RADIO 101.....               | 23    | 8      | 15     | 0         | 5       | 11      | 4       | 3       | 5                    | 10    | 3     | 5     |
| .....                        | 3.0%  | 2.1%   | 3.9%   | .0%       | 3.0%    | 3.8%    | 2.9%    | 2.9%    | 3.9%                 | 4.2%  | 1.7%  | 2.2%  |
| .....                        | 100%  | 34.8%  | 65.2%  | .0%       | 21.7%   | 47.8%   | 17.4%   | 13.0%   | 21.7%                | 43.5% | 13.0% | 21.7% |
| RTK.....                     | 37    | 9      | 28     | 0         | 2       | 13      | 11      | 11      | 7                    | 5     | 11    | 14    |
| .....                        | 4.8%  | 2.4%   | 7.3%   | .0%       | 1.2%    | 4.5%    | 8.1%    | 10.5%   | 5.4%                 | 2.1%  | 6.3%  | 6.2%  |
| .....                        | 100%  | 24.3%  | 75.7%  | .0%       | 5.4%    | 35.1%   | 29.7%   | 29.7%   | 18.9%                | 13.5% | 29.7% | 37.8% |
| SMASH.....                   | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                        | .1%   | .0%    | .3%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                        | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| FM BRONJA.....               | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 0                    | 0     | 0     | 1     |
| .....                        | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .7%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                        | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | .0%   | 100%  |
| CAPITAL 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%  |
| <b>CHILDREN'S PROGRAMMES</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                    | 680   | 354    | 326    | 69        | 153     | 249     | 118     | 91      | 121                  | 215   | 150   | 194   |
| .....                        | 89.0% | 93.2%  | 84.9%  | 95.8%     | 92.7%   | 87.1%   | 86.8%   | 86.7%   | 93.8%                | 91.1% | 86.2% | 86.2% |
| .....                        | 100%  | 52.1%  | 47.9%  | 10.1%     | 22.5%   | 36.6%   | 17.4%   | 13.4%   | 17.8%                | 31.6% | 22.1% | 28.5% |
| RADIO MALTA.....             | 15    | 2      | 13     | 1         | 2       | 4       | 4       | 4       | 0                    | 6     | 5     | 4     |
| .....                        | 2.0%  | .5%    | 3.4%   | 1.4%      | 1.2%    | 1.4%    | 2.9%    | 3.8%    | .0%                  | 2.5%  | 2.9%  | 1.8%  |
| .....                        | 100%  | 13.3%  | 86.7%  | 6.7%      | 13.3%   | 26.7%   | 26.7%   | 26.7%   | .0%                  | 40.0% | 33.3% | 26.7% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF 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    |
| RAD PAR/106.6.....        | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 1     | 0     | 0     |
| .....                     | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .0%     | 1.0%    | .0%                  | .4%   | .0%   | .0%   |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | 100%  | .0%   | .0%   |
| RADIO SUPER 1.....        | 34    | 11     | 23     | 0         | 6       | 18      | 6       | 4       | 0                    | 8     | 9     | 17    |
| .....                     | 4.5%  | 2.9%   | 6.0%   | .0%       | 3.6%    | 6.3%    | 4.4%    | 3.8%    | .0%                  | 3.4%  | 5.2%  | 7.6%  |
| .....                     | 100%  | 32.4%  | 67.6%  | .0%       | 17.6%   | 52.9%   | 17.6%   | 11.8%   | .0%                  | 23.5% | 26.5% | 50.0% |
| RADIO 101.....            | 16    | 6      | 10     | 0         | 2       | 11      | 2       | 1       | 3                    | 3     | 5     | 5     |
| .....                     | 2.1%  | 1.6%   | 2.6%   | .0%       | 1.2%    | 3.8%    | 1.5%    | 1.0%    | 2.3%                 | 1.3%  | 2.9%  | 2.2%  |
| .....                     | 100%  | 37.5%  | 62.5%  | .0%       | 12.5%   | 68.8%   | 12.5%   | 6.3%    | 18.8%                | 18.8% | 31.3% | 31.3% |
| ISLAND SOUND.....         | 1     | 1      | 0      | 1         | 0       | 0       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....                     | .1%   | .3%    | .0%    | 1.4%      | .0%     | .0%     | .0%     | .0%     | .8%                  | .0%   | .0%   | .0%   |
| .....                     | 100%  | 100%   | .0%    | 100%      | .0%     | .0%     | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| RTK.....                  | 16    | 6      | 10     | 1         | 1       | 4       | 6       | 4       | 4                    | 3     | 5     | 4     |
| .....                     | 2.1%  | 1.6%   | 2.6%   | 1.4%      | .6%     | 1.4%    | 4.4%    | 3.8%    | 3.1%                 | 1.3%  | 2.9%  | 1.8%  |
| .....                     | 100%  | 37.5%  | 62.5%  | 6.3%      | 6.3%    | 25.0%   | 37.5%   | 25.0%   | 25.0%                | 18.8% | 31.3% | 25.0% |
| CAPITAL 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%  |
| <b>WOMEN'S PROGRAMMES</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 542   | 342    | 200    | 70        | 142     | 190     | 87      | 53      | 102                  | 173   | 122   | 145   |
| .....                     | 70.9% | 90.0%  | 52.1%  | 97.2%     | 86.1%   | 66.4%   | 64.0%   | 50.5%   | 79.1%                | 73.3% | 70.1% | 64.4% |
| .....                     | 100%  | 63.1%  | 36.9%  | 12.9%     | 26.2%   | 35.1%   | 16.1%   | 9.8%    | 18.8%                | 31.9% | 22.5% | 26.8% |
| RADIO MALTA.....          | 56    | 9      | 47     | 0         | 4       | 17      | 15      | 20      | 5                    | 17    | 19    | 15    |
| .....                     | 7.3%  | 2.4%   | 12.2%  | .0%       | 2.4%    | 5.9%    | 11.0%   | 19.0%   | 3.9%                 | 7.2%  | 10.9% | 6.7%  |
| .....                     | 100%  | 16.1%  | 83.9%  | .0%       | 7.1%    | 30.4%   | 26.8%   | 35.7%   | 8.9%                 | 30.4% | 33.9% | 26.8% |
| RADIO SUPER 1.....        | 64    | 14     | 50     | 1         | 8       | 34      | 10      | 11      | 2                    | 10    | 15    | 37    |
| .....                     | 8.4%  | 3.7%   | 13.0%  | 1.4%      | 4.8%    | 11.9%   | 7.4%    | 10.5%   | 1.6%                 | 4.2%  | 8.6%  | 16.4% |
| .....                     | 100%  | 21.9%  | 78.1%  | 1.6%      | 12.5%   | 53.1%   | 15.6%   | 17.2%   | 3.1%                 | 15.6% | 23.4% | 57.8% |
| RADIO 101.....            | 30    | 6      | 24     | 0         | 5       | 16      | 6       | 3       | 6                    | 12    | 7     | 5     |
| .....                     | 3.9%  | 1.6%   | 6.3%   | .0%       | 3.0%    | 5.6%    | 4.4%    | 2.9%    | 4.7%                 | 5.1%  | 4.0%  | 2.2%  |
| .....                     | 100%  | 20.0%  | 80.0%  | .0%       | 16.7%   | 53.3%   | 20.0%   | 10.0%   | 20.0%                | 40.0% | 23.3% | 16.7% |
| RTK.....                  | 69    | 8      | 61     | 1         | 5       | 27      | 18      | 18      | 14                   | 23    | 10    | 22    |

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    |
| .....              | 9.0%  | 2.1%   | 15.9%  | 1.4%      | 3.0%    | 9.4%    | 13.2%   | 17.1%   | 10.9%                | 9.7%  | 5.7%  | 9.8%  |
| .....              | 100%  | 11.6%  | 88.4%  | 1.4%      | 7.2%    | 39.1%   | 26.1%   | 26.1%   | 20.3%                | 33.3% | 14.5% | 31.9% |
| CAPITAL RADIO..... | 3     | 1      | 2      | 0         | 1       | 2       | 0       | 0       | 0                    | 1     | 1     | 1     |
| .....              | .4%   | .3%    | .5%    | .0%       | .6%     | .7%     | .0%     | .0%     | .0%                  | .4%   | .6%   | .4%   |
| .....              | 100%  | 33.3%  | 66.7%  | .0%       | 33.3%   | 66.7%   | .0%     | .0%     | .0%                  | 33.3% | 33.3% | 33.3% |
| <b>LOCAL NEWS</b>  |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 195   | 105    | 90     | 48        | 65      | 48      | 24      | 10      | 24                   | 67    | 54    | 50    |
| .....              | 25.5% | 27.6%  | 23.4%  | 66.7%     | 39.4%   | 16.8%   | 17.6%   | 9.5%    | 18.6%                | 28.4% | 31.0% | 22.2% |
| .....              | 100%  | 53.8%  | 46.2%  | 24.6%     | 33.3%   | 24.6%   | 12.3%   | 5.1%    | 12.3%                | 34.4% | 27.7% | 25.6% |
| RADIO MALTA.....   | 103   | 52     | 51     | 3         | 11      | 30      | 22      | 37      | 14                   | 30    | 26    | 33    |
| .....              | 13.5% | 13.7%  | 13.3%  | 4.2%      | 6.7%    | 10.5%   | 16.2%   | 35.2%   | 10.9%                | 12.7% | 14.9% | 14.7% |
| .....              | 100%  | 50.5%  | 49.5%  | 2.9%      | 10.7%   | 29.1%   | 21.4%   | 35.9%   | 13.6%                | 29.1% | 25.2% | 32.0% |
| RAD PAR/106.6..... | 8     | 5      | 3      | 1         | 1       | 4       | 1       | 1       | 2                    | 2     | 1     | 3     |
| .....              | 1.0%  | 1.3%   | .8%    | 1.4%      | .6%     | 1.4%    | .7%     | 1.0%    | 1.6%                 | .8%   | .6%   | 1.3%  |
| .....              | 100%  | 62.5%  | 37.5%  | 12.5%     | 12.5%   | 50.0%   | 12.5%   | 12.5%   | 25.0%                | 25.0% | 12.5% | 37.5% |
| RADIO SUPER 1..... | 157   | 75     | 82     | 6         | 21      | 74      | 35      | 21      | 13                   | 37    | 36    | 71    |
| .....              | 20.5% | 19.7%  | 21.4%  | 8.3%      | 12.7%   | 25.9%   | 25.7%   | 20.0%   | 10.1%                | 15.7% | 20.7% | 31.6% |
| .....              | 100%  | 47.8%  | 52.2%  | 3.8%      | 13.4%   | 47.1%   | 22.3%   | 13.4%   | 8.3%                 | 23.6% | 22.9% | 45.2% |
| RADIO 101.....     | 88    | 41     | 47     | 1         | 12      | 41      | 21      | 13      | 26                   | 30    | 17    | 15    |
| .....              | 11.5% | 10.8%  | 12.2%  | 1.4%      | 7.3%    | 14.3%   | 15.4%   | 12.4%   | 20.2%                | 12.7% | 9.8%  | 6.7%  |
| .....              | 100%  | 46.6%  | 53.4%  | 1.1%      | 13.6%   | 46.6%   | 23.9%   | 14.8%   | 29.5%                | 34.1% | 19.3% | 17.0% |
| ISLAND SOUND.....  | 10    | 6      | 4      | 2         | 2       | 6       | 0       | 0       | 4                    | 3     | 2     | 1     |
| .....              | 1.3%  | 1.6%   | 1.0%   | 2.8%      | 1.2%    | 2.1%    | .0%     | .0%     | 3.1%                 | 1.3%  | 1.1%  | .4%   |
| .....              | 100%  | 60.0%  | 40.0%  | 20.0%     | 20.0%   | 60.0%   | .0%     | .0%     | 40.0%                | 30.0% | 20.0% | 10.0% |
| BAY RADIO.....     | 57    | 36     | 21     | 8         | 27      | 21      | 1       | 0       | 16                   | 25    | 10    | 6     |
| .....              | 7.5%  | 9.5%   | 5.5%   | 11.1%     | 16.4%   | 7.3%    | .7%     | .0%     | 12.4%                | 10.6% | 5.7%  | 2.7%  |
| .....              | 100%  | 63.2%  | 36.8%  | 14.0%     | 47.4%   | 36.8%   | 1.8%    | .0%     | 28.1%                | 43.9% | 17.5% | 10.5% |
| RTK.....           | 95    | 28     | 67     | 2         | 6       | 38      | 26      | 23      | 23                   | 23    | 23    | 26    |
| .....              | 12.4% | 7.4%   | 17.4%  | 2.8%      | 3.6%    | 13.3%   | 19.1%   | 21.9%   | 17.8%                | 9.7%  | 13.2% | 11.6% |
| .....              | 100%  | 29.5%  | 70.5%  | 2.1%      | 6.3%    | 40.0%   | 27.4%   | 24.2%   | 24.2%                | 24.2% | 24.2% | 27.4% |
| SMASH.....         | 16    | 9      | 7      | 1         | 10      | 5       | 0       | 0       | 1                    | 7     | 1     | 7     |
| .....              | 2.1%  | 2.4%   | 1.8%   | 1.4%      | 6.1%    | 1.7%    | .0%     | .0%     | .8%                  | 3.0%  | .6%   | 3.1%  |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

|                     | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                     |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....               | 100%  | 56.3%  | 43.8%  | 6.3%      | 62.5%   | 31.3%   | .0%     | .0%     | 6.3%                 | 43.8% | 6.3%  | 43.8% |
| RADIO CALYPSO.....  | 11    | 6      | 5      | 0         | 1       | 6       | 4       | 0       | 3                    | 4     | 1     | 3     |
| .....               | 1.4%  | 1.6%   | 1.3%   | .0%       | .6%     | 2.1%    | 2.9%    | .0%     | 2.3%                 | 1.7%  | .6%   | 1.3%  |
| .....               | 100%  | 54.5%  | 45.5%  | .0%       | 9.1%    | 54.5%   | 36.4%   | .0%     | 27.3%                | 36.4% | 9.1%  | 27.3% |
| CAPITAL RADIO.....  | 24    | 17     | 7      | 0         | 9       | 13      | 2       | 0       | 3                    | 8     | 3     | 10    |
| .....               | 3.1%  | 4.5%   | 1.8%   | .0%       | 5.5%    | 4.5%    | 1.5%    | .0%     | 2.3%                 | 3.4%  | 1.7%  | 4.4%  |
| .....               | 100%  | 70.8%  | 29.2%  | .0%       | 37.5%   | 54.2%   | 8.3%    | .0%     | 12.5%                | 33.3% | 12.5% | 41.7% |
| <b>FOREIGN NEWS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....           | 222   | 116    | 106    | 52        | 71      | 61      | 26      | 12      | 30                   | 75    | 58    | 59    |
| .....               | 29.1% | 30.5%  | 27.6%  | 72.2%     | 43.0%   | 21.3%   | 19.1%   | 11.4%   | 23.3%                | 31.8% | 33.3% | 26.2% |
| .....               | 100%  | 52.3%  | 47.7%  | 23.4%     | 32.0%   | 27.5%   | 11.7%   | 5.4%    | 13.5%                | 33.8% | 26.1% | 26.6% |
| RADIO MALTA.....    | 103   | 51     | 52     | 3         | 11      | 29      | 23      | 37      | 14                   | 29    | 27    | 33    |
| .....               | 13.5% | 13.4%  | 13.5%  | 4.2%      | 6.7%    | 10.1%   | 16.9%   | 35.2%   | 10.9%                | 12.3% | 15.5% | 14.7% |
| .....               | 100%  | 49.5%  | 50.5%  | 2.9%      | 10.7%   | 28.2%   | 22.3%   | 35.9%   | 13.6%                | 28.2% | 26.2% | 32.0% |
| RAD PAR/106.6.....  | 8     | 5      | 3      | 1         | 1       | 4       | 1       | 1       | 2                    | 2     | 1     | 3     |
| .....               | 1.0%  | 1.3%   | .8%    | 1.4%      | .6%     | 1.4%    | .7%     | 1.0%    | 1.6%                 | .8%   | .6%   | 1.3%  |
| .....               | 100%  | 62.5%  | 37.5%  | 12.5%     | 12.5%   | 50.0%   | 12.5%   | 12.5%   | 25.0%                | 25.0% | 12.5% | 37.5% |
| RADIO SUPER 1.....  | 146   | 69     | 77     | 5         | 19      | 69      | 34      | 19      | 10                   | 35    | 34    | 67    |
| .....               | 19.1% | 18.2%  | 20.1%  | 6.9%      | 11.5%   | 24.1%   | 25.0%   | 18.1%   | 7.8%                 | 14.8% | 19.5% | 29.8% |
| .....               | 100%  | 47.3%  | 52.7%  | 3.4%      | 13.0%   | 47.3%   | 23.3%   | 13.0%   | 6.8%                 | 24.0% | 23.3% | 45.9% |
| RADIO 101.....      | 82    | 37     | 45     | 1         | 11      | 40      | 18      | 12      | 22                   | 29    | 16    | 15    |
| .....               | 10.7% | 9.7%   | 11.7%  | 1.4%      | 6.7%    | 14.0%   | 13.2%   | 11.4%   | 17.1%                | 12.3% | 9.2%  | 6.7%  |
| .....               | 100%  | 45.1%  | 54.9%  | 1.2%      | 13.4%   | 48.8%   | 22.0%   | 14.6%   | 26.8%                | 35.4% | 19.5% | 18.3% |
| ISLAND SOUND.....   | 14    | 9      | 5      | 2         | 6       | 6       | 0       | 0       | 6                    | 5     | 2     | 1     |
| .....               | 1.8%  | 2.4%   | 1.3%   | 2.8%      | 3.6%    | 2.1%    | .0%     | .0%     | 4.7%                 | 2.1%  | 1.1%  | .4%   |
| .....               | 100%  | 64.3%  | 35.7%  | 14.3%     | 42.9%   | 42.9%   | .0%     | .0%     | 42.9%                | 35.7% | 14.3% | 7.1%  |
| BAY RADIO.....      | 49    | 32     | 17     | 7         | 21      | 20      | 1       | 0       | 14                   | 21    | 9     | 5     |
| .....               | 6.4%  | 8.4%   | 4.4%   | 9.7%      | 12.7%   | 7.0%    | .7%     | .0%     | 10.9%                | 8.9%  | 5.2%  | 2.2%  |
| .....               | 100%  | 65.3%  | 34.7%  | 14.3%     | 42.9%   | 40.8%   | 2.0%    | .0%     | 28.6%                | 42.9% | 18.4% | 10.2% |
| RTK.....            | 93    | 30     | 63     | 0         | 7       | 35      | 27      | 24      | 24                   | 22    | 23    | 24    |
| .....               | 12.2% | 7.9%   | 16.4%  | .0%       | 4.2%    | 12.2%   | 19.9%   | 22.9%   | 18.6%                | 9.3%  | 13.2% | 10.7% |
| .....               | 100%  | 32.3%  | 67.7%  | .0%       | 7.5%    | 37.6%   | 29.0%   | 25.8%   | 25.8%                | 23.7% | 24.7% | 25.8% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF 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    |
| SMASH.....                                 | 14    | 8      | 6      | 1         | 9       | 4       | 0       | 0       | 1                    | 6     | 0     | 7     |
| .....                                      | 1.8%  | 2.1%   | 1.6%   | 1.4%      | 5.5%    | 1.4%    | .0%     | .0%     | .8%                  | 2.5%  | .0%   | 3.1%  |
| .....                                      | 100%  | 57.1%  | 42.9%  | 7.1%      | 64.3%   | 28.6%   | .0%     | .0%     | 7.1%                 | 42.9% | .0%   | 50.0% |
| RADIO CALYPSO.....                         | 10    | 6      | 4      | 0         | 1       | 5       | 4       | 0       | 3                    | 4     | 1     | 2     |
| .....                                      | 1.3%  | 1.6%   | 1.0%   | .0%       | .6%     | 1.7%    | 2.9%    | .0%     | 2.3%                 | 1.7%  | .6%   | .9%   |
| .....                                      | 100%  | 60.0%  | 40.0%  | .0%       | 10.0%   | 50.0%   | 40.0%   | .0%     | 30.0%                | 40.0% | 10.0% | 20.0% |
| FM BRONJA.....                             | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                                      | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....                                      | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| CAPITAL RADIO.....                         | 22    | 16     | 6      | 0         | 8       | 12      | 2       | 0       | 3                    | 7     | 3     | 9     |
| .....                                      | 2.9%  | 4.2%   | 1.6%   | .0%       | 4.8%    | 4.2%    | 1.5%    | .0%     | 2.3%                 | 3.0%  | 1.7%  | 4.0%  |
| .....                                      | 100%  | 72.7%  | 27.3%  | .0%       | 36.4%   | 54.5%   | 9.1%    | .0%     | 13.6%                | 31.8% | 13.6% | 40.9% |
| <b>CURRENT AFFAIRS/ANALYSIS PROGRAMMES</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                                  | 468   | 242    | 226    | 64        | 121     | 159     | 77      | 47      | 60                   | 149   | 113   | 146   |
| .....                                      | 61.3% | 63.7%  | 58.9%  | 88.9%     | 73.3%   | 55.6%   | 56.6%   | 44.8%   | 46.5%                | 63.1% | 64.9% | 64.9% |
| .....                                      | 100%  | 51.7%  | 48.3%  | 13.7%     | 25.9%   | 34.0%   | 16.5%   | 10.0%   | 12.8%                | 31.8% | 24.1% | 31.2% |
| RADIO MALTA.....                           | 54    | 23     | 31     | 2         | 7       | 15      | 11      | 19      | 10                   | 18    | 10    | 16    |
| .....                                      | 7.1%  | 6.1%   | 8.1%   | 2.8%      | 4.2%    | 5.2%    | 8.1%    | 18.1%   | 7.8%                 | 7.6%  | 5.7%  | 7.1%  |
| .....                                      | 100%  | 42.6%  | 57.4%  | 3.7%      | 13.0%   | 27.8%   | 20.4%   | 35.2%   | 18.5%                | 33.3% | 18.5% | 29.6% |
| RADIO SUPER 1.....                         | 83    | 37     | 46     | 0         | 11      | 41      | 19      | 12      | 8                    | 19    | 20    | 36    |
| .....                                      | 10.9% | 9.7%   | 12.0%  | .0%       | 6.7%    | 14.3%   | 14.0%   | 11.4%   | 6.2%                 | 8.1%  | 11.5% | 16.0% |
| .....                                      | 100%  | 44.6%  | 55.4%  | .0%       | 13.3%   | 49.4%   | 22.9%   | 14.5%   | 9.6%                 | 22.9% | 24.1% | 43.4% |
| RADIO 101.....                             | 74    | 38     | 36     | 1         | 9       | 33      | 19      | 12      | 27                   | 23    | 15    | 9     |
| .....                                      | 9.7%  | 10.0%  | 9.4%   | 1.4%      | 5.5%    | 11.5%   | 14.0%   | 11.4%   | 20.9%                | 9.7%  | 8.6%  | 4.0%  |
| .....                                      | 100%  | 51.4%  | 48.6%  | 1.4%      | 12.2%   | 44.6%   | 25.7%   | 16.2%   | 36.5%                | 31.1% | 20.3% | 12.2% |
| ISLAND SOUND.....                          | 6     | 4      | 2      | 2         | 1       | 3       | 0       | 0       | 4                    | 0     | 1     | 1     |
| .....                                      | .8%   | 1.1%   | .5%    | 2.8%      | .6%     | 1.0%    | .0%     | .0%     | 3.1%                 | .0%   | .6%   | .4%   |
| .....                                      | 100%  | 66.7%  | 33.3%  | 33.3%     | 16.7%   | 50.0%   | .0%     | .0%     | 66.7%                | .0%   | 16.7% | 16.7% |
| BAY RADIO.....                             | 17    | 13     | 4      | 3         | 5       | 9       | 0       | 0       | 3                    | 10    | 3     | 1     |
| .....                                      | 2.2%  | 3.4%   | 1.0%   | 4.2%      | 3.0%    | 3.1%    | .0%     | .0%     | 2.3%                 | 4.2%  | 1.7%  | .4%   |
| .....                                      | 100%  | 76.5%  | 23.5%  | 17.6%     | 29.4%   | 52.9%   | .0%     | .0%     | 17.6%                | 58.8% | 17.6% | 5.9%  |

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    |
| RTK.....           | 50    | 17     | 33     | 0         | 5       | 20      | 10      | 15      | 15                   | 15    | 10    | 10    |
| .....              | 6.5%  | 4.5%   | 8.6%   | .0%       | 3.0%    | 7.0%    | 7.4%    | 14.3%   | 11.6%                | 6.4%  | 5.7%  | 4.4%  |
| .....              | 100%  | 34.0%  | 66.0%  | .0%       | 10.0%   | 40.0%   | 20.0%   | 30.0%   | 30.0%                | 30.0% | 20.0% | 20.0% |
| SMASH.....         | 3     | 3      | 0      | 0         | 2       | 1       | 0       | 0       | 0                    | 1     | 0     | 2     |
| .....              | .4%   | .8%    | .0%    | .0%       | 1.2%    | .3%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .9%   |
| .....              | 100%  | 100%   | .0%    | .0%       | 66.7%   | 33.3%   | .0%     | .0%     | .0%                  | 33.3% | .0%   | 66.7% |
| RADIO CALYPSO..... | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....              | .1%   | .0%    | .3%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....              | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| FM BRONJA.....     | 1     | 0      | 1      | 0         | 1       | 0       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....              | .1%   | .0%    | .3%    | .0%       | .6%     | .0%     | .0%     | .0%     | .8%                  | .0%   | .0%   | .0%   |
| .....              | 100%  | .0%    | 100%   | .0%       | 100%    | .0%     | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| CAPITAL RADIO..... | 7     | 3      | 4      | 0         | 3       | 4       | 0       | 0       | 1                    | 1     | 2     | 3     |
| .....              | .9%   | .8%    | 1.0%   | .0%       | 1.8%    | 1.4%    | .0%     | .0%     | .8%                  | .4%   | 1.1%  | 1.3%  |
| .....              | 100%  | 42.9%  | 57.1%  | .0%       | 42.9%   | 57.1%   | .0%     | .0%     | 14.3%                | 14.3% | 28.6% | 42.9% |

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    |
| <b>TOTAL.....</b>         | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| <b>K6</b>                 |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 40    | 16     | 24     | 2         | 10      | 14      | 10      | 4       | 10                   | 7     | 8     | 15    |
| .....                     | 5.2%  | 4.2%   | 6.3%   | 2.8%      | 6.1%    | 4.9%    | 7.4%    | 3.8%    | 7.8%                 | 3.0%  | 4.6%  | 6.7%  |
| .....                     | 100%  | 40.0%  | 60.0%  | 5.0%      | 25.0%   | 35.0%   | 25.0%   | 10.0%   | 25.0%                | 17.5% | 20.0% | 37.5% |
| <b>RADIO MALTA.....</b>   | 82    | 33     | 49     | 0         | 4       | 22      | 22      | 34      | 8                    | 27    | 22    | 25    |
| .....                     | 10.7% | 8.7%   | 12.8%  | .0%       | 2.4%    | 7.7%    | 16.2%   | 32.4%   | 6.2%                 | 11.4% | 12.6% | 11.1% |
| .....                     | 100%  | 40.2%  | 59.8%  | .0%       | 4.9%    | 26.8%   | 26.8%   | 41.5%   | 9.8%                 | 32.9% | 26.8% | 30.5% |
| <b>RAD PAR/106.6.....</b> | 63    | 40     | 23     | 29        | 24      | 8       | 1       | 1       | 6                    | 16    | 24    | 17    |
| .....                     | 8.2%  | 10.5%  | 6.0%   | 40.3%     | 14.5%   | 2.8%    | .7%     | 1.0%    | 4.7%                 | 6.8%  | 13.8% | 7.6%  |
| .....                     | 100%  | 63.5%  | 36.5%  | 46.0%     | 38.1%   | 12.7%   | 1.6%    | 1.6%    | 9.5%                 | 25.4% | 38.1% | 27.0% |
| <b>RADIO SUPER 1.....</b> | 145   | 70     | 75     | 5         | 15      | 64      | 37      | 24      | 9                    | 32    | 37    | 67    |
| .....                     | 19.0% | 18.4%  | 19.5%  | 6.9%      | 9.1%    | 22.4%   | 27.2%   | 22.9%   | 7.0%                 | 13.6% | 21.3% | 29.8% |
| .....                     | 100%  | 48.3%  | 51.7%  | 3.4%      | 10.3%   | 44.1%   | 25.5%   | 16.6%   | 6.2%                 | 22.1% | 25.5% | 46.2% |
| <b>RADIO 101.....</b>     | 83    | 37     | 46     | 4         | 9       | 39      | 18      | 13      | 21                   | 27    | 14    | 21    |
| .....                     | 10.9% | 9.7%   | 12.0%  | 5.6%      | 5.5%    | 13.6%   | 13.2%   | 12.4%   | 16.3%                | 11.4% | 8.0%  | 9.3%  |
| .....                     | 100%  | 44.6%  | 55.4%  | 4.8%      | 10.8%   | 47.0%   | 21.7%   | 15.7%   | 25.3%                | 32.5% | 16.9% | 25.3% |
| <b>ISLAND SOUND.....</b>  | 22    | 13     | 9      | 3         | 10      | 8       | 1       | 0       | 7                    | 10    | 5     | 0     |
| .....                     | 2.9%  | 3.4%   | 2.3%   | 4.2%      | 6.1%    | 2.8%    | .7%     | .0%     | 5.4%                 | 4.2%  | 2.9%  | .0%   |
| .....                     | 100%  | 59.1%  | 40.9%  | 13.6%     | 45.5%   | 36.4%   | 4.5%    | .0%     | 31.8%                | 45.5% | 22.7% | .0%   |
| <b>BAY RADIO.....</b>     | 102   | 62     | 40     | 17        | 51      | 31      | 3       | 0       | 22                   | 47    | 19    | 14    |
| .....                     | 13.4% | 16.3%  | 10.4%  | 23.6%     | 30.9%   | 10.8%   | 2.2%    | .0%     | 17.1%                | 19.9% | 10.9% | 6.2%  |
| .....                     | 100%  | 60.8%  | 39.2%  | 16.7%     | 50.0%   | 30.4%   | 2.9%    | .0%     | 21.6%                | 46.1% | 18.6% | 13.7% |
| <b>RTK.....</b>           | 106   | 34     | 72     | 1         | 4       | 46      | 30      | 25      | 28                   | 24    | 26    | 28    |
| .....                     | 13.9% | 8.9%   | 18.8%  | 1.4%      | 2.4%    | 16.1%   | 22.1%   | 23.8%   | 21.7%                | 10.2% | 14.9% | 12.4% |
| .....                     | 100%  | 32.1%  | 67.9%  | .9%       | 3.8%    | 43.4%   | 28.3%   | 23.6%   | 26.4%                | 22.6% | 24.5% | 26.4% |
| <b>SMASH.....</b>         | 33    | 20     | 13     | 6         | 13      | 12      | 2       | 0       | 1                    | 13    | 4     | 15    |
| .....                     | 4.3%  | 5.3%   | 3.4%   | 8.3%      | 7.9%    | 4.2%    | 1.5%    | .0%     | .8%                  | 5.5%  | 2.3%  | 6.7%  |
| .....                     | 100%  | 60.6%  | 39.4%  | 18.2%     | 39.4%   | 36.4%   | 6.1%    | .0%     | 3.0%                 | 39.4% | 12.1% | 45.5% |
| <b>RADIO CALYPSO.....</b> | 36    | 20     | 16     | 2         | 4       | 22      | 8       | 0       | 10                   | 11    | 6     | 9     |
| .....                     | 4.7%  | 5.3%   | 4.2%   | 2.8%      | 2.4%    | 7.7%    | 5.9%    | .0%     | 7.8%                 | 4.7%  | 3.4%  | 4.0%  |
| .....                     | 100%  | 55.6%  | 44.4%  | 5.6%      | 11.1%   | 61.1%   | 22.2%   | .0%     | 27.8%                | 30.6% | 16.7% | 25.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

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

|                    | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                    |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| CAMPUS FM.....     | 4     | 1      | 3      | 1         | 3       | 0       | 0       | 0       | 2                    | 2     | 0     | 0     |
| .....              | .5%   | .3%    | .8%    | 1.4%      | 1.8%    | .0%     | .0%     | .0%     | 1.6%                 | .8%   | .0%   | .0%   |
| .....              | 100%  | 25.0%  | 75.0%  | 25.0%     | 75.0%   | .0%     | .0%     | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| FM BRONJA.....     | 5     | 5      | 0      | 0         | 1       | 0       | 1       | 3       | 2                    | 2     | 1     | 0     |
| .....              | .7%   | 1.3%   | .0%    | .0%       | .6%     | .0%     | .7%     | 2.9%    | 1.6%                 | .8%   | .6%   | .0%   |
| .....              | 100%  | 100%   | .0%    | .0%       | 20.0%   | .0%     | 20.0%   | 60.0%   | 40.0%                | 40.0% | 20.0% | .0%   |
| CAPITAL RADIO..... | 43    | 29     | 14     | 2         | 17      | 20      | 3       | 1       | 3                    | 18    | 8     | 14    |
| .....              | 5.6%  | 7.6%   | 3.6%   | 2.8%      | 10.3%   | 7.0%    | 2.2%    | 1.0%    | 2.3%                 | 7.6%  | 4.6%  | 6.2%  |
| .....              | 100%  | 67.4%  | 32.6%  | 4.7%      | 39.5%   | 46.5%   | 7.0%    | 2.3%    | 7.0%                 | 41.9% | 18.6% | 32.6% |

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 2001)

|                                              | TVM  | SUPER<br>1 | NET  | iMASI | MAX<br>PLUS | RAI  | MEDIA-<br>SET | OTHER<br>ITALIAN | SATEL<br>LITE | NONE | TOTAL |
|----------------------------------------------|------|------------|------|-------|-------------|------|---------------|------------------|---------------|------|-------|
|                                              | %    | %          | %    | %     | %           | %    | %             | %                | %             | %    | %     |
| Local News                                   | 48.9 | 28.6       | 16.6 | 0.1   | -           | 0.3  | 0.2           | -                | 0.2           | 5.1  | 100   |
| Foreign News                                 | 26.0 | 20.4       | 10.3 | -     | -           | 13.8 | 10.3          | 0.4              | 13.6          | 5.2  | 100   |
| Sports                                       | 8.9  | 12.5       | 7.6  | 0.2   | -           | 9.3  | 7.5           | 0.5              | 14.8          | 38.9 | 100   |
| Weather                                      | 24.6 | 16.1       | 7.7  | -     | -           | 3.8  | 2.5           | 0.1              | 7.0           | 38.1 | 100   |
| Feature Films                                | 2.9  | 7.2        | 1.8  | 0.3   | 1.4         | 9.8  | 35.0          | 2.5              | 17.8          | 21.2 | 100   |
| Serials/Soap<br>Operas                       | 3.9  | 15.7       | 4.1  | -     | 5.5         | 1.5  | 20.6          | 1.0              | 4.3           | 43.5 | 100   |
| Documentaries                                | 6.5  | 8.8        | 3.9  | 0.1   | 0.1         | 16.0 | 11.9          | 1.5              | 21.2          | 30.0 | 100   |
| Current Affairs                              | 10.6 | 12.1       | 4.8  | 0.1   | 0.2         | 4.6  | 2.9           | 0.4              | 9.6           | 54.8 | 100   |
| Discussions                                  | 35.5 | 18.7       | 9.1  | 0.2   | 0.4         | 1.8  | 2.9           | 0.1              | 3.1           | 28.2 | 100   |
| Quizzes/Game<br>Shows/Variety<br>Programmes. | 3.7  | 13.2       | 7.1  | 0.1   | 0.4         | 7.4  | 23.8          | 1.6              | 4.7           | 37.9 | 100   |
| Music Video-<br>Clips                        | 0.9  | 5.4        | 1.7  | 10.1  | 0.3         | 0.6  | 2.3           | 2.7              | 11.2          | 64.7 | 100   |
| Plays                                        | 16.7 | 33.9       | 7.5  | -     | 0.1         | 0.1  | 0.3           | 0.1              | 2.2           | 39.0 | 100   |
| Art & Culture                                | 11.9 | 10.6       | 3.8  | -     | 0.3         | 1.8  | 0.8           | 0.2              | 4.1           | 66.5 | 100   |
| Women                                        | 7.6  | 13.7       | 3.6  | 0.3   | 8.6         | 0.3  | 0.5           | 0.2              | 2.5           | 62.6 | 100   |
| Children                                     | 3.3  | 8.1        | 10.0 | -     | 0.9         | 0.7  | 2.3           | 0.7              | 4.8           | 69.1 | 100   |
| Religion                                     | 7.2  | 10.2       | 10.9 | 3.8   | -           | 0.3  | 0.1           | 0.2              | 2.7           | 64.6 | 100   |
| Business &<br>Finance                        | 3.7  | 8.2        | 2.5  | 0.5   | -           | -    | 0.1           | 0.2              | 3.8           | 81.0 | 100   |

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors**  
(October 2002)

|                                             | TVM  | SUPER<br>1 | NET  | SMASH | MAX<br>PLUS | RAI  | MEDIA-<br>SET | OTHER<br>ITALIAN | SATEL<br>LITE | NONE | TOTAL |
|---------------------------------------------|------|------------|------|-------|-------------|------|---------------|------------------|---------------|------|-------|
|                                             | %    | %          | %    | %     | %           | %    | %             | %                | %             | %    | %     |
| Local News                                  | 51.1 | 24.4       | 14.3 | 0.1   | 0.1         | -    | -             | -                | -             | 10.1 | 100   |
| Foreign News                                | 26.7 | 16.0       | 7.4  | 0.1   | -           | 10.9 | 11.6          | 0.2              | 17.4          | 9.6  | 100   |
| Sports                                      | 9.6  | 8.8        | 5.4  | 0.5   | -           | 5.5  | 8.0           | 0.2              | 15.0          | 47.1 | 100   |
| Weather                                     | 28.4 | 14.8       | 7.7  | -     | -           | 4.4  | 2.4           | -                | 7.6           | 34.6 | 100   |
| Feature Films                               | 4.0  | 2.7        | 1.2  | 0.2   | 1.5         | 5.9  | 28.7          | 0.7              | 17.3          | 37.7 | 100   |
| Serials/Soap<br>Operas                      | 6.9  | 10.2       | 6.0  | 0.1   | 5.5         | 1.1  | 16.6          | -                | 5.2           | 48.3 | 100   |
| Documentaries                               | 16.4 | 2.7        | 1.8  | 0.9   | -           | 13.6 | 5.5           | 0.9              | 23.6          | 34.5 | 100   |
| Current Affairs                             | 19.1 | 5.5        | 0.9  | -     | -           | 6.4  | 1.8           | -                | 4.5           | 61.8 | 100   |
| Discussions                                 | 57.3 | 5.5        | 2.7  | -     | -           | 5.5  | -             | -                | 3.6           | 25.5 | 100   |
| Quizzes/Game<br>Shows/Variety<br>Programmes | 12.7 | 10.9       | 2.7  | -     | -           | 10.0 | 16.4          | -                | 2.7           | 44.5 | 100   |
| Music Video-<br>Clips                       | 6.4  | 0.9        | -    | 1.9   | 0.9         | 0.9  | 0.9           | 1.8              | 14.5          | 71.8 | 100   |
| Plays                                       | 25.5 | 20.0       | 6.4  | -     | -           | 1.8  | -             | -                | 2.7           | 43.6 | 100   |
| Art & Culture                               | 34.5 | 2.7        | 0.9  | -     | -           | 3.6  | 0.9           | -                | 2.7           | 54.5 | 100   |
| Women                                       | 28.2 | 8.2        | -    | -     | 0.9         | 0.9  | 1.8           | -                | 1.8           | 58.2 | 100   |
| Children                                    | 10.0 | -          | 6.4  | -     | -           | 1.8  | 3.6           | -                | 4.5           | 73.6 | 100   |
| Religion                                    | 23.6 | 8.2        | 10.9 | 3.6   | -           | 2.7  | -             | -                | 2.7           | 48.2 | 100   |
| Business &<br>Finance                       | 13.6 | 2.7        | 0.9  | -     | -           | 0.9  | -             | -                | 2.7           | 79.1 | 100   |

**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    |
| <b>TOTAL.....</b>   | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| <b>LOCAL NEWS</b>   |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....           | 99    | 51     | 48     | 23        | 14      | 31      | 21      | 10      | 21                   | 31    | 27    | 20    |
| .....               | 10.1% | 10.6%  | 9.6%   | 20.7%     | 6.8%    | 8.6%    | 11.7%   | 8.2%    | 11.7%                | 10.0% | 12.6% | 7.2%  |
| .....               | 100%  | 51.5%  | 48.5%  | 23.2%     | 14.1%   | 31.3%   | 21.2%   | 10.1%   | 21.2%                | 31.3% | 27.3% | 20.2% |
| TVM.....            | 501   | 252    | 249    | 45        | 121     | 180     | 89      | 66      | 108                  | 177   | 99    | 117   |
| .....               | 51.1% | 52.5%  | 49.7%  | 40.5%     | 58.5%   | 49.7%   | 49.7%   | 54.1%   | 60.3%                | 57.3% | 46.0% | 42.1% |
| .....               | 100%  | 50.3%  | 49.7%  | 9.0%      | 24.2%   | 35.9%   | 17.8%   | 13.2%   | 21.6%                | 35.3% | 19.8% | 23.4% |
| SUPER 1 TV.....     | 239   | 114    | 125    | 26        | 35      | 102     | 41      | 35      | 13                   | 56    | 61    | 109   |
| .....               | 24.4% | 23.8%  | 25.0%  | 23.4%     | 16.9%   | 28.2%   | 22.9%   | 28.7%   | 7.3%                 | 18.1% | 28.4% | 39.2% |
| .....               | 100%  | 47.7%  | 52.3%  | 10.9%     | 14.6%   | 42.7%   | 17.2%   | 14.6%   | 5.4%                 | 23.4% | 25.5% | 45.6% |
| NET TV.....         | 140   | 63     | 77     | 17        | 36      | 49      | 27      | 11      | 37                   | 44    | 28    | 31    |
| .....               | 14.3% | 13.1%  | 15.4%  | 15.3%     | 17.4%   | 13.5%   | 15.1%   | 9.0%    | 20.7%                | 14.2% | 13.0% | 11.2% |
| .....               | 100%  | 45.0%  | 55.0%  | 12.1%     | 25.7%   | 35.0%   | 19.3%   | 7.9%    | 26.4%                | 31.4% | 20.0% | 22.1% |
| SMASH TV.....       | 1     | 0      | 1      | 0         | 1       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....               | .1%   | .0%    | .2%    | .0%       | .5%     | .0%     | .0%     | .0%     | .0%                  | .3%   | .0%   | .0%   |
| .....               | 100%  | .0%    | 100%   | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| MAX PLUS.....       | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 0                    | 0     | 0     | 1     |
| .....               | .1%   | .0%    | .2%    | .0%       | .0%     | .0%     | .6%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....               | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | .0%   | 100%  |
| <b>FOREIGN NEWS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....           | 94    | 37     | 57     | 30        | 9       | 27      | 17      | 11      | 12                   | 33    | 23    | 26    |
| .....               | 9.6%  | 7.7%   | 11.4%  | 27.0%     | 4.3%    | 7.5%    | 9.5%    | 9.0%    | 6.7%                 | 10.7% | 10.7% | 9.4%  |
| .....               | 100%  | 39.4%  | 60.6%  | 31.9%     | 9.6%    | 28.7%   | 18.1%   | 11.7%   | 12.8%                | 35.1% | 24.5% | 27.7% |
| TVM.....            | 262   | 132    | 130    | 24        | 57      | 86      | 49      | 46      | 32                   | 92    | 61    | 77    |
| .....               | 26.7% | 27.5%  | 25.9%  | 21.6%     | 27.5%   | 23.8%   | 27.4%   | 37.7%   | 17.9%                | 29.8% | 28.4% | 27.7% |
| .....               | 100%  | 50.4%  | 49.6%  | 9.2%      | 21.8%   | 32.8%   | 18.7%   | 17.6%   | 12.2%                | 35.1% | 23.3% | 29.4% |
| SUPER 1 TV.....     | 157   | 77     | 80     | 16        | 25      | 65      | 24      | 27      | 5                    | 31    | 47    | 74    |
| .....               | 16.0% | 16.0%  | 16.0%  | 14.4%     | 12.1%   | 18.0%   | 13.4%   | 22.1%   | 2.8%                 | 10.0% | 21.9% | 26.6% |
| .....               | 100%  | 49.0%  | 51.0%  | 10.2%     | 15.9%   | 41.4%   | 15.3%   | 17.2%   | 3.2%                 | 19.7% | 29.9% | 47.1% |
| NET TV.....         | 73    | 31     | 42     | 8         | 19      | 28      | 13      | 5       | 14                   | 21    | 17    | 21    |
| .....               | 7.4%  | 6.5%   | 8.4%   | 7.2%      | 9.2%    | 7.7%    | 7.3%    | 4.1%    | 7.8%                 | 6.8%  | 7.9%  | 7.6%  |

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%  | 42.5%  | 57.5%  | 11.0%     | 26.0%   | 38.4%   | 17.8%   | 6.8%    | 19.2%                | 28.8% | 23.3% | 28.8% |
| SMASH TV.....      | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....              | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .0%   |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| RAI.....           | 107   | 54     | 53     | 6         | 15      | 47      | 25      | 14      | 35                   | 32    | 15    | 25    |
| .....              | 10.9% | 11.3%  | 10.6%  | 5.4%      | 7.2%    | 13.0%   | 14.0%   | 11.5%   | 19.6%                | 10.4% | 7.0%  | 9.0%  |
| .....              | 100%  | 50.5%  | 49.5%  | 5.6%      | 14.0%   | 43.9%   | 23.4%   | 13.1%   | 32.7%                | 29.9% | 14.0% | 23.4% |
| MEDIASET.....      | 114   | 50     | 64     | 17        | 38      | 38      | 16      | 5       | 22                   | 41    | 24    | 27    |
| .....              | 11.6% | 10.4%  | 12.8%  | 15.3%     | 18.4%   | 10.5%   | 8.9%    | 4.1%    | 12.3%                | 13.3% | 11.2% | 9.7%  |
| .....              | 100%  | 43.9%  | 56.1%  | 14.9%     | 33.3%   | 33.3%   | 14.0%   | 4.4%    | 19.3%                | 36.0% | 21.1% | 23.7% |
| OTHER ITALIAN..... | 2     | 1      | 1      | 0         | 0       | 1       | 1       | 0       | 0                    | 1     | 0     | 1     |
| .....              | .2%   | .2%    | .2%    | .0%       | .0%     | .3%     | .6%     | .0%     | .0%                  | .3%   | .0%   | .4%   |
| .....              | 100%  | 50.0%  | 50.0%  | .0%       | .0%     | 50.0%   | 50.0%   | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| SATELLITE.....     | 171   | 97     | 74     | 10        | 44      | 69      | 34      | 14      | 59                   | 58    | 27    | 27    |
| .....              | 17.4% | 20.2%  | 14.8%  | 9.0%      | 21.3%   | 19.1%   | 19.0%   | 11.5%   | 33.0%                | 18.8% | 12.6% | 9.7%  |
| .....              | 100%  | 56.7%  | 43.3%  | 5.8%      | 25.7%   | 40.4%   | 19.9%   | 8.2%    | 34.5%                | 33.9% | 15.8% | 15.8% |
| <b>SPORTS</b>      |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 462   | 154    | 308    | 42        | 80      | 158     | 105     | 77      | 81                   | 126   | 113   | 142   |
| .....              | 47.1% | 32.1%  | 61.5%  | 37.8%     | 38.6%   | 43.6%   | 58.7%   | 63.1%   | 45.3%                | 40.8% | 52.6% | 51.1% |
| .....              | 100%  | 33.3%  | 66.7%  | 9.1%      | 17.3%   | 34.2%   | 22.7%   | 16.7%   | 17.5%                | 27.3% | 24.5% | 30.7% |
| TVM.....           | 94    | 57     | 37     | 14        | 20      | 33      | 18      | 9       | 8                    | 28    | 22    | 36    |
| .....              | 9.6%  | 11.9%  | 7.4%   | 12.6%     | 9.7%    | 9.1%    | 10.1%   | 7.4%    | 4.5%                 | 9.1%  | 10.2% | 12.9% |
| .....              | 100%  | 60.6%  | 39.4%  | 14.9%     | 21.3%   | 35.1%   | 19.1%   | 9.6%    | 8.5%                 | 29.8% | 23.4% | 38.3% |
| SUPER 1 TV.....    | 86    | 44     | 42     | 5         | 10      | 42      | 17      | 12      | 4                    | 25    | 19    | 38    |
| .....              | 8.8%  | 9.2%   | 8.4%   | 4.5%      | 4.8%    | 11.6%   | 9.5%    | 9.8%    | 2.2%                 | 8.1%  | 8.8%  | 13.7% |
| .....              | 100%  | 51.2%  | 48.8%  | 5.8%      | 11.6%   | 48.8%   | 19.8%   | 14.0%   | 4.7%                 | 29.1% | 22.1% | 44.2% |
| NET TV.....        | 53    | 22     | 31     | 4         | 16      | 20      | 8       | 5       | 11                   | 21    | 8     | 13    |
| .....              | 5.4%  | 4.6%   | 6.2%   | 3.6%      | 7.7%    | 5.5%    | 4.5%    | 4.1%    | 6.1%                 | 6.8%  | 3.7%  | 4.7%  |
| .....              | 100%  | 41.5%  | 58.5%  | 7.5%      | 30.2%   | 37.7%   | 15.1%   | 9.4%    | 20.8%                | 39.6% | 15.1% | 24.5% |
| SMASH TV.....      | 5     | 4      | 1      | 1         | 2       | 2       | 0       | 0       | 1                    | 2     | 0     | 2     |
| .....              | .5%   | .8%    | .2%    | .9%       | 1.0%    | .6%     | .0%     | .0%     | .6%                  | .6%   | .0%   | .7%   |
| .....              | 100%  | 80.0%  | 20.0%  | 20.0%     | 40.0%   | 40.0%   | .0%     | .0%     | 20.0%                | 40.0% | .0%   | 40.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                    | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                    |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| RAI.....           | 54    | 42     | 12     | 8         | 9       | 25      | 9       | 3       | 18                   | 15    | 11    | 10    |
| .....              | 5.5%  | 8.8%   | 2.4%   | 7.2%      | 4.3%    | 6.9%    | 5.0%    | 2.5%    | 10.1%                | 4.9%  | 5.1%  | 3.6%  |
| .....              | 100%  | 77.8%  | 22.2%  | 14.8%     | 16.7%   | 46.3%   | 16.7%   | 5.6%    | 33.3%                | 27.8% | 20.4% | 18.5% |
| MEDIASET.....      | 78    | 57     | 21     | 16        | 28      | 26      | 4       | 4       | 16                   | 22    | 22    | 18    |
| .....              | 8.0%  | 11.9%  | 4.2%   | 14.4%     | 13.5%   | 7.2%    | 2.2%    | 3.3%    | 8.9%                 | 7.1%  | 10.2% | 6.5%  |
| .....              | 100%  | 73.1%  | 26.9%  | 20.5%     | 35.9%   | 33.3%   | 5.1%    | 5.1%    | 20.5%                | 28.2% | 28.2% | 23.1% |
| OTHER ITALIAN..... | 2     | 2      | 0      | 0         | 1       | 0       | 1       | 0       | 0                    | 1     | 0     | 1     |
| .....              | .2%   | .4%    | .0%    | .0%       | .5%     | .0%     | .6%     | .0%     | .0%                  | .3%   | .0%   | .4%   |
| .....              | 100%  | 100%   | .0%    | .0%       | 50.0%   | .0%     | 50.0%   | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| SATELLITE.....     | 147   | 98     | 49     | 21        | 41      | 56      | 17      | 12      | 40                   | 69    | 20    | 18    |
| .....              | 15.0% | 20.4%  | 9.8%   | 18.9%     | 19.8%   | 15.5%   | 9.5%    | 9.8%    | 22.3%                | 22.3% | 9.3%  | 6.5%  |
| .....              | 100%  | 66.7%  | 33.3%  | 14.3%     | 27.9%   | 38.1%   | 11.6%   | 8.2%    | 27.2%                | 46.9% | 13.6% | 12.2% |
| WEATHER            |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 339   | 159    | 180    | 39        | 69      | 128     | 52      | 51      | 69                   | 106   | 78    | 86    |
| .....              | 34.6% | 33.1%  | 35.9%  | 35.1%     | 33.3%   | 35.4%   | 29.1%   | 41.8%   | 38.5%                | 34.3% | 36.3% | 30.9% |
| .....              | 100%  | 46.9%  | 53.1%  | 11.5%     | 20.4%   | 37.8%   | 15.3%   | 15.0%   | 20.4%                | 31.3% | 23.0% | 25.4% |
| TVM.....           | 279   | 139    | 140    | 29        | 60      | 99      | 56      | 35      | 44                   | 92    | 68    | 75    |
| .....              | 28.4% | 29.0%  | 27.9%  | 26.1%     | 29.0%   | 27.3%   | 31.3%   | 28.7%   | 24.6%                | 29.8% | 31.6% | 27.0% |
| .....              | 100%  | 49.8%  | 50.2%  | 10.4%     | 21.5%   | 35.5%   | 20.1%   | 12.5%   | 15.8%                | 33.0% | 24.4% | 26.9% |
| SUPER 1 TV.....    | 145   | 68     | 77     | 20        | 23      | 55      | 28      | 19      | 4                    | 36    | 34    | 71    |
| .....              | 14.8% | 14.2%  | 15.4%  | 18.0%     | 11.1%   | 15.2%   | 15.6%   | 15.6%   | 2.2%                 | 11.7% | 15.8% | 25.5% |
| .....              | 100%  | 46.9%  | 53.1%  | 13.8%     | 15.9%   | 37.9%   | 19.3%   | 13.1%   | 2.8%                 | 24.8% | 23.4% | 49.0% |
| NET TV.....        | 76    | 29     | 47     | 11        | 15      | 21      | 17      | 12      | 18                   | 26    | 11    | 21    |
| .....              | 7.7%  | 6.0%   | 9.4%   | 9.9%      | 7.2%    | 5.8%    | 9.5%    | 9.8%    | 10.1%                | 8.4%  | 5.1%  | 7.6%  |
| .....              | 100%  | 38.2%  | 61.8%  | 14.5%     | 19.7%   | 27.6%   | 22.4%   | 15.8%   | 23.7%                | 34.2% | 14.5% | 27.6% |
| RAI.....           | 43    | 29     | 14     | 2         | 7       | 21      | 11      | 2       | 16                   | 10    | 10    | 7     |
| .....              | 4.4%  | 6.0%   | 2.8%   | 1.8%      | 3.4%    | 5.8%    | 6.1%    | 1.6%    | 8.9%                 | 3.2%  | 4.7%  | 2.5%  |
| .....              | 100%  | 67.4%  | 32.6%  | 4.7%      | 16.3%   | 48.8%   | 25.6%   | 4.7%    | 37.2%                | 23.3% | 23.3% | 16.3% |
| MEDIASET.....      | 24    | 12     | 12     | 3         | 9       | 9       | 2       | 1       | 5                    | 7     | 5     | 7     |
| .....              | 2.4%  | 2.5%   | 2.4%   | 2.7%      | 4.3%    | 2.5%    | 1.1%    | .8%     | 2.8%                 | 2.3%  | 2.3%  | 2.5%  |
| .....              | 100%  | 50.0%  | 50.0%  | 12.5%     | 37.5%   | 37.5%   | 8.3%    | 4.2%    | 20.8%                | 29.2% | 20.8% | 29.2% |
| SATELLITE.....     | 75    | 44     | 31     | 7         | 24      | 29      | 13      | 2       | 23                   | 32    | 9     | 11    |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                      | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                      |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....                | 7.6%  | 9.2%   | 6.2%   | 6.3%      | 11.6%   | 8.0%    | 7.3%    | 1.6%    | 12.8%                | 10.4% | 4.2%  | 4.0%  |
| .....                | 100%  | 58.7%  | 41.3%  | 9.3%      | 32.0%   | 38.7%   | 17.3%   | 2.7%    | 30.7%                | 42.7% | 12.0% | 14.7% |
| <b>FEATURE FILMS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....            | 370   | 171    | 199    | 23        | 53      | 140     | 83      | 71      | 53                   | 114   | 88    | 115   |
| .....                | 37.7% | 35.6%  | 39.7%  | 20.7%     | 25.6%   | 38.7%   | 46.4%   | 58.2%   | 29.6%                | 36.9% | 40.9% | 41.4% |
| .....                | 100%  | 46.2%  | 53.8%  | 6.2%      | 14.3%   | 37.8%   | 22.4%   | 19.2%   | 14.3%                | 30.8% | 23.8% | 31.1% |
| TVM.....             | 39    | 16     | 23     | 2         | 4       | 15      | 9       | 9       | 2                    | 14    | 12    | 11    |
| .....                | 4.0%  | 3.3%   | 4.6%   | 1.8%      | 1.9%    | 4.1%    | 5.0%    | 7.4%    | 1.1%                 | 4.5%  | 5.6%  | 4.0%  |
| .....                | 100%  | 41.0%  | 59.0%  | 5.1%      | 10.3%   | 38.5%   | 23.1%   | 23.1%   | 5.1%                 | 35.9% | 30.8% | 28.2% |
| SUPER 1 TV.....      | 26    | 12     | 14     | 5         | 4       | 13      | 3       | 1       | 0                    | 4     | 5     | 17    |
| .....                | 2.7%  | 2.5%   | 2.8%   | 4.5%      | 1.9%    | 3.6%    | 1.7%    | .8%     | .0%                  | 1.3%  | 2.3%  | 6.1%  |
| .....                | 100%  | 46.2%  | 53.8%  | 19.2%     | 15.4%   | 50.0%   | 11.5%   | 3.8%    | .0%                  | 15.4% | 19.2% | 65.4% |
| NET TV.....          | 12    | 7      | 5      | 1         | 2       | 8       | 1       | 0       | 2                    | 4     | 1     | 5     |
| .....                | 1.2%  | 1.5%   | 1.0%   | .9%       | 1.0%    | 2.2%    | .6%     | .0%     | 1.1%                 | 1.3%  | .5%   | 1.8%  |
| .....                | 100%  | 58.3%  | 41.7%  | 8.3%      | 16.7%   | 66.7%   | 8.3%    | .0%     | 16.7%                | 33.3% | 8.3%  | 41.7% |
| SMASH TV.....        | 2     | 0      | 2      | 0         | 1       | 1       | 0       | 0       | 1                    | 0     | 1     | 0     |
| .....                | .2%   | .0%    | .4%    | .0%       | .5%     | .3%     | .0%     | .0%     | .6%                  | .0%   | .5%   | .0%   |
| .....                | 100%  | .0%    | 100%   | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | 50.0%                | .0%   | 50.0% | .0%   |
| MAX PLUS.....        | 15    | 7      | 8      | 3         | 2       | 7       | 3       | 0       | 5                    | 4     | 4     | 2     |
| .....                | 1.5%  | 1.5%   | 1.6%   | 2.7%      | 1.0%    | 1.9%    | 1.7%    | .0%     | 2.8%                 | 1.3%  | 1.9%  | .7%   |
| .....                | 100%  | 46.7%  | 53.3%  | 20.0%     | 13.3%   | 46.7%   | 20.0%   | .0%     | 33.3%                | 26.7% | 26.7% | 13.3% |
| RAI.....             | 58    | 31     | 27     | 0         | 15      | 20      | 17      | 6       | 12                   | 22    | 11    | 13    |
| .....                | 5.9%  | 6.5%   | 5.4%   | .0%       | 7.2%    | 5.5%    | 9.5%    | 4.9%    | 6.7%                 | 7.1%  | 5.1%  | 4.7%  |
| .....                | 100%  | 53.4%  | 46.6%  | .0%       | 25.9%   | 34.5%   | 29.3%   | 10.3%   | 20.7%                | 37.9% | 19.0% | 22.4% |
| MEDIASET.....        | 282   | 142    | 140    | 50        | 80      | 92      | 32      | 28      | 48                   | 87    | 62    | 85    |
| .....                | 28.7% | 29.6%  | 27.9%  | 45.0%     | 38.6%   | 25.4%   | 17.9%   | 23.0%   | 26.8%                | 28.2% | 28.8% | 30.6% |
| .....                | 100%  | 50.4%  | 49.6%  | 17.7%     | 28.4%   | 32.6%   | 11.3%   | 9.9%    | 17.0%                | 30.9% | 22.0% | 30.1% |
| OTHER ITALIAN.....   | 7     | 3      | 4      | 3         | 0       | 0       | 4       | 0       | 2                    | 2     | 1     | 2     |
| .....                | .7%   | .6%    | .8%    | 2.7%      | .0%     | .0%     | 2.2%    | .0%     | 1.1%                 | .6%   | .5%   | .7%   |
| .....                | 100%  | 42.9%  | 57.1%  | 42.9%     | .0%     | .0%     | 57.1%   | .0%     | 28.6%                | 28.6% | 14.3% | 28.6% |
| SATELLITE.....       | 170   | 91     | 79     | 24        | 46      | 66      | 27      | 7       | 54                   | 58    | 30    | 28    |
| .....                | 17.3% | 19.0%  | 15.8%  | 21.6%     | 22.2%   | 18.2%   | 15.1%   | 5.7%    | 30.2%                | 18.8% | 14.0% | 10.1% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                            | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                            |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....                      | 100%  | 53.5%  | 46.5%  | 14.1%     | 27.1%   | 38.8%   | 15.9%   | 4.1%    | 31.8%                | 34.1% | 17.6% | 16.5% |
| <b>SERIALS/SOAP OPERAS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                  | 474   | 307    | 167    | 38        | 99      | 174     | 98      | 65      | 97                   | 148   | 112   | 117   |
| .....                      | 48.3% | 64.0%  | 33.3%  | 34.2%     | 47.8%   | 48.1%   | 54.7%   | 53.3%   | 54.2%                | 47.9% | 52.1% | 42.1% |
| .....                      | 100%  | 64.8%  | 35.2%  | 8.0%      | 20.9%   | 36.7%   | 20.7%   | 13.7%   | 20.5%                | 31.2% | 23.6% | 24.7% |
| <b>TVM.....</b>            | 68    | 27     | 41     | 14        | 10      | 19      | 10      | 15      | 8                    | 20    | 16    | 24    |
| .....                      | 6.9%  | 5.6%   | 8.2%   | 12.6%     | 4.8%    | 5.2%    | 5.6%    | 12.3%   | 4.5%                 | 6.5%  | 7.4%  | 8.6%  |
| .....                      | 100%  | 39.7%  | 60.3%  | 20.6%     | 14.7%   | 27.9%   | 14.7%   | 22.1%   | 11.8%                | 29.4% | 23.5% | 35.3% |
| <b>SUPER 1 TV.....</b>     | 100   | 48     | 52     | 16        | 13      | 38      | 14      | 19      | 9                    | 14    | 31    | 46    |
| .....                      | 10.2% | 10.0%  | 10.4%  | 14.4%     | 6.3%    | 10.5%   | 7.8%    | 15.6%   | 5.0%                 | 4.5%  | 14.4% | 16.5% |
| .....                      | 100%  | 48.0%  | 52.0%  | 16.0%     | 13.0%   | 38.0%   | 14.0%   | 19.0%   | 9.0%                 | 14.0% | 31.0% | 46.0% |
| <b>NET TV.....</b>         | 59    | 24     | 35     | 5         | 8       | 27      | 13      | 6       | 13                   | 20    | 9     | 17    |
| .....                      | 6.0%  | 5.0%   | 7.0%   | 4.5%      | 3.9%    | 7.5%    | 7.3%    | 4.9%    | 7.3%                 | 6.5%  | 4.2%  | 6.1%  |
| .....                      | 100%  | 40.7%  | 59.3%  | 8.5%      | 13.6%   | 45.8%   | 22.0%   | 10.2%   | 22.0%                | 33.9% | 15.3% | 28.8% |
| <b>SMASH TV.....</b>       | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                      | .1%   | .0%    | .2%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                      | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| <b>MAX PLUS.....</b>       | 54    | 9      | 45     | 5         | 14      | 26      | 8       | 1       | 15                   | 16    | 5     | 18    |
| .....                      | 5.5%  | 1.9%   | 9.0%   | 4.5%      | 6.8%    | 7.2%    | 4.5%    | .8%     | 8.4%                 | 5.2%  | 2.3%  | 6.5%  |
| .....                      | 100%  | 16.7%  | 83.3%  | 9.3%      | 25.9%   | 48.1%   | 14.8%   | 1.9%    | 27.8%                | 29.6% | 9.3%  | 33.3% |
| <b>RAI.....</b>            | 11    | 5      | 6      | 3         | 2       | 3       | 3       | 0       | 2                    | 3     | 2     | 4     |
| .....                      | 1.1%  | 1.0%   | 1.2%   | 2.7%      | 1.0%    | .8%     | 1.7%    | .0%     | 1.1%                 | 1.0%  | .9%   | 1.4%  |
| .....                      | 100%  | 45.5%  | 54.5%  | 27.3%     | 18.2%   | 27.3%   | 27.3%   | .0%     | 18.2%                | 27.3% | 18.2% | 36.4% |
| <b>MEDIASET.....</b>       | 163   | 37     | 126    | 24        | 43      | 56      | 25      | 15      | 18                   | 70    | 32    | 43    |
| .....                      | 16.6% | 7.7%   | 25.1%  | 21.6%     | 20.8%   | 15.5%   | 14.0%   | 12.3%   | 10.1%                | 22.7% | 14.9% | 15.5% |
| .....                      | 100%  | 22.7%  | 77.3%  | 14.7%     | 26.4%   | 34.4%   | 15.3%   | 9.2%    | 11.0%                | 42.9% | 19.6% | 26.4% |
| <b>SATELLITE.....</b>      | 51    | 23     | 28     | 6         | 18      | 18      | 8       | 1       | 17                   | 18    | 8     | 8     |
| .....                      | 5.2%  | 4.8%   | 5.6%   | 5.4%      | 8.7%    | 5.0%    | 4.5%    | .8%     | 9.5%                 | 5.8%  | 3.7%  | 2.9%  |
| .....                      | 100%  | 45.1%  | 54.9%  | 11.8%     | 35.3%   | 35.3%   | 15.7%   | 2.0%    | 33.3%                | 35.3% | 15.7% | 15.7% |

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    |
| <b>TOTAL.....</b>         | 110   | 57     | 53     | 3         | 12      | 32      | 24      | 39      | 18                   | 32    | 26    | 34    |
| <b>DOCUMENTARIES</b>      |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 38    | 16     | 22     | 0         | 2       | 14      | 6       | 16      | 2                    | 11    | 12    | 13    |
| .....                     | 34.5% | 28.1%  | 41.5%  | .0%       | 16.7%   | 43.8%   | 25.0%   | 41.0%   | 11.1%                | 34.4% | 46.2% | 38.2% |
| .....                     | 100%  | 42.1%  | 57.9%  | .0%       | 5.3%    | 36.8%   | 15.8%   | 42.1%   | 5.3%                 | 28.9% | 31.6% | 34.2% |
| <b>TVM.....</b>           | 18    | 8      | 10     | 0         | 1       | 6       | 4       | 7       | 1                    | 5     | 5     | 7     |
| .....                     | 16.4% | 14.0%  | 18.9%  | .0%       | 8.3%    | 18.8%   | 16.7%   | 17.9%   | 5.6%                 | 15.6% | 19.2% | 20.6% |
| .....                     | 100%  | 44.4%  | 55.6%  | .0%       | 5.6%    | 33.3%   | 22.2%   | 38.9%   | 5.6%                 | 27.8% | 27.8% | 38.9% |
| <b>SUPER 1 TV.....</b>    | 3     | 0      | 3      | 0         | 0       | 1       | 0       | 2       | 0                    | 1     | 1     | 1     |
| .....                     | 2.7%  | .0%    | 5.7%   | .0%       | .0%     | 3.1%    | .0%     | 5.1%    | .0%                  | 3.1%  | 3.8%  | 2.9%  |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | 33.3%   | .0%     | 66.7%   | .0%                  | 33.3% | 33.3% | 33.3% |
| <b>NET TV.....</b>        | 2     | 0      | 2      | 0         | 0       | 0       | 1       | 1       | 0                    | 0     | 1     | 1     |
| .....                     | 1.8%  | .0%    | 3.8%   | .0%       | .0%     | .0%     | 4.2%    | 2.6%    | .0%                  | .0%   | 3.8%  | 2.9%  |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 50.0%   | 50.0%   | .0%                  | .0%   | 50.0% | 50.0% |
| <b>SMASH TV.....</b>      | 1     | 1      | 0      | 0         | 0       | 0       | 0       | 1       | 0                    | 0     | 0     | 1     |
| .....                     | .9%   | 1.8%   | .0%    | .0%       | .0%     | .0%     | .0%     | 2.6%    | .0%                  | .0%   | .0%   | 2.9%  |
| .....                     | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | .0%   | .0%   | 100%  |
| <b>RAI.....</b>           | 15    | 10     | 5      | 1         | 1       | 6       | 2       | 5       | 3                    | 6     | 0     | 6     |
| .....                     | 13.6% | 17.5%  | 9.4%   | 33.3%     | 8.3%    | 18.8%   | 8.3%    | 12.8%   | 16.7%                | 18.8% | .0%   | 17.6% |
| .....                     | 100%  | 66.7%  | 33.3%  | 6.7%      | 6.7%    | 40.0%   | 13.3%   | 33.3%   | 20.0%                | 40.0% | .0%   | 40.0% |
| <b>MEDIASET.....</b>      | 6     | 3      | 3      | 1         | 1       | 1       | 1       | 2       | 2                    | 2     | 2     | 0     |
| .....                     | 5.5%  | 5.3%   | 5.7%   | 33.3%     | 8.3%    | 3.1%    | 4.2%    | 5.1%    | 11.1%                | 6.3%  | 7.7%  | .0%   |
| .....                     | 100%  | 50.0%  | 50.0%  | 16.7%     | 16.7%   | 16.7%   | 16.7%   | 33.3%   | 33.3%                | 33.3% | 33.3% | .0%   |
| <b>OTHER ITALIAN.....</b> | 1     | 1      | 0      | 0         | 1       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                     | .9%   | 1.8%   | .0%    | .0%       | 8.3%    | .0%     | .0%     | .0%     | .0%                  | 3.1%  | .0%   | .0%   |
| .....                     | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| <b>SATELLITE.....</b>     | 26    | 18     | 8      | 1         | 6       | 4       | 10      | 5       | 10                   | 6     | 5     | 5     |
| .....                     | 23.6% | 31.6%  | 15.1%  | 33.3%     | 50.0%   | 12.5%   | 41.7%   | 12.8%   | 55.6%                | 18.8% | 19.2% | 14.7% |
| .....                     | 100%  | 69.2%  | 30.8%  | 3.8%      | 23.1%   | 15.4%   | 38.5%   | 19.2%   | 38.5%                | 23.1% | 19.2% | 19.2% |
| <b>CURRENT AFFAIRS</b>    |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 68    | 32     | 36     | 1         | 4       | 23      | 15      | 25      | 7                    | 17    | 22    | 22    |
| .....                     | 61.8% | 56.1%  | 67.9%  | 33.3%     | 33.3%   | 71.9%   | 62.5%   | 64.1%   | 38.9%                | 53.1% | 84.6% | 64.7% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                    | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                    |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| .....              | 100%  | 47.1%  | 52.9%  | 1.5%      | 5.9%    | 33.8%   | 22.1%   | 36.8%   | 10.3%                | 25.0% | 32.4% | 32.4% |
| TVM.....           | 21    | 14     | 7      | 1         | 3       | 3       | 5       | 9       | 3                    | 11    | 3     | 4     |
| .....              | 19.1% | 24.6%  | 13.2%  | 33.3%     | 25.0%   | 9.4%    | 20.8%   | 23.1%   | 16.7%                | 34.4% | 11.5% | 11.8% |
| .....              | 100%  | 66.7%  | 33.3%  | 4.8%      | 14.3%   | 14.3%   | 23.8%   | 42.9%   | 14.3%                | 52.4% | 14.3% | 19.0% |
| SUPER 1 TV.....    | 6     | 2      | 4      | 1         | 1       | 1       | 1       | 2       | 0                    | 1     | 0     | 5     |
| .....              | 5.5%  | 3.5%   | 7.5%   | 33.3%     | 8.3%    | 3.1%    | 4.2%    | 5.1%    | .0%                  | 3.1%  | .0%   | 14.7% |
| .....              | 100%  | 33.3%  | 66.7%  | 16.7%     | 16.7%   | 16.7%   | 16.7%   | 33.3%   | .0%                  | 16.7% | .0%   | 83.3% |
| NET TV.....        | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....              | .9%   | 1.8%   | .0%    | .0%       | .0%     | 3.1%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 2.9%  |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| RAI.....           | 7     | 3      | 4      | 0         | 1       | 3       | 2       | 1       | 3                    | 2     | 1     | 1     |
| .....              | 6.4%  | 5.3%   | 7.5%   | .0%       | 8.3%    | 9.4%    | 8.3%    | 2.6%    | 16.7%                | 6.3%  | 3.8%  | 2.9%  |
| .....              | 100%  | 42.9%  | 57.1%  | .0%       | 14.3%   | 42.9%   | 28.6%   | 14.3%   | 42.9%                | 28.6% | 14.3% | 14.3% |
| MEDIASET.....      | 2     | 1      | 1      | 0         | 0       | 1       | 0       | 1       | 2                    | 0     | 0     | 0     |
| .....              | 1.8%  | 1.8%   | 1.9%   | .0%       | .0%     | 3.1%    | .0%     | 2.6%    | 11.1%                | .0%   | .0%   | .0%   |
| .....              | 100%  | 50.0%  | 50.0%  | .0%       | .0%     | 50.0%   | .0%     | 50.0%   | 100%                 | .0%   | .0%   | .0%   |
| SATELLITE.....     | 5     | 4      | 1      | 0         | 3       | 0       | 1       | 1       | 3                    | 1     | 0     | 1     |
| .....              | 4.5%  | 7.0%   | 1.9%   | .0%       | 25.0%   | .0%     | 4.2%    | 2.6%    | 16.7%                | 3.1%  | .0%   | 2.9%  |
| .....              | 100%  | 80.0%  | 20.0%  | .0%       | 60.0%   | .0%     | 20.0%   | 20.0%   | 60.0%                | 20.0% | .0%   | 20.0% |
| <b>DISCUSSIONS</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 28    | 17     | 11     | 0         | 0       | 10      | 3       | 15      | 5                    | 6     | 10    | 7     |
| .....              | 25.5% | 29.8%  | 20.8%  | .0%       | .0%     | 31.3%   | 12.5%   | 38.5%   | 27.8%                | 18.8% | 38.5% | 20.6% |
| .....              | 100%  | 60.7%  | 39.3%  | .0%       | .0%     | 35.7%   | 10.7%   | 53.6%   | 17.9%                | 21.4% | 35.7% | 25.0% |
| TVM.....           | 63    | 28     | 35     | 3         | 7       | 19      | 16      | 18      | 6                    | 22    | 15    | 20    |
| .....              | 57.3% | 49.1%  | 66.0%  | 100%      | 58.3%   | 59.4%   | 66.7%   | 46.2%   | 33.3%                | 68.8% | 57.7% | 58.8% |
| .....              | 100%  | 44.4%  | 55.6%  | 4.8%      | 11.1%   | 30.2%   | 25.4%   | 28.6%   | 9.5%                 | 34.9% | 23.8% | 31.7% |
| SUPER 1 TV.....    | 6     | 1      | 5      | 0         | 1       | 0       | 3       | 2       | 0                    | 2     | 0     | 4     |
| .....              | 5.5%  | 1.8%   | 9.4%   | .0%       | 8.3%    | .0%     | 12.5%   | 5.1%    | .0%                  | 6.3%  | .0%   | 11.8% |
| .....              | 100%  | 16.7%  | 83.3%  | .0%       | 16.7%   | .0%     | 50.0%   | 33.3%   | .0%                  | 33.3% | .0%   | 66.7% |
| NET TV.....        | 3     | 3      | 0      | 0         | 0       | 1       | 1       | 1       | 2                    | 0     | 0     | 1     |
| .....              | 2.7%  | 5.3%   | .0%    | .0%       | .0%     | 3.1%    | 4.2%    | 2.6%    | 11.1%                | .0%   | .0%   | 2.9%  |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | 33.3%   | 33.3%   | 33.3%   | 66.7%                | .0%   | .0%   | 33.3% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                                             | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                                             |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| RAI.....                                    | 6     | 4      | 2      | 0         | 2       | 2       | 1       | 1       | 4                    | 1     | 0     | 1     |
| .....                                       | 5.5%  | 7.0%   | 3.8%   | .0%       | 16.7%   | 6.3%    | 4.2%    | 2.6%    | 22.2%                | 3.1%  | .0%   | 2.9%  |
| .....                                       | 100%  | 66.7%  | 33.3%  | .0%       | 33.3%   | 33.3%   | 16.7%   | 16.7%   | 66.7%                | 16.7% | .0%   | 16.7% |
| SATELLITE.....                              | 4     | 4      | 0      | 0         | 2       | 0       | 0       | 2       | 1                    | 1     | 1     | 1     |
| .....                                       | 3.6%  | 7.0%   | .0%    | .0%       | 16.7%   | .0%     | .0%     | 5.1%    | 5.6%                 | 3.1%  | 3.8%  | 2.9%  |
| .....                                       | 100%  | 100%   | .0%    | .0%       | 50.0%   | .0%     | .0%     | 50.0%   | 25.0%                | 25.0% | 25.0% | 25.0% |
| QUIZZES/GAME<br>SHOWS/VARIETY<br>PROGRAMMES |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                                   | 49    | 29     | 20     | 0         | 2       | 12      | 10      | 25      | 11                   | 13    | 12    | 13    |
| .....                                       | 44.5% | 50.9%  | 37.7%  | .0%       | 16.7%   | 37.5%   | 41.7%   | 64.1%   | 61.1%                | 40.6% | 46.2% | 38.2% |
| .....                                       | 100%  | 59.2%  | 40.8%  | .0%       | 4.1%    | 24.5%   | 20.4%   | 51.0%   | 22.4%                | 26.5% | 24.5% | 26.5% |
| TVM.....                                    | 14    | 7      | 7      | 0         | 1       | 4       | 3       | 6       | 1                    | 5     | 4     | 4     |
| .....                                       | 12.7% | 12.3%  | 13.2%  | .0%       | 8.3%    | 12.5%   | 12.5%   | 15.4%   | 5.6%                 | 15.6% | 15.4% | 11.8% |
| .....                                       | 100%  | 50.0%  | 50.0%  | .0%       | 7.1%    | 28.6%   | 21.4%   | 42.9%   | 7.1%                 | 35.7% | 28.6% | 28.6% |
| SUPER 1 TV.....                             | 12    | 3      | 9      | 1         | 4       | 3       | 3       | 1       | 0                    | 5     | 1     | 6     |
| .....                                       | 10.9% | 5.3%   | 17.0%  | 33.3%     | 33.3%   | 9.4%    | 12.5%   | 2.6%    | .0%                  | 15.6% | 3.8%  | 17.6% |
| .....                                       | 100%  | 25.0%  | 75.0%  | 8.3%      | 33.3%   | 25.0%   | 25.0%   | 8.3%    | .0%                  | 41.7% | 8.3%  | 50.0% |
| NET TV.....                                 | 3     | 1      | 2      | 0         | 0       | 2       | 1       | 0       | 0                    | 0     | 2     | 1     |
| .....                                       | 2.7%  | 1.8%   | 3.8%   | .0%       | .0%     | 6.3%    | 4.2%    | .0%     | .0%                  | .0%   | 7.7%  | 2.9%  |
| .....                                       | 100%  | 33.3%  | 66.7%  | .0%       | .0%     | 66.7%   | 33.3%   | .0%     | .0%                  | .0%   | 66.7% | 33.3% |
| RAI.....                                    | 11    | 7      | 4      | 0         | 2       | 5       | 1       | 3       | 2                    | 5     | 2     | 2     |
| .....                                       | 10.0% | 12.3%  | 7.5%   | .0%       | 16.7%   | 15.6%   | 4.2%    | 7.7%    | 11.1%                | 15.6% | 7.7%  | 5.9%  |
| .....                                       | 100%  | 63.6%  | 36.4%  | .0%       | 18.2%   | 45.5%   | 9.1%    | 27.3%   | 18.2%                | 45.5% | 18.2% | 18.2% |
| MEDIASET.....                               | 18    | 8      | 10     | 2         | 2       | 6       | 5       | 3       | 3                    | 4     | 4     | 7     |
| .....                                       | 16.4% | 14.0%  | 18.9%  | 66.7%     | 16.7%   | 18.8%   | 20.8%   | 7.7%    | 16.7%                | 12.5% | 15.4% | 20.6% |
| .....                                       | 100%  | 44.4%  | 55.6%  | 11.1%     | 11.1%   | 33.3%   | 27.8%   | 16.7%   | 16.7%                | 22.2% | 22.2% | 38.9% |
| SATELLITE.....                              | 3     | 2      | 1      | 0         | 1       | 0       | 1       | 1       | 1                    | 0     | 1     | 1     |
| .....                                       | 2.7%  | 3.5%   | 1.9%   | .0%       | 8.3%    | .0%     | 4.2%    | 2.6%    | 5.6%                 | .0%   | 3.8%  | 2.9%  |
| .....                                       | 100%  | 66.7%  | 33.3%  | .0%       | 33.3%   | .0%     | 33.3%   | 33.3%   | 33.3%                | .0%   | 33.3% | 33.3% |
| MUSIC VIDEO-CLIPS                           |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                                   | 79    | 36     | 43     | 1         | 3       | 23      | 17      | 35      | 12                   | 19    | 21    | 27    |
| .....                                       | 71.8% | 63.2%  | 81.1%  | 33.3%     | 25.0%   | 71.9%   | 70.8%   | 89.7%   | 66.7%                | 59.4% | 80.8% | 79.4% |

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    |
| .....              | 100%  | 45.6%  | 54.4%  | 1.3%      | 3.8%    | 29.1%   | 21.5%   | 44.3%   | 15.2%                | 24.1% | 26.6% | 34.2% |
| TVM.....           | 7     | 4      | 3      | 0         | 1       | 1       | 2       | 3       | 1                    | 2     | 3     | 1     |
| .....              | 6.4%  | 7.0%   | 5.7%   | .0%       | 8.3%    | 3.1%    | 8.3%    | 7.7%    | 5.6%                 | 6.3%  | 11.5% | 2.9%  |
| .....              | 100%  | 57.1%  | 42.9%  | .0%       | 14.3%   | 14.3%   | 28.6%   | 42.9%   | 14.3%                | 28.6% | 42.9% | 14.3% |
| SUPER 1 TV.....    | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....              | .9%   | .0%    | 1.9%   | .0%       | .0%     | 3.1%    | .0%     | .0%     | .0%                  | 3.1%  | .0%   | .0%   |
| .....              | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| SMASH TV.....      | 2     | 2      | 0      | 1         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 1     |
| .....              | 1.8%  | 3.5%   | .0%    | 33.3%     | .0%     | 3.1%    | .0%     | .0%     | .0%                  | .0%   | 3.8%  | 2.9%  |
| .....              | 100%  | 100%   | .0%    | 50.0%     | .0%     | 50.0%   | .0%     | .0%     | .0%                  | .0%   | 50.0% | 50.0% |
| MAX PLUS.....      | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....              | .9%   | 1.8%   | .0%    | .0%       | .0%     | 3.1%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 2.9%  |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| RAI.....           | 1     | 1      | 0      | 0         | 0       | 0       | 1       | 0       | 1                    | 0     | 0     | 0     |
| .....              | .9%   | 1.8%   | .0%    | .0%       | .0%     | .0%     | 4.2%    | .0%     | 5.6%                 | .0%   | .0%   | .0%   |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | 100%    | .0%     | 100%                 | .0%   | .0%   | .0%   |
| MEDIASET.....      | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....              | .9%   | 1.8%   | .0%    | .0%       | .0%     | 3.1%    | .0%     | .0%     | 5.6%                 | .0%   | .0%   | .0%   |
| .....              | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| OTHER ITALIAN..... | 2     | 2      | 0      | 0         | 1       | 1       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....              | 1.8%  | 3.5%   | .0%    | .0%       | 8.3%    | 3.1%    | .0%     | .0%     | .0%                  | 3.1%  | .0%   | 2.9%  |
| .....              | 100%  | 100%   | .0%    | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| SATELLITE.....     | 16    | 10     | 6      | 1         | 7       | 3       | 4       | 1       | 3                    | 9     | 1     | 3     |
| .....              | 14.5% | 17.5%  | 11.3%  | 33.3%     | 58.3%   | 9.4%    | 16.7%   | 2.6%    | 16.7%                | 28.1% | 3.8%  | 8.8%  |
| .....              | 100%  | 62.5%  | 37.5%  | 6.3%      | 43.8%   | 18.8%   | 25.0%   | 6.3%    | 18.8%                | 56.3% | 6.3%  | 18.8% |
| <b>PLAYS</b>       |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....          | 48    | 30     | 18     | 1         | 1       | 18      | 5       | 23      | 10                   | 12    | 13    | 13    |
| .....              | 43.6% | 52.6%  | 34.0%  | 33.3%     | 8.3%    | 56.3%   | 20.8%   | 59.0%   | 55.6%                | 37.5% | 50.0% | 38.2% |
| .....              | 100%  | 62.5%  | 37.5%  | 2.1%      | 2.1%    | 37.5%   | 10.4%   | 47.9%   | 20.8%                | 25.0% | 27.1% | 27.1% |
| TVM.....           | 28    | 13     | 15     | 1         | 4       | 8       | 8       | 7       | 2                    | 8     | 8     | 10    |
| .....              | 25.5% | 22.8%  | 28.3%  | 33.3%     | 33.3%   | 25.0%   | 33.3%   | 17.9%   | 11.1%                | 25.0% | 30.8% | 29.4% |
| .....              | 100%  | 46.4%  | 53.6%  | 3.6%      | 14.3%   | 28.6%   | 28.6%   | 25.0%   | 7.1%                 | 28.6% | 28.6% | 35.7% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                 | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|-----------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                 |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| SUPER 1 TV..... | 22    | 7      | 15     | 0         | 5       | 5       | 5       | 7       | 1                    | 9     | 3     | 9     |
| .....           | 20.0% | 12.3%  | 28.3%  | .0%       | 41.7%   | 15.6%   | 20.8%   | 17.9%   | 5.6%                 | 28.1% | 11.5% | 26.5% |
| .....           | 100%  | 31.8%  | 68.2%  | .0%       | 22.7%   | 22.7%   | 22.7%   | 31.8%   | 4.5%                 | 40.9% | 13.6% | 40.9% |
| NET TV.....     | 7     | 4      | 3      | 0         | 1       | 1       | 4       | 1       | 2                    | 3     | 1     | 1     |
| .....           | 6.4%  | 7.0%   | 5.7%   | .0%       | 8.3%    | 3.1%    | 16.7%   | 2.6%    | 11.1%                | 9.4%  | 3.8%  | 2.9%  |
| .....           | 100%  | 57.1%  | 42.9%  | .0%       | 14.3%   | 14.3%   | 57.1%   | 14.3%   | 28.6%                | 42.9% | 14.3% | 14.3% |
| RAI.....        | 2     | 1      | 1      | 1         | 0       | 0       | 1       | 0       | 1                    | 0     | 1     | 0     |
| .....           | 1.8%  | 1.8%   | 1.9%   | 33.3%     | .0%     | .0%     | 4.2%    | .0%     | 5.6%                 | .0%   | 3.8%  | .0%   |
| .....           | 100%  | 50.0%  | 50.0%  | 50.0%     | .0%     | .0%     | 50.0%   | .0%     | 50.0%                | .0%   | 50.0% | .0%   |
| SATELLITE.....  | 3     | 2      | 1      | 0         | 1       | 0       | 1       | 1       | 2                    | 0     | 0     | 1     |
| .....           | 2.7%  | 3.5%   | 1.9%   | .0%       | 8.3%    | .0%     | 4.2%    | 2.6%    | 11.1%                | .0%   | .0%   | 2.9%  |
| .....           | 100%  | 66.7%  | 33.3%  | .0%       | 33.3%   | .0%     | 33.3%   | 33.3%   | 66.7%                | .0%   | .0%   | 33.3% |

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    |
| <b>TOTAL.....</b>         | 110   | 57     | 53     | 3         | 12      | 32      | 24      | 39      | 18                   | 32    | 26    | 34    |
| <b>ART &amp; CULTURE</b>  |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 60    | 30     | 30     | 1         | 5       | 20      | 9       | 25      | 9                    | 12    | 19    | 20    |
| .....                     | 54.5% | 52.6%  | 56.6%  | 33.3%     | 41.7%   | 62.5%   | 37.5%   | 64.1%   | 50.0%                | 37.5% | 73.1% | 58.8% |
| .....                     | 100%  | 50.0%  | 50.0%  | 1.7%      | 8.3%    | 33.3%   | 15.0%   | 41.7%   | 15.0%                | 20.0% | 31.7% | 33.3% |
| TVM.....                  | 38    | 20     | 18     | 2         | 5       | 8       | 11      | 12      | 6                    | 17    | 7     | 8     |
| .....                     | 34.5% | 35.1%  | 34.0%  | 66.7%     | 41.7%   | 25.0%   | 45.8%   | 30.8%   | 33.3%                | 53.1% | 26.9% | 23.5% |
| .....                     | 100%  | 52.6%  | 47.4%  | 5.3%      | 13.2%   | 21.1%   | 28.9%   | 31.6%   | 15.8%                | 44.7% | 18.4% | 21.1% |
| SUPER 1 TV.....           | 3     | 0      | 3      | 0         | 0       | 0       | 2       | 1       | 0                    | 2     | 0     | 1     |
| .....                     | 2.7%  | .0%    | 5.7%   | .0%       | .0%     | .0%     | 8.3%    | 2.6%    | .0%                  | 6.3%  | .0%   | 2.9%  |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 66.7%   | 33.3%   | .0%                  | 66.7% | .0%   | 33.3% |
| NET TV.....               | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 0                    | 0     | 0     | 1     |
| .....                     | .9%   | .0%    | 1.9%   | .0%       | .0%     | .0%     | 4.2%    | .0%     | .0%                  | .0%   | .0%   | 2.9%  |
| .....                     | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | .0%   | 100%  |
| RAI.....                  | 4     | 4      | 0      | 0         | 1       | 2       | 0       | 1       | 1                    | 1     | 0     | 2     |
| .....                     | 3.6%  | 7.0%   | .0%    | .0%       | 8.3%    | 6.3%    | .0%     | 2.6%    | 5.6%                 | 3.1%  | .0%   | 5.9%  |
| .....                     | 100%  | 100%   | .0%    | .0%       | 25.0%   | 50.0%   | .0%     | 25.0%   | 25.0%                | 25.0% | .0%   | 50.0% |
| MEDIASET.....             | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....                     | .9%   | 1.8%   | .0%    | .0%       | .0%     | 3.1%    | .0%     | .0%     | 5.6%                 | .0%   | .0%   | .0%   |
| .....                     | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| SATELLITE.....            | 3     | 2      | 1      | 0         | 1       | 1       | 1       | 0       | 1                    | 0     | 0     | 2     |
| .....                     | 2.7%  | 3.5%   | 1.9%   | .0%       | 8.3%    | 3.1%    | 4.2%    | .0%     | 5.6%                 | .0%   | .0%   | 5.9%  |
| .....                     | 100%  | 66.7%  | 33.3%  | .0%       | 33.3%   | 33.3%   | 33.3%   | .0%     | 33.3%                | .0%   | .0%   | 66.7% |
| <b>WOMEN'S PROGRAMMES</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....                 | 64    | 45     | 19     | 3         | 6       | 19      | 12      | 24      | 11                   | 18    | 17    | 18    |
| .....                     | 58.2% | 78.9%  | 35.8%  | 100%      | 50.0%   | 59.4%   | 50.0%   | 61.5%   | 61.1%                | 56.3% | 65.4% | 52.9% |
| .....                     | 100%  | 70.3%  | 29.7%  | 4.7%      | 9.4%    | 29.7%   | 18.8%   | 37.5%   | 17.2%                | 28.1% | 26.6% | 28.1% |
| TVM.....                  | 31    | 7      | 24     | 0         | 3       | 9       | 7       | 12      | 3                    | 10    | 8     | 10    |
| .....                     | 28.2% | 12.3%  | 45.3%  | .0%       | 25.0%   | 28.1%   | 29.2%   | 30.8%   | 16.7%                | 31.3% | 30.8% | 29.4% |
| .....                     | 100%  | 22.6%  | 77.4%  | .0%       | 9.7%    | 29.0%   | 22.6%   | 38.7%   | 9.7%                 | 32.3% | 25.8% | 32.3% |
| SUPER 1 TV.....           | 9     | 0      | 9      | 0         | 1       | 2       | 3       | 3       | 0                    | 3     | 1     | 5     |
| .....                     | 8.2%  | .0%    | 17.0%  | .0%       | 8.3%    | 6.3%    | 12.5%   | 7.7%    | .0%                  | 9.4%  | 3.8%  | 14.7% |

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%  | .0%    | 100%   | .0%       | 11.1%   | 22.2%   | 33.3%   | 33.3%   | .0%                  | 33.3% | 11.1% | 55.6% |
| MAX PLUS.....         | 1     | 1      | 0      | 0         | 1       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                 | .9%   | 1.8%   | .0%    | .0%       | 8.3%    | .0%     | .0%     | .0%     | .0%                  | 3.1%  | .0%   | .0%   |
| .....                 | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| RAI.....              | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 1                    | 0     | 0     | 0     |
| .....                 | .9%   | .0%    | 1.9%   | .0%       | .0%     | .0%     | 4.2%    | .0%     | 5.6%                 | .0%   | .0%   | .0%   |
| .....                 | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | 100%                 | .0%   | .0%   | .0%   |
| MEDIASET.....         | 2     | 2      | 0      | 0         | 0       | 2       | 0       | 0       | 2                    | 0     | 0     | 0     |
| .....                 | 1.8%  | 3.5%   | .0%    | .0%       | .0%     | 6.3%    | .0%     | .0%     | 11.1%                | .0%   | .0%   | .0%   |
| .....                 | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| SATELLITE.....        | 2     | 2      | 0      | 0         | 1       | 0       | 1       | 0       | 1                    | 0     | 0     | 1     |
| .....                 | 1.8%  | 3.5%   | .0%    | .0%       | 8.3%    | .0%     | 4.2%    | .0%     | 5.6%                 | .0%   | .0%   | 2.9%  |
| .....                 | 100%  | 100%   | .0%    | .0%       | 50.0%   | .0%     | 50.0%   | .0%     | 50.0%                | .0%   | .0%   | 50.0% |
| CHILDREN'S PROGRAMMES |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....             | 81    | 40     | 41     | 2         | 5       | 20      | 21      | 33      | 11                   | 22    | 20    | 28    |
| .....                 | 73.6% | 70.2%  | 77.4%  | 66.7%     | 41.7%   | 62.5%   | 87.5%   | 84.6%   | 61.1%                | 68.8% | 76.9% | 82.4% |
| .....                 | 100%  | 49.4%  | 50.6%  | 2.5%      | 6.2%    | 24.7%   | 25.9%   | 40.7%   | 13.6%                | 27.2% | 24.7% | 34.6% |
| TVM.....              | 11    | 7      | 4      | 1         | 3       | 4       | 0       | 3       | 0                    | 4     | 4     | 3     |
| .....                 | 10.0% | 12.3%  | 7.5%   | 33.3%     | 25.0%   | 12.5%   | .0%     | 7.7%    | .0%                  | 12.5% | 15.4% | 8.8%  |
| .....                 | 100%  | 63.6%  | 36.4%  | 9.1%      | 27.3%   | 36.4%   | .0%     | 27.3%   | .0%                  | 36.4% | 36.4% | 27.3% |
| NET TV.....           | 7     | 3      | 4      | 0         | 1       | 4       | 0       | 2       | 0                    | 3     | 2     | 2     |
| .....                 | 6.4%  | 5.3%   | 7.5%   | .0%       | 8.3%    | 12.5%   | .0%     | 5.1%    | .0%                  | 9.4%  | 7.7%  | 5.9%  |
| .....                 | 100%  | 42.9%  | 57.1%  | .0%       | 14.3%   | 57.1%   | .0%     | 28.6%   | .0%                  | 42.9% | 28.6% | 28.6% |
| RAI.....              | 2     | 2      | 0      | 0         | 0       | 1       | 1       | 0       | 2                    | 0     | 0     | 0     |
| .....                 | 1.8%  | 3.5%   | .0%    | .0%       | .0%     | 3.1%    | 4.2%    | .0%     | 11.1%                | .0%   | .0%   | .0%   |
| .....                 | 100%  | 100%   | .0%    | .0%       | .0%     | 50.0%   | 50.0%   | .0%     | 100%                 | .0%   | .0%   | .0%   |
| MEDIASET.....         | 4     | 2      | 2      | 0         | 1       | 3       | 0       | 0       | 1                    | 3     | 0     | 0     |
| .....                 | 3.6%  | 3.5%   | 3.8%   | .0%       | 8.3%    | 9.4%    | .0%     | .0%     | 5.6%                 | 9.4%  | .0%   | .0%   |
| .....                 | 100%  | 50.0%  | 50.0%  | .0%       | 25.0%   | 75.0%   | .0%     | .0%     | 25.0%                | 75.0% | .0%   | .0%   |
| SATELLITE.....        | 5     | 3      | 2      | 0         | 2       | 0       | 2       | 1       | 4                    | 0     | 0     | 1     |
| .....                 | 4.5%  | 5.3%   | 3.8%   | .0%       | 16.7%   | .0%     | 8.3%    | 2.6%    | 22.2%                | .0%   | .0%   | 2.9%  |
| .....                 | 100%  | 60.0%  | 40.0%  | .0%       | 40.0%   | .0%     | 40.0%   | 20.0%   | 80.0%                | .0%   | .0%   | 20.0% |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

|                         | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-------|-------|-------|
|                         |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1    | C2    | DE    |
| <b>RELIGION</b>         |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....               | 53    | 31     | 22     | 1         | 5       | 18      | 10      | 19      | 8                    | 13    | 17    | 15    |
| .....                   | 48.2% | 54.4%  | 41.5%  | 33.3%     | 41.7%   | 56.3%   | 41.7%   | 48.7%   | 44.4%                | 40.6% | 65.4% | 44.1% |
| .....                   | 100%  | 58.5%  | 41.5%  | 1.9%      | 9.4%    | 34.0%   | 18.9%   | 35.8%   | 15.1%                | 24.5% | 32.1% | 28.3% |
| TVM.....                | 26    | 11     | 15     | 0         | 2       | 7       | 4       | 13      | 4                    | 9     | 6     | 7     |
| .....                   | 23.6% | 19.3%  | 28.3%  | .0%       | 16.7%   | 21.9%   | 16.7%   | 33.3%   | 22.2%                | 28.1% | 23.1% | 20.6% |
| .....                   | 100%  | 42.3%  | 57.7%  | .0%       | 7.7%    | 26.9%   | 15.4%   | 50.0%   | 15.4%                | 34.6% | 23.1% | 26.9% |
| SUPER 1 TV.....         | 9     | 4      | 5      | 1         | 1       | 2       | 3       | 2       | 0                    | 4     | 0     | 5     |
| .....                   | 8.2%  | 7.0%   | 9.4%   | 33.3%     | 8.3%    | 6.3%    | 12.5%   | 5.1%    | .0%                  | 12.5% | .0%   | 14.7% |
| .....                   | 100%  | 44.4%  | 55.6%  | 11.1%     | 11.1%   | 22.2%   | 33.3%   | 22.2%   | .0%                  | 44.4% | .0%   | 55.6% |
| NET TV.....             | 12    | 4      | 8      | 1         | 1       | 2       | 4       | 4       | 2                    | 4     | 2     | 4     |
| .....                   | 10.9% | 7.0%   | 15.1%  | 33.3%     | 8.3%    | 6.3%    | 16.7%   | 10.3%   | 11.1%                | 12.5% | 7.7%  | 11.8% |
| .....                   | 100%  | 33.3%  | 66.7%  | 8.3%      | 8.3%    | 16.7%   | 33.3%   | 33.3%   | 16.7%                | 33.3% | 16.7% | 33.3% |
| SMASH TV.....           | 4     | 2      | 2      | 0         | 2       | 1       | 1       | 0       | 0                    | 1     | 1     | 2     |
| .....                   | 3.6%  | 3.5%   | 3.8%   | .0%       | 16.7%   | 3.1%    | 4.2%    | .0%     | .0%                  | 3.1%  | 3.8%  | 5.9%  |
| .....                   | 100%  | 50.0%  | 50.0%  | .0%       | 50.0%   | 25.0%   | 25.0%   | .0%     | .0%                  | 25.0% | 25.0% | 50.0% |
| RAI.....                | 3     | 3      | 0      | 0         | 0       | 2       | 0       | 1       | 3                    | 0     | 0     | 0     |
| .....                   | 2.7%  | 5.3%   | .0%    | .0%       | .0%     | 6.3%    | .0%     | 2.6%    | 16.7%                | .0%   | .0%   | .0%   |
| .....                   | 100%  | 100%   | .0%    | .0%       | .0%     | 66.7%   | .0%     | 33.3%   | 100%                 | .0%   | .0%   | .0%   |
| SATELLITE.....          | 3     | 2      | 1      | 0         | 1       | 0       | 2       | 0       | 1                    | 1     | 0     | 1     |
| .....                   | 2.7%  | 3.5%   | 1.9%   | .0%       | 8.3%    | .0%     | 8.3%    | .0%     | 5.6%                 | 3.1%  | .0%   | 2.9%  |
| .....                   | 100%  | 66.7%  | 33.3%  | .0%       | 33.3%   | .0%     | 66.7%   | .0%     | 33.3%                | 33.3% | .0%   | 33.3% |
| <b>BUSINESS/FINANCE</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| NONE.....               | 87    | 43     | 44     | 2         | 6       | 24      | 20      | 35      | 15                   | 25    | 22    | 25    |
| .....                   | 79.1% | 75.4%  | 83.0%  | 66.7%     | 50.0%   | 75.0%   | 83.3%   | 89.7%   | 83.3%                | 78.1% | 84.6% | 73.5% |
| .....                   | 100%  | 49.4%  | 50.6%  | 2.3%      | 6.9%    | 27.6%   | 23.0%   | 40.2%   | 17.2%                | 28.7% | 25.3% | 28.7% |
| TVM.....                | 15    | 10     | 5      | 0         | 4       | 7       | 2       | 2       | 0                    | 7     | 3     | 5     |
| .....                   | 13.6% | 17.5%  | 9.4%   | .0%       | 33.3%   | 21.9%   | 8.3%    | 5.1%    | .0%                  | 21.9% | 11.5% | 14.7% |
| .....                   | 100%  | 66.7%  | 33.3%  | .0%       | 26.7%   | 46.7%   | 13.3%   | 13.3%   | .0%                  | 46.7% | 20.0% | 33.3% |
| SUPER 1 TV.....         | 3     | 1      | 2      | 1         | 0       | 0       | 1       | 1       | 0                    | 0     | 0     | 3     |
| .....                   | 2.7%  | 1.8%   | 3.8%   | 33.3%     | .0%     | .0%     | 4.2%    | 2.6%    | .0%                  | .0%   | .0%   | 8.8%  |
| .....                   | 100%  | 33.3%  | 66.7%  | 33.3%     | .0%     | .0%     | 33.3%   | 33.3%   | .0%                  | .0%   | .0%   | 100%  |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 4TH QUARTER 2002

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

|                | TOTAL | GENDER |        | AGE GROUP |         |         |         |         | SOCIO-ECONOMIC GROUP |     |      |       |
|----------------|-------|--------|--------|-----------|---------|---------|---------|---------|----------------------|-----|------|-------|
|                |       | MALE   | FEMALE | 12 - 17   | 18 - 30 | 31 - 50 | 51 - 65 | OVER 65 | AB                   | C1  | C2   | DE    |
| NET TV.....    | 1     | 0      | 1      | 0         | 0       | 0       | 0       | 1       | 0                    | 0   | 1    | 0     |
| .....          | .9%   | .0%    | 1.9%   | .0%       | .0%     | .0%     | .0%     | 2.6%    | .0%                  | .0% | 3.8% | .0%   |
| .....          | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | .0%     | 100%    | .0%                  | .0% | 100% | .0%   |
| RAI.....       | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 1                    | 0   | 0    | 0     |
| .....          | .9%   | 1.8%   | .0%    | .0%       | .0%     | 3.1%    | .0%     | .0%     | 5.6%                 | .0% | .0%  | .0%   |
| .....          | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0% | .0%  | .0%   |
| SATELLITE..... | 3     | 2      | 1      | 0         | 2       | 0       | 1       | 0       | 2                    | 0   | 0    | 1     |
| .....          | 2.7%  | 3.5%   | 1.9%   | .0%       | 16.7%   | .0%     | 4.2%    | .0%     | 11.1%                | .0% | .0%  | 2.9%  |
| .....          | 100%  | 66.7%  | 33.3%  | .0%       | 66.7%   | .0%     | 33.3%   | .0%     | 66.7%                | .0% | .0%  | 33.3% |

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    |
| <b>TOTAL.....</b>     | 1001  | 490    | 511    | 112       | 210     | 371     | 182     | 126     | 184                  | 315   | 217   | 285   |
| <b>K44</b>            |       |        |        |           |         |         |         |         |                      |       |       |       |
| NO ANSWER.....        | 4     | 2      | 2      | 2         | 0       | 1       | 1       | 0       | 0                    | 0     | 1     | 3     |
| .....                 | .4%   | .4%    | .4%    | 1.8%      | .0%     | .3%     | .5%     | .0%     | .0%                  | .0%   | .5%   | 1.1%  |
| .....                 | 100%  | 50.0%  | 50.0%  | 50.0%     | .0%     | 25.0%   | 25.0%   | .0%     | .0%                  | .0%   | 25.0% | 75.0% |
| <b>ALWAYS.....</b>    | 103   | 54     | 49     | 0         | 11      | 50      | 27      | 15      | 21                   | 32    | 19    | 31    |
| .....                 | 10.3% | 11.0%  | 9.6%   | .0%       | 5.2%    | 13.5%   | 14.8%   | 11.9%   | 11.4%                | 10.2% | 8.8%  | 10.9% |
| .....                 | 100%  | 52.4%  | 47.6%  | .0%       | 10.7%   | 48.5%   | 26.2%   | 14.6%   | 20.4%                | 31.1% | 18.4% | 30.1% |
| <b>SOMETIMES.....</b> | 402   | 200    | 202    | 23        | 83      | 152     | 81      | 63      | 80                   | 122   | 79    | 121   |
| .....                 | 40.2% | 40.8%  | 39.5%  | 20.5%     | 39.5%   | 41.0%   | 44.5%   | 50.0%   | 43.5%                | 38.7% | 36.4% | 42.5% |
| .....                 | 100%  | 49.8%  | 50.2%  | 5.7%      | 20.6%   | 37.8%   | 20.1%   | 15.7%   | 19.9%                | 30.3% | 19.7% | 30.1% |
| <b>NEVER.....</b>     | 492   | 234    | 258    | 87        | 116     | 168     | 73      | 48      | 83                   | 161   | 118   | 130   |
| .....                 | 49.2% | 47.8%  | 50.5%  | 77.7%     | 55.2%   | 45.3%   | 40.1%   | 38.1%   | 45.1%                | 51.1% | 54.4% | 45.6% |
| .....                 | 100%  | 47.6%  | 52.4%  | 17.7%     | 23.6%   | 34.1%   | 14.8%   | 9.8%    | 16.9%                | 32.7% | 24.0% | 26.4% |

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    |
| <b>TOTAL.....</b>            | 764   | 380    | 384    | 72        | 165     | 286     | 136     | 105     | 129                  | 236   | 174   | 225   |
| <b>NO ANSWER.....</b>        | 714   | 352    | 362    | 68        | 157     | 264     | 127     | 98      | 119                  | 219   | 163   | 213   |
| .....                        | 93.5% | 92.6%  | 94.3%  | 94.4%     | 95.2%   | 92.3%   | 93.4%   | 93.3%   | 92.2%                | 92.8% | 93.7% | 94.7% |
| .....                        | 100%  | 49.3%  | 50.7%  | 9.5%      | 22.0%   | 37.0%   | 17.8%   | 13.7%   | 16.7%                | 30.7% | 22.8% | 29.8% |
| <b>MORE MUSIC FROM 1970s</b> |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>&amp; 1980s.....</b>      | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....                        | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .6%   | .0%   |
| .....                        | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| <b>MORE DISCUSSION</b>       |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>PROGRAMMES.....</b>       | 5     | 4      | 1      | 1         | 0       | 3       | 1       | 0       | 1                    | 3     | 1     | 0     |
| .....                        | .7%   | 1.1%   | .3%    | 1.4%      | .0%     | 1.0%    | .7%     | .0%     | .8%                  | 1.3%  | .6%   | .0%   |
| .....                        | 100%  | 80.0%  | 20.0%  | 20.0%     | .0%     | 60.0%   | 20.0%   | .0%     | 20.0%                | 60.0% | 20.0% | .0%   |
| <b>MORE PLAYS.....</b>       | 7     | 1      | 6      | 0         | 0       | 3       | 2       | 2       | 1                    | 1     | 3     | 2     |
| .....                        | .9%   | .3%    | 1.6%   | .0%       | .0%     | 1.0%    | 1.5%    | 1.9%    | .8%                  | .4%   | 1.7%  | .9%   |
| .....                        | 100%  | 14.3%  | 85.7%  | .0%       | .0%     | 42.9%   | 28.6%   | 28.6%   | 14.3%                | 14.3% | 42.9% | 28.6% |
| <b>MORE MUSIC.....</b>       | 14    | 8      | 6      | 1         | 5       | 5       | 1       | 2       | 1                    | 5     | 4     | 4     |
| .....                        | 1.8%  | 2.1%   | 1.6%   | 1.4%      | 3.0%    | 1.7%    | .7%     | 1.9%    | .8%                  | 2.1%  | 2.3%  | 1.8%  |
| .....                        | 100%  | 57.1%  | 42.9%  | 7.1%      | 35.7%   | 35.7%   | 7.1%    | 14.3%   | 7.1%                 | 35.7% | 28.6% | 28.6% |
| <b>MORE SPORTS.....</b>      | 5     | 5      | 0      | 0         | 0       | 5       | 0       | 0       | 2                    | 2     | 0     | 1     |
| .....                        | .7%   | 1.3%   | .0%    | .0%       | .0%     | 1.7%    | .0%     | .0%     | 1.6%                 | .8%   | .0%   | .4%   |
| .....                        | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 40.0%                | 40.0% | .0%   | 20.0% |
| <b>LESS POLITICS.....</b>    | 1     | 1      | 0      | 0         | 0       | 0       | 1       | 0       | 0                    | 0     | 0     | 1     |
| .....                        | .1%   | .3%    | .0%    | .0%       | .0%     | .0%     | .7%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                        | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | .0%   | 100%  |
| <b>MORE QUIZZES.....</b>     | 2     | 1      | 1      | 0         | 2       | 0       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....                        | .3%   | .3%    | .3%    | .0%       | 1.2%    | .0%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .4%   |
| .....                        | 100%  | 50.0%  | 50.0%  | .0%       | 100%    | .0%     | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| <b>MORE CULTURAL</b>         |       |        |        |           |         |         |         |         |                      |       |       |       |
| <b>PROGRAMMES.....</b>       | 1     | 1      | 0      | 0         | 0       | 0       | 1       | 0       | 0                    | 1     | 0     | 0     |
| .....                        | .1%   | .3%    | .0%    | .0%       | .0%     | .0%     | .7%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....                        | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | 100%  | .0%   | .0%   |

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 COUNTRY MUSIC...               | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                               | .1%   | .0%    | .3%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                               | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| MORE RELIGIOUS<br>PROGRAMMES.....   | 2     | 0      | 2      | 0         | 0       | 1       | 0       | 1       | 2                    | 0     | 0     | 0     |
| .....                               | .3%   | .0%    | .5%    | .0%       | .0%     | .3%     | .0%     | 1.0%    | 1.6%                 | .0%   | .0%   | .0%   |
| .....                               | 100%  | .0%    | 100%   | .0%       | .0%     | 50.0%   | .0%     | 50.0%   | 100%                 | .0%   | .0%   | .0%   |
| MORE CHILDREN'S<br>PROGRAMMES.....  | 1     | 0      | 1      | 1         | 0       | 0       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                               | .1%   | .0%    | .3%    | 1.4%      | .0%     | .0%     | .0%     | .0%     | .0%                  | .4%   | .0%   | .0%   |
| .....                               | 100%  | .0%    | 100%   | 100%      | .0%     | .0%     | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| MORE EDUCATIONAL<br>PROGRAMMES..... | 1     | 0      | 1      | 0         | 0       | 0       | 1       | 0       | 1                    | 0     | 0     | 0     |
| .....                               | .1%   | .0%    | .3%    | .0%       | .0%     | .0%     | .7%     | .0%     | .8%                  | .0%   | .0%   | .0%   |
| .....                               | 100%  | .0%    | 100%   | .0%       | .0%     | .0%     | 100%    | .0%     | 100%                 | .0%   | .0%   | .0%   |
| OLD SONGS.....                      | 1     | 1      | 0      | 0         | 0       | 0       | 1       | 0       | 0                    | 0     | 1     | 0     |
| .....                               | .1%   | .3%    | .0%    | .0%       | .0%     | .0%     | .7%     | .0%     | .0%                  | .0%   | .6%   | .0%   |
| .....                               | 100%  | 100%   | .0%    | .0%       | .0%     | .0%     | 100%    | .0%     | .0%                  | .0%   | 100%  | .0%   |
| CLASSICAL MUSIC.....                | 3     | 1      | 2      | 0         | 0       | 1       | 0       | 2       | 1                    | 0     | 1     | 1     |
| .....                               | .4%   | .3%    | .5%    | .0%       | .0%     | .3%     | .0%     | 1.9%    | .8%                  | .0%   | .6%   | .4%   |
| .....                               | 100%  | 33.3%  | 66.7%  | .0%       | .0%     | 33.3%   | .0%     | 66.7%   | 33.3%                | .0%   | 33.3% | 33.3% |
| HEALTH RELATED<br>PROGRAMMES.....   | 2     | 0      | 2      | 1         | 0       | 1       | 0       | 0       | 0                    | 2     | 0     | 0     |
| .....                               | .3%   | .0%    | .5%    | 1.4%      | .0%     | .3%     | .0%     | .0%     | .0%                  | .8%   | .0%   | .0%   |
| .....                               | 100%  | .0%    | 100%   | 50.0%     | .0%     | 50.0%   | .0%     | .0%     | .0%                  | 100%  | .0%   | .0%   |
| MORE COMEDY.....                    | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                               | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                               | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| LESS ADVERTISING.....               | 2     | 2      | 0      | 0         | 1       | 0       | 1       | 0       | 1                    | 1     | 0     | 0     |
| .....                               | .3%   | .5%    | .0%    | .0%       | .6%     | .0%     | .7%     | .0%     | .8%                  | .4%   | .0%   | .0%   |
| .....                               | 100%  | 100%   | .0%    | .0%       | 50.0%   | .0%     | 50.0%   | .0%     | 50.0%                | 50.0% | .0%   | .0%   |
| NEW D.Js.....                       | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 0                    | 1     | 0     | 0     |
| .....                               | .1%   | .3%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .4%   | .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  |
| ..... | 100%  | 100%   | .0%    | .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    |
| <b>TOTAL.....</b>            | 981   | 480    | 501    | 111       | 207     | 362     | 179     | 122     | 179                  | 309   | 215   | 278   |
| <b>NO ANSWER.....</b>        | 592   | 286    | 306    | 70        | 133     | 206     | 106     | 77      | 93                   | 187   | 137   | 175   |
| .....                        | 60.3% | 59.6%  | 61.1%  | 63.1%     | 64.3%   | 56.9%   | 59.2%   | 63.1%   | 52.0%                | 60.5% | 63.7% | 62.9% |
| .....                        | 100%  | 48.3%  | 51.7%  | 11.8%     | 22.5%   | 34.8%   | 17.9%   | 13.0%   | 15.7%                | 31.6% | 23.1% | 29.6% |
| <b>PROGRAMMES IN MALTESE</b> | 2     | 0      | 2      | 0         | 1       | 0       | 0       | 1       | 0                    | 1     | 1     | 0     |
| .....                        | .2%   | .0%    | .4%    | .0%       | .5%     | .0%     | .0%     | .8%     | .0%                  | .3%   | .5%   | .0%   |
| .....                        | 100%  | .0%    | 100%   | .0%       | 50.0%   | .0%     | .0%     | 50.0%   | .0%                  | 50.0% | 50.0% | .0%   |
| <b>MORE PLAYS IN MALTESE</b> | 35    | 15     | 20     | 1         | 6       | 14      | 11      | 3       | 3                    | 10    | 7     | 15    |
| .....                        | 3.6%  | 3.1%   | 4.0%   | .9%       | 2.9%    | 3.9%    | 6.1%    | 2.5%    | 1.7%                 | 3.2%  | 3.3%  | 5.4%  |
| .....                        | 100%  | 42.9%  | 57.1%  | 2.9%      | 17.1%   | 40.0%   | 31.4%   | 8.6%    | 8.6%                 | 28.6% | 20.0% | 42.9% |
| <b>OLD FILMS.....</b>        | 6     | 3      | 3      | 0         | 1       | 1       | 1       | 3       | 1                    | 2     | 1     | 2     |
| .....                        | .6%   | .6%    | .6%    | .0%       | .5%     | .3%     | .6%     | 2.5%    | .6%                  | .6%   | .5%   | .7%   |
| .....                        | 100%  | 50.0%  | 50.0%  | .0%       | 16.7%   | 16.7%   | 16.7%   | 50.0%   | 16.7%                | 33.3% | 16.7% | 33.3% |
| <b>FILMS IN MALTESE.....</b> | 2     | 2      | 0      | 2         | 0       | 0       | 0       | 0       | 0                    | 1     | 0     | 1     |
| .....                        | .2%   | .4%    | .0%    | 1.8%      | .0%     | .0%     | .0%     | .0%     | .0%                  | .3%   | .0%   | .4%   |
| .....                        | 100%  | 100%   | .0%    | 100%      | .0%     | .0%     | .0%     | .0%     | .0%                  | 50.0% | .0%   | 50.0% |
| <b>MORE FILMS.....</b>       | 59    | 32     | 27     | 10        | 16      | 25      | 6       | 2       | 12                   | 24    | 10    | 13    |
| .....                        | 6.0%  | 6.7%   | 5.4%   | 9.0%      | 7.7%    | 6.9%    | 3.4%    | 1.6%    | 6.7%                 | 7.8%  | 4.7%  | 4.7%  |
| .....                        | 100%  | 54.2%  | 45.8%  | 16.9%     | 27.1%   | 42.4%   | 10.2%   | 3.4%    | 20.3%                | 40.7% | 16.9% | 22.0% |
| <b>MORE DISCUSSION</b>       |       |        |        |           |         |         |         |         |                      |       |       |       |
| PROGRAMMES.....              | 13    | 10     | 3      | 1         | 4       | 3       | 2       | 3       | 3                    | 5     | 2     | 3     |
| .....                        | 1.3%  | 2.1%   | .6%    | .9%       | 1.9%    | .8%     | 1.1%    | 2.5%    | 1.7%                 | 1.6%  | .9%   | 1.1%  |
| .....                        | 100%  | 76.9%  | 23.1%  | 7.7%      | 30.8%   | 23.1%   | 15.4%   | 23.1%   | 23.1%                | 38.5% | 15.4% | 23.1% |
| <b>QUIZZES.....</b>          | 8     | 2      | 6      | 1         | 2       | 4       | 1       | 0       | 2                    | 4     | 0     | 2     |
| .....                        | .8%   | .4%    | 1.2%   | .9%       | 1.0%    | 1.1%    | .6%     | .0%     | 1.1%                 | 1.3%  | .0%   | .7%   |
| .....                        | 100%  | 25.0%  | 75.0%  | 12.5%     | 25.0%   | 50.0%   | 12.5%   | .0%     | 25.0%                | 50.0% | .0%   | 25.0% |
| <b>CARTOONS.....</b>         | 8     | 1      | 7      | 4         | 0       | 4       | 0       | 0       | 3                    | 2     | 1     | 2     |
| .....                        | .8%   | .2%    | 1.4%   | 3.6%      | .0%     | 1.1%    | .0%     | .0%     | 1.7%                 | .6%   | .5%   | .7%   |
| .....                        | 100%  | 12.5%  | 87.5%  | 50.0%     | .0%     | 50.0%   | .0%     | .0%     | 37.5%                | 25.0% | 12.5% | 25.0% |

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    |
| HOUSEHOLD RELATED PROGRAMMES:<br>COOKING, SEWING ETC..... | 22    | 5      | 17     | 1         | 3       | 7       | 9       | 2       | 5                    | 6     | 5     | 6     |
| .....                                                     | 2.2%  | 1.0%   | 3.4%   | .9%       | 1.4%    | 1.9%    | 5.0%    | 1.6%    | 2.8%                 | 1.9%  | 2.3%  | 2.2%  |
| .....                                                     | 100%  | 22.7%  | 77.3%  | 4.5%      | 13.6%   | 31.8%   | 40.9%   | 9.1%    | 22.7%                | 27.3% | 22.7% | 27.3% |
| CHILDREN'S PROGRAMMES                                     | 12    | 6      | 6      | 4         | 2       | 5       | 1       | 0       | 2                    | 8     | 1     | 1     |
| .....                                                     | 1.2%  | 1.3%   | 1.2%   | 3.6%      | 1.0%    | 1.4%    | .6%     | .0%     | 1.1%                 | 2.6%  | .5%   | .4%   |
| .....                                                     | 100%  | 50.0%  | 50.0%  | 33.3%     | 16.7%   | 41.7%   | 8.3%    | .0%     | 16.7%                | 66.7% | 8.3%  | 8.3%  |
| CONTEMPORARY MUSIC...                                     | 1     | 0      | 1      | 0         | 0       | 1       | 0       | 0       | 0                    | 0     | 0     | 1     |
| .....                                                     | .1%   | .0%    | .2%    | .0%       | .0%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .4%   |
| .....                                                     | 100%  | .0%    | 100%   | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |
| MORE SPORTS.....                                          | 34    | 32     | 2      | 5         | 8       | 13      | 7       | 1       | 7                    | 10    | 9     | 8     |
| .....                                                     | 3.5%  | 6.7%   | .4%    | 4.5%      | 3.9%    | 3.6%    | 3.9%    | .8%     | 3.9%                 | 3.2%  | 4.2%  | 2.9%  |
| .....                                                     | 100%  | 94.1%  | 5.9%   | 14.7%     | 23.5%   | 38.2%   | 20.6%   | 2.9%    | 20.6%                | 29.4% | 26.5% | 23.5% |
| DOCUMENTARIES/HISTORY<br>/CULTURE/TRAVEL PROGRAMMES.....  | 48    | 31     | 17     | 2         | 9       | 20      | 11      | 6       | 13                   | 15    | 10    | 10    |
| .....                                                     | 4.9%  | 6.5%   | 3.4%   | 1.8%      | 4.3%    | 5.5%    | 6.1%    | 4.9%    | 7.3%                 | 4.9%  | 4.7%  | 3.6%  |
| .....                                                     | 100%  | 64.6%  | 35.4%  | 4.2%      | 18.8%   | 41.7%   | 22.9%   | 12.5%   | 27.1%                | 31.3% | 20.8% | 20.8% |
| MORE COMEDY.....                                          | 11    | 5      | 6      | 0         | 2       | 5       | 2       | 2       | 3                    | 3     | 0     | 5     |
| .....                                                     | 1.1%  | 1.0%   | 1.2%   | .0%       | 1.0%    | 1.4%    | 1.1%    | 1.6%    | 1.7%                 | 1.0%  | .0%   | 1.8%  |
| .....                                                     | 100%  | 45.5%  | 54.5%  | .0%       | 18.2%   | 45.5%   | 18.2%   | 18.2%   | 27.3%                | 27.3% | .0%   | 45.5% |
| MORE SERIOUS &<br>EDUCATIONAL PROGRAMMES.....             | 25    | 13     | 12     | 1         | 1       | 13      | 6       | 4       | 11                   | 9     | 2     | 3     |
| .....                                                     | 2.5%  | 2.7%   | 2.4%   | .9%       | .5%     | 3.6%    | 3.4%    | 3.3%    | 6.1%                 | 2.9%  | .9%   | 1.1%  |
| .....                                                     | 100%  | 52.0%  | 48.0%  | 4.0%      | 4.0%    | 52.0%   | 24.0%   | 16.0%   | 44.0%                | 36.0% | 8.0%  | 12.0% |
| MORE YOUTH PROGRAMMES                                     | 7     | 3      | 4      | 2         | 2       | 3       | 0       | 0       | 1                    | 2     | 2     | 2     |
| .....                                                     | .7%   | .6%    | .8%    | 1.8%      | 1.0%    | .8%     | .0%     | .0%     | .6%                  | .6%   | .9%   | .7%   |
| .....                                                     | 100%  | 42.9%  | 57.1%  | 28.6%     | 28.6%   | 42.9%   | .0%     | .0%     | 14.3%                | 28.6% | 28.6% | 28.6% |
| MORE MUSIC.....                                           | 6     | 2      | 4      | 1         | 2       | 3       | 0       | 0       | 1                    | 1     | 2     | 2     |
| .....                                                     | .6%   | .4%    | .8%    | .9%       | 1.0%    | .8%     | .0%     | .0%     | .6%                  | .3%   | .9%   | .7%   |
| .....                                                     | 100%  | 33.3%  | 66.7%  | 16.7%     | 33.3%   | 50.0%   | .0%     | .0%     | 16.7%                | 16.7% | 33.3% | 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 RELIGIOUS PROGRAMMES.....          | 12    | 8      | 4      | 0         | 1       | 6       | 3       | 2       | 4                    | 1     | 6     | 1     |
| .....                                   | 1.2%  | 1.7%   | .8%    | .0%       | .5%     | 1.7%    | 1.7%    | 1.6%    | 2.2%                 | .3%   | 2.8%  | .4%   |
| .....                                   | 100%  | 66.7%  | 33.3%  | .0%       | 8.3%    | 50.0%   | 25.0%   | 16.7%   | 33.3%                | 8.3%  | 50.0% | 8.3%  |
| MORE GHANA.....                         | 2     | 2      | 0      | 0         | 0       | 2       | 0       | 0       | 0                    | 0     | 1     | 1     |
| .....                                   | .2%   | .4%    | .0%    | .0%       | .0%     | .6%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .4%   |
| .....                                   | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | .0%                  | .0%   | 50.0% | 50.0% |
| MORE GHANA.....                         | 1     | 0      | 1      | 0         | 1       | 0       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....                                   | .1%   | .0%    | .2%    | .0%       | .5%     | .0%     | .0%     | .0%     | .6%                  | .0%   | .0%   | .0%   |
| .....                                   | 100%  | .0%    | 100%   | .0%       | 100%    | .0%     | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| MORE MALTESE SOAP OPERAS/SERIALS....    | 10    | 2      | 8      | 2         | 4       | 3       | 1       | 0       | 1                    | 2     | 3     | 4     |
| .....                                   | 1.0%  | .4%    | 1.6%   | 1.8%      | 1.9%    | .8%     | .6%     | .0%     | .6%                  | .6%   | 1.4%  | 1.4%  |
| .....                                   | 100%  | 20.0%  | 80.0%  | 20.0%     | 40.0%   | 30.0%   | 10.0%   | .0%     | 10.0%                | 20.0% | 30.0% | 40.0% |
| MORE VARIETY PROGRAMMES.....            | 6     | 4      | 2      | 1         | 1       | 1       | 2       | 1       | 2                    | 1     | 2     | 1     |
| .....                                   | .6%   | .8%    | .4%    | .9%       | .5%     | .3%     | 1.1%    | .8%     | 1.1%                 | .3%   | .9%   | .4%   |
| .....                                   | 100%  | 66.7%  | 33.3%  | 16.7%     | 16.7%   | 16.7%   | 33.3%   | 16.7%   | 33.3%                | 16.7% | 33.3% | 16.7% |
| HEALTH PROGRAMMES....                   | 9     | 1      | 8      | 2         | 3       | 2       | 1       | 1       | 1                    | 5     | 1     | 2     |
| .....                                   | .9%   | .2%    | 1.6%   | 1.8%      | 1.4%    | .6%     | .6%     | .8%     | .6%                  | 1.6%  | .5%   | .7%   |
| .....                                   | 100%  | 11.1%  | 88.9%  | 22.2%     | 33.3%   | 22.2%   | 11.1%   | 11.1%   | 11.1%                | 55.6% | 11.1% | 22.2% |
| ENVIRONMENTAL AWARENESS PROGRAMMES..... | 3     | 2      | 1      | 1         | 0       | 1       | 0       | 1       | 0                    | 2     | 0     | 1     |
| .....                                   | .3%   | .4%    | .2%    | .9%       | .0%     | .3%     | .0%     | .8%     | .0%                  | .6%   | .0%   | .4%   |
| .....                                   | 100%  | 66.7%  | 33.3%  | 33.3%     | .0%     | 33.3%   | .0%     | 33.3%   | .0%                  | 66.7% | .0%   | 33.3% |
| CURRENT AFFAIRS.....                    | 1     | 1      | 0      | 0         | 1       | 0       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....                                   | .1%   | .2%    | .0%    | .0%       | .5%     | .0%     | .0%     | .0%     | .6%                  | .0%   | .0%   | .0%   |
| .....                                   | 100%  | 100%   | .0%    | .0%       | 100%    | .0%     | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| REPEAT POPULAR PROGRAMMES.....          | 2     | 2      | 0      | 0         | 1       | 1       | 0       | 0       | 0                    | 0     | 0     | 2     |
| .....                                   | .2%   | .4%    | .0%    | .0%       | .5%     | .3%     | .0%     | .0%     | .0%                  | .0%   | .0%   | .7%   |
| .....                                   | 100%  | 100%   | .0%    | .0%       | 50.0%   | 50.0%   | .0%     | .0%     | .0%                  | .0%   | .0%   | 100%  |

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO 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 ENGLISH          |       |        |        |           |         |         |         |         |                      |       |       |       |
| PROGRAMMES.....       | 9     | 3      | 6      | 1         | 1       | 5       | 2       | 0       | 5                    | 3     | 0     | 1     |
| .....                 | .9%   | .6%    | 1.2%   | .9%       | .5%     | 1.4%    | 1.1%    | .0%     | 2.8%                 | 1.0%  | .0%   | .4%   |
| .....                 | 100%  | 33.3%  | 66.7%  | 11.1%     | 11.1%   | 55.6%   | 22.2%   | .0%     | 55.6%                | 33.3% | .0%   | 11.1% |
| MALTESE GRANDE        |       |        |        |           |         |         |         |         |                      |       |       |       |
| FRATELLO.....         | 1     | 0      | 1      | 1         | 0       | 0       | 0       | 0       | 0                    | 0     | 1     | 0     |
| .....                 | .1%   | .0%    | .2%    | .9%       | .0%     | .0%     | .0%     | .0%     | .0%                  | .0%   | .5%   | .0%   |
| .....                 | 100%  | .0%    | 100%   | 100%      | .0%     | .0%     | .0%     | .0%     | .0%                  | .0%   | 100%  | .0%   |
| LESS POLITICS.....    | 13    | 9      | 4      | 0         | 3       | 5       | 3       | 2       | 4                    | 5     | 2     | 2     |
| .....                 | 1.3%  | 1.9%   | .8%    | .0%       | 1.4%    | 1.4%    | 1.7%    | 1.6%    | 2.2%                 | 1.6%  | .9%   | .7%   |
| .....                 | 100%  | 69.2%  | 30.8%  | .0%       | 23.1%   | 38.5%   | 23.1%   | 15.4%   | 30.8%                | 38.5% | 15.4% | 15.4% |
| REDUCE THE NUMBER OF  |       |        |        |           |         |         |         |         |                      |       |       |       |
| MALTESE PLAYS.....    | 1     | 1      | 0      | 0         | 0       | 1       | 0       | 0       | 1                    | 0     | 0     | 0     |
| .....                 | .1%   | .2%    | .0%    | .0%       | .0%     | .3%     | .0%     | .0%     | .6%                  | .0%   | .0%   | .0%   |
| .....                 | 100%  | 100%   | .0%    | .0%       | .0%     | 100%    | .0%     | .0%     | 100%                 | .0%   | .0%   | .0%   |
| DECREASE TEleshopping |       |        |        |           |         |         |         |         |                      |       |       |       |
| & ADVERTISING.....    | 4     | 3      | 1      | 1         | 1       | 0       | 2       | 0       | 1                    | 2     | 1     | 0     |
| .....                 | .4%   | .6%    | .2%    | .9%       | .5%     | .0%     | 1.1%    | .0%     | .6%                  | .6%   | .5%   | .0%   |
| .....                 | 100%  | 75.0%  | 25.0%  | 25.0%     | 25.0%   | .0%     | 50.0%   | .0%     | 25.0%                | 50.0% | 25.0% | .0%   |
| INTER-STATION         |       |        |        |           |         |         |         |         |                      |       |       |       |
| CO-ORDINATION TO      |       |        |        |           |         |         |         |         |                      |       |       |       |
| AVOID SAME GENRE      |       |        |        |           |         |         |         |         |                      |       |       |       |
| CONFLICT.....         | 67    | 18     | 49     | 2         | 9       | 31      | 10      | 15      | 10                   | 15    | 17    | 25    |
| .....                 | 6.8%  | 3.8%   | 9.8%   | 1.8%      | 4.3%    | 8.6%    | 5.6%    | 12.3%   | 5.6%                 | 4.9%  | 7.9%  | 9.0%  |
| .....                 | 100%  | 26.9%  | 73.1%  | 3.0%      | 13.4%   | 46.3%   | 14.9%   | 22.4%   | 14.9%                | 22.4% | 25.4% | 37.3% |

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 2001**  
(All available Time-slots)

|                  | RM   | RP   | SUPER<br>1 | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | UNI<br>ADIO | MAS  | FM<br>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<br>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 7.1-2: Daily Radio Average Audience Share - October 2002**  
(All available Time-slots)

|                  | RM   | RP/1<br>06.6 | SUP<br>1 | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | BRONJA | CAPITAL | NONE  |
|------------------|------|--------------|----------|------|------|------|------|-------|---------|--------|--------|---------|-------|
| Monday           | 1.40 | 0.83         | 3.80     | 1.12 | 0.04 | 0.66 | 2.15 | 0.36  | 0.23    | 0.00   | 0.19   | 0.76    | 88.46 |
| Tuesday          | 0.87 | 0.81         | 2.76     | 1.41 | 0.22 | 0.85 | 1.57 | 0.36  | 0.26    | 0.01   | 0.23   | 0.55    | 90.10 |
| Wednesday        | 1.34 | 0.68         | 1.94     | 1.12 | 0.35 | 0.80 | 2.00 | 0.23  | 0.47    | 0.00   | 0.03   | 0.12    | 90.93 |
| Thursday         | 1.60 | 0.59         | 2.10     | 0.81 | 0.39 | 1.08 | 1.41 | 0.30  | 0.45    | 0.01   | 0.01   | 0.62    | 90.63 |
| Friday           | 1.05 | 0.84         | 2.03     | 1.57 | 0.19 | 1.16 | 1.25 | 0.43  | 0.45    | 0.04   | 0.02   | 1.09    | 89.90 |
| Saturday         | 0.92 | 1.11         | 2.37     | 1.06 | 0.08 | 0.64 | 1.51 | 0.54  | 0.16    | 0.00   | 0.01   | 0.45    | 91.15 |
| Sunday           | 1.03 | 0.81         | 1.64     | 0.59 | 0.15 | 0.62 | 1.28 | 0.28  | 0.07    | 0.00   | 0.00   | 0.20    | 93.32 |
| Daily<br>Average | 1.17 | 0.81         | 2.38     | 1.10 | 0.20 | 0.83 | 1.60 | 0.36  | 0.30    | 0.01   | 0.07   | 0.54    | 90.64 |

**Table 7.2-1: Daily Radio Peak Audience Share - October 2001**

|                 | RM   | RP   | SUPER<br>1 | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | UNI<br>ADIO | MAS  | FM<br>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<br>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 7.2-2: Daily Radio Peak Audience Share - October 2002**

|                 | RM   | RP/1<br>06.6 | SUP 1 | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | BRONJA | CAPITAL |
|-----------------|------|--------------|-------|------|------|------|------|-------|---------|--------|--------|---------|
| Monday          | 4.55 | 2.45         | 9.44  | 3.50 | 1.05 | 2.45 | 8.39 | 1.05  | 1.05    | 0.00   | 0.70   | 1.75    |
| Tuesday         | 4.20 | 2.45         | 6.99  | 4.90 | 0.70 | 2.45 | 4.90 | 1.75  | 1.05    | 0.35   | 0.70   | 1.40    |
| Wednesday       | 5.59 | 2.45         | 5.24  | 4.20 | 1.75 | 2.80 | 6.64 | 1.05  | 1.40    | 0.00   | 0.35   | 1.05    |
| Thursday        | 5.94 | 2.80         | 5.24  | 2.10 | 1.75 | 2.45 | 4.55 | 1.05  | 2.45    | 0.35   | 0.35   | 1.75    |
| Friday          | 3.15 | 3.15         | 5.24  | 4.55 | 0.70 | 3.15 | 3.50 | 1.40  | 2.10    | 0.35   | 0.35   | 2.80    |
| Saturday        | 3.15 | 2.80         | 6.64  | 3.15 | 0.70 | 2.45 | 5.94 | 1.75  | 0.70    | 0.00   | 0.35   | 2.45    |
| Sunday          | 2.80 | 2.10         | 3.85  | 2.10 | 1.05 | 2.10 | 4.20 | 1.75  | 0.35    | 0.00   | 0.00   | 1.05    |
| Highest<br>Peak | 5.94 | 3.15         | 9.44  | 4.90 | 1.75 | 3.15 | 8.39 | 1.75  | 2.45    | 0.35   | 0.70   | 2.80    |

**Table 7.3: Daily Average Audience Levels**  
**– Radio October 2000, October 2001 & October 2002**  
*(computed on the basis of available time-slot for each station)*

|                             | RM   | RP   | SUPER 1 | JNI RADIO<br>CAMPUS FM | 101  | MAS  | IS   | BAY  | RTK  | SMASH | CALYPSO | FM<br>BRONJA | CAPITAL |
|-----------------------------|------|------|---------|------------------------|------|------|------|------|------|-------|---------|--------------|---------|
| 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    |
| October 2002: Daily Average | 1.17 | 0.81 | 2.38    | 0.01                   | 1.10 | -    | 0.20 | 0.83 | 1.60 | 0.36  | 0.30    | 0.07         | 0.54    |

**Table 7.4: Daily Average Audience Levels**  
**– Radio October 2000, 2001 & 2002**  
*(computed on the basis of audiences between 6.00 a.m. – midnight)*

|                             | RM   | RP<br>(06.6) | UPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | JNI RADIO /<br>CAMPUS FM | RADJU<br>MAS | FM BRONJA | 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    |
| October 2002: Daily Average | 1.56 | 1.07         | 3.11 | 1.46 | 0.27 | 1.10 | 2.10 | 0.47  | 0.40    | 0.01                     | -            | 0.10      | 0.70    |

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

|                                  | RM   | RP /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | DALYPS | CAMPU | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|--------|-------|--------------|---------|--------|--------|
| 11DNIGHT                         | 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  | 100.00 |
| 1030                             | 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  | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 1330                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 99.65  | 100.00 |
| 1400                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 99.65  | 100.00 |
| 1430                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 99.65  | 100.00 |
| 1500                             | 0.00 | 0.00          | 0.70  | 0.35 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 97.90  | 100.00 |
| 1530                             | 0.00 | 0.00          | 1.75  | 0.35 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 96.85  | 100.00 |
| 1600                             | 0.35 | 0.35          | 3.15  | 0.35 | 0.00 | 0.35 | 2.45 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 92.66  | 100.00 |
| 1630                             | 0.70 | 0.35          | 4.20  | 0.35 | 0.00 | 0.70 | 2.80 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 90.56  | 100.00 |
| 1700                             | 2.10 | 0.70          | 5.59  | 2.10 | 0.35 | 0.70 | 2.45 | 0.00  | 0.00   | 0.00  | 0.35         | 0.70    | 84.97  | 100.00 |
| 1730                             | 2.10 | 1.05          | 6.64  | 2.45 | 1.05 | 1.05 | 2.45 | 0.00  | 0.00   | 0.00  | 0.35         | 0.70    | 82.17  | 100.00 |
| 1800                             | 2.45 | 1.05          | 8.39  | 3.15 | 0.35 | 2.45 | 3.50 | 0.70  | 0.35   | 0.00  | 0.70         | 1.75    | 75.17  | 100.00 |
| 1830                             | 3.15 | 0.70          | 9.09  | 3.15 | 0.00 | 1.75 | 4.55 | 0.35  | 0.35   | 0.00  | 0.70         | 1.75    | 74.48  | 100.00 |
| 1900                             | 3.85 | 1.05          | 9.44  | 3.15 | 0.00 | 2.10 | 5.94 | 0.35  | 0.35   | 0.00  | 0.70         | 1.75    | 71.33  | 100.00 |
| 1930                             | 3.50 | 1.05          | 9.44  | 3.50 | 0.00 | 2.10 | 6.99 | 0.35  | 0.35   | 0.00  | 0.70         | 1.75    | 70.28  | 100.00 |
| 1000                             | 4.55 | 1.05          | 9.44  | 3.15 | 0.00 | 2.10 | 7.69 | 1.05  | 0.35   | 0.00  | 0.70         | 1.75    | 68.18  | 100.00 |
| 1030                             | 4.55 | 1.05          | 9.44  | 2.80 | 0.00 | 1.75 | 8.39 | 0.70  | 0.35   | 0.00  | 0.70         | 1.75    | 68.53  | 100.00 |
| 1100                             | 4.20 | 1.05          | 9.09  | 2.80 | 0.00 | 1.40 | 8.04 | 0.70  | 0.35   | 0.00  | 0.35         | 1.75    | 70.28  | 100.00 |
| 1130                             | 3.50 | 1.05          | 8.74  | 2.80 | 0.00 | 1.40 | 7.34 | 0.70  | 0.35   | 0.00  | 0.35         | 1.75    | 72.03  | 100.00 |
| NOON                             | 4.20 | 1.05          | 7.34  | 2.10 | 0.00 | 0.70 | 5.24 | 0.70  | 0.35   | 0.00  | 0.35         | 1.75    | 76.22  | 100.00 |
| 1230                             | 3.15 | 1.05          | 7.69  | 1.75 | 0.00 | 0.70 | 3.15 | 0.70  | 0.35   | 0.00  | 0.35         | 1.75    | 79.37  | 100.00 |
| 1300                             | 2.10 | 1.05          | 6.99  | 1.05 | 0.00 | 0.70 | 2.45 | 1.05  | 0.35   | 0.00  | 0.35         | 1.40    | 82.52  | 100.00 |
| 1330                             | 1.05 | 0.70          | 5.24  | 1.40 | 0.00 | 0.70 | 1.75 | 1.05  | 0.35   | 0.00  | 0.35         | 1.40    | 86.01  | 100.00 |
| 1400                             | 1.05 | 1.05          | 4.90  | 1.05 | 0.00 | 1.05 | 1.75 | 0.70  | 0.70   | 0.00  | 0.35         | 1.05    | 86.36  | 100.00 |
| 1430                             | 1.05 | 1.40          | 4.55  | 0.70 | 0.35 | 0.70 | 2.10 | 1.05  | 0.70   | 0.00  | 0.35         | 1.40    | 85.66  | 100.00 |
| 1500                             | 1.40 | 1.75          | 4.55  | 1.05 | 0.00 | 0.70 | 1.40 | 0.35  | 0.35   | 0.00  | 0.35         | 1.05    | 87.06  | 100.00 |
| 1530                             | 1.40 | 1.40          | 4.55  | 1.05 | 0.00 | 1.05 | 2.80 | 0.70  | 0.35   | 0.00  | 0.35         | 0.70    | 85.66  | 100.00 |
| 1600                             | 1.05 | 2.45          | 4.55  | 1.75 | 0.00 | 0.35 | 2.80 | 0.35  | 0.35   | 0.00  | 0.35         | 1.40    | 84.62  | 100.00 |
| 1630                             | 0.70 | 2.45          | 4.55  | 1.75 | 0.00 | 0.70 | 2.45 | 0.35  | 0.00   | 0.00  | 0.35         | 1.05    | 85.66  | 100.00 |
| 1700                             | 1.05 | 2.10          | 4.90  | 2.10 | 0.00 | 1.75 | 2.45 | 0.35  | 0.00   | 0.00  | 0.00         | 0.70    | 84.62  | 100.00 |
| 1730                             | 1.05 | 2.10          | 4.90  | 2.45 | 0.00 | 0.70 | 2.45 | 0.35  | 0.00   | 0.00  | 0.00         | 0.70    | 85.31  | 100.00 |
| 1800                             | 1.05 | 1.40          | 4.55  | 2.45 | 0.00 | 1.05 | 2.10 | 0.70  | 0.35   | 0.00  | 0.00         | 0.70    | 85.66  | 100.00 |
| 1830                             | 1.05 | 1.40          | 3.50  | 1.05 | 0.00 | 0.35 | 1.40 | 0.70  | 0.70   | 0.00  | 0.00         | 0.70    | 89.16  | 100.00 |
| 1900                             | 0.70 | 1.75          | 3.15  | 0.35 | 0.00 | 0.35 | 2.10 | 0.70  | 1.05   | 0.00  | 0.00         | 0.35    | 89.51  | 100.00 |
| 1930                             | 0.70 | 1.40          | 1.75  | 0.35 | 0.00 | 0.35 | 1.05 | 0.70  | 1.05   | 0.00  | 0.00         | 0.35    | 92.31  | 100.00 |
| 2000                             | 1.05 | 1.05          | 1.40  | 0.35 | 0.00 | 0.00 | 0.35 | 0.70  | 0.70   | 0.00  | 0.00         | 0.35    | 94.06  | 100.00 |
| 2030                             | 1.05 | 0.70          | 1.05  | 0.00 | 0.00 | 0.00 | 0.35 | 0.70  | 0.70   | 0.00  | 0.00         | 0.35    | 95.10  | 100.00 |
| 2100                             | 1.40 | 0.70          | 1.05  | 0.00 | 0.00 | 0.70 | 0.35 | 0.35  | 0.00   | 0.00  | 0.00         | 0.35    | 95.10  | 100.00 |
| 2130                             | 1.40 | 1.05          | 1.05  | 0.00 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 95.10  | 100.00 |
| 2200                             | 1.40 | 0.70          | 0.70  | 0.00 | 0.00 | 0.35 | 0.35 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 96.15  | 100.00 |
| 2230                             | 1.40 | 0.00          | 1.40  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.35    | 96.85  | 100.00 |
| 2300                             | 1.40 | 0.00          | 1.75  | 0.35 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.00    | 96.50  | 100.00 |
| 2330                             | 0.35 | 0.00          | 1.40  | 0.35 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00  | 0.00         | 0.00    | 97.90  | 100.00 |
| average                          | 1.40 | 0.83          | 3.80  | 1.12 | 0.04 | 0.66 | 2.15 | 0.36  | 0.23   | 0.00  | 0.19         | 0.76    | 88.46  |        |
| maximum                          | 4.55 | 2.45          | 9.44  | 3.50 | 1.05 | 2.45 | 8.39 | 1.05  | 1.05   | 0.00  | 0.70         | 1.75    | 100.00 |        |
| std. dev.                        | 1.35 | 0.68          | 3.24  | 1.16 | 0.17 | 0.69 | 2.38 | 0.36  | 0.29   | 0.00  | 0.25         | 0.64    | 9.94   |        |
| average<br>for 0600-<br>2400 hrs | 1.86 | 1.09          | 5.00  | 1.48 | 0.06 | 0.87 | 2.83 | 0.48  | 0.31   | 0.00  | 0.25         | 0.96    | 84.81  |        |

*\*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 /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | JALYPS | CAMPUS | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|--------|--------|--------------|---------|--------|--------|
| 11DNIGHT                         | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 1400                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 1430                             | 0.00 | 0.00          | 0.70  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 98.60  | 100.00 |
| 1500                             | 0.00 | 0.00          | 1.05  | 0.00 | 0.00 | 0.35 | 0.35 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 97.90  | 100.00 |
| 1530                             | 0.00 | 0.35          | 1.40  | 0.00 | 0.00 | 0.70 | 1.05 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 96.15  | 100.00 |
| 1600                             | 0.00 | 0.35          | 2.45  | 1.40 | 0.35 | 1.05 | 2.80 | 0.00  | 0.00   | 0.00   | 0.00         | 0.70    | 90.91  | 100.00 |
| 1630                             | 0.00 | 0.35          | 3.50  | 1.75 | 0.35 | 1.75 | 3.15 | 0.00  | 0.00   | 0.00   | 0.00         | 0.70    | 88.46  | 100.00 |
| 1700                             | 1.40 | 0.70          | 3.85  | 3.50 | 0.00 | 1.05 | 3.50 | 0.00  | 0.00   | 0.00   | 0.35         | 1.40    | 84.27  | 100.00 |
| 1730                             | 1.40 | 0.70          | 4.90  | 3.85 | 0.70 | 1.75 | 2.80 | 0.00  | 0.35   | 0.00   | 0.35         | 1.40    | 81.82  | 100.00 |
| 1800                             | 1.40 | 0.70          | 6.99  | 3.85 | 0.70 | 2.10 | 2.80 | 0.70  | 0.35   | 0.00   | 0.70         | 1.05    | 78.67  | 100.00 |
| 1830                             | 2.80 | 0.70          | 6.99  | 3.85 | 0.70 | 1.40 | 2.45 | 0.70  | 0.35   | 0.35   | 0.70         | 1.05    | 77.97  | 100.00 |
| 1900                             | 3.85 | 1.40          | 6.99  | 3.85 | 0.70 | 1.40 | 3.15 | 0.70  | 0.35   | 0.35   | 0.70         | 1.05    | 75.52  | 100.00 |
| 1930                             | 3.85 | 1.40          | 6.99  | 3.50 | 0.35 | 2.10 | 3.50 | 1.05  | 0.70   | 0.00   | 0.70         | 1.05    | 74.83  | 100.00 |
| 1000                             | 4.20 | 1.40          | 6.64  | 3.50 | 0.35 | 2.10 | 4.90 | 1.75  | 0.35   | 0.00   | 0.70         | 0.70    | 73.43  | 100.00 |
| 1030                             | 3.85 | 1.40          | 6.64  | 3.85 | 0.35 | 2.10 | 4.90 | 1.75  | 0.35   | 0.00   | 0.70         | 0.70    | 73.43  | 100.00 |
| 1100                             | 3.50 | 1.40          | 6.64  | 3.85 | 0.35 | 2.45 | 4.90 | 1.75  | 0.35   | 0.00   | 0.70         | 0.70    | 73.43  | 100.00 |
| 1130                             | 2.80 | 1.40          | 5.94  | 4.55 | 0.00 | 2.10 | 4.55 | 1.40  | 0.35   | 0.00   | 0.70         | 0.70    | 75.52  | 100.00 |
| NOON                             | 3.15 | 1.75          | 5.94  | 4.90 | 0.00 | 1.40 | 3.85 | 0.70  | 0.70   | 0.00   | 0.70         | 0.70    | 76.22  | 100.00 |
| 1230                             | 2.80 | 1.75          | 5.59  | 3.15 | 0.00 | 0.70 | 3.50 | 0.70  | 1.05   | 0.00   | 0.70         | 0.70    | 79.37  | 100.00 |
| 1300                             | 2.80 | 1.75          | 4.55  | 3.15 | 0.35 | 0.35 | 3.15 | 1.05  | 0.70   | 0.00   | 0.70         | 1.40    | 80.07  | 100.00 |
| 1330                             | 1.40 | 0.70          | 4.55  | 2.10 | 0.35 | 0.35 | 1.75 | 1.05  | 1.05   | 0.00   | 0.70         | 1.40    | 84.62  | 100.00 |
| 1400                             | 0.70 | 0.70          | 4.20  | 1.75 | 0.35 | 1.05 | 3.15 | 0.70  | 1.05   | 0.00   | 0.35         | 1.40    | 84.62  | 100.00 |
| 1430                             | 0.70 | 1.05          | 4.20  | 1.05 | 0.35 | 0.70 | 2.10 | 0.70  | 0.70   | 0.00   | 0.35         | 1.05    | 87.06  | 100.00 |
| 1500                             | 0.35 | 1.75          | 3.85  | 1.40 | 0.35 | 0.35 | 2.10 | 0.70  | 0.70   | 0.00   | 0.35         | 1.05    | 87.06  | 100.00 |
| 1530                             | 0.35 | 2.45          | 3.85  | 1.40 | 0.70 | 0.70 | 2.10 | 0.35  | 0.70   | 0.00   | 0.35         | 1.05    | 86.01  | 100.00 |
| 1600                             | 0.00 | 2.45          | 3.50  | 1.05 | 0.70 | 0.35 | 1.75 | 0.35  | 0.35   | 0.00   | 0.35         | 0.70    | 88.46  | 100.00 |
| 1630                             | 0.00 | 1.75          | 3.15  | 1.05 | 0.70 | 0.70 | 1.40 | 0.00  | 0.00   | 0.00   | 0.35         | 0.35    | 90.56  | 100.00 |
| 1700                             | 0.35 | 2.45          | 2.80  | 1.05 | 0.70 | 1.40 | 1.40 | 0.35  | 0.00   | 0.00   | 0.00         | 0.35    | 89.16  | 100.00 |
| 1730                             | 0.00 | 1.75          | 2.45  | 1.05 | 0.35 | 1.05 | 0.70 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 92.31  | 100.00 |
| 1800                             | 0.00 | 1.40          | 2.10  | 1.40 | 0.35 | 2.10 | 0.35 | 0.00  | 0.35   | 0.00   | 0.00         | 0.70    | 91.26  | 100.00 |
| 1830                             | 0.00 | 0.70          | 2.80  | 0.70 | 0.00 | 1.40 | 0.00 | 0.00  | 0.35   | 0.00   | 0.00         | 0.35    | 93.71  | 100.00 |
| 1900                             | 0.00 | 1.05          | 1.75  | 0.35 | 0.00 | 1.40 | 1.05 | 0.00  | 0.35   | 0.00   | 0.00         | 0.35    | 93.71  | 100.00 |
| 1930                             | 0.00 | 1.05          | 1.05  | 0.00 | 0.00 | 1.40 | 1.40 | 0.00  | 0.35   | 0.00   | 0.00         | 0.35    | 94.41  | 100.00 |
| 2000                             | 0.00 | 0.35          | 0.70  | 0.00 | 0.35 | 1.40 | 0.35 | 0.35  | 0.35   | 0.00   | 0.00         | 0.35    | 95.80  | 100.00 |
| 2030                             | 0.00 | 0.35          | 0.70  | 0.00 | 0.00 | 0.70 | 0.00 | 0.35  | 0.35   | 0.00   | 0.00         | 0.35    | 97.20  | 100.00 |
| 2100                             | 0.00 | 0.35          | 0.70  | 0.00 | 0.00 | 0.70 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 97.90  | 100.00 |
| 2130                             | 0.00 | 0.35          | 0.70  | 0.00 | 0.00 | 0.35 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 98.25  | 100.00 |
| 2200                             | 0.00 | 0.35          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 98.95  | 100.00 |
| 2230                             | 0.00 | 0.35          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 2300                             | 0.00 | 0.00          | 0.35  | 0.35 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.00    | 99.30  | 100.00 |
| 2330                             | 0.00 | 0.00          | 0.35  | 0.35 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00   | 0.00   | 0.00         | 0.00    | 99.30  | 100.00 |
| average                          | 0.87 | 0.81          | 2.76  | 1.41 | 0.22 | 0.85 | 1.57 | 0.36  | 0.26   | 0.01   | 0.23         | 0.55    | 90.10  |        |
| maximum                          | 4.20 | 2.45          | 6.99  | 4.90 | 0.70 | 2.45 | 4.90 | 1.75  | 1.05   | 0.35   | 0.70         | 1.40    | 100.00 |        |
| std. dev.                        | 1.36 | 0.74          | 2.44  | 1.58 | 0.26 | 0.76 | 1.61 | 0.52  | 0.32   | 0.07   | 0.30         | 0.44    | 9.15   |        |
| average<br>for 0600-<br>2400 hrs | 1.16 | 1.07          | 3.58  | 1.87 | 0.29 | 1.11 | 2.04 | 0.48  | 0.35   | 0.02   | 0.31         | 0.70    | 87.02  |        |

*\*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 /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPU | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|---------|-------|--------------|---------|--------|--------|
| 1100NIGHT                        | 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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  | 100.00 |
| 1430                             | 0.00 | 0.00          | 0.70  | 0.00 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00    | 0.00  | 0.00         | 0.00    | 98.60  | 100.00 |
| 1500                             | 0.00 | 0.00          | 0.70  | 0.00 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00    | 0.00  | 0.00         | 0.00    | 98.60  | 100.00 |
| 1530                             | 0.35 | 0.00          | 1.05  | 0.00 | 0.00 | 0.00 | 1.05 | 0.00  | 0.00    | 0.00  | 0.00         | 0.00    | 97.55  | 100.00 |
| 1600                             | 1.05 | 0.00          | 1.40  | 1.05 | 0.35 | 0.00 | 2.45 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 93.36  | 100.00 |
| 1630                             | 1.40 | 0.00          | 2.45  | 1.05 | 0.35 | 1.05 | 2.10 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 91.26  | 100.00 |
| 1700                             | 2.45 | 0.00          | 3.15  | 2.45 | 0.35 | 1.40 | 3.50 | 0.00  | 0.70    | 0.00  | 0.00         | 0.35    | 85.66  | 100.00 |
| 1730                             | 2.80 | 0.35          | 3.50  | 2.80 | 0.35 | 2.10 | 3.50 | 0.00  | 0.70    | 0.00  | 0.00         | 1.05    | 82.87  | 100.00 |
| 1800                             | 3.85 | 1.40          | 3.85  | 2.45 | 0.70 | 2.10 | 3.50 | 0.00  | 0.70    | 0.00  | 0.00         | 0.35    | 81.12  | 100.00 |
| 1830                             | 4.20 | 1.05          | 4.90  | 2.45 | 0.35 | 2.10 | 3.50 | 0.00  | 0.70    | 0.00  | 0.00         | 0.00    | 80.77  | 100.00 |
| 1900                             | 4.20 | 1.40          | 5.24  | 2.45 | 0.70 | 2.80 | 3.85 | 0.00  | 1.05    | 0.00  | 0.00         | 0.00    | 78.32  | 100.00 |
| 1930                             | 4.55 | 1.40          | 5.24  | 2.80 | 0.35 | 2.10 | 4.55 | 0.35  | 1.05    | 0.00  | 0.00         | 0.70    | 76.92  | 100.00 |
| 1000                             | 5.59 | 2.10          | 4.90  | 3.15 | 0.70 | 2.10 | 6.29 | 1.05  | 0.70    | 0.00  | 0.35         | 0.70    | 72.38  | 100.00 |
| 1030                             | 4.90 | 1.40          | 4.20  | 3.15 | 0.70 | 2.10 | 6.64 | 1.05  | 0.70    | 0.00  | 0.00         | 0.35    | 74.83  | 100.00 |
| 1100                             | 4.90 | 1.05          | 4.55  | 3.50 | 0.70 | 2.45 | 6.29 | 1.05  | 0.70    | 0.00  | 0.00         | 0.35    | 74.48  | 100.00 |
| 1130                             | 4.90 | 0.70          | 4.55  | 3.85 | 0.35 | 2.10 | 5.94 | 0.00  | 0.70    | 0.00  | 0.00         | 0.00    | 76.92  | 100.00 |
| NOON                             | 3.85 | 1.05          | 4.55  | 4.20 | 0.35 | 2.10 | 3.85 | 0.00  | 1.05    | 0.00  | 0.00         | 0.00    | 79.02  | 100.00 |
| 1230                             | 4.20 | 1.05          | 3.50  | 2.80 | 0.35 | 1.40 | 3.85 | 0.00  | 1.40    | 0.00  | 0.35         | 0.00    | 81.12  | 100.00 |
| 1300                             | 1.40 | 0.70          | 3.85  | 2.45 | 0.70 | 1.40 | 3.15 | 0.00  | 1.05    | 0.00  | 0.35         | 0.00    | 84.97  | 100.00 |
| 1330                             | 1.05 | 0.35          | 3.50  | 2.10 | 0.70 | 1.05 | 2.80 | 0.00  | 0.70    | 0.00  | 0.35         | 0.70    | 86.71  | 100.00 |
| 1400                             | 0.70 | 0.70          | 3.50  | 1.40 | 0.70 | 1.05 | 2.10 | 0.00  | 1.05    | 0.00  | 0.00         | 0.35    | 88.46  | 100.00 |
| 1430                             | 0.70 | 0.70          | 3.15  | 1.05 | 0.70 | 0.70 | 2.10 | 0.00  | 1.05    | 0.00  | 0.00         | 0.00    | 89.86  | 100.00 |
| 1500                             | 0.70 | 1.40          | 2.10  | 0.70 | 0.70 | 1.05 | 2.45 | 0.00  | 0.70    | 0.00  | 0.00         | 0.00    | 90.21  | 100.00 |
| 1530                             | 0.70 | 1.40          | 2.10  | 1.05 | 0.70 | 1.05 | 2.45 | 0.35  | 0.70    | 0.00  | 0.00         | 0.00    | 89.51  | 100.00 |
| 1600                             | 0.70 | 2.45          | 2.10  | 1.40 | 1.05 | 1.05 | 3.15 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 87.76  | 100.00 |
| 1630                             | 1.05 | 1.75          | 2.45  | 1.05 | 1.40 | 0.70 | 2.80 | 0.35  | 0.70    | 0.00  | 0.00         | 0.00    | 87.76  | 100.00 |
| 1700                             | 1.05 | 1.75          | 3.15  | 1.40 | 1.05 | 1.05 | 2.45 | 0.70  | 0.70    | 0.00  | 0.00         | 0.00    | 86.71  | 100.00 |
| 1730                             | 0.70 | 1.75          | 2.45  | 1.40 | 1.75 | 1.05 | 2.10 | 0.35  | 1.05    | 0.00  | 0.00         | 0.00    | 87.41  | 100.00 |
| 1800                             | 0.70 | 2.10          | 2.45  | 1.05 | 0.35 | 1.05 | 1.75 | 1.05  | 0.70    | 0.00  | 0.00         | 0.00    | 88.81  | 100.00 |
| 1830                             | 0.70 | 1.75          | 1.40  | 0.70 | 0.35 | 0.35 | 0.70 | 1.05  | 0.35    | 0.00  | 0.00         | 0.00    | 92.66  | 100.00 |
| 1900                             | 0.70 | 1.40          | 1.40  | 0.00 | 0.00 | 0.70 | 2.80 | 1.05  | 0.35    | 0.00  | 0.00         | 0.00    | 91.61  | 100.00 |
| 1930                             | 0.35 | 1.05          | 0.35  | 0.00 | 0.00 | 0.35 | 1.05 | 1.05  | 0.35    | 0.00  | 0.00         | 0.35    | 95.10  | 100.00 |
| 2000                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.35 | 0.70  | 0.00    | 0.00  | 0.00         | 0.35    | 98.25  | 100.00 |
| 2030                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.35 | 0.35  | 0.00    | 0.00  | 0.00         | 0.00    | 99.30  | 100.00 |
| 2100                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.35  | 0.35    | 0.00  | 0.00         | 0.00    | 99.30  | 100.00 |
| 2130                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 99.65  | 100.00 |
| 2200                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 99.65  | 100.00 |
| 2230                             | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 99.30  | 100.00 |
| 2300                             | 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  | 100.00 |
| 2330                             | 0.00 | 0.35          | 0.00  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.35    | 0.00  | 0.00         | 0.00    | 98.95  | 100.00 |
| average                          | 1.34 | 0.68          | 1.94  | 1.12 | 0.35 | 0.80 | 2.00 | 0.23  | 0.47    | 0.00  | 0.03         | 0.12    | 90.93  |        |
| maximum                          | 5.59 | 2.45          | 5.24  | 4.20 | 1.75 | 2.80 | 6.64 | 1.05  | 1.40    | 0.00  | 0.35         | 1.05    | 100.00 |        |
| std. dev.                        | 1.75 | 0.74          | 1.80  | 1.27 | 0.41 | 0.86 | 1.89 | 0.38  | 0.39    | 0.00  | 0.10         | 0.24    | 8.60   |        |
| average<br>for 0600-<br>2400 hrs | 1.78 | 0.90          | 2.51  | 1.50 | 0.47 | 1.07 | 2.59 | 0.30  | 0.62    | 0.00  | 0.04         | 0.16    | 88.07  |        |

*\*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 /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|---------|--------|--------------|---------|--------|--------|
| 1100-1130                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1130-1200                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1200-1230                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1230-1300                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1300-1330                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1330-1400                        | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1400-1430                        | 0.35 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 1430-1500                        | 0.35 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 1500-1530                        | 0.35 | 0.35          | 1.75  | 0.00 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 96.50  | 100.00 |
| 1530-1600                        | 1.40 | 0.35          | 1.75  | 0.00 | 0.35 | 0.70 | 2.10 | 0.00  | 0.35    | 0.00   | 0.00         | 0.35    | 92.66  | 100.00 |
| 1600-1630                        | 1.40 | 0.00          | 2.45  | 0.35 | 0.35 | 1.75 | 2.10 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 91.26  | 100.00 |
| 1630-1700                        | 2.10 | 0.35          | 3.50  | 1.75 | 0.35 | 1.75 | 3.85 | 0.00  | 0.35    | 0.00   | 0.00         | 0.35    | 85.66  | 100.00 |
| 1700-1730                        | 2.45 | 0.35          | 3.50  | 2.10 | 0.35 | 2.10 | 3.50 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 84.62  | 100.00 |
| 1730-1800                        | 5.24 | 1.05          | 4.55  | 1.40 | 0.35 | 2.10 | 2.80 | 0.00  | 0.70    | 0.00   | 0.00         | 1.05    | 80.77  | 100.00 |
| 1800-1830                        | 4.55 | 1.40          | 5.24  | 1.40 | 0.00 | 1.75 | 2.80 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 81.82  | 100.00 |
| 1830-1900                        | 4.20 | 1.05          | 5.24  | 2.10 | 0.35 | 2.10 | 3.50 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 80.42  | 100.00 |
| 1900-1930                        | 4.90 | 1.05          | 4.55  | 1.75 | 0.35 | 2.45 | 3.50 | 0.35  | 0.35    | 0.00   | 0.00         | 1.05    | 79.72  | 100.00 |
| 1930-2000                        | 5.59 | 1.40          | 4.55  | 1.75 | 1.05 | 2.10 | 4.55 | 0.70  | 0.70    | 0.00   | 0.35         | 1.05    | 76.22  | 100.00 |
| 2000-2030                        | 5.94 | 1.40          | 4.20  | 1.75 | 1.05 | 1.75 | 4.55 | 0.70  | 1.05    | 0.00   | 0.00         | 1.75    | 75.87  | 100.00 |
| 2030-2100                        | 5.24 | 1.05          | 3.85  | 1.75 | 1.05 | 1.75 | 3.50 | 0.70  | 0.70    | 0.00   | 0.00         | 1.40    | 79.02  | 100.00 |
| 2100-2130                        | 4.90 | 0.70          | 4.20  | 2.10 | 1.40 | 1.75 | 3.50 | 0.35  | 1.05    | 0.00   | 0.00         | 1.40    | 78.67  | 100.00 |
| 2130-2200                        | 3.85 | 1.05          | 3.85  | 2.10 | 0.70 | 2.10 | 2.45 | 0.70  | 0.70    | 0.00   | 0.00         | 1.40    | 81.12  | 100.00 |
| 2200-2230                        | 2.45 | 1.05          | 4.90  | 1.75 | 0.70 | 1.75 | 2.45 | 0.70  | 0.70    | 0.00   | 0.00         | 1.05    | 82.52  | 100.00 |
| 2230-2300                        | 1.40 | 0.35          | 4.55  | 1.40 | 0.70 | 1.75 | 2.10 | 0.35  | 0.70    | 0.00   | 0.00         | 1.05    | 85.66  | 100.00 |
| 2300-2330                        | 1.75 | 0.00          | 3.15  | 1.75 | 0.70 | 1.40 | 1.40 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 88.81  | 100.00 |
| 2330-2400                        | 1.40 | 0.00          | 2.80  | 1.40 | 0.70 | 1.40 | 1.40 | 0.00  | 0.35    | 0.00   | 0.00         | 1.05    | 89.51  | 100.00 |
| 2400-2430                        | 1.40 | 0.00          | 2.45  | 1.40 | 0.70 | 1.75 | 0.70 | 0.70  | 0.35    | 0.00   | 0.00         | 1.05    | 89.51  | 100.00 |
| 2430-2500                        | 1.40 | 0.70          | 2.10  | 0.70 | 0.35 | 2.10 | 0.70 | 0.70  | 0.70    | 0.35   | 0.35         | 0.70    | 89.16  | 100.00 |
| 2500-2530                        | 1.40 | 0.70          | 1.40  | 1.40 | 0.70 | 2.45 | 0.35 | 0.70  | 0.70    | 0.00   | 0.00         | 0.70    | 89.51  | 100.00 |
| 2530-2600                        | 1.75 | 1.05          | 2.10  | 1.05 | 1.40 | 2.10 | 2.10 | 1.05  | 0.35    | 0.00   | 0.00         | 0.70    | 86.36  | 100.00 |
| 2600-2630                        | 1.75 | 1.05          | 2.10  | 1.05 | 1.05 | 1.40 | 2.10 | 0.70  | 0.35    | 0.00   | 0.00         | 0.70    | 87.76  | 100.00 |
| 2630-2700                        | 1.75 | 2.45          | 2.10  | 1.75 | 1.40 | 1.75 | 1.40 | 0.70  | 0.35    | 0.00   | 0.00         | 0.70    | 85.66  | 100.00 |
| 2700-2730                        | 1.75 | 2.80          | 2.45  | 1.75 | 1.75 | 2.10 | 1.40 | 0.70  | 1.05    | 0.00   | 0.00         | 0.70    | 83.57  | 100.00 |
| 2730-2800                        | 1.75 | 2.10          | 2.10  | 1.40 | 0.35 | 1.75 | 1.40 | 1.05  | 1.75    | 0.00   | 0.00         | 0.70    | 85.66  | 100.00 |
| 2800-2830                        | 1.40 | 1.75          | 1.75  | 1.05 | 0.35 | 1.40 | 1.40 | 1.05  | 1.75    | 0.00   | 0.00         | 0.70    | 87.41  | 100.00 |
| 2830-2900                        | 1.40 | 1.40          | 1.40  | 0.70 | 0.00 | 1.05 | 2.80 | 1.05  | 2.45    | 0.00   | 0.00         | 0.70    | 87.06  | 100.00 |
| 2900-2930                        | 1.05 | 1.05          | 1.75  | 0.00 | 0.00 | 1.40 | 0.70 | 1.05  | 1.40    | 0.00   | 0.00         | 0.70    | 90.91  | 100.00 |
| 2930-3000                        | 0.00 | 0.35          | 2.10  | 0.00 | 0.00 | 1.40 | 0.00 | 0.35  | 0.70    | 0.00   | 0.00         | 0.70    | 94.41  | 100.00 |
| 3000-3030                        | 0.00 | 0.00          | 1.75  | 0.00 | 0.00 | 0.70 | 0.00 | 0.00  | 0.70    | 0.00   | 0.00         | 0.70    | 96.15  | 100.00 |
| 3030-3100                        | 0.00 | 0.00          | 1.40  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 97.90  | 100.00 |
| 3100-3130                        | 0.00 | 0.00          | 1.40  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 97.90  | 100.00 |
| 3130-3200                        | 0.00 | 0.00          | 1.05  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 98.25  | 100.00 |
| 3200-3230                        | 0.00 | 0.00          | 1.05  | 0.00 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 97.90  | 100.00 |
| 3230-3300                        | 0.00 | 0.00          | 1.05  | 0.00 | 0.00 | 0.00 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 97.90  | 100.00 |
| 3300-3330                        | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| average                          | 1.60 | 0.59          | 2.10  | 0.81 | 0.39 | 1.08 | 1.41 | 0.30  | 0.45    | 0.01   | 0.01         | 0.62    | 90.63  |        |
| maximum                          | 5.94 | 2.80          | 5.24  | 2.10 | 1.75 | 2.45 | 4.55 | 1.05  | 2.45    | 0.35   | 0.35         | 1.75    | 100.00 |        |
| std. dev.                        | 1.79 | 0.71          | 1.64  | 0.81 | 0.47 | 0.90 | 1.40 | 0.38  | 0.54    | 0.05   | 0.07         | 0.42    | 7.70   |        |
| average<br>for 0600-<br>2400 hrs | 2.10 | 0.78          | 2.74  | 1.08 | 0.51 | 1.44 | 1.86 | 0.40  | 0.60    | 0.01   | 0.02         | 0.79    | 87.68  |        |

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

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

|                                  | RM   | RP /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|---------|--------|--------------|---------|--------|--------|
| 11DNIGHT                         | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 1430                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 1500                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 99.30  | 100.00 |
| 1530                             | 0.00 | 0.35          | 1.05  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 97.55  | 100.00 |
| 1600                             | 0.70 | 0.70          | 1.40  | 0.35 | 0.00 | 0.70 | 1.05 | 0.00  | 0.35    | 0.35   | 0.00         | 1.05    | 93.36  | 100.00 |
| 1630                             | 0.70 | 0.35          | 1.40  | 1.40 | 0.00 | 1.05 | 2.45 | 0.00  | 0.35    | 0.00   | 0.00         | 1.40    | 90.91  | 100.00 |
| 1700                             | 1.40 | 0.70          | 3.15  | 3.85 | 0.35 | 1.40 | 3.50 | 0.35  | 0.70    | 0.00   | 0.00         | 0.70    | 83.92  | 100.00 |
| 1730                             | 2.10 | 0.70          | 3.50  | 3.15 | 0.35 | 2.10 | 2.45 | 0.35  | 0.70    | 0.00   | 0.00         | 0.70    | 83.92  | 100.00 |
| 1800                             | 2.45 | 0.70          | 4.20  | 3.15 | 0.00 | 2.10 | 2.80 | 1.05  | 0.70    | 0.35   | 0.00         | 2.10    | 80.42  | 100.00 |
| 1830                             | 2.10 | 0.70          | 4.90  | 2.10 | 0.00 | 1.75 | 3.15 | 0.70  | 0.35    | 0.00   | 0.00         | 2.10    | 82.17  | 100.00 |
| 1900                             | 1.40 | 0.35          | 4.55  | 3.15 | 0.00 | 2.80 | 3.15 | 1.05  | 0.35    | 0.00   | 0.00         | 2.10    | 81.12  | 100.00 |
| 1930                             | 1.40 | 0.70          | 4.90  | 3.50 | 0.00 | 2.80 | 2.80 | 0.70  | 0.35    | 0.00   | 0.00         | 2.80    | 80.07  | 100.00 |
| 1000                             | 2.45 | 1.05          | 4.55  | 4.20 | 0.35 | 3.15 | 3.50 | 0.70  | 0.35    | 0.00   | 0.00         | 2.10    | 77.62  | 100.00 |
| 1030                             | 2.80 | 1.05          | 3.85  | 4.20 | 0.35 | 2.45 | 3.50 | 0.70  | 0.70    | 0.00   | 0.00         | 2.10    | 78.32  | 100.00 |
| 1100                             | 2.45 | 1.05          | 4.20  | 4.55 | 0.35 | 2.45 | 2.45 | 0.70  | 0.35    | 0.00   | 0.00         | 2.10    | 79.37  | 100.00 |
| 1130                             | 2.10 | 1.05          | 4.90  | 4.55 | 0.35 | 2.10 | 2.45 | 0.70  | 0.35    | 0.00   | 0.00         | 2.10    | 79.37  | 100.00 |
| NOON                             | 3.15 | 0.70          | 4.55  | 4.20 | 0.35 | 1.75 | 2.45 | 1.05  | 0.70    | 0.00   | 0.00         | 2.10    | 79.02  | 100.00 |
| 1230                             | 2.45 | 1.40          | 5.24  | 2.80 | 0.35 | 1.75 | 1.75 | 1.40  | 0.70    | 0.00   | 0.00         | 1.75    | 80.42  | 100.00 |
| 1300                             | 2.10 | 1.05          | 5.24  | 3.15 | 0.70 | 1.75 | 1.05 | 1.05  | 0.35    | 0.00   | 0.00         | 1.40    | 82.17  | 100.00 |
| 1330                             | 2.10 | 0.70          | 4.90  | 3.15 | 0.70 | 1.75 | 1.05 | 0.70  | 0.35    | 0.00   | 0.00         | 1.75    | 82.87  | 100.00 |
| 1400                             | 1.05 | 0.70          | 3.15  | 3.15 | 0.70 | 1.40 | 1.40 | 1.05  | 0.35    | 0.00   | 0.00         | 2.10    | 84.97  | 100.00 |
| 1430                             | 1.05 | 0.70          | 2.80  | 2.80 | 0.70 | 1.40 | 1.05 | 1.05  | 0.35    | 0.00   | 0.00         | 2.45    | 85.66  | 100.00 |
| 1500                             | 1.40 | 1.40          | 2.45  | 1.40 | 0.35 | 1.75 | 0.35 | 1.05  | 1.05    | 0.35   | 0.35         | 2.10    | 86.01  | 100.00 |
| 1530                             | 1.40 | 1.75          | 2.45  | 1.40 | 0.35 | 1.75 | 0.70 | 1.05  | 0.70    | 0.00   | 0.35         | 2.10    | 86.01  | 100.00 |
| 1600                             | 1.40 | 2.80          | 2.45  | 1.40 | 0.35 | 2.45 | 1.75 | 1.40  | 0.70    | 0.35   | 0.35         | 1.05    | 83.57  | 100.00 |
| 1630                             | 1.40 | 3.15          | 2.80  | 1.75 | 0.35 | 2.10 | 2.10 | 0.70  | 0.70    | 0.35   | 0.00         | 1.05    | 83.57  | 100.00 |
| 1700                             | 1.05 | 1.75          | 2.80  | 2.10 | 0.35 | 2.45 | 2.10 | 0.70  | 1.05    | 0.00   | 0.00         | 1.40    | 84.27  | 100.00 |
| 1730                             | 1.05 | 1.75          | 2.80  | 2.45 | 0.35 | 2.45 | 1.75 | 0.70  | 1.75    | 0.00   | 0.00         | 1.40    | 83.57  | 100.00 |
| 1800                             | 1.05 | 2.10          | 1.75  | 2.80 | 0.35 | 1.05 | 1.75 | 0.70  | 1.40    | 0.00   | 0.00         | 1.05    | 86.01  | 100.00 |
| 1830                             | 1.40 | 1.75          | 1.75  | 1.75 | 0.35 | 1.75 | 1.75 | 0.70  | 2.10    | 0.00   | 0.00         | 0.70    | 86.01  | 100.00 |
| 1900                             | 1.05 | 1.75          | 1.40  | 1.05 | 0.35 | 1.75 | 2.80 | 0.00  | 1.40    | 0.00   | 0.00         | 0.70    | 87.76  | 100.00 |
| 1930                             | 0.35 | 1.75          | 1.05  | 0.35 | 0.35 | 0.70 | 1.75 | 0.00  | 1.05    | 0.00   | 0.00         | 0.70    | 91.96  | 100.00 |
| 2000                             | 0.70 | 1.05          | 0.70  | 0.35 | 0.00 | 0.70 | 0.35 | 0.35  | 0.70    | 0.00   | 0.00         | 0.70    | 94.41  | 100.00 |
| 2030                             | 1.05 | 1.05          | 0.35  | 0.35 | 0.00 | 0.70 | 0.35 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 95.10  | 100.00 |
| 2100                             | 1.05 | 0.70          | 0.35  | 0.35 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 95.80  | 100.00 |
| 2130                             | 0.70 | 0.70          | 0.35  | 0.35 | 0.00 | 0.35 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 96.85  | 100.00 |
| 2200                             | 0.70 | 0.70          | 0.35  | 0.00 | 0.00 | 0.35 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 97.20  | 100.00 |
| 2230                             | 0.70 | 0.70          | 0.35  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 97.55  | 100.00 |
| 2300                             | 0.00 | 0.35          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 98.95  | 100.00 |
| 2330                             | 0.00 | 0.35          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.35    | 0.00   | 0.00         | 0.70    | 98.60  | 100.00 |
| average                          | 1.05 | 0.84          | 2.03  | 1.57 | 0.19 | 1.16 | 1.25 | 0.43  | 0.45    | 0.04   | 0.02         | 1.09    | 89.90  |        |
| maximum                          | 3.15 | 3.15          | 5.24  | 4.55 | 0.70 | 3.15 | 3.50 | 1.40  | 2.10    | 0.35   | 0.35         | 2.80    | 100.00 |        |
| std. dev.                        | 0.89 | 0.73          | 1.84  | 1.56 | 0.23 | 0.99 | 1.20 | 0.46  | 0.49    | 0.11   | 0.08         | 0.81    | 7.97   |        |
| average<br>for 0600-<br>2400 hrs | 1.40 | 1.11          | 2.65  | 2.09 | 0.25 | 1.54 | 1.66 | 0.57  | 0.60    | 0.05   | 0.03         | 1.41    | 86.64  |        |

*\*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 /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|---------|--------|--------------|---------|--------|--------|
| 11DNIGHT                         | 0.00 | 0.00          | 0.00  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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    | 100.00 | 100.00 |
| 1530                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 99.65  | 100.00 |
| 1600                             | 0.35 | 0.35          | 2.10  | 0.00 | 0.00 | 0.35 | 1.75 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 94.76  | 100.00 |
| 1630                             | 0.35 | 0.35          | 2.45  | 0.35 | 0.00 | 0.35 | 1.75 | 0.00  | 0.35    | 0.00   | 0.00         | 0.00    | 94.06  | 100.00 |
| 1700                             | 1.75 | 0.70          | 3.50  | 1.75 | 0.70 | 0.70 | 2.45 | 0.35  | 0.35    | 0.00   | 0.00         | 0.35    | 87.41  | 100.00 |
| 1730                             | 1.75 | 0.70          | 3.50  | 1.40 | 0.70 | 1.40 | 2.45 | 0.70  | 0.35    | 0.00   | 0.00         | 1.05    | 86.01  | 100.00 |
| 1800                             | 2.10 | 0.70          | 4.55  | 1.75 | 0.35 | 1.05 | 3.15 | 1.40  | 0.70    | 0.00   | 0.00         | 1.05    | 83.22  | 100.00 |
| 1830                             | 2.10 | 0.70          | 4.90  | 1.75 | 0.35 | 1.05 | 3.85 | 1.05  | 0.35    | 0.00   | 0.00         | 1.05    | 82.87  | 100.00 |
| 1900                             | 2.45 | 1.05          | 5.59  | 2.10 | 0.70 | 1.75 | 4.55 | 1.75  | 0.35    | 0.00   | 0.00         | 1.40    | 78.32  | 100.00 |
| 1930                             | 3.15 | 2.10          | 6.29  | 2.10 | 0.35 | 1.40 | 4.55 | 1.75  | 0.35    | 0.00   | 0.00         | 1.75    | 76.22  | 100.00 |
| 1000                             | 2.80 | 2.80          | 6.64  | 2.80 | 0.35 | 2.45 | 5.24 | 1.75  | 0.70    | 0.00   | 0.00         | 2.45    | 72.03  | 100.00 |
| 1030                             | 3.15 | 2.80          | 5.94  | 2.80 | 0.35 | 1.75 | 5.94 | 1.75  | 0.35    | 0.00   | 0.00         | 1.75    | 73.43  | 100.00 |
| 1100                             | 3.15 | 2.80          | 5.59  | 3.15 | 0.00 | 2.10 | 5.24 | 1.40  | 0.35    | 0.00   | 0.00         | 1.75    | 74.48  | 100.00 |
| 1130                             | 3.15 | 2.80          | 5.24  | 2.80 | 0.00 | 2.10 | 4.90 | 1.40  | 0.35    | 0.00   | 0.00         | 1.75    | 75.52  | 100.00 |
| NOON                             | 3.15 | 2.45          | 5.94  | 3.15 | 0.00 | 1.75 | 3.50 | 1.40  | 0.70    | 0.00   | 0.00         | 1.40    | 76.57  | 100.00 |
| 1230                             | 1.75 | 2.80          | 6.29  | 2.45 | 0.00 | 1.05 | 2.10 | 1.05  | 0.35    | 0.00   | 0.00         | 1.40    | 80.77  | 100.00 |
| 1300                             | 1.75 | 2.45          | 5.94  | 2.45 | 0.00 | 0.35 | 1.75 | 1.05  | 0.35    | 0.00   | 0.00         | 0.35    | 83.57  | 100.00 |
| 1330                             | 1.40 | 2.45          | 4.55  | 2.10 | 0.00 | 0.35 | 1.05 | 1.05  | 0.35    | 0.00   | 0.00         | 0.35    | 86.36  | 100.00 |
| 1400                             | 0.70 | 2.45          | 3.85  | 1.40 | 0.00 | 0.35 | 1.05 | 1.40  | 0.00    | 0.00   | 0.00         | 0.35    | 88.46  | 100.00 |
| 1430                             | 0.35 | 2.10          | 3.15  | 1.40 | 0.00 | 0.35 | 0.70 | 1.05  | 0.00    | 0.00   | 0.00         | 0.00    | 90.91  | 100.00 |
| 1500                             | 0.70 | 2.10          | 2.80  | 1.05 | 0.00 | 0.70 | 0.70 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 90.91  | 100.00 |
| 1530                             | 0.70 | 1.75          | 2.45  | 1.05 | 0.00 | 0.35 | 1.05 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 91.61  | 100.00 |
| 1600                             | 0.70 | 2.45          | 2.10  | 0.70 | 0.00 | 0.35 | 1.05 | 0.70  | 0.35    | 0.00   | 0.35         | 0.35    | 90.91  | 100.00 |
| 1630                             | 0.70 | 2.10          | 2.10  | 1.05 | 0.00 | 0.00 | 1.40 | 0.70  | 0.35    | 0.00   | 0.35         | 0.35    | 90.91  | 100.00 |
| 1700                             | 1.05 | 1.75          | 2.45  | 1.40 | 0.00 | 0.35 | 1.75 | 0.70  | 0.35    | 0.00   | 0.00         | 0.00    | 90.21  | 100.00 |
| 1730                             | 1.05 | 1.75          | 2.45  | 1.40 | 0.00 | 0.70 | 1.40 | 0.70  | 0.35    | 0.00   | 0.00         | 0.00    | 90.21  | 100.00 |
| 1800                             | 1.05 | 1.05          | 1.75  | 1.75 | 0.00 | 0.70 | 1.40 | 0.35  | 0.00    | 0.00   | 0.00         | 0.00    | 91.96  | 100.00 |
| 1830                             | 1.05 | 1.05          | 1.75  | 1.40 | 0.00 | 0.70 | 1.40 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 92.66  | 100.00 |
| 1900                             | 1.05 | 1.05          | 1.40  | 1.40 | 0.00 | 0.70 | 1.75 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 92.66  | 100.00 |
| 1930                             | 0.70 | 1.05          | 1.40  | 0.35 | 0.00 | 0.70 | 1.75 | 0.35  | 0.00    | 0.00   | 0.00         | 0.00    | 93.71  | 100.00 |
| 2000                             | 0.00 | 0.70          | 1.05  | 0.70 | 0.00 | 0.70 | 0.35 | 0.35  | 0.00    | 0.00   | 0.00         | 0.35    | 95.80  | 100.00 |
| 2030                             | 0.00 | 0.70          | 1.05  | 0.70 | 0.00 | 0.70 | 0.00 | 0.35  | 0.00    | 0.00   | 0.00         | 0.35    | 96.15  | 100.00 |
| 2100                             | 0.00 | 0.70          | 1.05  | 0.70 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 96.15  | 100.00 |
| 2130                             | 0.00 | 0.70          | 1.05  | 0.70 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 96.15  | 100.00 |
| 2200                             | 0.00 | 0.70          | 0.70  | 0.35 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 96.85  | 100.00 |
| 2230                             | 0.00 | 0.70          | 0.70  | 0.35 | 0.00 | 0.70 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2300                             | 0.00 | 0.35          | 0.35  | 0.00 | 0.00 | 0.35 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 98.60  | 100.00 |
| 2330                             | 0.00 | 0.35          | 0.35  | 0.00 | 0.00 | 0.35 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 98.60  | 100.00 |
| average                          | 0.92 | 1.11          | 2.37  | 1.06 | 0.08 | 0.64 | 1.51 | 0.54  | 0.16    | 0.00   | 0.01         | 0.45    | 91.15  |        |
| maximum                          | 3.15 | 2.80          | 6.64  | 3.15 | 0.70 | 2.45 | 5.94 | 1.75  | 0.70    | 0.00   | 0.35         | 2.45    | 100.00 |        |
| std. dev.                        | 1.07 | 0.99          | 2.17  | 0.99 | 0.19 | 0.63 | 1.66 | 0.61  | 0.21    | 0.00   | 0.07         | 0.63    | 8.42   |        |
| average<br>for 0600-<br>2400 hrs | 1.22 | 1.49          | 3.14  | 1.41 | 0.11 | 0.85 | 2.00 | 0.72  | 0.21    | 0.00   | 0.02         | 0.60    | 88.23  |        |

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

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

|                                  | RM   | RP /<br>106.6 | SUPER | 101  | IS   | BAY  | RTK  | SMASH | CALYPSO | CAMPUS | FM<br>BRONJA | CAPITAL | NONE   | TOTAL  |
|----------------------------------|------|---------------|-------|------|------|------|------|-------|---------|--------|--------------|---------|--------|--------|
| 11DNIGHT                         | 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  | 100.00 |
| 1030                             | 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  | 100.00 |
| 1100                             | 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  | 100.00 |
| 1130                             | 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  | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 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 | 100.00 |
| 1500                             | 0.00 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 100.00 | 100.00 |
| 1530                             | 0.00 | 0.00          | 0.70  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 99.30  | 100.00 |
| 1600                             | 0.70 | 0.00          | 1.40  | 0.00 | 0.00 | 0.35 | 1.05 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 96.15  | 100.00 |
| 1630                             | 1.40 | 0.35          | 2.10  | 0.00 | 0.00 | 0.35 | 1.75 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 93.71  | 100.00 |
| 1700                             | 2.10 | 0.35          | 2.45  | 1.40 | 0.00 | 0.35 | 2.10 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 90.91  | 100.00 |
| 1730                             | 2.45 | 0.35          | 2.80  | 1.40 | 0.00 | 0.35 | 2.45 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 89.86  | 100.00 |
| 1800                             | 2.80 | 0.70          | 3.50  | 1.75 | 0.00 | 1.40 | 2.80 | 0.00  | 0.00    | 0.00   | 0.00         | 0.70    | 86.36  | 100.00 |
| 1830                             | 2.80 | 0.70          | 3.50  | 1.05 | 0.00 | 1.05 | 2.80 | 0.35  | 0.00    | 0.00   | 0.00         | 0.35    | 87.41  | 100.00 |
| 1900                             | 2.10 | 0.70          | 3.85  | 1.05 | 0.00 | 2.10 | 3.15 | 0.35  | 0.35    | 0.00   | 0.00         | 0.35    | 86.01  | 100.00 |
| 1930                             | 2.10 | 0.70          | 3.15  | 1.40 | 0.00 | 2.10 | 3.85 | 0.35  | 0.35    | 0.00   | 0.00         | 0.35    | 85.66  | 100.00 |
| 1000                             | 2.10 | 1.05          | 3.15  | 1.75 | 0.00 | 1.40 | 4.20 | 0.70  | 0.35    | 0.00   | 0.00         | 0.70    | 84.62  | 100.00 |
| 1030                             | 2.10 | 1.05          | 2.45  | 1.75 | 0.00 | 1.40 | 4.20 | 0.35  | 0.35    | 0.00   | 0.00         | 0.35    | 86.01  | 100.00 |
| 1100                             | 2.10 | 1.40          | 3.15  | 1.40 | 0.70 | 1.40 | 3.85 | 0.70  | 0.00    | 0.00   | 0.00         | 0.70    | 84.62  | 100.00 |
| 1130                             | 1.75 | 2.10          | 2.45  | 2.10 | 0.35 | 1.40 | 3.15 | 0.70  | 0.00    | 0.00   | 0.00         | 0.70    | 85.31  | 100.00 |
| NOON                             | 1.40 | 2.10          | 2.10  | 1.75 | 0.70 | 0.70 | 2.10 | 1.05  | 0.00    | 0.00   | 0.00         | 1.05    | 87.06  | 100.00 |
| 1230                             | 1.40 | 2.10          | 2.10  | 1.40 | 0.70 | 1.05 | 1.75 | 1.05  | 0.00    | 0.00   | 0.00         | 0.35    | 88.11  | 100.00 |
| 1300                             | 1.40 | 1.75          | 2.45  | 1.05 | 1.05 | 1.40 | 1.40 | 1.75  | 0.00    | 0.00   | 0.00         | 0.35    | 87.41  | 100.00 |
| 1330                             | 1.05 | 1.75          | 2.80  | 1.05 | 0.70 | 1.05 | 1.05 | 1.05  | 0.00    | 0.00   | 0.00         | 0.35    | 89.16  | 100.00 |
| 1400                             | 1.75 | 2.10          | 2.80  | 1.05 | 0.70 | 1.05 | 1.40 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 88.11  | 100.00 |
| 1430                             | 1.40 | 2.10          | 3.50  | 1.05 | 1.05 | 1.40 | 1.40 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 87.06  | 100.00 |
| 1500                             | 1.75 | 2.10          | 3.50  | 1.05 | 0.70 | 1.05 | 1.75 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 87.06  | 100.00 |
| 1530                             | 1.75 | 1.75          | 3.50  | 1.05 | 0.35 | 1.40 | 2.10 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 87.06  | 100.00 |
| 1600                             | 1.40 | 1.40          | 3.15  | 0.70 | 0.35 | 1.05 | 2.10 | 0.70  | 0.00    | 0.00   | 0.00         | 0.35    | 88.81  | 100.00 |
| 1630                             | 1.40 | 1.40          | 2.45  | 0.70 | 0.00 | 1.05 | 1.75 | 0.00  | 0.00    | 0.00   | 0.00         | 0.35    | 90.91  | 100.00 |
| 1700                             | 1.05 | 1.05          | 2.10  | 0.70 | 0.00 | 0.70 | 1.40 | 0.35  | 0.00    | 0.00   | 0.00         | 0.00    | 92.66  | 100.00 |
| 1730                             | 1.40 | 1.05          | 1.75  | 0.70 | 0.00 | 0.70 | 1.05 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 93.36  | 100.00 |
| 1800                             | 1.40 | 1.40          | 1.75  | 0.35 | 0.00 | 0.35 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 94.06  | 100.00 |
| 1830                             | 1.05 | 1.05          | 1.40  | 0.35 | 0.00 | 0.00 | 0.70 | 0.35  | 0.35    | 0.00   | 0.00         | 0.00    | 94.76  | 100.00 |
| 1900                             | 0.70 | 0.70          | 1.75  | 0.35 | 0.00 | 0.70 | 1.05 | 0.35  | 0.35    | 0.00   | 0.00         | 0.00    | 94.06  | 100.00 |
| 1930                             | 0.70 | 0.70          | 1.05  | 0.00 | 0.00 | 0.70 | 0.35 | 0.00  | 0.35    | 0.00   | 0.00         | 0.00    | 96.15  | 100.00 |
| 2000                             | 0.70 | 0.70          | 0.70  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.35    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2030                             | 0.70 | 0.70          | 0.70  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.35    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2100                             | 0.35 | 0.70          | 0.70  | 0.00 | 0.00 | 0.35 | 0.35 | 0.35  | 0.35    | 0.00   | 0.00         | 0.00    | 96.85  | 100.00 |
| 2130                             | 0.35 | 0.70          | 0.70  | 0.00 | 0.00 | 0.35 | 0.35 | 0.35  | 0.00    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2200                             | 0.35 | 0.35          | 1.05  | 0.00 | 0.00 | 0.35 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2230                             | 0.70 | 0.35          | 0.70  | 0.00 | 0.00 | 0.35 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 97.20  | 100.00 |
| 2300                             | 0.35 | 0.00          | 0.70  | 0.00 | 0.00 | 0.35 | 0.70 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 97.90  | 100.00 |
| 2330                             | 0.35 | 0.00          | 0.35  | 0.00 | 0.00 | 0.00 | 0.35 | 0.00  | 0.00    | 0.00   | 0.00         | 0.00    | 98.95  | 100.00 |
| average                          | 1.03 | 0.81          | 1.64  | 0.59 | 0.15 | 0.62 | 1.28 | 0.28  | 0.07    | 0.00   | 0.00         | 0.20    | 93.32  |        |
| maximum                          | 2.80 | 2.10          | 3.85  | 2.10 | 1.05 | 2.10 | 4.20 | 1.75  | 0.35    | 0.00   | 0.00         | 1.05    | 100.00 |        |
| std. dev.                        | 0.84 | 0.70          | 1.26  | 0.66 | 0.30 | 0.60 | 1.23 | 0.40  | 0.14    | 0.00   | 0.00         | 0.26    | 5.46   |        |
| average<br>for 0600-<br>2400 hrs | 1.37 | 1.04          | 2.16  | 0.79 | 0.20 | 0.83 | 1.70 | 0.38  | 0.10    | 0.00   | 0.00         | 0.27    | 91.17  |        |

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

**Table 8.1-1 TV Audience Average Share (October 2001)**  
*All available Time-Slots*

|               | TVM  | SUPER<br>1 | NET<br>TV | MAX<br>PLUS | SMASH | RAI  | MEDIA-<br>SET | OTHER<br>ITALIAN | CHANNEL<br>12 | CHANNEL<br>22 | SATEL<br>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 8.1-2 TV Audience Average Share (October 2002)**  
*All available Time-Slots*

|               | TVM  | SUPER<br>1 | NET<br>TV | MAX<br>PLUS | SMASH | RAI  | MEDIA<br>ET | OTHER<br>ITALIAN | CHANN<br>EL 12 | CHANNE<br>L 22 | SATEL-<br>LITE | NONE  |
|---------------|------|------------|-----------|-------------|-------|------|-------------|------------------|----------------|----------------|----------------|-------|
| Monday        | 2.19 | 3.08       | 2.28      | 0.53        | 0.03  | 0.51 | 1.58        | 0.02             | 0.00           | 0.00           | 1.41           | 88.70 |
| Tuesday       | 3.30 | 3.16       | 1.72      | 0.31        | 0.06  | 0.46 | 1.33        | 0.11             | 0.54           | 0.04           | 1.03           | 88.13 |
| Wednesday     | 2.73 | 3.40       | 1.38      | 0.58        | 0.12  | 0.49 | 1.80        | 0.17             | 0.11           | 0.00           | 1.20           | 88.35 |
| Thursday      | 1.62 | 3.74       | 1.26      | 0.51        | 0.08  | 0.40 | 1.36        | 0.06             | 0.01           | 0.00           | 1.28           | 89.94 |
| Friday        | 6.46 | 2.08       | 0.82      | 0.21        | 0.06  | 0.41 | 0.96        | 0.11             | 0.00           | 0.00           | 0.69           | 88.34 |
| Saturday      | 2.88 | 1.81       | 1.16      | 0.45        | 0.11  | 0.75 | 1.62        | 0.07             | 0.00           | 0.00           | 2.30           | 89.10 |
| Sunday        | 7.37 | 1.54       | 1.20      | 0.16        | 0.14  | 0.56 | 1.58        | 0.09             | 0.02           | 0.04           | 1.88           | 85.52 |
| Daily Average | 3.79 | 2.69       | 1.40      | 0.39        | 0.08  | 0.51 | 1.46        | 0.09             | 0.10           | 0.01           | 1.40           | 88.30 |

**Table 8.2 Daily Peak TV Audience Share (October 2002)**

|              | TVM   | UPER  | NET<br>TV | MAX<br>PLUS | SMASH | RAI  | MEDIA<br>SET | OTHER<br>ITALIAN | CHANNEL<br>12 | CHANNEL<br>22 | SATELLITE |
|--------------|-------|-------|-----------|-------------|-------|------|--------------|------------------|---------------|---------------|-----------|
| Monday       | 31.12 | 20.28 | 22.03     | 1.40        | 0.35  | 3.15 | 9.79         | 0.35             | 0.00          | 0.00          | 6.29      |
| Tuesday      | 30.77 | 23.78 | 16.78     | 1.40        | 0.35  | 1.40 | 5.59         | 1.05             | 5.59          | 0.35          | 3.85      |
| Wednesday    | 26.92 | 19.93 | 14.34     | 3.85        | 0.70  | 2.80 | 8.39         | 1.75             | 1.05          | 0.00          | 5.94      |
| Thursday     | 27.62 | 26.57 | 13.64     | 3.15        | 0.70  | 1.75 | 7.69         | 0.35             | 0.35          | 0.00          | 6.29      |
| Friday       | 52.80 | 14.34 | 10.14     | 1.05        | 1.05  | 2.10 | 4.20         | 0.70             | 0.00          | 0.00          | 2.45      |
| Saturday     | 17.13 | 9.09  | 6.99      | 1.40        | 0.70  | 3.50 | 8.74         | 0.70             | 0.00          | 0.00          | 6.99      |
| Sunday       | 34.62 | 13.29 | 13.29     | 0.70        | 0.70  | 2.80 | 5.24         | 0.70             | 0.35          | 0.35          | 5.59      |
| Highest Peak | 52.80 | 26.57 | 22.03     | 3.85        | 1.05  | 3.50 | 9.79         | 1.75             | 5.59          | 0.35          | 6.99      |

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

|           | TVM   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMAS | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | HANNEL | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|------|------|----------|------------------|---------------|--------|-----------|--------|-------|
| MIDNIGHT  | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0030      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0630      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 100.00 | 100   |
| 0700      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.35      | 99.30  | 100   |
| 0730      | 0.35  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.35      | 98.95  | 100   |
| 0800      | 0.35  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 99.30  | 100   |
| 0830      | 0.35  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 99.30  | 100   |
| 0900      | 0.35  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 99.30  | 100   |
| 0930      | 0.35  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 99.65  | 100   |
| 1000      | 0.70  | 1.40       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 97.90  | 100   |
| 1030      | 0.35  | 1.40       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.00      | 98.25  | 100   |
| 1100      | 0.35  | 1.05       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.35      | 98.25  | 100   |
| 1130      | 0.35  | 0.35       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00   | 0.35      | 98.95  | 100   |
| NOON      | 0.70  | 0.70       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00   | 0.70      | 97.55  | 100   |
| 1230      | 0.35  | 0.70       | 0.00   |             | 0.00 | 0.35 | 0.35     | 0.00             | 0.00          | 0.00   | 0.35      | 97.90  | 100   |
| 1300      | 2.45  | 0.70       | 0.35   |             | 0.00 | 0.70 | 0.35     | 0.00             | 0.00          | 0.00   | 0.35      | 95.10  | 100   |
| 1330      | 2.80  | 0.70       | 0.35   |             | 0.00 | 0.35 | 1.40     | 0.00             | 0.00          | 0.00   | 0.35      | 94.06  | 100   |
| 1400      | 2.45  | 2.80       | 1.05   |             | 0.00 | 0.70 | 1.05     | 0.00             | 0.00          | 0.00   | 1.05      | 90.91  | 100   |
| 1430      | 2.10  | 3.50       | 1.05   | 0.00        | 0.00 | 0.70 | 1.05     | 0.00             | 0.00          | 0.00   | 0.70      | 90.91  | 100   |
| 1500      | 1.40  | 3.15       | 1.40   | 1.40        | 0.00 | 0.35 | 2.45     | 0.00             | 0.00          | 0.00   | 1.05      | 88.81  | 100   |
| 1530      | 0.70  | 3.15       | 1.40   | 1.40        | 0.00 | 0.35 | 3.15     | 0.00             | 0.00          | 0.00   | 1.05      | 88.81  | 100   |
| 1600      | 0.70  | 2.45       | 2.80   | 1.40        | 0.00 | 0.00 | 2.45     | 0.00             | 0.00          | 0.00   | 1.05      | 89.16  | 100   |
| 1630      | 0.70  | 2.45       | 2.10   | 1.40        | 0.00 | 0.00 | 0.70     | 0.00             | 0.00          | 0.00   | 1.40      | 91.26  | 100   |
| 1700      | 1.05  | 1.75       | 1.75   | 1.05        | 0.00 | 0.35 | 1.05     | 0.00             | 0.00          | 0.00   | 1.75      | 91.26  | 100   |
| 1730      | 0.70  | 1.75       | 1.75   | 0.70        | 0.00 | 0.00 | 1.40     | 0.00             | 0.00          | 0.00   | 2.45      | 91.26  | 100   |
| 1800      | 1.05  | 3.15       | 2.10   | 0.35        | 0.00 | 0.00 | 1.05     | 0.00             | 0.00          | 0.00   | 3.85      | 88.46  | 100   |
| 1830      | 0.35  | 3.15       | 2.10   | 0.35        | 0.00 | 0.00 | 1.40     | 0.00             | 0.00          | 0.00   | 3.50      | 89.16  | 100   |
| 1900      | 1.05  | 3.85       | 1.40   | 0.00        | 0.00 | 0.35 | 1.75     | 0.00             | 0.00          | 0.00   | 3.15      | 88.46  | 100   |
| 1930      | 1.05  | 20.28      | 1.75   | 0.00        | 0.00 | 0.35 | 1.40     | 0.00             | 0.00          | 0.00   | 2.80      | 72.38  | 100   |
| 1945      | 1.40  | 12.24      | 17.83  | 0.00        | 0.00 | 0.00 | 2.10     | 0.35             | 0.00          | 0.00   | 3.15      | 62.94  | 100   |
| 2000      | 31.12 | 10.49      | 8.39   | 0.35        | 0.00 | 1.75 | 4.20     | 0.35             | 0.00          | 0.00   | 4.90      | 38.46  | 100   |
| 2030      | 16.43 | 14.69      | 19.93  | 0.70        | 0.00 | 2.80 | 8.39     | 0.35             | 0.00          | 0.00   | 4.90      | 31.82  | 100   |
| 2100      | 11.54 | 19.93      | 22.03  | 0.35        | 0.35 | 2.80 | 9.44     | 0.00             | 0.00          | 0.00   | 5.94      | 27.62  | 100   |
| 2130      | 10.49 | 15.38      | 13.64  | 0.35        | 0.35 | 2.80 | 9.79     | 0.00             | 0.00          | 0.00   | 6.29      | 40.91  | 100   |
| 2200      | 5.59  | 10.84      | 5.24   | 0.35        | 0.35 | 3.15 | 8.74     | 0.00             | 0.00          | 0.00   | 5.94      | 59.79  | 100   |
| 2230      | 4.55  | 6.29       | 2.45   | 0.00        | 0.35 | 2.80 | 6.64     | 0.00             | 0.00          | 0.00   | 5.24      | 71.68  | 100   |
| 2300      | 3.15  | 2.80       | 1.05   | 0.00        | 0.00 | 1.40 | 5.24     | 0.00             | 0.00          | 0.00   | 3.50      | 82.87  | 100   |
| 2330      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.70 | 1.75     | 0.00             | 0.00          | 0.00   | 2.10      | 95.45  | 100   |
| Tot. Avg. | 2.19  | 3.08       | 2.28   | 0.53        | 0.03 | 0.51 | 1.58     | 0.02             | 0.00          | 0.00   | 1.41      | 88.70  |       |
| maximum   | 31.12 | 20.28      | 22.03  | 1.40        | 0.35 | 3.15 | 9.79     | 0.35             | 0.00          | 0.00   | 6.29      | 100.00 |       |
| std. dev. | 5.24  | 5.19       | 5.10   | 0.52        | 0.10 | 0.87 | 2.65     | 0.08             | 0.00          | 0.00   | 1.90      | 18.63  |       |
| Band 1    | 0.29  | 0.35       | 0.00   | -           | 0.00 | 0.15 | 0.00     | 0.00             | 0.00          | 0.00   | 0.12      | 99.10  |       |
| Band 2    | 1.25  | 2.15       | 1.30   | 0.89        | 0.00 | 0.30 | 1.27     | 0.00             | 0.00          | 0.00   | 1.40      | 91.76  |       |
| Band 3    | 7.85  | 10.62      | 8.52   | 0.21        | 0.13 | 1.72 | 5.40     | 0.10             | 0.00          | 0.00   | 4.35      | 61.13  |       |

*\*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<br>1 | NET TV | MAX<br>PLUS | SMAS | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | CHANNEL 2 | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|------|------|----------|------------------|---------------|-----------|-----------|--------|-------|
| MIDNIGHT  | 0.70  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 98.95  | 100   |
| 0030      | 0.70  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 98.95  | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.35      | 99.30  | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.35      | 99.30  | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.35      | 99.65  | 100   |
| 0630      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0700      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0730      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.35      | 99.30  | 100   |
| 0800      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.35      | 99.30  | 100   |
| 0830      | 0.00  | 0.00       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0900      | 0.00  | 0.35       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.30  | 100   |
| 0930      | 0.00  | 0.35       | 0.00   |             | 0.00 | 0.35 | 0.35     | 0.00             | 0.00          | 0.00      | 0.00      | 98.95  | 100   |
| 1000      | 0.35  | 1.75       | 0.00   |             | 0.00 | 0.35 | 0.35     | 0.00             | 0.00          | 0.00      | 0.00      | 97.20  | 100   |
| 1030      | 0.00  | 2.10       | 0.00   |             | 0.00 | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 97.55  | 100   |
| 1100      | 0.00  | 1.05       | 0.35   |             | 0.00 | 0.35 | 0.00     | 0.35             | 0.00          | 0.00      | 0.70      | 97.20  | 100   |
| 1130      | 0.35  | 1.05       | 0.35   |             | 0.00 | 0.35 | 0.00     | 0.35             | 0.00          | 0.00      | 0.70      | 96.85  | 100   |
| NOON      | 0.35  | 1.75       | 0.00   |             | 0.00 | 0.70 | 0.00     | 0.35             | 0.00          | 0.00      | 1.05      | 95.80  | 100   |
| 1230      | 0.35  | 1.75       | 0.35   |             | 0.00 | 0.70 | 0.35     | 0.00             | 0.00          | 0.00      | 0.35      | 96.15  | 100   |
| 1300      | 3.50  | 1.40       | 0.00   |             | 0.00 | 1.05 | 0.70     | 0.00             | 0.00          | 0.00      | 0.35      | 93.01  | 100   |
| 1330      | 3.50  | 1.05       | 1.05   |             | 0.00 | 1.05 | 2.45     | 0.00             | 0.00          | 0.00      | 0.35      | 90.56  | 100   |
| 1400      | 2.80  | 3.85       | 1.75   |             | 0.00 | 0.70 | 1.40     | 0.00             | 0.00          | 0.00      | 1.40      | 88.11  | 100   |
| 1430      | 2.10  | 3.85       | 2.45   |             | 0.00 | 0.35 | 2.10     | 0.00             | 0.00          | 0.00      | 1.05      | 87.41  | 100   |
| 1500      | 1.05  | 3.50       | 2.10   | 1.40        | 0.00 | 0.00 | 2.45     | 0.00             | 0.00          | 0.00      | 1.40      | 88.11  | 100   |
| 1530      | 0.35  | 3.50       | 1.75   | 0.70        | 0.00 | 0.00 | 3.50     | 0.00             | 0.00          | 0.00      | 1.75      | 88.46  | 100   |
| 1600      | 0.70  | 4.20       | 2.45   | 0.35        | 0.00 | 0.00 | 2.80     | 0.00             | 0.00          | 0.00      | 1.40      | 88.11  | 100   |
| 1630      | 0.70  | 3.50       | 2.45   | 0.35        | 0.00 | 0.00 | 1.40     | 0.00             | 0.00          | 0.00      | 1.40      | 90.21  | 100   |
| 1700      | 0.70  | 2.45       | 2.10   | 0.35        | 0.00 | 0.70 | 0.70     | 0.00             | 0.00          | 0.00      | 2.10      | 90.91  | 100   |
| 1730      | 0.70  | 2.45       | 1.40   | 0.35        | 0.00 | 0.35 | 1.05     | 0.00             | 0.00          | 0.00      | 2.10      | 91.61  | 100   |
| 1800      | 1.75  | 3.15       | 2.10   | 0.00        | 0.00 | 0.00 | 2.10     | 0.00             | 0.00          | 0.00      | 1.40      | 89.51  | 100   |
| 1830      | 1.75  | 3.85       | 2.45   | 0.35        | 0.00 | 0.00 | 1.40     | 0.00             | 0.00          | 0.00      | 2.80      | 87.41  | 100   |
| 1900      | 2.45  | 4.90       | 2.10   | 0.35        | 0.35 | 0.35 | 1.75     | 0.00             | 0.00          | 0.00      | 2.45      | 85.31  | 100   |
| 1930      | 2.80  | 23.78      | 3.15   | 0.00        | 0.35 | 0.70 | 2.10     | 0.00             | 0.00          | 0.00      | 1.75      | 65.38  | 100   |
| 1945      | 2.45  | 16.43      | 16.78  | 0.35        | 0.35 | 0.35 | 2.80     | 0.35             | 0.00          | 0.00      | 1.40      | 58.74  | 100   |
| 2000      | 30.77 | 12.94      | 6.29   | 0.35        | 0.35 | 1.05 | 4.20     | 0.00             | 0.70          | 0.00      | 2.10      | 41.26  | 100   |
| 2030      | 27.97 | 10.49      | 10.14  | 0.70        | 0.35 | 0.70 | 5.59     | 0.00             | 3.85          | 0.35      | 3.50      | 36.36  | 100   |
| 2100      | 25.52 | 10.49      | 9.79   | 0.00        | 0.35 | 1.40 | 5.24     | 0.35             | 5.59          | 0.35      | 3.15      | 37.76  | 100   |
| 2130      | 19.23 | 10.84      | 5.94   | 0.00        | 0.35 | 1.40 | 4.55     | 1.05             | 5.59          | 0.35      | 3.15      | 47.55  | 100   |
| 2200      | 12.24 | 8.39       | 3.15   | 0.00        | 0.35 | 1.05 | 4.90     | 0.70             | 5.24          | 0.35      | 3.85      | 59.79  | 100   |
| 2230      | 8.74  | 6.29       | 2.10   | 0.00        | 0.00 | 0.70 | 4.20     | 0.70             | 3.50          | 0.35      | 2.80      | 70.63  | 100   |
| 2300      | 4.90  | 2.45       | 1.05   | 0.00        | 0.00 | 1.40 | 4.20     | 0.70             | 1.40          | 0.00      | 3.15      | 80.77  | 100   |
| 2330      | 2.10  | 1.05       | 0.70   |             | 0.00 | 0.35 | 2.45     | 0.35             | 0.70          | 0.00      | 1.05      | 91.26  | 100   |
| Tot. Avg. | 3.30  | 3.16       | 1.72   | 0.31        | 0.06 | 0.46 | 1.33     | 0.11             | 0.54          | 0.04      | 1.03      | 88.13  |       |
| maximum   | 30.77 | 23.78      | 16.78  | 1.40        | 0.35 | 1.40 | 5.59     | 1.05             | 5.59          | 0.35      | 3.85      | 100.00 |       |
| Std. dev. | 7.20  | 4.81       | 3.15   | 0.35        | 0.13 | 0.36 | 1.69     | 0.24             | 1.47          | 0.11      | 1.13      | 17.33  |       |
| Band 1    | 0.06  | 0.55       | 0.06   | -           | 0.00 | 0.29 | 0.06     | 0.06             | 0.00          | 0.00      | 0.20      | 98.72  |       |
| Band 2    | 1.45  | 2.87       | 1.60   | 0.48        | 0.00 | 0.40 | 1.60     | 0.02             | 0.00          | 0.00      | 1.35      | 90.38  |       |
| Band 3    | 12.65 | 9.82       | 5.56   | 0.17        | 0.25 | 0.86 | 3.81     | 0.38             | 2.42          | 0.16      | 2.57      | 61.35  |       |

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

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

|           | TVM   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | HANNEL : | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|-------|------|----------|------------------|---------------|----------|-----------|--------|-------|
| MIDNIGHT  | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.35      | 99.30  | 100   |
| 3030      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.00      | 99.65  | 100   |
| 3100      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3130      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3200      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3230      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3300      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3330      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3400      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3430      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 3500      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 3530      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 3600      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.70      | 99.30  | 100   |
| 3630      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 3700      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.30  | 100   |
| 3730      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 3800      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.70      | 98.95  | 100   |
| 3830      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.70      | 98.95  | 100   |
| 3900      | 0.00  | 0.70       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.35      | 98.60  | 100   |
| 3930      | 0.00  | 0.70       | 0.00   |             | 0.00  | 0.00 | 1.05     | 0.00             | 0.00          | 0.00     | 0.35      | 97.90  | 100   |
| 1000      | 0.00  | 1.40       | 0.00   |             | 0.70  | 0.00 | 1.40     | 0.00             | 0.00          | 0.00     | 0.35      | 96.15  | 100   |
| 1030      | 0.35  | 1.75       | 0.00   |             | 0.35  | 0.00 | 1.05     | 0.00             | 0.00          | 0.00     | 0.35      | 96.15  | 100   |
| 1100      | 0.35  | 2.10       | 0.00   |             | 0.35  | 0.00 | 0.70     | 0.00             | 0.00          | 0.00     | 0.70      | 95.80  | 100   |
| 1130      | 0.70  | 1.05       | 0.35   |             | 0.70  | 0.35 | 0.70     | 0.00             | 0.00          | 0.00     | 1.40      | 94.76  | 100   |
| NOON      | 0.70  | 1.05       | 0.35   |             | 0.35  | 1.05 | 0.35     | 0.00             | 0.00          | 0.00     | 1.40      | 94.76  | 100   |
| 1230      | 0.70  | 1.05       | 0.35   |             | 0.00  | 1.05 | 1.05     | 0.00             | 0.00          | 0.00     | 1.05      | 94.76  | 100   |
| 1300      | 3.85  | 1.05       | 0.35   |             | 0.00  | 0.70 | 1.40     | 0.00             | 0.00          | 0.00     | 0.35      | 92.31  | 100   |
| 1330      | 3.50  | 1.05       | 1.05   |             | 0.70  | 1.05 | 2.80     | 0.00             | 0.00          | 0.00     | 0.35      | 89.51  | 100   |
| 1400      | 2.80  | 3.50       | 1.05   |             | 0.70  | 0.00 | 1.75     | 0.00             | 0.00          | 0.00     | 0.35      | 89.86  | 100   |
| 1430      | 2.45  | 3.15       | 1.05   |             | 0.00  | 0.00 | 2.80     | 0.00             | 0.00          | 0.00     | 0.35      | 88.11  | 100   |
| 1500      | 1.40  | 3.15       | 0.70   | 3.85        | 0.35  | 0.35 | 3.15     | 0.00             | 0.00          | 0.00     | 0.35      | 86.71  | 100   |
| 1530      | 1.05  | 2.80       | 1.05   | 2.45        | 0.00  | 0.35 | 3.15     | 0.00             | 0.00          | 0.00     | 0.35      | 88.81  | 100   |
| 1600      | 0.70  | 2.80       | 2.45   | 1.40        | 0.00  | 0.00 | 1.75     | 0.00             | 0.00          | 0.00     | 1.05      | 89.86  | 100   |
| 1630      | 0.35  | 3.50       | 2.10   | 1.05        | 0.00  | 0.00 | 1.75     | 0.00             | 0.00          | 0.00     | 1.05      | 90.21  | 100   |
| 1700      | 0.35  | 2.45       | 2.45   | 0.35        | 0.35  | 0.00 | 1.40     | 0.00             | 0.00          | 0.00     | 1.40      | 91.26  | 100   |
| 1730      | 0.35  | 2.45       | 2.10   | 0.00        | 0.00  | 0.70 | 1.40     | 0.00             | 0.00          | 0.00     | 1.75      | 91.26  | 100   |
| 1800      | 1.05  | 3.50       | 2.10   | 0.00        | 0.00  | 1.05 | 1.05     | 0.00             | 0.00          | 0.00     | 2.10      | 89.16  | 100   |
| 1830      | 0.70  | 3.50       | 1.75   | 0.35        | 0.00  | 0.70 | 1.05     | 0.00             | 0.00          | 0.00     | 1.75      | 90.21  | 100   |
| 1900      | 0.70  | 4.20       | 1.40   | 0.35        | 0.00  | 1.05 | 1.40     | 0.35             | 0.00          | 0.00     | 2.45      | 88.11  | 100   |
| 1930      | 0.70  | 19.93      | 1.05   | 0.00        | 0.00  | 0.35 | 1.75     | 0.35             | 0.00          | 0.00     | 2.80      | 73.08  | 100   |
| 1945      | 0.35  | 13.29      | 14.34  | 0.00        | 0.00  | 0.35 | 2.80     | 0.35             | 0.35          | 0.00     | 2.45      | 65.73  | 100   |
| 2000      | 26.92 | 12.24      | 4.55   | 0.00        | 0.00  | 1.05 | 4.90     | 0.35             | 0.70          | 0.00     | 2.10      | 47.20  | 100   |
| 2030      | 21.33 | 16.08      | 6.29   | 0.35        | 0.00  | 2.45 | 6.64     | 0.35             | 1.05          | 0.00     | 5.24      | 40.21  | 100   |
| 2100      | 18.18 | 18.53      | 6.99   | 0.35        | 0.35  | 2.80 | 6.64     | 1.75             | 1.05          | 0.00     | 5.94      | 37.41  | 100   |
| 2130      | 15.38 | 13.29      | 6.29   | 0.00        | 0.35  | 2.45 | 8.39     | 1.75             | 1.05          | 0.00     | 4.55      | 46.50  | 100   |
| 2200      | 12.94 | 10.49      | 3.50   | 0.00        | 0.35  | 2.45 | 8.04     | 1.40             | 0.70          | 0.00     | 3.85      | 56.29  | 100   |
| 2230      | 8.39  | 9.79       | 1.75   | 0.00        | 0.35  | 1.75 | 7.34     | 1.05             | 0.35          | 0.00     | 3.15      | 66.08  | 100   |
| 2300      | 4.90  | 4.90       | 1.05   | 0.00        | 0.00  | 1.05 | 5.94     | 0.70             | 0.00          | 0.00     | 2.80      | 78.67  | 100   |
| 2330      | 2.45  | 1.40       |        |             | 0.00  | 0.70 | 2.80     | 0.00             | 0.00          | 0.00     | 2.10      | 89.86  | 100   |
| Tot. Avg. | 2.73  | 3.40       | 1.38   | 0.58        | 0.12  | 0.49 | 1.80     | 0.17             | 0.11          | 0.00     | 1.20      | 88.35  |       |
| maximum   | 26.92 | 19.93      | 14.34  | 3.85        | 0.70  | 2.80 | 8.39     | 1.75             | 1.05          | 0.00     | 5.94      | 100.00 |       |
| std. dev. | 5.89  | 5.14       | 2.56   | 1.01        | 0.22  | 0.75 | 2.30     | 0.42             | 0.28          | 0.00     | 1.41      | 16.64  |       |
| Band 1    | 0.12  | 0.64       | 0.03   | -           | 0.17  | 0.06 | 0.50     | 0.00             | 0.00          | 0.00     | 0.55      | 97.93  |       |
| Band 2    | 1.42  | 2.50       | 1.35   | 1.18        | 0.17  | 0.50 | 1.77     | 0.00             | 0.00          | 0.00     | 0.97      | 90.48  |       |
| Band 3    | 10.20 | 11.28      | 4.72   | 0.10        | 0.13  | 1.49 | 5.15     | 0.76             | 0.48          | 0.00     | 3.40      | 62.65  |       |

*\*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\*)

|           | TV8   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | HANNEL : | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|-------|------|----------|------------------|---------------|----------|-----------|--------|-------|
| MIDNIGHT  | 0.00  | 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          | 0.00     | 0.00      | 100.00 | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.70      | 99.30  | 100   |
| 0630      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 0700      | 0.00  | 0.35       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 99.30  | 100   |
| 0730      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0800      | 0.00  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.30  | 100   |
| 0830      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 99.65  | 100   |
| 0900      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 99.65  | 100   |
| 0930      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 99.65  | 100   |
| 1000      | 0.00  | 2.10       | 0.00   |             | 0.35  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 97.20  | 100   |
| 1030      | 0.00  | 1.75       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.35             | 0.00          | 0.00     | 0.00      | 97.55  | 100   |
| 1100      | 0.00  | 2.45       | 0.00   |             | 0.35  | 0.00 | 0.00     | 0.35             | 0.00          | 0.00     | 0.00      | 96.85  | 100   |
| 1130      | 0.35  | 1.75       | 0.00   |             | 0.35  | 0.35 | 0.00     | 0.35             | 0.00          | 0.00     | 0.70      | 96.15  | 100   |
| NOON      | 0.70  | 1.40       | 0.00   |             | 0.35  | 0.35 | 0.00     | 0.35             | 0.00          | 0.00     | 0.00      | 96.85  | 100   |
| 1230      | 0.35  | 0.70       | 0.00   |             | 0.00  | 0.35 | 1.05     | 0.00             | 0.00          | 0.00     | 0.00      | 97.55  | 100   |
| 1300      | 1.40  | 1.05       | 0.00   |             | 0.00  | 0.35 | 0.35     | 0.00             | 0.00          | 0.00     | 0.35      | 96.50  | 100   |
| 1330      | 1.40  | 1.05       | 0.35   |             | 0.00  | 0.70 | 1.05     | 0.00             | 0.00          | 0.00     | 0.35      | 95.10  | 100   |
| 1400      | 1.40  | 3.15       | 0.00   |             | 0.00  | 0.35 | 1.40     | 0.00             | 0.00          | 0.00     | 1.05      | 92.66  | 100   |
| 1430      | 1.05  | 2.80       | 0.00   |             | 0.00  | 0.00 | 2.10     | 0.00             | 0.00          | 0.00     | 0.70      | 91.61  | 100   |
| 1500      | 0.70  | 2.45       | 0.00   | 3.15        | 0.35  | 0.35 | 2.45     | 0.00             | 0.00          | 0.00     | 0.70      | 89.86  | 100   |
| 1530      | 0.35  | 2.10       | 0.00   | 1.40        | 0.00  | 0.35 | 2.10     | 0.00             | 0.00          | 0.00     | 0.70      | 93.01  | 100   |
| 1600      | 0.00  | 1.75       | 2.80   | 0.70        | 0.00  | 0.35 | 2.10     | 0.00             | 0.00          | 0.00     | 0.70      | 91.61  | 100   |
| 1630      | 0.00  | 1.75       | 2.80   | 0.35        | 0.00  | 0.35 | 2.10     | 0.00             | 0.00          | 0.00     | 1.05      | 91.61  | 100   |
| 1700      | 0.00  | 2.80       | 2.45   | 0.35        | 0.35  | 0.35 | 1.05     | 0.00             | 0.00          | 0.00     | 1.40      | 91.26  | 100   |
| 1730      | 0.35  | 2.80       | 1.40   | 0.00        | 0.00  | 0.00 | 1.05     | 0.00             | 0.00          | 0.00     | 2.45      | 91.96  | 100   |
| 1800      | 0.00  | 3.15       | 2.45   | 0.00        | 0.00  | 0.70 | 1.40     | 0.00             | 0.00          | 0.00     | 3.15      | 89.16  | 100   |
| 1830      | 0.35  | 3.15       | 1.75   | 0.35        | 0.00  | 0.70 | 1.40     | 0.00             | 0.00          | 0.00     | 3.50      | 88.81  | 100   |
| 1900      | 1.05  | 4.55       | 1.05   | 0.35        | 0.35  | 1.40 | 1.75     | 0.00             | 0.00          | 0.00     | 3.15      | 86.36  | 100   |
| 1930      | 2.10  | 19.23      | 0.70   | 0.00        | 0.00  | 1.05 | 1.40     | 0.00             | 0.00          | 0.00     | 3.15      | 72.38  | 100   |
| 1945      | 2.80  | 13.29      | 13.64  | 0.00        | 0.00  | 1.40 | 1.05     | 0.00             | 0.00          | 0.00     | 2.80      | 65.03  | 100   |
| 2000      | 27.62 | 12.59      | 5.59   | 0.00        | 0.00  | 1.75 | 4.55     | 0.00             | 0.00          | 0.00     | 3.15      | 44.76  | 100   |
| 2030      | 15.73 | 19.93      | 5.94   | 0.70        | 0.35  | 1.40 | 5.94     | 0.35             | 0.35          | 0.00     | 4.55      | 44.76  | 100   |
| 2100      | 11.19 | 26.57      | 5.94   | 0.70        | 0.70  | 1.40 | 6.99     | 0.35             | 0.00          | 0.00     | 6.29      | 39.86  | 100   |
| 2130      | 5.24  | 22.73      | 4.90   | 0.00        | 0.35  | 1.40 | 7.69     | 0.35             | 0.00          | 0.00     | 5.94      | 51.40  | 100   |
| 2200      | 2.45  | 13.29      | 3.85   | 0.35        | 0.00  | 1.75 | 6.99     | 0.35             | 0.00          | 0.00     | 5.59      | 65.38  | 100   |
| 2230      | 1.40  | 6.64       | 2.80   | 0.35        | 0.00  | 1.40 | 5.59     | 0.35             | 0.00          | 0.00     | 4.90      | 76.57  | 100   |
| 2300      | 1.40  | 4.20       | 2.80   | 0.35        | 0.00  | 0.35 | 3.85     | 0.00             | 0.35          | 0.00     | 2.45      | 84.27  | 100   |
| 2330      | 0.00  | 1.40       | 0.35   |             | 0.00  | 0.35 | 1.05     | 0.00             | 0.00          | 0.00     | 2.10      | 94.76  | 100   |
| Tot. Avg. | 1.62  | 3.74       | 1.26   | 0.51        | 0.08  | 0.40 | 1.36     | 0.06             | 0.01          | 0.00     | 1.28      | 89.94  |       |
| maximum   | 27.62 | 26.57      | 13.64  | 3.15        | 0.70  | 1.75 | 7.69     | 0.35             | 0.35          | 0.00     | 6.29      | 100.00 |       |
| std. dev. | 4.67  | 6.38       | 2.47   | 0.73        | 0.16  | 0.54 | 2.07     | 0.14             | 0.07          | 0.00     | 1.77      | 15.79  |       |
| Band 1    | 0.03  | 0.73       | 0.00   | -           | 0.09  | 0.06 | 0.03     | 0.09             | 0.00          | 0.00     | 0.20      | 98.69  |       |
| Band 2    | 0.57  | 2.15       | 1.00   | 0.79        | 0.07  | 0.37 | 1.40     | 0.02             | 0.00          | 0.00     | 1.15      | 92.68  |       |
| Band 3    | 6.45  | 13.13      | 4.32   | 0.28        | 0.16  | 1.24 | 4.26     | 0.16             | 0.06          | 0.00     | 4.01      | 65.96  |       |

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

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

|           | TVM   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | HANNEL : | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|-------|------|----------|------------------|---------------|----------|-----------|--------|-------|
| MIDNIGHT  | 0.35  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.35             | 0.00          | 0.00     | 0.00      | 99.30  | 100   |
| 0030      | 0.35  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.35             | 0.00          | 0.00     | 0.00      | 99.30  | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 100.00 | 100   |
| 0630      | 0.00  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 99.65  | 100   |
| 0700      | 0.00  | 0.70       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.00      | 98.95  | 100   |
| 0730      | 0.00  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.00      | 99.65  | 100   |
| 0800      | 0.35  | 0.70       | 0.00   |             | 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     | 0.00      | 99.30  | 100   |
| 0900      | 0.35  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 98.95  | 100   |
| 0930      | 0.35  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.70      | 98.25  | 100   |
| 1000      | 0.35  | 1.05       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.70      | 97.55  | 100   |
| 1030      | 0.35  | 1.40       | 0.35   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.35      | 97.55  | 100   |
| 1100      | 0.35  | 1.75       | 0.00   |             | 0.70  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.70      | 96.50  | 100   |
| 1130      | 0.35  | 1.40       | 0.00   |             | 0.70  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00     | 0.70      | 96.85  | 100   |
| NOON      | 0.70  | 1.05       | 0.00   |             | 1.05  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 1.05      | 95.80  | 100   |
| 1230      | 0.35  | 1.40       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 1.05      | 96.85  | 100   |
| 1300      | 1.40  | 1.75       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00     | 0.70      | 95.80  | 100   |
| 1330      | 1.40  | 1.75       | 0.70   |             | 0.00  | 0.00 | 1.40     | 0.00             | 0.00          | 0.00     | 1.05      | 93.71  | 100   |
| 1400      | 1.75  | 2.80       | 1.05   |             | 0.00  | 0.70 | 1.75     | 0.00             | 0.00          | 0.00     | 1.05      | 90.91  | 100   |
| 1430      | 1.75  | 2.80       | 1.05   |             | 0.00  | 1.40 | 1.75     | 0.00             | 0.00          | 0.00     | 0.35      | 90.56  | 100   |
| 1500      | 1.40  | 2.45       | 1.05   | 1.05        | 0.00  | 1.05 | 1.75     | 0.00             | 0.00          | 0.00     | 0.35      | 90.91  | 100   |
| 1530      | 1.05  | 1.75       | 0.70   | 0.70        | 0.00  | 0.70 | 2.10     | 0.00             | 0.00          | 0.00     | 0.35      | 92.66  | 100   |
| 1600      | 1.05  | 1.75       | 3.15   | 0.00        | 0.00  | 0.70 | 3.15     | 0.00             | 0.00          | 0.00     | 0.70      | 89.51  | 100   |
| 1630      | 0.70  | 1.75       | 3.15   | 0.00        | 0.00  | 0.70 | 2.80     | 0.00             | 0.00          | 0.00     | 1.05      | 89.86  | 100   |
| 1700      | 1.40  | 1.75       | 2.45   | 0.00        | 0.00  | 1.05 | 1.75     | 0.00             | 0.00          | 0.00     | 1.40      | 90.21  | 100   |
| 1730      | 1.05  | 1.75       | 1.75   | 0.00        | 0.00  | 0.35 | 1.40     | 0.35             | 0.00          | 0.00     | 1.75      | 91.61  | 100   |
| 1800      | 1.75  | 2.10       | 1.40   | 0.35        | 0.00  | 0.70 | 0.70     | 0.35             | 0.00          | 0.00     | 1.40      | 91.26  | 100   |
| 1830      | 0.70  | 2.80       | 1.05   | 0.35        | 0.00  | 1.05 | 1.40     | 0.35             | 0.00          | 0.00     | 1.40      | 90.91  | 100   |
| 1900      | 0.70  | 4.20       | 0.35   | 0.35        | 0.35  | 2.10 | 1.40     | 0.70             | 0.00          | 0.00     | 1.05      | 88.81  | 100   |
| 1930      | 3.50  | 14.34      | 0.35   | 0.00        | 0.00  | 2.10 | 1.40     | 0.35             | 0.00          | 0.00     | 1.05      | 76.92  | 100   |
| 1945      | 4.20  | 10.49      | 10.14  | 0.00        | 0.00  | 1.75 | 0.70     | 0.35             | 0.00          | 0.00     | 1.05      | 71.33  | 100   |
| 2000      | 33.22 | 7.69       | 2.45   | 0.00        | 0.00  | 0.70 | 2.80     | 0.35             | 0.00          | 0.00     | 1.40      | 51.40  | 100   |
| 2030      | 41.96 | 5.59       | 2.10   | 0.35        | 0.00  | 0.70 | 4.20     | 0.35             | 0.00          | 0.00     | 1.75      | 43.01  | 100   |
| 2100      | 52.80 | 5.24       | 2.45   | 0.35        | 0.00  | 1.05 | 3.85     | 0.70             | 0.00          | 0.00     | 2.45      | 31.12  | 100   |
| 2130      | 47.90 | 5.59       | 1.75   | 0.35        | 0.00  | 1.40 | 3.85     | 0.70             | 0.00          | 0.00     | 2.10      | 36.36  | 100   |
| 2200      | 44.06 | 4.55       | 0.35   | 0.00        | 0.00  | 0.70 | 3.85     | 0.00             | 0.00          | 0.00     | 1.75      | 44.76  | 100   |
| 2230      | 40.91 | 3.50       | 0.00   | 0.00        | 0.00  | 0.35 | 2.10     | 0.00             | 0.00          | 0.00     | 2.10      | 51.05  | 100   |
| 2300      | 20.63 | 3.15       | 1.40   | 0.00        | 0.00  | 0.35 | 0.70     | 0.00             | 0.00          | 0.00     | 1.75      | 72.03  | 100   |
| 2330      | 6.99  | 1.05       |        |             | 0.00  | 0.35 | 0.00     | 0.35             | 0.00          | 0.00     | 0.35      | 90.56  | 100   |
| Tot. Avg. | 6.46  | 2.08       | 0.82   | 0.21        | 0.06  | 0.41 | 0.96     | 0.11             | 0.00          | 0.00     | 0.69      | 88.34  |       |
| maximum   | 52.80 | 14.34      | 10.14  | 1.05        | 1.05  | 2.10 | 4.20     | 0.70             | 0.00          | 0.00     | 2.45      | 100.00 |       |
| Std. dev. | 14.31 | 2.80       | 1.64   | 0.29        | 0.20  | 0.58 | 1.24     | 0.20             | 0.00          | 0.00     | 0.70      | 18.36  |       |
| Band 1    | 0.23  | 0.73       | 0.03   | -           | 0.12  | 0.00 | 0.09     | 0.00             | 0.00          | 0.00     | 0.29      | 98.51  |       |
| Band 2    | 1.17  | 1.97       | 1.25   | 0.31        | 0.07  | 0.60 | 1.50     | 0.07             | 0.00          | 0.00     | 0.97      | 92.18  |       |
| Band 3    | 26.99 | 5.94       | 2.13   | 0.14        | 0.03  | 1.05 | 2.26     | 0.35             | 0.00          | 0.00     | 1.53      | 59.76  |       |

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

|           | TVM   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>12 | HANNEL<br>7 | SATELLITE | NONE   | TOTAL |
|-----------|-------|------------|--------|-------------|-------|------|----------|------------------|---------------|-------------|-----------|--------|-------|
| MIDNIGHT  | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.35     | 0.00             | 0.00          | 0.00        | 0.00      | 99.30  | 100   |
| 0030      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.35     | 0.00             | 0.00          | 0.00        | 0.00      | 99.30  | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 0.35      | 99.30  | 100   |
| 0630      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 100.00 | 100   |
| 0700      | 0.70  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.00      | 99.30  | 100   |
| 0730      | 0.70  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.70      | 98.60  | 100   |
| 0800      | 0.70  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.35      | 98.95  | 100   |
| 0830      | 0.70  | 0.00       | 0.35   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 0.35      | 98.25  | 100   |
| 0900      | 1.05  | 0.00       | 2.10   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 0.35      | 96.15  | 100   |
| 0930      | 1.05  | 0.00       | 3.15   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 0.35      | 95.10  | 100   |
| 1000      | 1.05  | 0.00       | 2.80   |             | 0.35  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 0.70      | 94.76  | 100   |
| 1030      | 1.05  | 0.00       | 3.15   |             | 0.35  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 0.70      | 94.76  | 100   |
| 1100      | 1.05  | 0.00       | 3.15   |             | 0.35  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00        | 1.05      | 94.41  | 100   |
| 1130      | 1.05  | 0.00       | 2.45   |             | 0.35  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00        | 1.05      | 94.76  | 100   |
| NOON      | 1.75  | 0.00       | 1.05   |             | 0.35  | 0.70 | 0.35     | 0.00             | 0.00          | 0.00        | 1.05      | 94.76  | 100   |
| 1230      | 1.75  | 0.00       | 0.35   |             | 0.35  | 0.35 | 0.35     | 0.35             | 0.00          | 0.00        | 1.05      | 95.45  | 100   |
| 1300      | 2.45  | 1.05       | 0.70   |             | 0.00  | 0.70 | 0.35     | 0.35             | 0.00          | 0.00        | 2.10      | 91.96  | 100   |
| 1330      | 3.15  | 1.05       | 0.70   |             | 0.00  | 0.70 | 0.00     | 0.35             | 0.00          | 0.00        | 2.45      | 91.26  | 100   |
| 1400      | 6.29  | 3.15       | 2.45   |             | 0.35  | 1.05 | 0.70     | 0.35             | 0.00          | 0.00        | 2.80      | 82.17  | 100   |
| 1430      | 6.99  | 6.29       | 2.45   |             | 0.35  | 1.05 | 1.05     | 0.70             | 0.00          | 0.00        | 2.80      | 77.62  | 100   |
| 1500      | 6.29  | 6.29       | 1.75   | 1.05        | 0.35  | 1.05 | 1.40     | 0.00             | 0.00          | 0.00        | 2.80      | 79.02  | 100   |
| 1530      | 5.59  | 5.24       | 1.75   | 1.40        | 0.35  | 0.70 | 1.75     | 0.00             | 0.00          | 0.00        | 3.15      | 80.07  | 100   |
| 1600      | 3.50  | 6.29       | 1.75   | 0.70        | 0.35  | 0.70 | 1.75     | 0.00             | 0.00          | 0.00        | 4.90      | 80.07  | 100   |
| 1630      | 3.15  | 5.24       | 1.75   | 0.70        | 0.35  | 0.70 | 1.40     | 0.00             | 0.00          | 0.00        | 5.24      | 81.47  | 100   |
| 1700      | 3.50  | 3.85       | 2.10   | 0.70        | 0.35  | 1.40 | 1.05     | 0.00             | 0.00          | 0.00        | 5.59      | 81.47  | 100   |
| 1730      | 2.80  | 2.10       | 2.10   | 0.70        | 0.00  | 1.75 | 1.40     | 0.00             | 0.00          | 0.00        | 5.94      | 83.22  | 100   |
| 1800      | 4.20  | 2.45       | 1.40   | 0.00        | 0.00  | 1.40 | 2.45     | 0.00             | 0.00          | 0.00        | 5.59      | 82.52  | 100   |
| 1830      | 2.10  | 2.80       | 0.70   | 0.00        | 0.00  | 1.40 | 2.45     | 0.00             | 0.00          | 0.00        | 6.99      | 83.57  | 100   |
| 1900      | 2.10  | 3.15       | 0.35   | 0.00        | 0.00  | 2.10 | 2.80     | 0.00             | 0.00          | 0.00        | 6.99      | 82.52  | 100   |
| 1930      | 2.10  | 9.09       | 0.35   | 0.35        | 0.70  | 1.05 | 2.45     | 0.00             | 0.00          | 0.00        | 5.94      | 77.97  | 100   |
| 1945      | 2.10  | 8.04       | 6.99   | 0.35        | 0.00  | 1.05 | 2.45     | 0.00             | 0.00          | 0.00        | 5.94      | 73.08  | 100   |
| 2000      | 17.13 | 3.85       | 3.85   | 0.35        | 0.00  | 1.40 | 5.94     | 0.35             | 0.00          | 0.00        | 6.99      | 60.14  | 100   |
| 2030      | 12.59 | 3.15       | 2.10   | 0.35        | 0.00  | 3.50 | 8.39     | 0.00             | 0.00          | 0.00        | 5.94      | 63.99  | 100   |
| 2100      | 9.44  | 3.50       | 1.75   | 0.35        | 0.00  | 2.80 | 8.74     | 0.35             | 0.00          | 0.00        | 6.64      | 66.43  | 100   |
| 2130      | 8.39  | 3.15       | 1.05   | 0.35        | 0.00  | 2.80 | 8.74     | 0.35             | 0.00          | 0.00        | 5.24      | 69.93  | 100   |
| 2200      | 8.39  | 2.80       | 0.70   | 0.35        | 0.00  | 2.45 | 7.34     | 0.35             | 0.00          | 0.00        | 4.55      | 73.08  | 100   |
| 2230      | 7.34  | 3.15       | 0.00   | 0.35        | 0.00  | 2.45 | 5.94     | 0.00             | 0.00          | 0.00        | 3.50      | 77.27  | 100   |
| 2300      | 5.94  | 2.10       | 0.35   | 0.00        | 0.00  | 1.40 | 5.24     | 0.00             | 0.00          | 0.00        | 2.45      | 82.52  | 100   |
| 2330      | 3.15  | 0.70       |        |             | 0.00  | 1.40 | 2.10     | 0.00             | 0.00          | 0.00        | 0.35      | 91.61  | 100   |
| Tot. Avg. | 2.88  | 1.81       | 1.16   | 0.45        | 0.11  | 0.75 | 1.62     | 0.07             | 0.00          | 0.00        | 2.30      | 89.10  |       |
| maximum   | 17.13 | 9.09       | 6.99   | 1.40        | 0.70  | 3.50 | 8.74     | 0.70             | 0.00          | 0.00        | 6.99      | 100.00 |       |
| std. dev. | 3.62  | 2.42       | 1.40   | 0.36        | 0.18  | 0.91 | 2.47     | 0.16             | 0.00          | 0.00        | 2.49      | 11.23  |       |
| Band 1    | 0.76  | 0.00       | 1.43   | -           | 0.12  | 0.00 | 0.17     | 0.00             | 0.00          | 0.00        | 0.50      | 97.03  |       |
| Band 2    | 3.82  | 3.27       | 1.50   | 0.66        | 0.22  | 0.97 | 1.17     | 0.15             | 0.00          | 0.00        | 3.75      | 84.62  |       |
| Band 3    | 7.15  | 3.88       | 1.75   | 0.28        | 0.06  | 2.03 | 5.47     | 0.13             | 0.00          | 0.00        | 4.96      | 74.41  |       |

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

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

|           | TVM   | SUPER<br>1 | NET TV | MAX<br>PLUS | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CHANNEL<br>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      | 0.00      | 100.00 | 100   |
| 0030      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0100      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0130      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0200      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0230      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0300      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0330      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0400      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0430      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0500      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0530      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0600      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0630      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 100.00 | 100   |
| 0700      | 0.00  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.70      | 99.30  | 100   |
| 0730      | 0.00  | 0.35       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.00      | 99.65  | 100   |
| 0800      | 0.70  | 0.00       | 0.00   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 0.70      | 98.60  | 100   |
| 0830      | 1.05  | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.70      | 97.90  | 100   |
| 0900      | 4.55  | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.70      | 94.41  | 100   |
| 0930      | 11.19 | 0.00       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 0.70      | 87.76  | 100   |
| 1000      | 27.27 | 0.35       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.35      | 1.05      | 70.63  | 100   |
| 1030      | 32.87 | 0.35       | 0.00   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 1.05      | 65.38  | 100   |
| 1100      | 34.62 | 0.35       | 0.35   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 1.05      | 63.29  | 100   |
| 1130      | 32.17 | 0.00       | 0.35   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 1.05      | 66.08  | 100   |
| NOON      | 27.27 | 0.00       | 0.70   |             | 0.00  | 0.00 | 0.00     | 0.00             | 0.00          | 0.00      | 1.75      | 70.28  | 100   |
| 1230      | 23.78 | 0.35       | 0.35   |             | 0.00  | 0.00 | 0.35     | 0.00             | 0.00          | 0.00      | 1.40      | 73.78  | 100   |
| 1300      | 11.54 | 0.35       | 0.70   |             | 0.00  | 0.35 | 0.00     | 0.00             | 0.00          | 0.00      | 1.05      | 86.01  | 100   |
| 1330      | 7.34  | 0.35       | 0.35   |             | 0.00  | 0.00 | 0.70     | 0.00             | 0.35          | 0.00      | 1.75      | 89.16  | 100   |
| 1400      | 5.94  | 0.35       | 1.05   |             | 0.35  | 0.00 | 3.50     | 0.00             | 0.35          | 0.00      | 2.10      | 86.36  | 100   |
| 1430      | 3.85  | 0.35       | 1.05   |             | 0.35  | 0.35 | 2.80     | 0.35             | 0.35          | 0.00      | 2.80      | 87.76  | 100   |
| 1500      | 4.20  | 1.05       | 1.40   | 0.00        | 0.35  | 0.70 | 3.15     | 0.35             | 0.00          | 0.00      | 4.20      | 84.62  | 100   |
| 1530      | 3.85  | 0.70       | 1.05   | 0.00        | 0.70  | 0.70 | 3.15     | 0.35             | 0.00          | 0.00      | 5.24      | 84.27  | 100   |
| 1600      | 2.80  | 0.35       | 1.75   | 0.00        | 0.70  | 0.70 | 3.50     | 0.00             | 0.00          | 0.00      | 4.55      | 85.66  | 100   |
| 1630      | 2.45  | 0.35       | 2.10   | 0.00        | 0.70  | 1.05 | 3.50     | 0.00             | 0.00          | 0.00      | 5.59      | 84.27  | 100   |
| 1700      | 2.10  | 0.35       | 2.10   | 0.00        | 0.70  | 1.75 | 4.90     | 0.00             | 0.00          | 0.00      | 5.24      | 82.87  | 100   |
| 1730      | 1.75  | 0.35       | 0.70   | 0.00        | 0.70  | 2.10 | 4.90     | 0.00             | 0.00          | 0.00      | 4.90      | 84.62  | 100   |
| 1800      | 1.40  | 0.35       | 1.05   | 0.00        | 0.35  | 2.80 | 3.50     | 0.00             | 0.00          | 0.00      | 4.55      | 86.01  | 100   |
| 1830      | 1.05  | 0.35       | 1.05   | 0.00        | 0.35  | 2.80 | 2.80     | 0.00             | 0.00          | 0.00      | 4.20      | 87.41  | 100   |
| 1900      | 2.45  | 1.75       | 1.05   | 0.00        | 0.00  | 2.10 | 3.50     | 0.00             | 0.00          | 0.00      | 3.15      | 86.01  | 100   |
| 1930      | 2.10  | 13.29      | 1.40   | 0.00        | 0.00  | 1.40 | 3.50     | 0.00             | 0.00          | 0.00      | 2.45      | 75.87  | 100   |
| 1945      | 2.10  | 8.39       | 13.29  | 0.35        | 0.00  | 1.05 | 2.80     | 0.00             | 0.00          | 0.00      | 2.10      | 69.93  | 100   |
| 2000      | 24.13 | 7.34       | 6.29   | 0.35        | 0.00  | 1.05 | 3.50     | 0.00             | 0.00          | 0.00      | 2.10      | 55.24  | 100   |
| 2030      | 26.92 | 7.34       | 6.99   | 0.70        | 0.70  | 1.05 | 3.85     | 0.35             | 0.00          | 0.35      | 3.85      | 47.90  | 100   |
| 2100      | 24.83 | 8.04       | 6.29   | 0.70        | 0.35  | 1.40 | 5.24     | 0.70             | 0.00          | 0.35      | 5.59      | 46.50  | 100   |
| 2130      | 17.83 | 6.99       | 4.20   | 0.35        | 0.00  | 1.40 | 4.55     | 0.70             | 0.00          | 0.35      | 5.24      | 58.39  | 100   |
| 2200      | 6.99  | 5.94       | 2.10   | 0.35        | 0.00  | 0.70 | 5.24     | 0.70             | 0.00          | 0.35      | 4.55      | 73.08  | 100   |
| 2230      | 4.90  | 5.24       | 0.70   | 0.00        | 0.00  | 0.70 | 4.90     | 0.70             | 0.00          | 0.00      | 4.55      | 78.32  | 100   |
| 2300      | 3.50  | 3.85       | 0.35   | 0.00        | 0.35  | 0.70 | 2.80     | 0.35             | 0.00          | 0.00      | 1.05      | 87.06  | 100   |
| 2330      | 1.75  | 0.35       | 0.00   |             | 0.00  | 0.35 | 1.05     | 0.00             | 0.00          | 0.00      | 0.35      | 96.15  | 100   |
| Tot. Avg. | 7.37  | 1.54       | 1.20   | 0.16        | 0.14  | 0.56 | 1.58     | 0.09             | 0.02          | 0.04      | 1.88      | 85.52  |       |
| maximum   | 34.62 | 13.29      | 13.29  | 0.70        | 0.70  | 2.80 | 5.24     | 0.70             | 0.35          | 0.35      | 5.59      | 100.00 |       |
| std. dev. | 10.58 | 2.98       | 2.40   | 0.24        | 0.24  | 0.73 | 1.90     | 0.21             | 0.08          | 0.11      | 1.93      | 14.91  |       |
| Band 1    | 12.03 | 0.12       | 0.06   | -           | 0.00  | 0.20 | 0.00     | 0.00             | 0.00          | 0.03      | 0.64      | 86.92  |       |
| Band 2    | 7.09  | 0.40       | 1.10   | 0.00        | 0.37  | 0.95 | 2.62     | 0.07             | 0.07          | 0.00      | 3.52      | 83.79  |       |
| Band 3    | 10.68 | 6.23       | 3.88   | 0.28        | 0.13  | 1.08 | 3.72     | 0.32             | 0.00          | 0.13      | 3.18      | 70.41  |       |

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

**Table 8.3: Time Band 1 - TV Audience Average Share**  
0600 HRS –NOON (October 2002)

|              | TVM   | SUP 1 | NET  | MAX Plus | SMA SH | RAI  | MEDIA-SET | OTHER ITALIAN | CH 12 | CH 22 | SATEL-LITE | NONE  |
|--------------|-------|-------|------|----------|--------|------|-----------|---------------|-------|-------|------------|-------|
| Monday       | 0.29  | 0.35  | 0.00 | -        | 0.00   | 0.15 | 0.00      | 0.00          | 0.00  | 0.00  | 0.12       | 99.10 |
| Tuesday      | 0.06  | 0.55  | 0.06 | -        | 0.00   | 0.29 | 0.06      | 0.06          | 0.00  | 0.00  | 0.20       | 98.72 |
| Wednesday    | 0.12  | 0.64  | 0.03 | -        | 0.17   | 0.06 | 0.50      | 0.00          | 0.00  | 0.00  | 0.55       | 97.93 |
| Thursday     | 0.03  | 0.73  | 0.00 | -        | 0.09   | 0.06 | 0.03      | 0.09          | 0.00  | 0.00  | 0.20       | 98.69 |
| Friday       | 0.23  | 0.73  | 0.03 | -        | 0.12   | 0.00 | 0.09      | 0.00          | 0.00  | 0.00  | 0.29       | 98.51 |
| Saturday     | 0.76  | 0.00  | 1.43 | -        | 0.12   | 0.00 | 0.17      | 0.00          | 0.00  | 0.00  | 0.50       | 97.03 |
| Sunday       | 12.03 | 0.12  | 0.06 | -        | 0.00   | 0.20 | 0.00      | 0.00          | 0.00  | 0.03  | 0.64       | 86.92 |
| Daily Averag | 1.93  | 0.45  | 0.23 | -        | 0.07   | 0.11 | 0.12      | 0.02          | 0.00  | 0.00  | 0.36       | 96.70 |

**Table 8.4: Time Band 2 - TV Audience Average Share**  
NOON - 1900 HRS (October 2002)

|              | TVM  | SUP 1 | NET  | MAX Plus | SMA SH | RAI  | MEDIA-SET | OTHER ITALIAN | CH 12 | CH 22 | SATEL-LITE | NONE  |
|--------------|------|-------|------|----------|--------|------|-----------|---------------|-------|-------|------------|-------|
| Monday       | 1.25 | 2.15  | 1.30 | 0.89     | 0.00   | 0.30 | 1.27      | 0.00          | 0.00  | 0.00  | 1.40       | 91.76 |
| Tuesday      | 1.45 | 2.87  | 1.60 | 0.48     | 0.00   | 0.40 | 1.60      | 0.02          | 0.00  | 0.00  | 1.35       | 90.38 |
| Wednesday    | 1.42 | 2.50  | 1.35 | 1.18     | 0.17   | 0.50 | 1.77      | 0.00          | 0.00  | 0.00  | 0.97       | 90.48 |
| Thursday     | 0.57 | 2.15  | 1.00 | 0.79     | 0.07   | 0.37 | 1.40      | 0.02          | 0.00  | 0.00  | 1.15       | 92.68 |
| Friday       | 1.17 | 1.97  | 1.25 | 0.31     | 0.07   | 0.60 | 1.50      | 0.07          | 0.00  | 0.00  | 0.97       | 92.18 |
| Saturday     | 3.82 | 3.27  | 1.50 | 0.66     | 0.22   | 0.97 | 1.17      | 0.15          | 0.00  | 0.00  | 3.75       | 84.62 |
| Sunday       | 7.09 | 0.40  | 1.10 | 0.00     | 0.37   | 0.95 | 2.62      | 0.07          | 0.07  | 0.00  | 3.52       | 83.79 |
| Daily Averag | 2.40 | 2.19  | 1.30 | 0.61     | 0.13   | 0.59 | 1.62      | 0.05          | 0.01  | 0.00  | 1.87       | 89.41 |

**Table 8.5: Time Band 3 - TV Audience Average Share**  
1900 HRS - MIDNIGHT (October 2002)

|              | TVM   | SUP 1 | NET  | MAX Plus | SMASH | RAI  | MEDIA-SET | OTHER ITALIAN | CH 12 | CH 22 | SATEL-LITE | NONE  |
|--------------|-------|-------|------|----------|-------|------|-----------|---------------|-------|-------|------------|-------|
| Monday       | 7.85  | 10.62 | 8.52 | 0.21     | 0.13  | 1.72 | 5.40      | 0.10          | 0.00  | 0.00  | 4.35       | 61.13 |
| Tuesday      | 12.65 | 9.82  | 5.56 | 0.17     | 0.25  | 0.86 | 3.81      | 0.38          | 2.42  | 0.16  | 2.57       | 61.35 |
| Wednesday    | 10.20 | 11.28 | 4.72 | 0.10     | 0.13  | 1.49 | 5.15      | 0.76          | 0.48  | 0.00  | 3.40       | 62.65 |
| Thursday     | 6.45  | 13.13 | 4.32 | 0.28     | 0.16  | 1.24 | 4.26      | 0.16          | 0.06  | 0.00  | 4.01       | 65.96 |
| Friday       | 26.99 | 5.94  | 2.13 | 0.14     | 0.03  | 1.05 | 2.26      | 0.35          | 0.00  | 0.00  | 1.53       | 59.76 |
| Saturday     | 7.15  | 3.88  | 1.75 | 0.28     | 0.06  | 2.03 | 5.47      | 0.13          | 0.00  | 0.00  | 4.96       | 74.41 |
| Sunday       | 10.68 | 6.23  | 3.88 | 0.28     | 0.13  | 1.08 | 3.72      | 0.32          | 0.00  | 0.13  | 3.18       | 70.41 |
| Daily Averag | 11.71 | 8.70  | 4.41 | 0.21     | 0.13  | 1.35 | 4.30      | 0.31          | 0.42  | 0.04  | 3.43       | 65.09 |

**Table 8.6: Audience Share Summary by Time-Band**  
**October 2001 and October 2002**

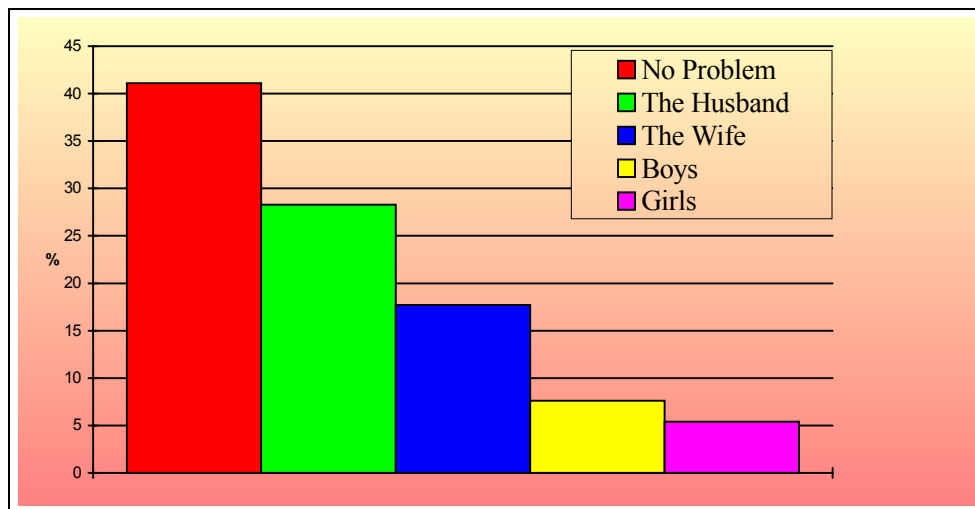
|                           | <b>Time Band 1</b><br>0600 hrs – 1200 hrs |             | <b>Time Band 2</b><br>1200 hrs – 1900hrs |             | <b>Time Band 3</b><br>1900 hrs – 2400 hrs |             |
|---------------------------|-------------------------------------------|-------------|------------------------------------------|-------------|-------------------------------------------|-------------|
|                           | <b>2001</b>                               | <b>2002</b> | <b>2001</b>                              | <b>2002</b> | <b>2001</b>                               | <b>2002</b> |
|                           | %                                         | %           | %                                        | %           | %                                         | %           |
| <b>TVM</b>                | 29.2                                      | 58.7        | 9.3                                      | 22.3        | 25.0                                      | 33.4        |
| <b>Super 1 TV</b>         | 26.2                                      | 13.7        | 24.7                                     | 20.3        | 30.9                                      | 24.9        |
| <b>NET</b>                | 6.0                                       | 7.0         | 7.8                                      | 12.1        | 11.5                                      | 12.6        |
| <b>Max Plus</b>           | 5.6                                       | -           | 13.7                                     | 5.7         | 0.6                                       | 0.6         |
| <b>Smash TV</b>           | 5.6                                       | 2.1         | 2.0                                      | 1.2         | 0.5                                       | 0.4         |
| <b>Channel 12</b>         | -                                         | -           | 0.1                                      | 0.1         | 1.2                                       | 1.2         |
| <b>Channel 22</b>         | -                                         | -           | -                                        | -           | -                                         | 0.1         |
| <b>RAI</b>                | 9.0                                       | 3.3         | 5.4                                      | 5.5         | 4.6                                       | 3.9         |
| <b>Mediaset</b>           | 10.7                                      | 3.6         | 18.9                                     | 15.0        | 13.0                                      | 12.3        |
| <b>Other Italian</b>      | 1.3                                       | 0.6         | 2.0                                      | 0.5         | 1.9                                       | 0.9         |
| <b>Satellite Stations</b> | 6.4                                       | 10.9        | 16.2                                     | 17.4        | 10.7                                      | 9.8         |

**Table 8.6: Audience Share Summary by Time-Band**  
**October 2001 and October 2002**

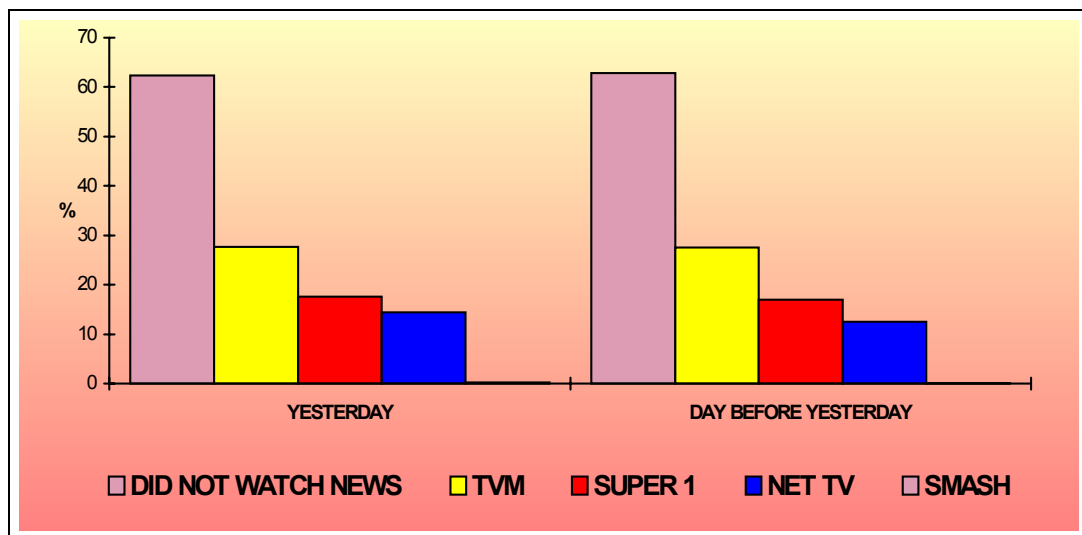
|                           | Time Band 1<br>0600 hrs – 1200 hrs |      | Time Band 2<br>1200 hrs – 1900hrs |      | Time Band 3<br>1900 hrs – 2400 hrs |      |
|---------------------------|------------------------------------|------|-----------------------------------|------|------------------------------------|------|
|                           | 2001                               | 2002 | 2001                              | 2002 | 2001                               | 2002 |
|                           | %                                  | %    | %                                 | %    | %                                  | %    |
| <b>TVM</b>                | 29.2                               | 58.7 | 9.3                               | 22.3 | 25.0                               | 33.4 |
| <b>Super 1 TV</b>         | 26.2                               | 13.7 | 24.7                              | 20.3 | 30.9                               | 24.9 |
| <b>NET</b>                | 6.0                                | 7.0  | 7.8                               | 12.1 | 11.5                               | 12.6 |
| <b>Max Plus</b>           | 5.6                                | -    | 13.7                              | 5.7  | 0.6                                | 0.6  |
| <b>Smash TV</b>           | 5.6                                | 2.1  | 2.0                               | 1.2  | 0.5                                | 0.4  |
| <b>Channel 12</b>         | -                                  | -    | 0.1                               | 0.1  | 1.2                                | 1.2  |
| <b>Channel 22</b>         | -                                  | -    | -                                 | -    | -                                  | 0.1  |
| <b>RAI</b>                | 9.0                                | 3.3  | 5.4                               | 5.5  | 4.6                                | 3.9  |
| <b>Mediaset</b>           | 10.7                               | 3.6  | 18.9                              | 15.0 | 13.0                               | 12.3 |
| <b>Other Italian</b>      | 1.3                                | 0.6  | 2.0                               | 0.5  | 1.9                                | 0.9  |
| <b>Satellite Stations</b> | 6.4                                | 10.9 | 16.2                              | 17.4 | 10.7                               | 9.8  |

**Table AC-2: Audience Share Summary by Time-Band – Cable Network Only**  
**(October 2002)**

|                           | Time Band 1<br>0600 hrs – 1200 hrs | Time Band 2<br>1200 hrs – 1900hrs | Time Band 3<br>1900 hrs – 2400 hrs |
|---------------------------|------------------------------------|-----------------------------------|------------------------------------|
|                           | %                                  | %                                 | %                                  |
| <b>TVM</b>                | 57.9                               | 22.2                              | 33.5                               |
| <b>Super 1 TV</b>         | 13.2                               | 20.3                              | 24.9                               |
| <b>NET</b>                | 7.4                                | 12.0                              | 12.4                               |
| <b>Max Plus</b>           | -                                  | 5.9                               | 0.6                                |
| <b>Smash TV</b>           | 2.2                                | 1.3                               | 0.4                                |
| <b>Channel 12</b>         | -                                  | 0.1                               | 1.2                                |
| <b>Channel 22</b>         | -                                  | -                                 | 0.2                                |
| <b>RAI</b>                | 4.4                                | 5.1                               | 3.8                                |
| <b>Mediaset</b>           | 4.1                                | 15.1                              | 12.2                               |
| <b>Other Italian</b>      | 0.9                                | 0.6                               | 0.9                                |
| <b>Satellite Stations</b> | 10.0                               | 17.4                              | 9.9                                |



**Figure 4.1: Who Decides which Channel is Selected in the Family**  
October 2002



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

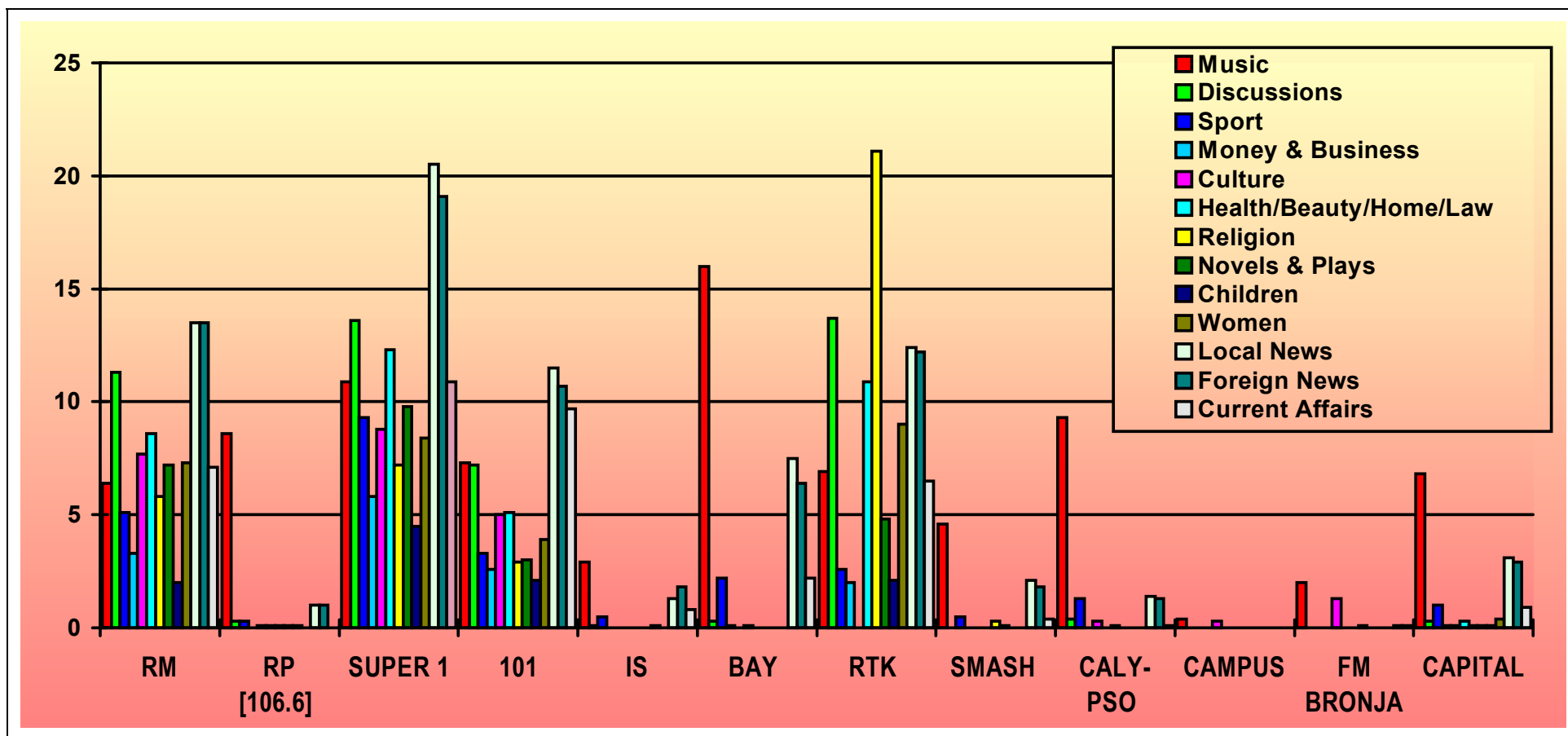
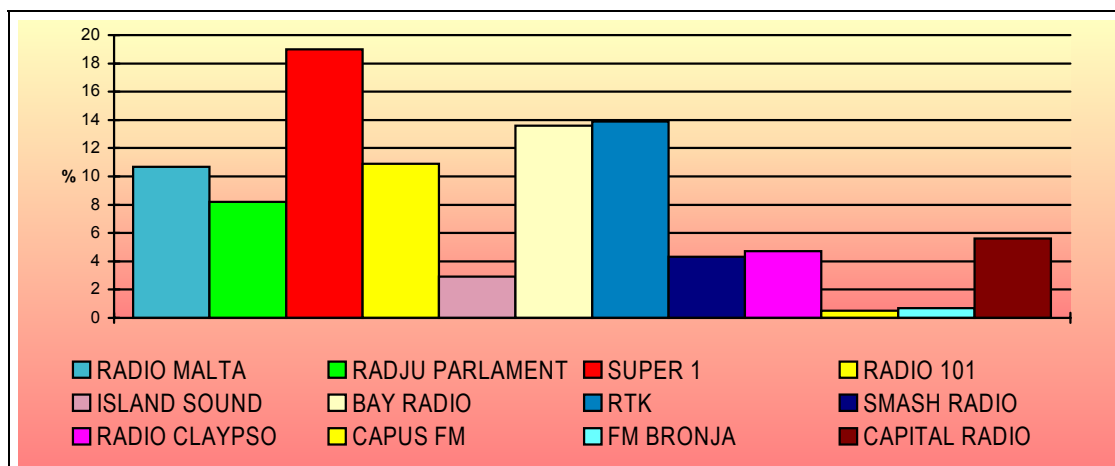
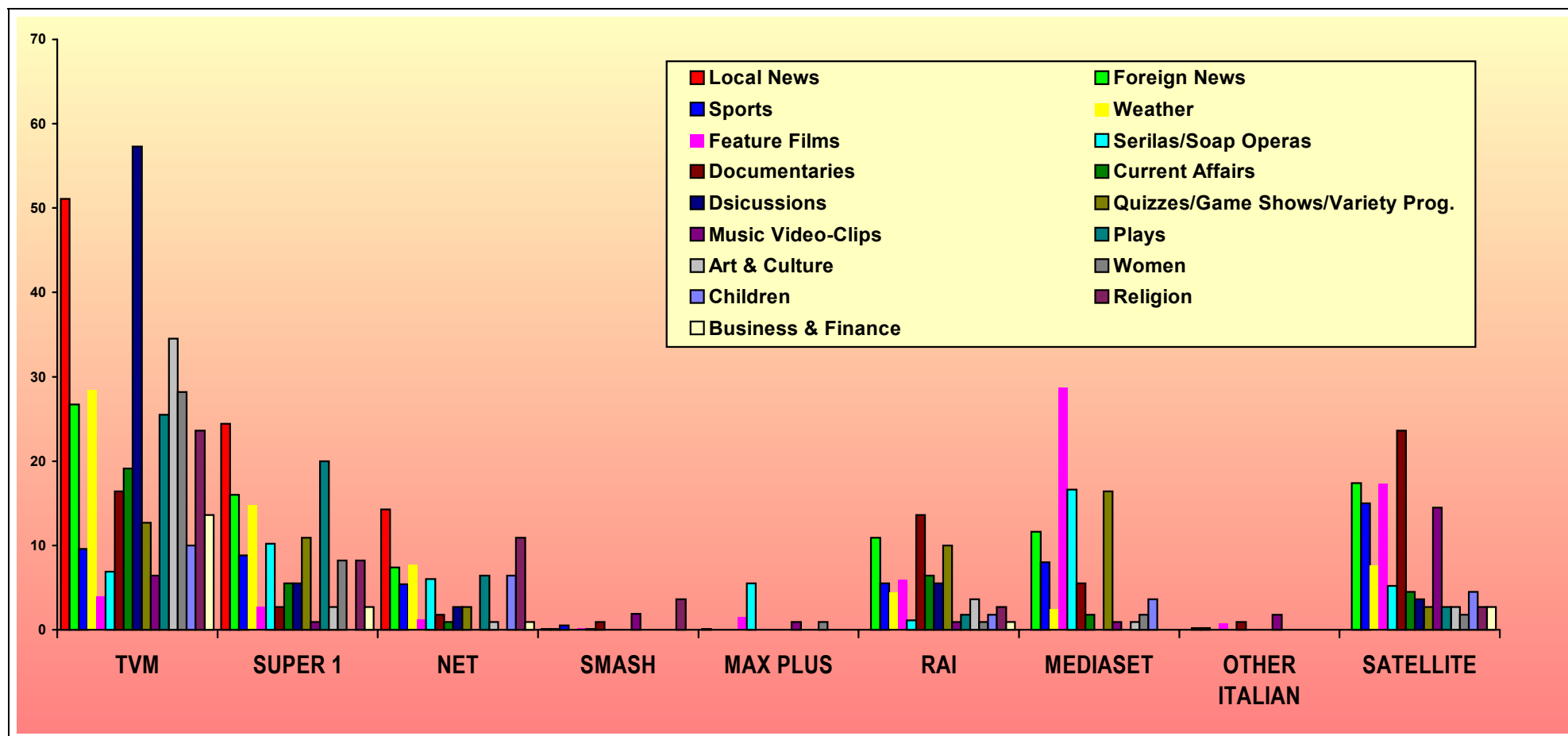


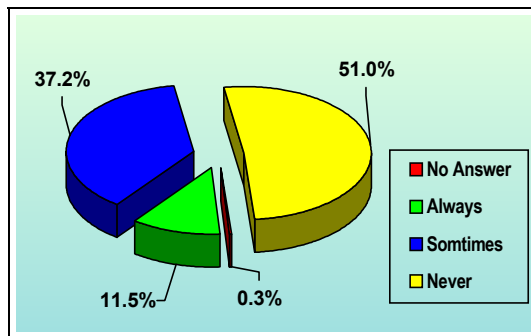
Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 2002)



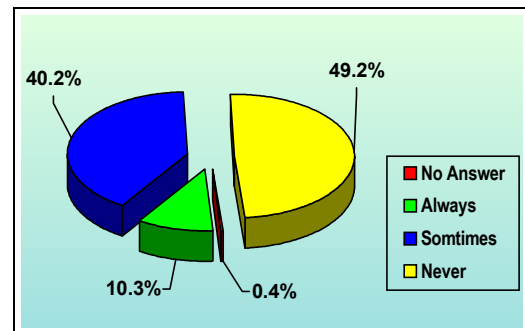
**Fig 6.2: Overall Preference for 'Best Radio Station'**



**Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 2002)**

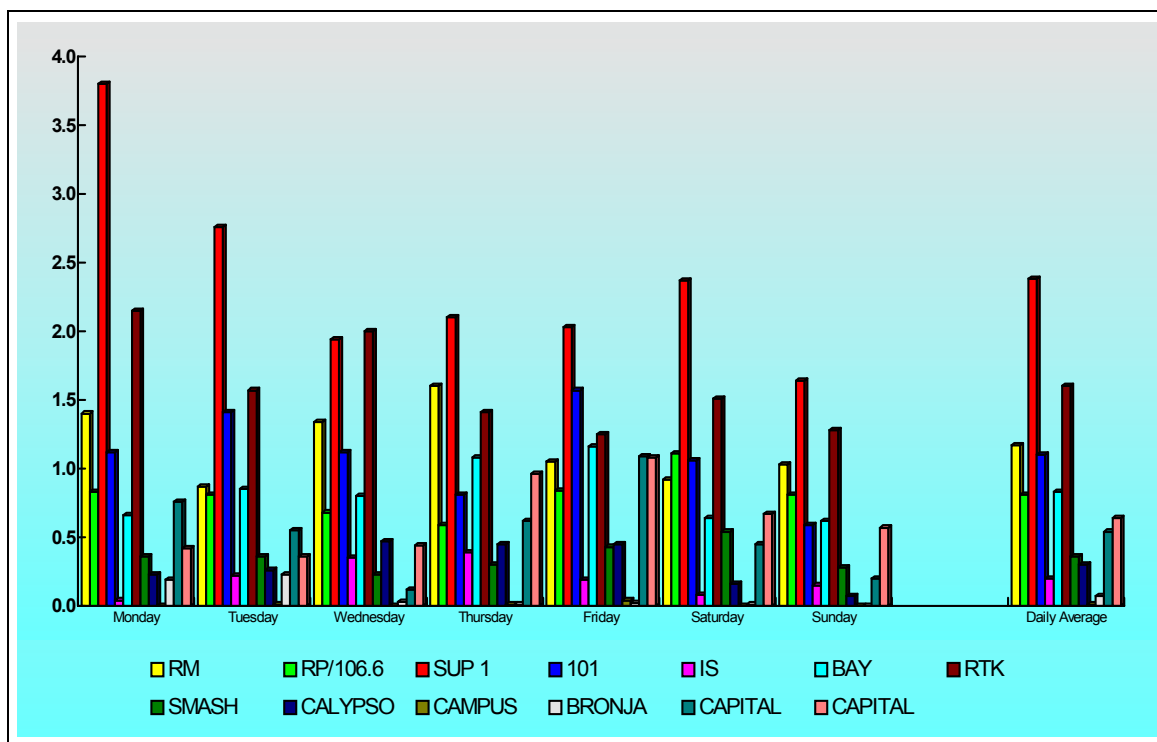


*October 2001*

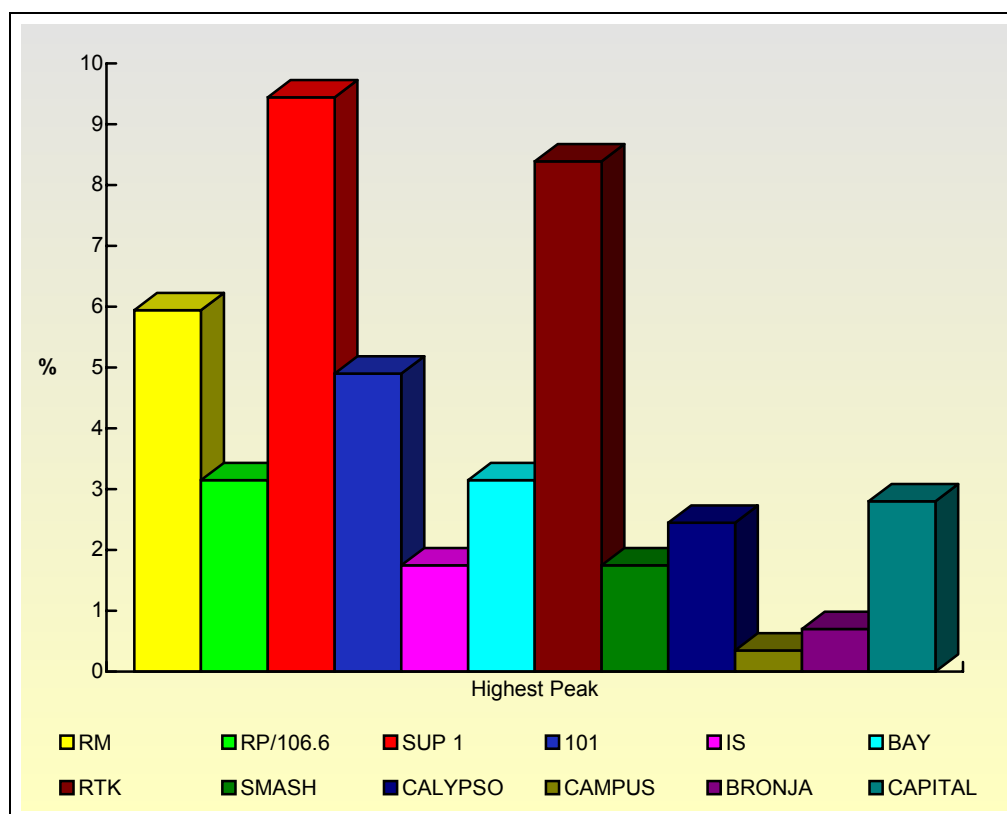


*October 2002*

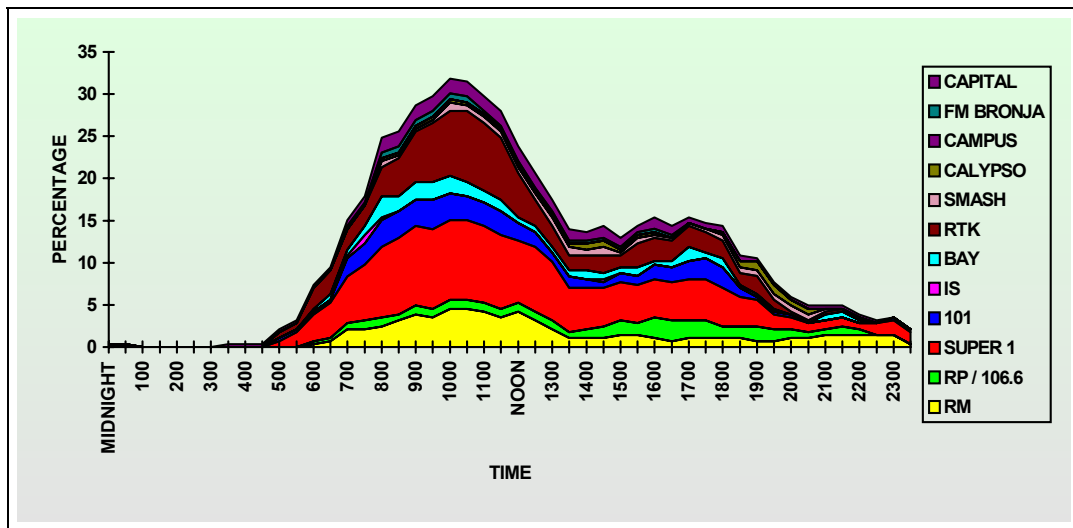
Fig. 6.4: Extent of Interest in Political Broadcasts (October 2001 & 2002)



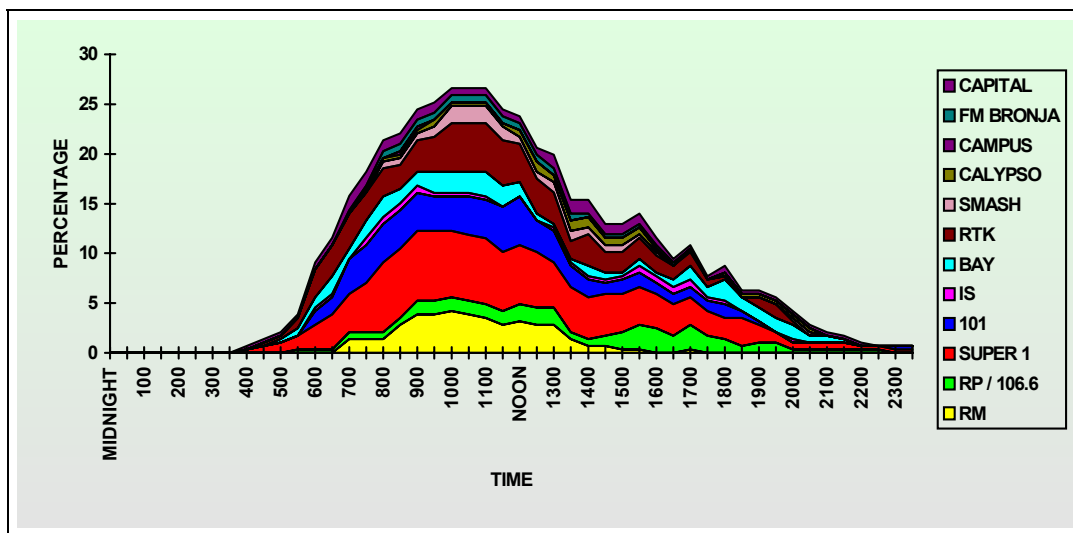
(All available Time-slots)  
**Figure 7.1: Daily Radio Average Audience Share 2002**



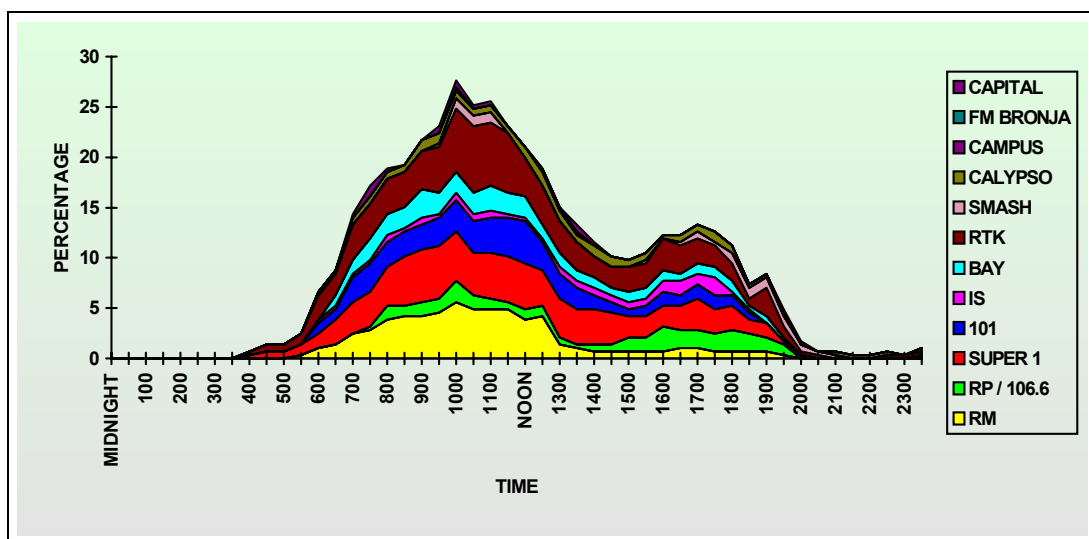
**Figure 7.2: Highest Radio Station Peak Audience Share – October 2002**



**Fig 7.3: Radio Audiences - Monday**



**Fig 7.4: Radio Audiences – Tuesday**



**Fig 7.5: Radio Audiences – Wednesday**

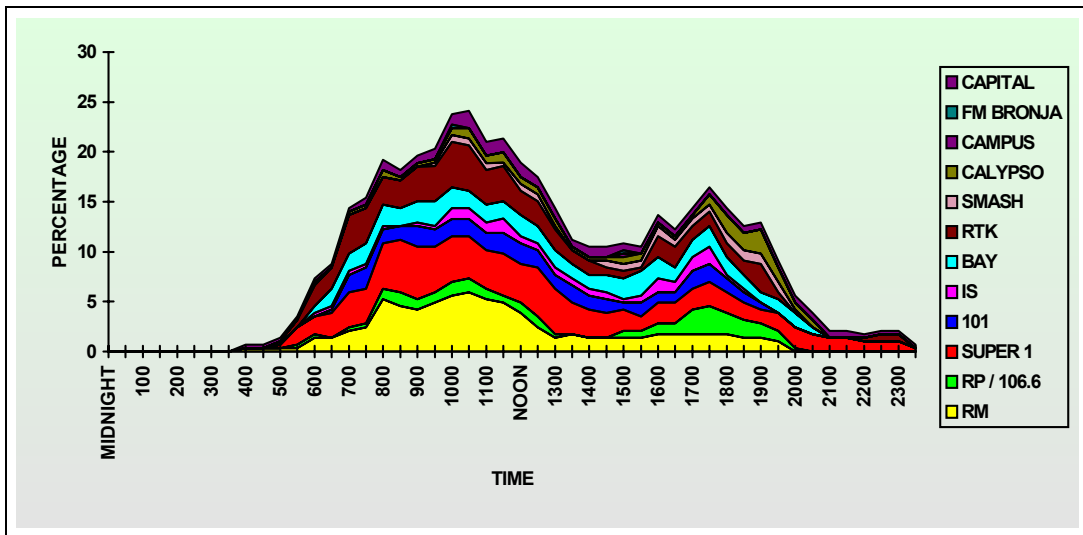


Fig 7.6: Radio Audiences – Thursday

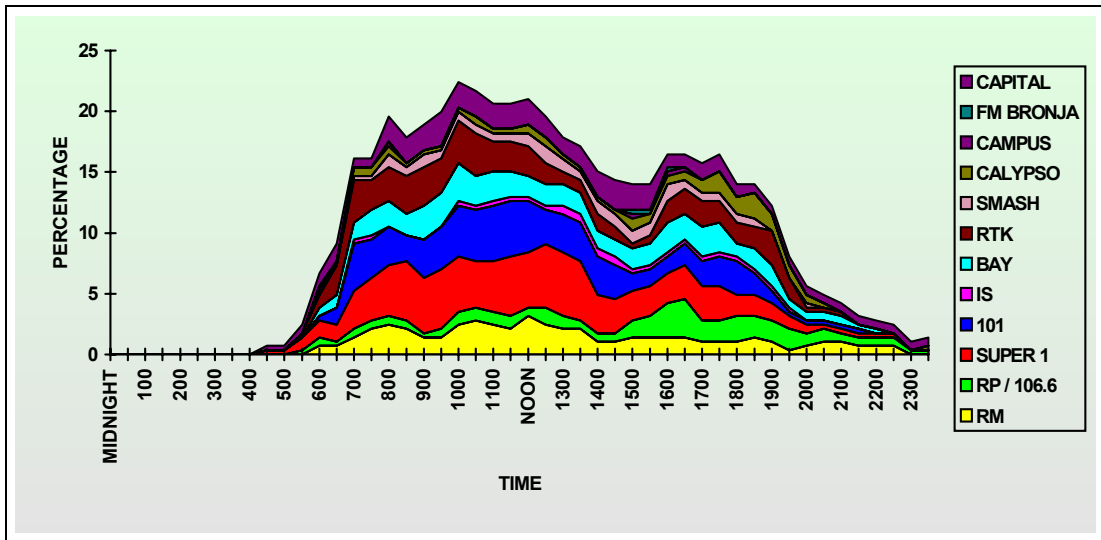


Fig 7.7: Radio Audiences – Friday

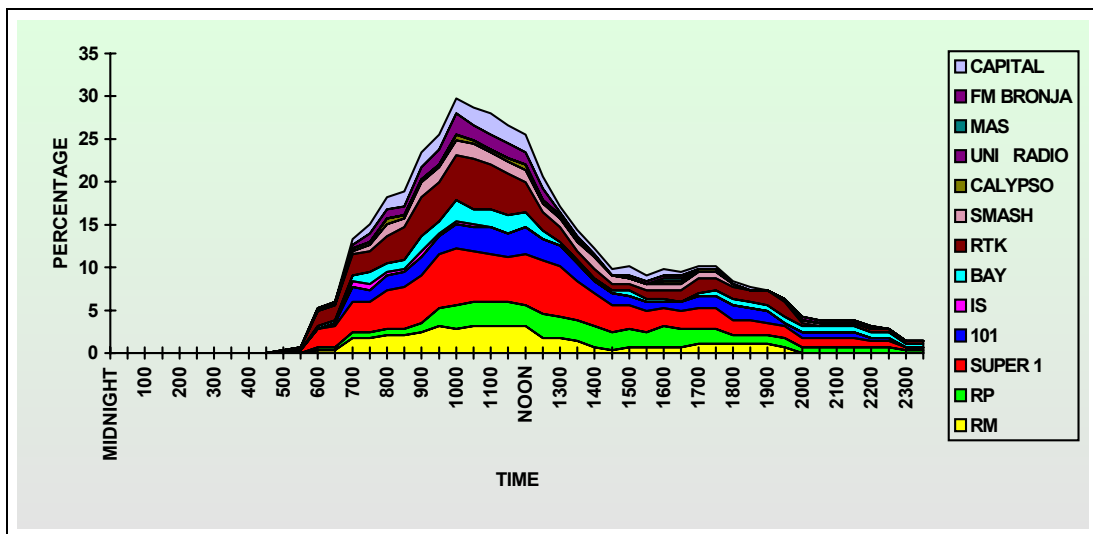
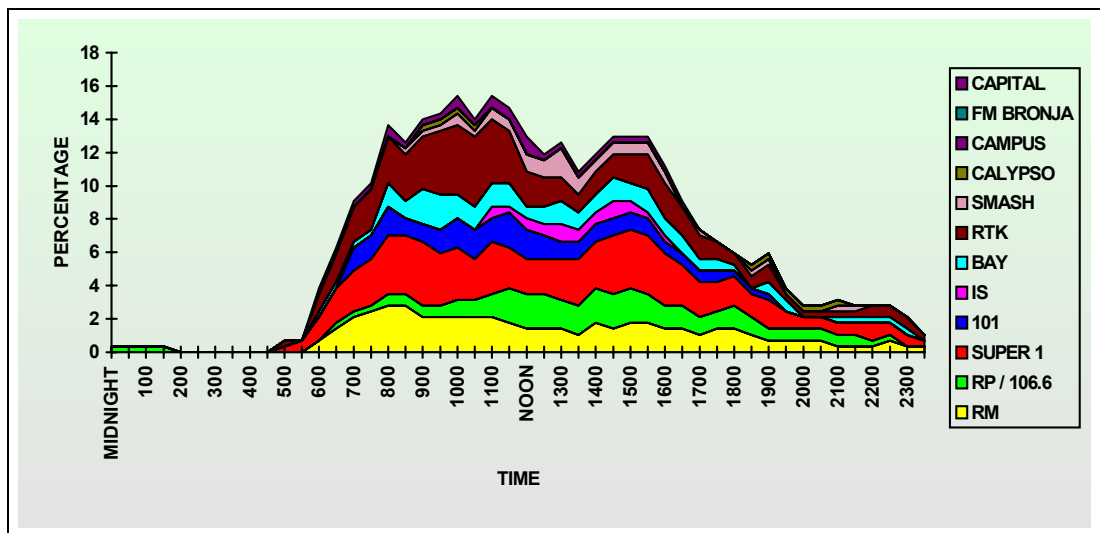
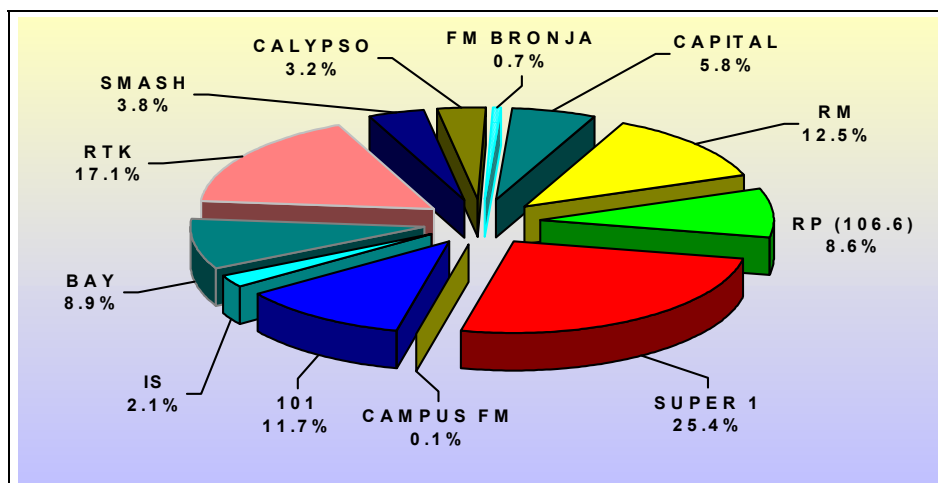


Fig 7.8: Radio Audiences - Saturday

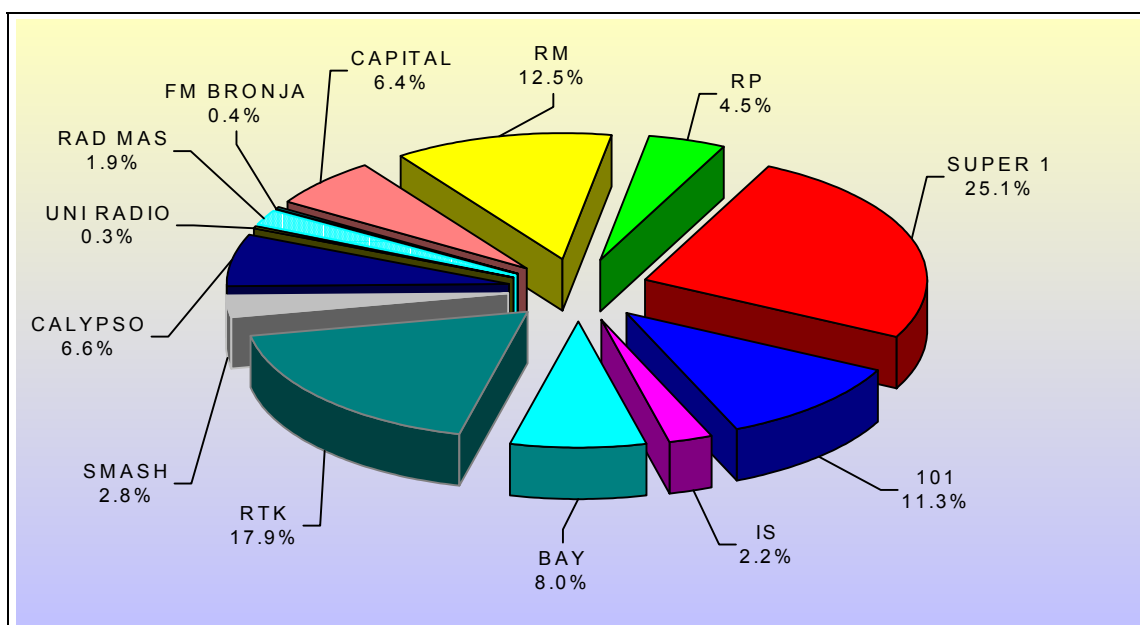


**Fig 7.9: Radio Audiences - Sunday**

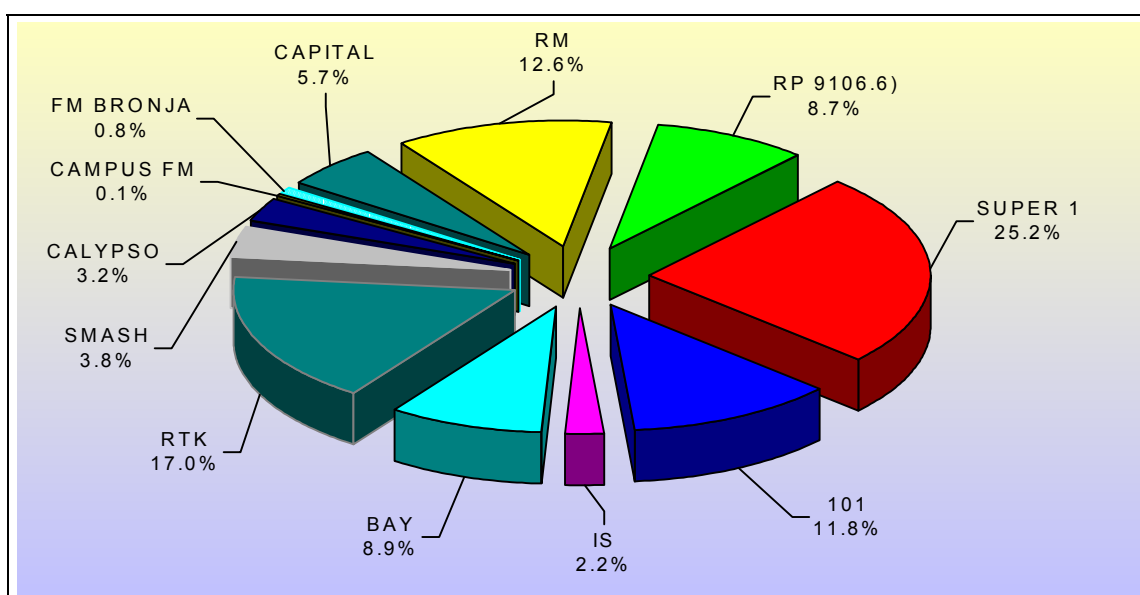


**October 2002**

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



**October 2001**



**October 2002**

**Fig. 7.11: Daily Average Audience Radio Levels – October 2001 & October 2002  
(6 a.m. - Midnight)**

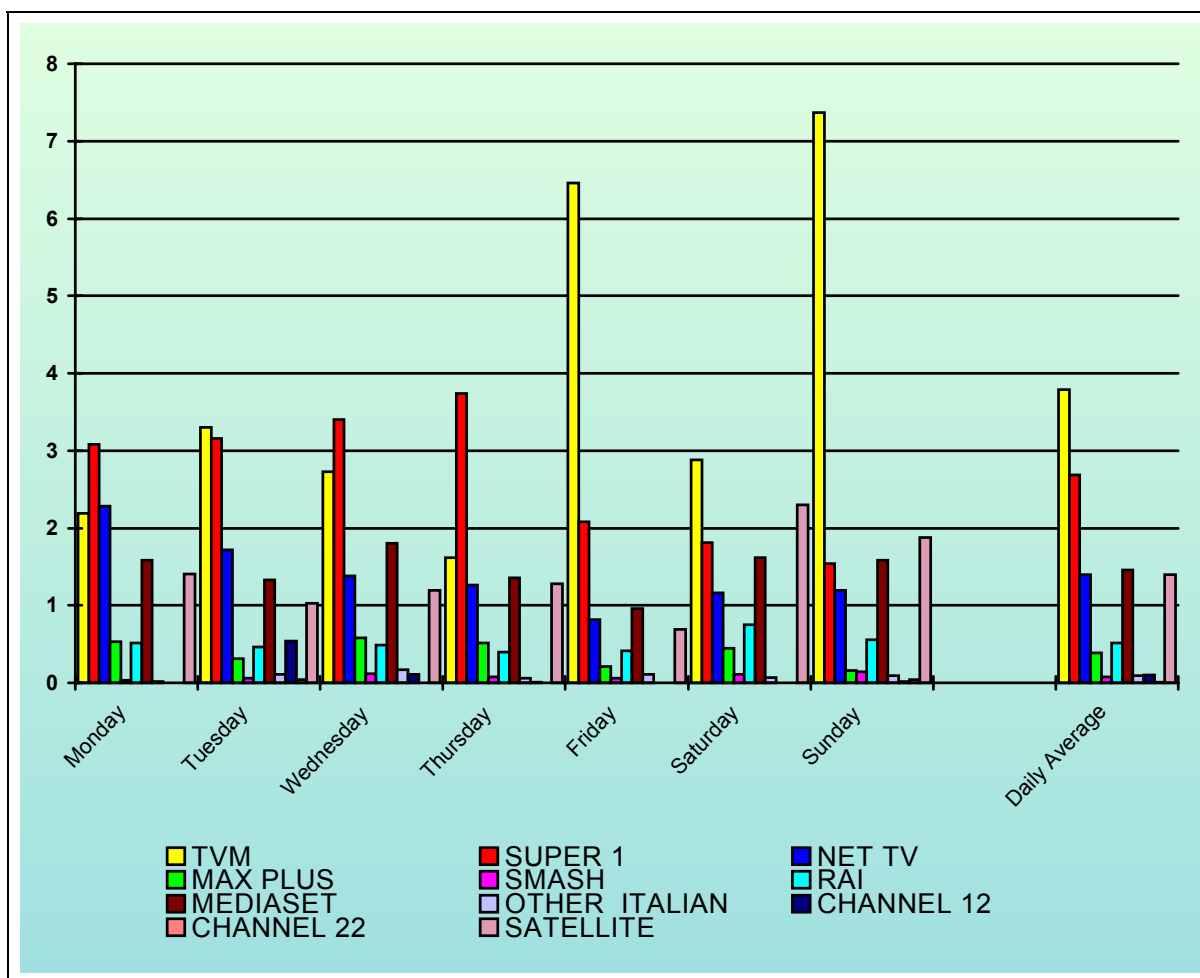


Figure 8.1: Daily TV Average Audience Share – All Available Time-Slots (October 2002)

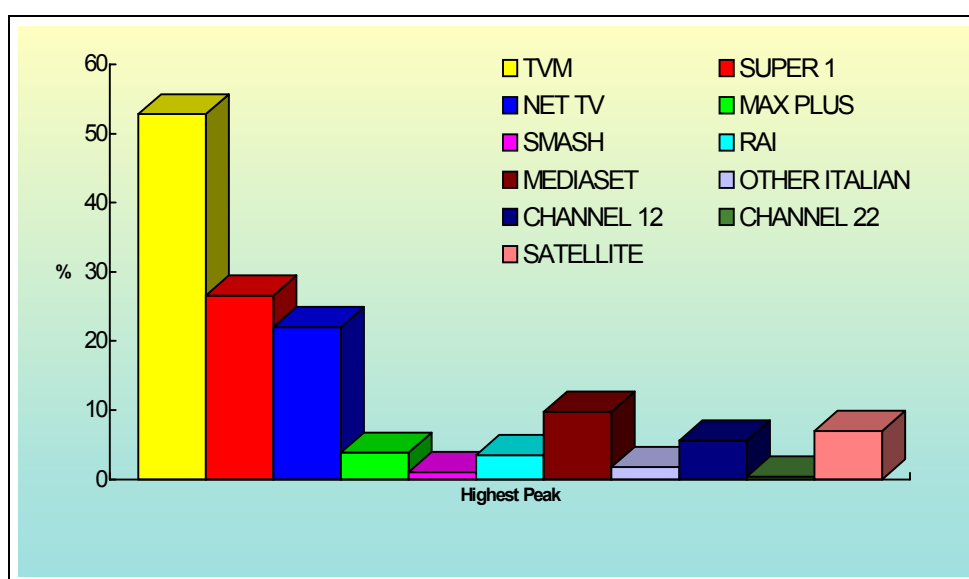
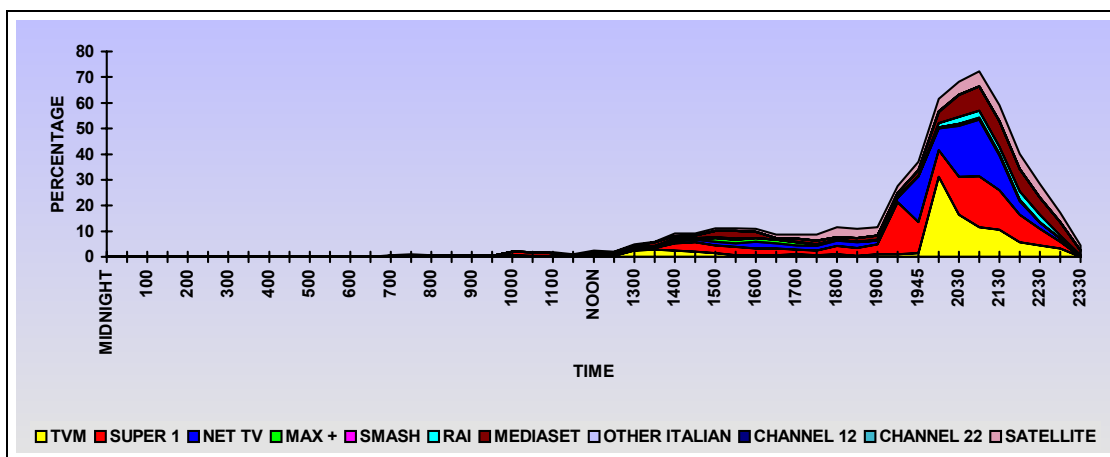
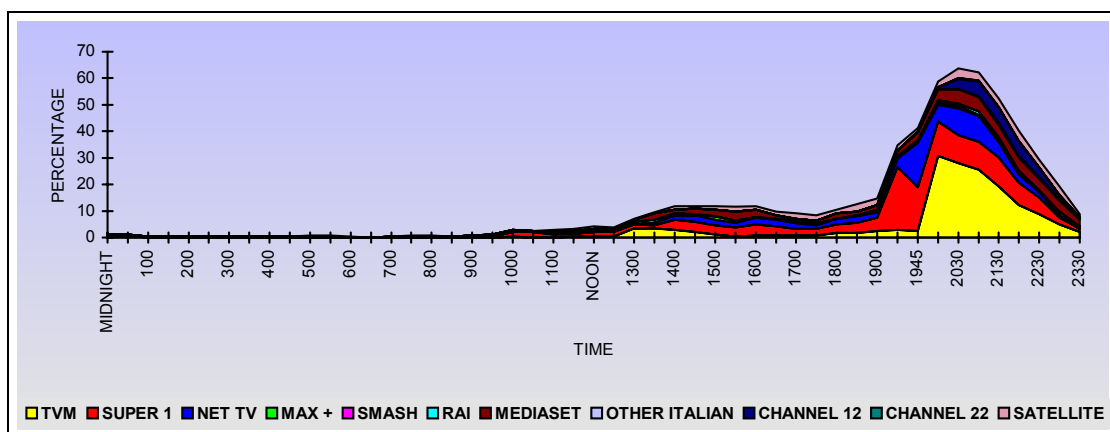


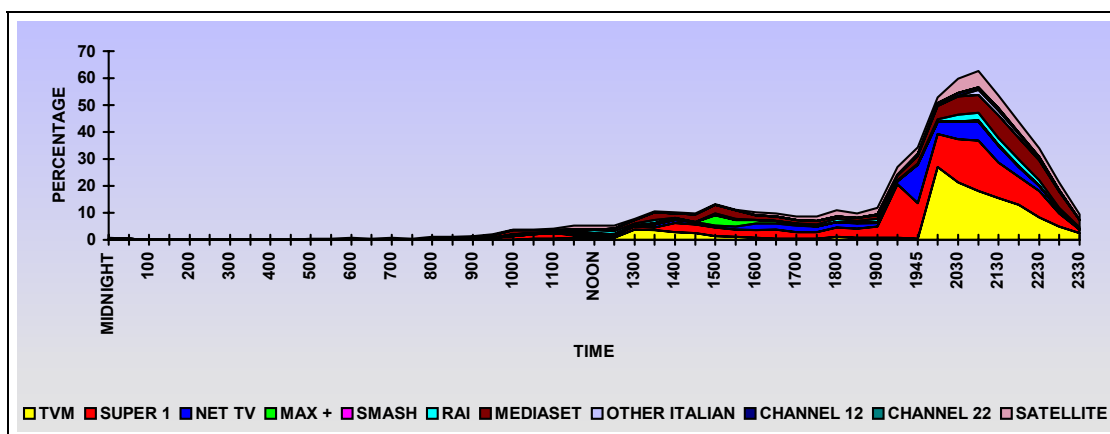
Figure 8.2: Highest TV Channel Peak Audience Share - October 2002



**Fig 8.3: TV Audience Shares: Monday**



**Fig 8.4: TV Audience Shares: Tuesday**



**Fig 8.5: TV Audience Shares: Wednesday**

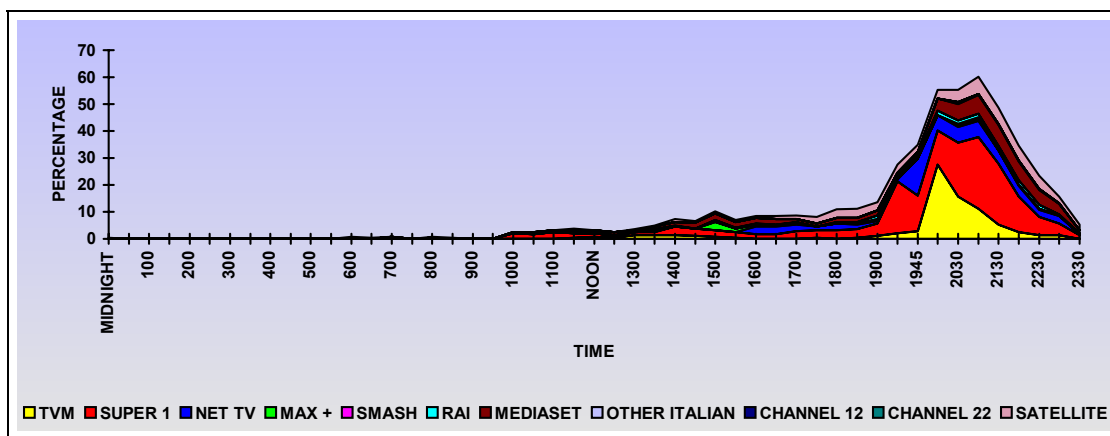


Fig 8.6: TV Audience Shares: Thursday

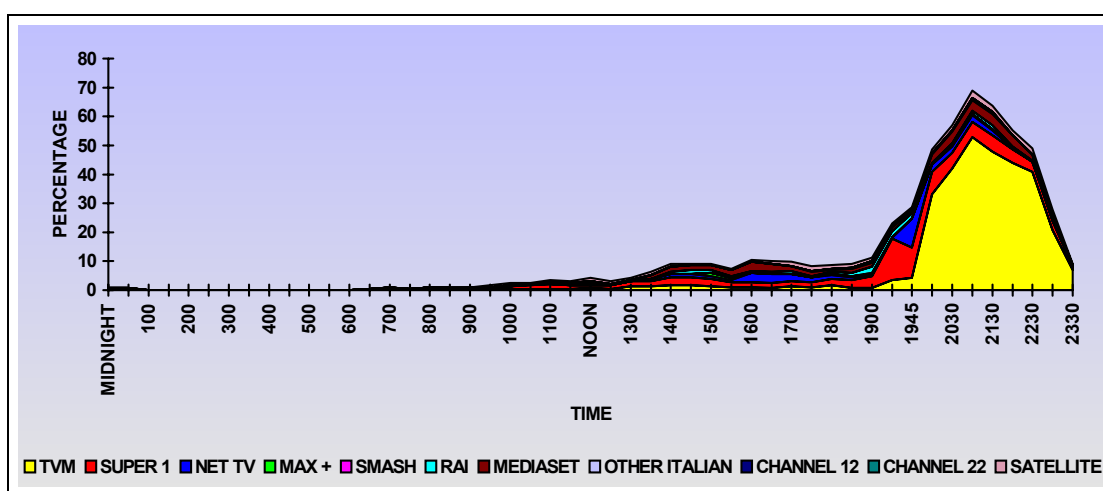


Fig 8.7: TV Audience Shares: Friday

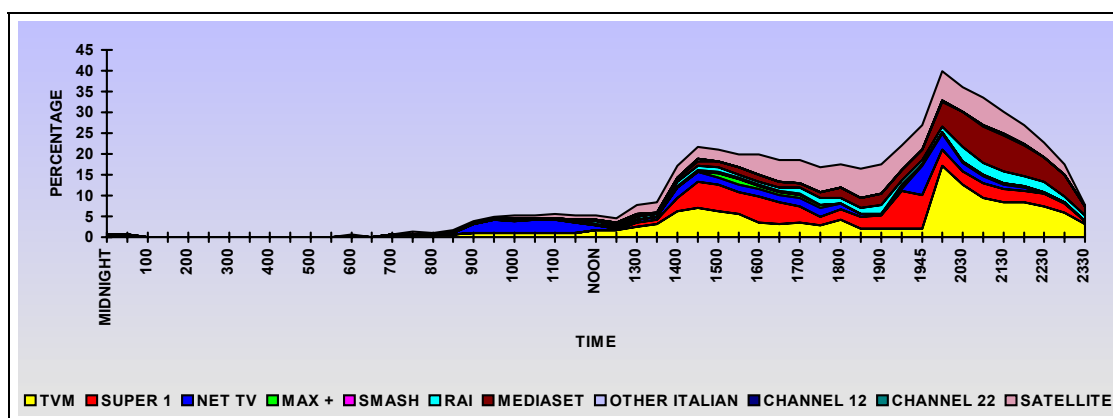
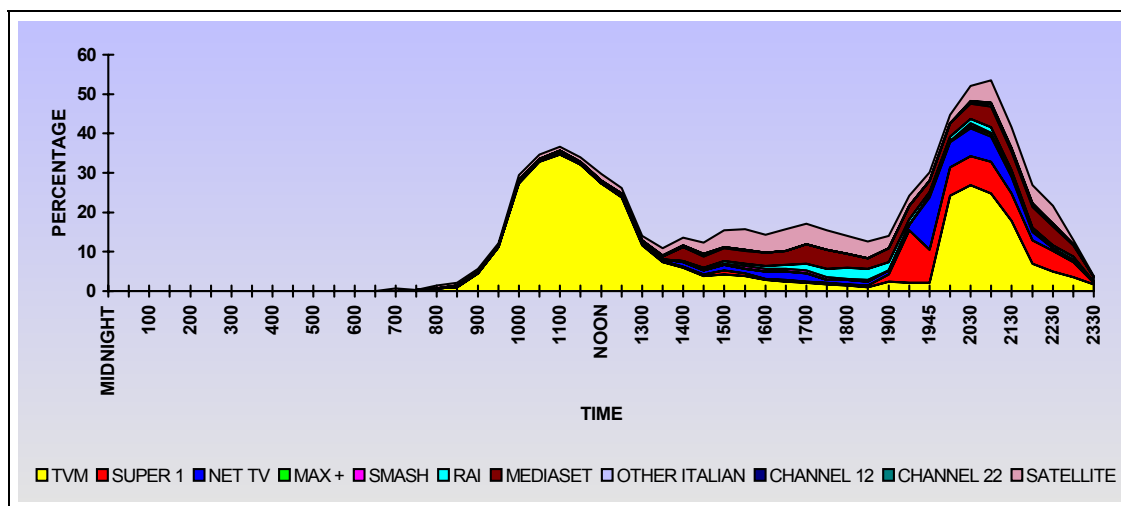
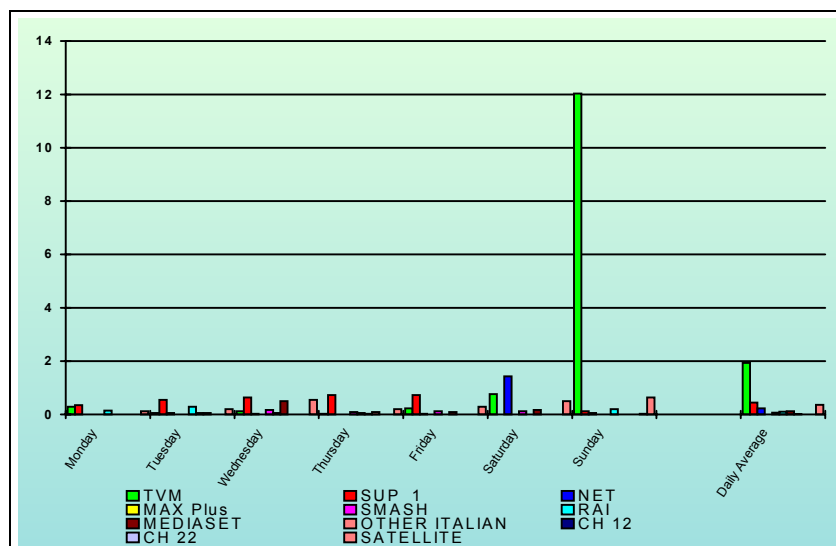


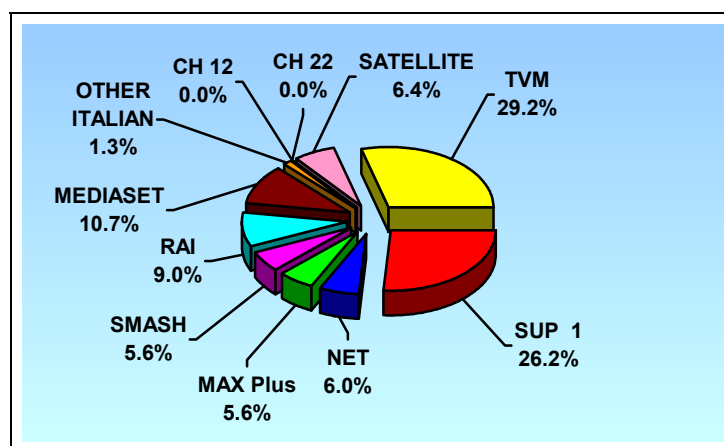
Fig 8.8: TV Audience Shares: Saturday



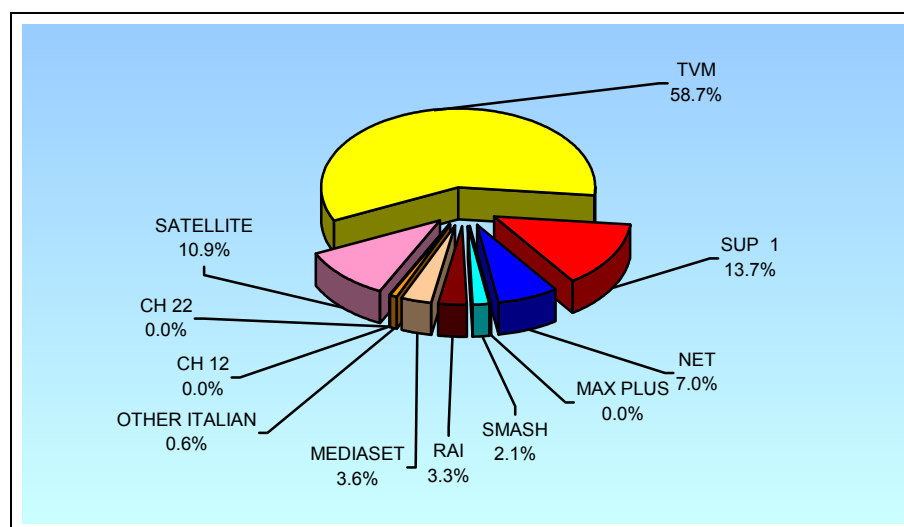
**Fig 8.9: TV Audience Shares: Sunday**



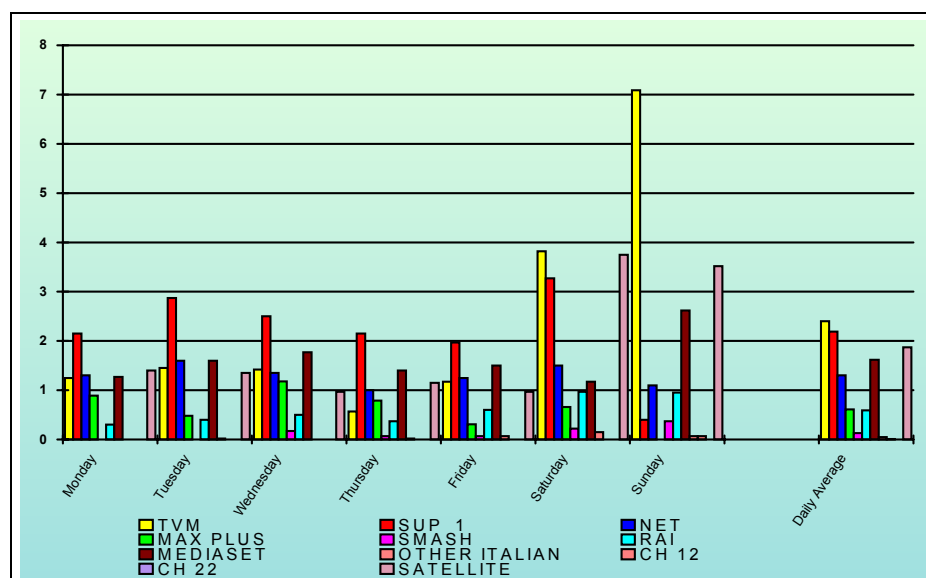
**Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – October 2002**  
0600 HRS –NOON



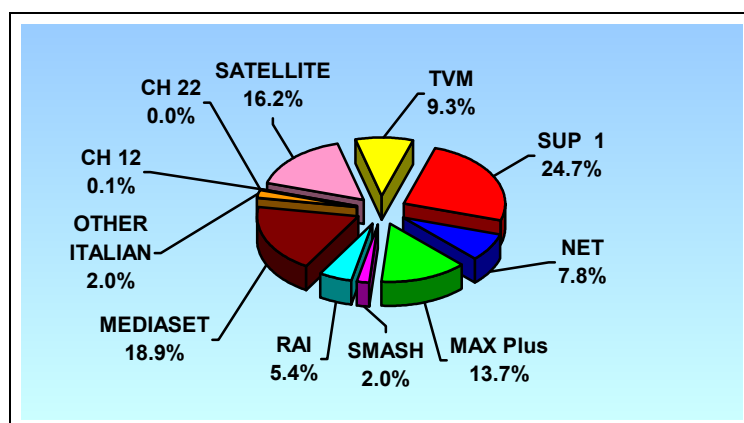
**Fig. 8.11-1: Time Band 1: TV Average Audience Share – October 2001**  
0600 HRS –NOON



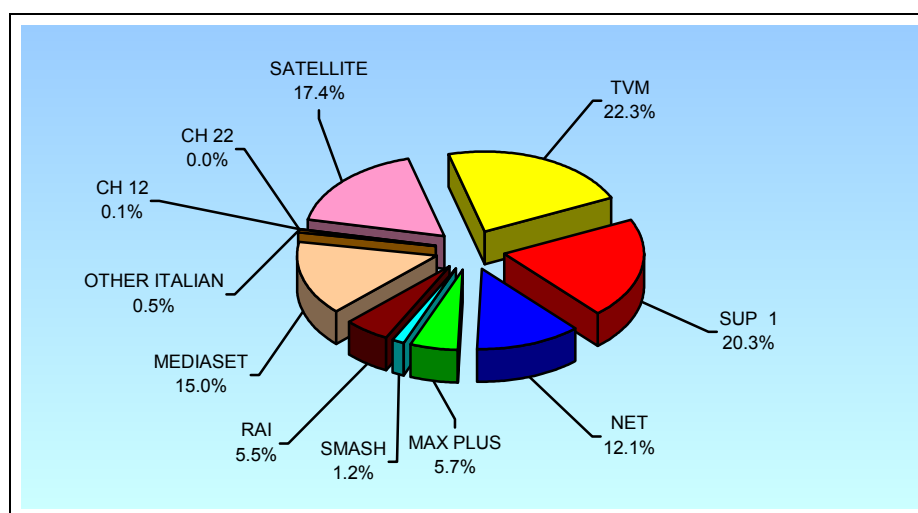
**Fig. 8.11-2: Time Band 1: TV Average Audience Share – October 2002**  
0600 HRS –NOON



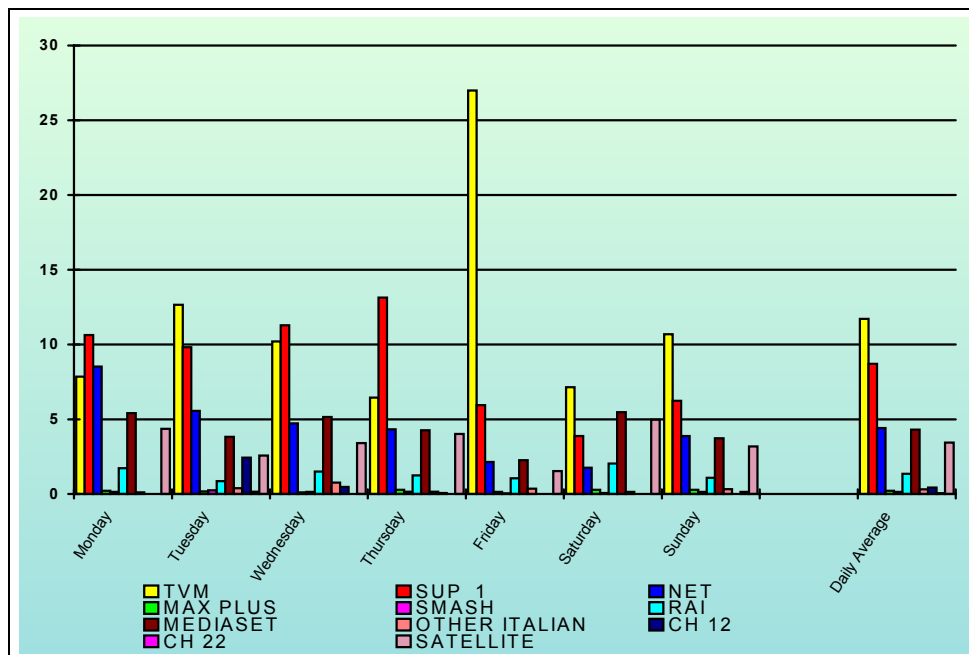
**Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – October 2002**  
NOON - 1900 HRS



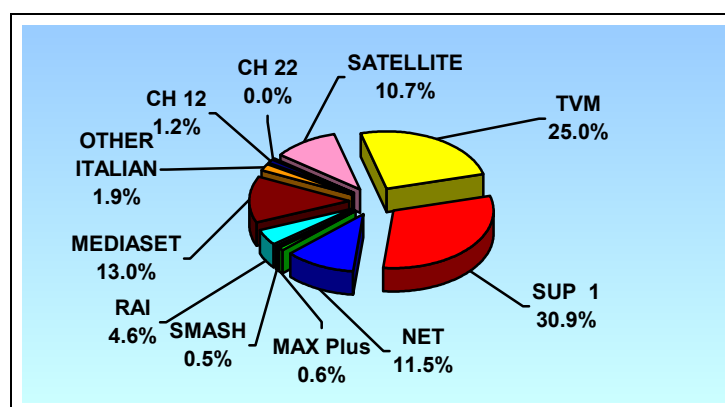
**Fig. 8.13-1: Time Band 2: TV Average Audience Share – October 2001**  
NOON - 1900 HRS



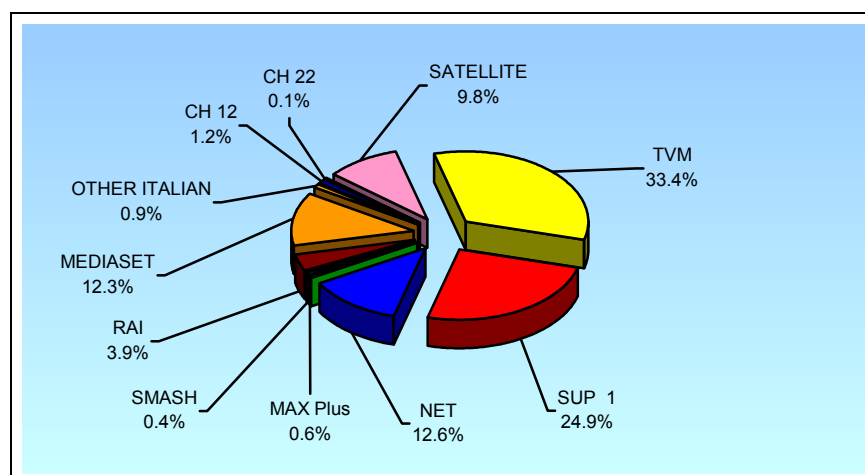
**Fig. 8.13-2: Time Band 2: TV Average Audience Share – October 2002**  
NOON - 1900 HRS



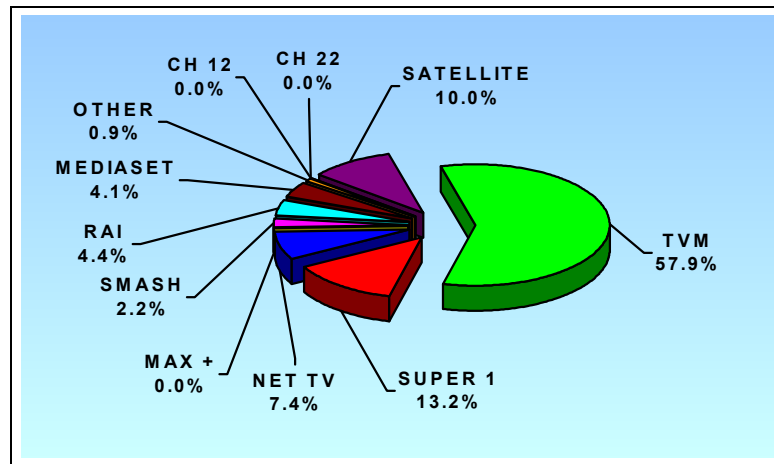
**Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – October 2002**  
1900 HRS – MIDNIGHT



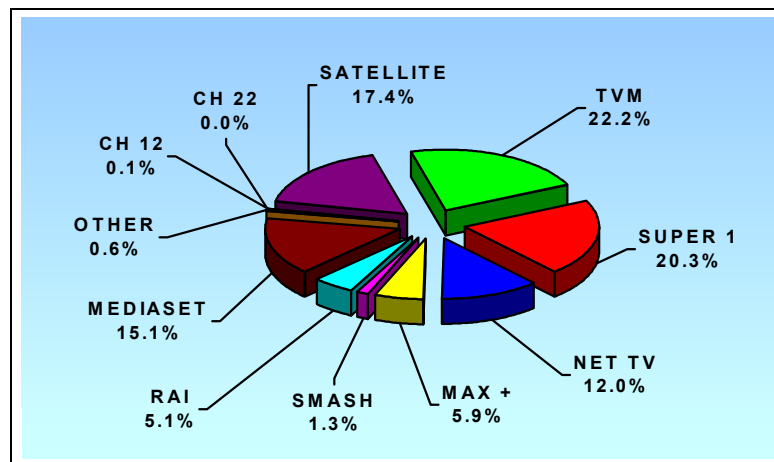
**Fig. 8.15-1: Time Band 3: TV Average Audience Share – October 2001**  
1900 HRS – MIDNIGHT



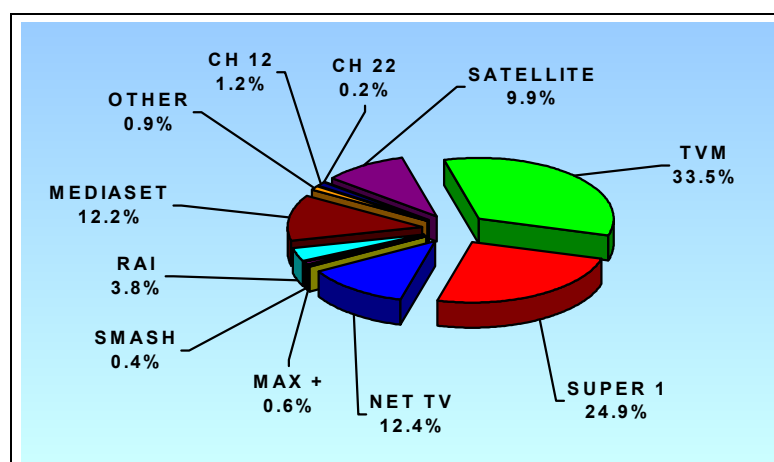
**Fig. 8.15-2: Time Band 3: TV Average Audience Share – October 2002**  
1900 HRS –MIDNIGHT



**Fig AC1: Time-Band 1: 0600 hrs – Noon**  
*Cable Network Only*



**Fig AC2: Time-Band 2: Noon – 1900 hrs**  
*Cable Network Only*



**Fig. AC3: Time-Band 3: 1900 hrs – Midnight**  
*Cable Network Only*