

Report
on a Study of the Views
of the Maltese on

**News Transmissions,
Party Political Broadcasts &
Parliamentary Debates**

(Part II - Tables)

prepared for the

Malta Broadcasting Authority

by the

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 1: SAMPLE PROFILE
- AGE BY SEX, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	69	138	164	169	158	98	84	198
AGE											
16-17.....	60	30	30	8	19	14	19	9	15	12	24
.....	11%	12%	11%	12%	14%	9%	11%	6%	15%	14%	12%
.....	100%	50.0%	50.0%	13.3%	31.7%	23.3%	31.7%	15.0%	25.0%	20.0%	40.0%
18-30.....	108	59	49	11	33	37	27	27	16	14	50
.....	20%	23%	17%	16%	24%	23%	16%	17%	16%	17%	25%
.....	100%	54.6%	45.4%	10.2%	30.6%	34.3%	25.0%	25.2%	15.0%	13.1%	46.7%
31-50.....	190	79	111	26	47	61	56	44	37	33	76
.....	35%	31%	39%	38%	34%	37%	33%	28%	38%	39%	38%
.....	100%	41.6%	58.4%	13.7%	24.7%	32.1%	29.5%	23.2%	19.5%	17.4%	40.0%
50-65.....	94	47	47	12	24	24	34	33	13	14	34
.....	17%	18%	17%	17%	17%	15%	20%	21%	13%	17%	17%
.....	100%	50.0%	50.0%	12.8%	25.5%	25.5%	36.2%	35.1%	13.8%	14.9%	36.2%
65+.....	88	43	45	12	15	28	33	45	17	11	14
.....	16%	17%	16%	17%	11%	17%	20%	28%	17%	13%	7%
.....	100%	48.9%	51.1%	13.6%	17.0%	31.8%	37.5%	51.7%	19.5%	12.6%	16.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 2: 7.00 AM RADIO NEWS - LISTENERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NEWS ON RADIO AT 7.00																
NEVER.....	378	182	196	48	80	126	62	62	48	100	104	126	112	67	63	136
.....	70%	71%	70%	80%	74%	66%	66%	70%	70%	72%	63%	75%	71%	68%	75%	69%
.....	100%	48.1%	51.9%	12.7%	21.2%	33.3%	16.4%	16.4%	12.7%	26.5%	27.5%	33.3%	29.6%	17.7%	16.7%	36.0%
1-2 TIMES A WEEK..	32	19	13	3	8	7	7	7	5	8	9	10	13	5	2	11
.....	6%	7%	5%	5%	7%	4%	7%	8%	7%	6%	5%	6%	8%	5%	2%	6%
.....	100%	59.4%	40.6%	9.4%	25.0%	21.9%	21.9%	21.9%	15.6%	25.0%	28.1%	31.3%	41.9%	16.1%	6.5%	35.5%
2-3 TIMES A WEEK..	48	23	25	5	6	23	8	6	5	13	18	12	15	8	6	19
.....	9%	9%	9%	8%	6%	12%	9%	7%	7%	9%	11%	7%	9%	8%	7%	10%
.....	100%	47.9%	52.1%	10.4%	12.5%	47.9%	16.7%	12.5%	10.4%	27.1%	37.5%	25.0%	31.3%	16.7%	12.5%	39.6%
4-6 TIMES A WEEK..	34	17	17	1	8	11	7	7	4	7	13	10	8	10	4	11
.....	6%	7%	6%	2%	7%	6%	7%	8%	6%	5%	8%	6%	5%	10%	5%	6%
.....	100%	50.0%	50.0%	2.9%	23.5%	32.4%	20.6%	20.6%	11.8%	20.6%	38.2%	29.4%	24.2%	30.3%	12.1%	33.3%
EVERYDAY.....	48	17	31	3	6	23	10	6	7	10	20	11	10	8	9	21
.....	9%	7%	11%	5%	6%	12%	11%	7%	10%	7%	12%	7%	6%	8%	11%	11%
.....	100%	35.4%	64.6%	6.3%	12.5%	47.9%	20.8%	12.5%	14.6%	20.8%	41.7%	22.9%	20.8%	16.7%	18.8%	43.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 3: NOON RADIO NEWS - LISTENERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NEWS ON RADIO AT MIDDAY																
NEVER.....	307	167	140	48	82	83	50	44	49	81	88	89	85	53	45	124
.....	57%	65%	50%	80%	76%	44%	53%	50%	71%	59%	54%	53%	54%	54%	54%	63%
.....	100%	54.4%	45.6%	15.6%	26.7%	27.0%	16.3%	14.3%	16.0%	26.4%	28.7%	29.0%	27.7%	17.3%	14.7%	40.4%
1-2 TIMES A WEEK..	50	25	25	9	4	21	9	7	6	12	9	23	8	12	7	22
.....	9%	10%	9%	15%	4%	11%	10%	8%	9%	9%	5%	14%	5%	12%	8%	11%
.....	100%	50.0%	50.0%	18.0%	8.0%	42.0%	18.0%	14.0%	12.0%	24.0%	18.0%	46.0%	16.3%	24.5%	14.3%	44.9%
2-3 TIMES A WEEK..	60	22	38	1	7	25	12	15	6	9	19	26	27	7	8	18
.....	11%	9%	13%	2%	6%	13%	13%	17%	9%	7%	12%	15%	17%	7%	10%	9%
.....	100%	36.7%	63.3%	1.7%	11.7%	41.7%	20.0%	25.0%	10.0%	15.0%	31.7%	43.3%	45.0%	11.7%	13.3%	30.0%
4-6 TIMES A WEEK..	65	26	39	1	11	33	10	10	3	14	28	20	20	13	12	19
.....	12%	10%	14%	2%	10%	17%	11%	11%	4%	10%	17%	12%	13%	13%	14%	10%
.....	100%	40.0%	60.0%	1.5%	16.9%	50.8%	15.4%	15.4%	4.6%	21.5%	43.1%	30.8%	31.3%	20.3%	18.8%	29.7%
EVERYDAY.....	58	18	40	1	4	28	13	12	5	22	20	11	18	13	12	15
.....	11%	7%	14%	2%	4%	15%	14%	14%	7%	16%	12%	7%	11%	13%	14%	8%
.....	100%	31.0%	69.0%	1.7%	6.9%	48.3%	22.4%	20.7%	8.6%	37.9%	34.5%	19.0%	31.0%	22.4%	20.7%	25.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 4: 6.00 PM RADIO NEWS - LISTENERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NEWS ON RADIO AT 1800 HRS																
NEVER.....	370	182	188	48	80	124	67	51	47	95	106	122	107	65	61	136
.....	69%	71%	67%	80%	74%	65%	71%	58%	68%	69%	65%	72%	68%	66%	73%	69%
.....	100%	49.2%	50.8%	13.0%	21.6%	33.5%	18.1%	13.8%	12.7%	25.7%	28.6%	33.0%	29.0%	17.6%	16.5%	36.9%
1-2 TIMES A WEEK..	48	19	29	7	8	18	4	11	5	12	14	17	12	9	9	17
.....	9%	7%	10%	12%	7%	9%	4%	13%	7%	9%	9%	10%	8%	9%	11%	9%
.....	100%	39.6%	60.4%	14.6%	16.7%	37.5%	8.3%	22.9%	10.4%	25.0%	29.2%	35.4%	25.5%	19.1%	19.1%	36.2%
2-3 TIMES A WEEK..	52	30	22	3	8	18	9	14	9	15	16	12	15	8	4	25
.....	10%	12%	8%	5%	7%	9%	10%	16%	13%	11%	10%	7%	9%	8%	5%	13%
.....	100%	57.7%	42.3%	5.8%	15.4%	34.6%	17.3%	26.9%	17.3%	28.8%	30.8%	23.1%	28.8%	15.4%	7.7%	48.1%
4-6 TIMES A WEEK..	31	13	18	2	5	12	9	3	3	7	15	6	10	6	4	11
.....	6%	5%	6%	3%	5%	6%	10%	3%	4%	5%	9%	4%	6%	6%	5%	6%
.....	100%	41.9%	58.1%	6.5%	16.1%	38.7%	29.0%	9.7%	9.7%	22.6%	48.4%	19.4%	32.3%	19.4%	12.9%	35.5%
EVERYDAY.....	39	14	25	0	7	18	5	9	5	9	13	12	14	10	6	9
.....	7%	5%	9%	0%	6%	9%	5%	10%	7%	7%	8%	7%	9%	10%	7%	5%
.....	100%	35.9%	64.1%	.0%	17.9%	46.2%	12.8%	23.1%	12.8%	23.1%	33.3%	30.8%	35.9%	25.6%	15.4%	23.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 5: 8.00 PM TVM NEWS - VIEWERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NEWS ON TVM AT 2000 HRS																
NEVER.....	62	29	33	10	14	19	9	10	5	13	20	24	27	6	13	16
.....	11%	11%	12%	17%	13%	10%	10%	11%	7%	9%	12%	14%	17%	6%	15%	8%
.....	100%	46.8%	53.2%	16.1%	22.6%	30.6%	14.5%	16.1%	8.1%	21.0%	32.3%	38.7%	43.5%	9.7%	21.0%	25.8%
1-2 TIMES A WEEK..	46	21	25	8	12	13	7	6	9	11	9	17	15	7	7	17
.....	9%	8%	9%	13%	11%	7%	7%	7%	13%	8%	5%	10%	9%	7%	8%	9%
.....	100%	45.7%	54.3%	17.4%	26.1%	28.3%	15.2%	13.0%	19.6%	23.9%	19.6%	37.0%	32.6%	15.2%	15.2%	37.0%
2-3 TIMES A WEEK..	91	43	48	12	27	28	16	8	9	24	32	26	28	9	20	33
.....	17%	17%	17%	20%	25%	15%	17%	9%	13%	17%	20%	15%	18%	9%	24%	17%
.....	100%	47.3%	52.7%	13.2%	29.7%	30.8%	17.6%	8.8%	9.9%	26.4%	35.2%	28.6%	31.1%	10.0%	22.2%	36.7%
4-6 TIMES A WEEK..	114	53	61	15	30	43	12	14	12	34	29	39	35	24	7	47
.....	21%	21%	22%	25%	28%	23%	13%	16%	17%	25%	18%	23%	22%	24%	8%	24%
.....	100%	46.5%	53.5%	13.2%	26.3%	37.7%	10.5%	12.3%	10.5%	29.8%	25.4%	34.2%	31.0%	21.2%	6.2%	41.6%
EVERYDAY.....	227	112	115	15	25	87	50	50	34	56	74	63	53	52	37	85
.....	42%	43%	41%	25%	23%	46%	53%	57%	49%	41%	45%	37%	34%	53%	44%	43%
.....	100%	49.3%	50.7%	6.6%	11.0%	38.3%	22.0%	22.0%	15.0%	24.7%	32.6%	27.8%	23.3%	22.9%	16.3%	37.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 6: FINAL TVM NEWS IN MALTESE - VIEWERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
LATE NEWS IN MALTESE ON TVM NEVER.....	397	181	216	46	76	134	67	74	48	86	128	135	137	65	64	130
.....	74%	70%	77%	77%	70%	71%	71%	84%	70%	62%	78%	80%	87%	66%	76%	66%
.....	100%	45.6%	54.4%	11.6%	19.1%	33.8%	16.9%	18.6%	12.1%	21.7%	32.2%	34.0%	34.6%	16.4%	16.2%	32.8%
1-2 TIMES A WEEK..	67	35	32	8	13	30	10	6	9	22	17	19	10	14	15	28
.....	12%	14%	11%	13%	12%	16%	11%	7%	13%	16%	10%	11%	6%	14%	18%	14%
.....	100%	52.2%	47.8%	11.9%	19.4%	44.8%	14.9%	9.0%	13.4%	32.8%	25.4%	28.4%	14.9%	20.9%	22.4%	41.8%
2-3 TIMES A WEEK..	38	23	15	4	10	15	5	4	5	10	11	12	5	9	4	20
.....	7%	9%	5%	7%	9%	8%	5%	5%	7%	7%	7%	7%	3%	9%	5%	10%
.....	100%	60.5%	39.5%	10.5%	26.3%	39.5%	13.2%	10.5%	13.2%	26.3%	28.9%	31.6%	13.2%	23.7%	10.5%	52.6%
4-6 TIMES A WEEK..	23	13	10	1	6	7	7	2	3	12	5	3	4	6	1	11
.....	4%	5%	4%	2%	6%	4%	7%	2%	4%	9%	3%	2%	3%	6%	1%	6%
.....	100%	56.5%	43.5%	4.3%	26.1%	30.4%	30.4%	8.7%	13.0%	52.2%	21.7%	13.0%	18.2%	27.3%	4.5%	50.0%
EVERYDAY.....	15	6	9	1	3	4	5	2	4	8	3	0	2	4	0	9
.....	3%	2%	3%	2%	3%	2%	5%	2%	6%	6%	2%	0%	1%	4%	0%	5%
.....	100%	40.0%	60.0%	6.7%	20.0%	26.7%	33.3%	13.3%	26.7%	53.3%	20.0%	.0%	13.3%	26.7%	.0%	60.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 7: EVENING RAI NEWS BULLETIN - VIEWERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
EVENING NEWS ON RAI																
NEVER.....	243	109	134	23	49	83	42	46	20	44	80	99	100	29	46	67
.....	45%	42%	48%	38%	45%	44%	45%	52%	29%	32%	49%	59%	63%	30%	55%	34%
.....	100%	44.9%	55.1%	9.5%	20.2%	34.2%	17.3%	18.9%	8.2%	18.1%	32.9%	40.7%	41.3%	12.0%	19.0%	27.7%
1-2 TIMES A WEEK..	70	41	29	6	13	31	13	7	3	21	28	18	15	11	12	32
.....	13%	16%	10%	10%	12%	16%	14%	8%	4%	15%	17%	11%	9%	11%	14%	16%
.....	100%	58.6%	41.4%	8.6%	18.6%	44.3%	18.6%	10.0%	4.3%	30.0%	40.0%	25.7%	21.4%	15.7%	17.1%	45.7%
2-3 TIMES A WEEK..	79	42	37	9	19	29	14	8	10	24	20	25	20	19	6	34
.....	15%	16%	13%	15%	18%	15%	15%	9%	14%	17%	12%	15%	13%	19%	7%	17%
.....	100%	53.2%	46.8%	11.4%	24.1%	36.7%	17.7%	10.1%	12.7%	30.4%	25.3%	31.6%	25.3%	24.1%	7.6%	43.0%
4-6 TIMES A WEEK..	84	36	48	13	18	29	16	8	17	27	22	18	12	19	12	40
.....	16%	14%	17%	22%	17%	15%	17%	9%	25%	20%	13%	11%	8%	19%	14%	20%
.....	100%	42.9%	57.1%	15.5%	21.4%	34.5%	19.0%	9.5%	20.2%	32.1%	26.2%	21.4%	14.5%	22.9%	14.5%	48.2%
EVERYDAY.....	64	30	34	9	9	18	9	19	19	22	14	9	11	20	8	25
.....	12%	12%	12%	15%	8%	9%	10%	22%	28%	16%	9%	5%	7%	20%	10%	13%
.....	100%	46.9%	53.1%	14.1%	14.1%	28.1%	14.1%	29.7%	29.7%	34.4%	21.9%	14.1%	17.2%	31.3%	12.5%	39.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 8: VIEWS ON TIMING OF TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NO ANSWER.....	5	4	1	1	1	0	0	3	0	0	1	4	5	0	0	0
.....	1%	2%	0%	2%	1%	0%	0%	3%	0%	0%	1%	2%	3%	0%	0%	0%
.....	100%	80.0%	20.0%	20.0%	20.0%	.0%	.0%	60.0%	.0%	.0%	20.0%	80.0%	100%	.0%	.0%	.0%
8.00 PM IS APPROPRIATE....	487	228	259	54	97	174	86	76	53	123	151	160	145	89	79	172
.....	90%	88%	92%	90%	90%	92%	91%	86%	77%	89%	92%	95%	92%	91%	94%	87%
.....	100%	46.8%	53.2%	11.1%	19.9%	35.7%	17.7%	15.6%	10.9%	25.3%	31.0%	32.9%	29.9%	18.4%	16.3%	35.5%
8.00 PM IS NOT APPROPRIATE....	48	26	22	5	10	16	8	9	16	15	12	5	8	9	5	26
.....	9%	10%	8%	8%	9%	8%	9%	10%	23%	11%	7%	3%	5%	9%	6%	13%
.....	100%	54.2%	45.8%	10.4%	20.8%	33.3%	16.7%	18.8%	33.3%	31.3%	25.0%	10.4%	16.7%	18.8%	10.4%	54.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 9: PREFERRED TIMING FOR TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	48	26	22	5	10	16	8	9	16	15	12	5	8	9	5	26
PREFERRED TIME FOR MAIN TV NEWS																
1800.....	4	3	1	1	1	1	0	1	1	2	1	0	1	0	0	3
.....	8%	12%	5%	20%	10%	6%	0%	11%	6%	13%	8%	0%	13%	0%	0%	12%
.....	100%	75.0%	25.0%	25.0%	25.0%	25.0%	.0%	25.0%	25.0%	50.0%	25.0%	.0%	25.0%	.0%	.0%	75.0%
1900.....	4	3	1	0	1	1	1	1	1	1	2	0	0	1	2	1
.....	8%	12%	5%	0%	10%	6%	13%	11%	6%	7%	17%	0%	0%	11%	40%	4%
.....	100%	75.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%
1930.....	6	3	3	1	1	0	1	3	3	3	0	0	0	3	1	2
.....	13%	12%	14%	20%	10%	0%	13%	33%	19%	20%	0%	0%	0%	33%	20%	8%
.....	100%	50.0%	50.0%	16.7%	16.7%	.0%	16.7%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	16.7%	33.3%
1945.....	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	1
.....	2%	0%	5%	0%	0%	6%	0%	0%	6%	0%	0%	0%	0%	0%	0%	4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
2030.....	16	8	8	3	2	8	1	2	7	3	5	1	2	4	1	9
.....	33%	31%	36%	60%	20%	50%	13%	22%	44%	20%	42%	20%	25%	44%	20%	35%
.....	100%	50.0%	50.0%	18.8%	12.5%	50.0%	6.3%	12.5%	43.8%	18.8%	31.3%	6.3%	12.5%	25.0%	6.3%	56.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER A DIFFERENT TIME FOR TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 9: PREFERRED TIMING FOR TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
2045.....	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	1
.....	2%	0%	5%	0%	0%	6%	0%	0%	6%	0%	0%	0%	0%	0%	0%	4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
2100.....	13	8	5	0	3	3	5	2	2	4	4	3	5	1	1	6
.....	27%	31%	23%	0%	30%	19%	63%	22%	13%	27%	33%	60%	63%	11%	20%	23%
.....	100%	61.5%	38.5%	.0%	23.1%	23.1%	38.5%	15.4%	15.4%	30.8%	30.8%	23.1%	38.5%	7.7%	7.7%	46.2%
2130.....	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	1
.....	2%	0%	5%	0%	10%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	4%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
2200.....	2	1	1	0	1	1	0	0	0	2	0	0	0	0	0	2
.....	4%	4%	5%	0%	10%	6%	0%	0%	0%	13%	0%	0%	0%	0%	0%	8%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER A DIFFERENT TIME FOR TVM MAIN NEWS BULLETIN

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 10: OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NO ANSWER.....	21	8	13	2	6	4	5	4	2	4	3	12	12	1	3	5
.....	4%	3%	5%	3%	6%	2%	5%	5%	3%	3%	2%	7%	8%	1%	4%	3%
.....	100%	38.1%	61.9%	9.5%	28.6%	19.0%	23.8%	19.0%	9.5%	19.0%	14.3%	57.1%	57.1%	4.8%	14.3%	23.8%
SATISFIED OVERALL WITH XANDIR MALTA NEWS.....	286	139	147	30	52	100	44	60	21	72	97	96	101	50	41	93
.....	53%	54%	52%	50%	48%	53%	47%	68%	30%	52%	59%	57%	64%	51%	49%	47%
.....	100%	48.6%	51.4%	10.5%	18.2%	35.0%	15.4%	21.0%	7.3%	25.2%	33.9%	33.6%	35.4%	17.5%	14.4%	32.6%
NOT SATISFIED OVERALL WITH XANDIR MALTA NEWS.....	233	111	122	28	50	86	45	24	46	62	64	61	45	47	40	100
.....	43%	43%	43%	47%	46%	45%	48%	27%	67%	45%	39%	36%	28%	48%	48%	51%
.....	100%	47.6%	52.4%	12.0%	21.5%	36.9%	19.3%	10.3%	19.7%	26.6%	27.5%	26.2%	19.4%	20.3%	17.2%	43.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 11: REASONS FOR SATISFACTION WITH TVM MAIN NEWS BULLETIN
BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	286	139	147	30	52	100	44	60	21	72	97	96	101	50	41	93
NO ANSWER.....	71	34	37	9	13	20	11	18	7	24	17	23	26	12	10	23
.....	25%	24%	25%	30%	25%	20%	25%	30%	33%	33%	18%	24%	26%	24%	24%	25%
.....	100%	47.9%	52.1%	12.7%	18.3%	28.2%	15.5%	25.4%	9.9%	33.8%	23.9%	32.4%	36.6%	16.9%	14.1%	32.4%
NEWS IS WELL PRESENTED.....	180	87	93	20	31	65	25	39	10	44	68	58	64	34	28	53
.....	63%	63%	63%	67%	60%	65%	57%	65%	48%	61%	70%	60%	63%	68%	68%	57%
.....	100%	48.3%	51.7%	11.1%	17.2%	36.1%	13.9%	21.7%	5.6%	24.4%	37.8%	32.2%	35.8%	19.0%	15.6%	29.6%
THE TIME IS APPROPRIATE...	4	1	3	0	0	2	2	0	0	1	2	1	1	0	2	1
.....	1%	1%	2%	0%	0%	2%	5%	0%	0%	1%	2%	1%	1%	0%	5%	1%
.....	100%	25.0%	75.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	25.0%	.0%	50.0%	25.0%
NEWS IS IMPARTIAL.	9	5	4	0	0	6	2	1	2	2	2	3	2	3	0	4
.....	3%	4%	3%	0%	0%	6%	5%	2%	10%	3%	2%	3%	2%	6%	0%	4%
.....	100%	55.6%	44.4%	.0%	.0%	66.7%	22.2%	11.1%	22.2%	22.2%	22.2%	33.3%	22.2%	33.3%	.0%	44.4%
INTERNATIONAL NEWS ARE GOOD.....	2	0	2	0	0	0	1	1	1	0	1	0	0	0	0	2
.....	1%	0%	1%	0%	0%	0%	2%	2%	5%	0%	1%	0%	0%	0%	0%	2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 11: REASONS FOR SATISFACTION WITH TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100%
NEWS IS DETAILED																
AND INCLUSIVE..	24	13	11	1	7	10	4	2	1	3	8	12	10	2	2	10
.....	8%	9%	7%	3%	13%	10%	9%	3%	5%	4%	8%	13%	10%	4%	5%	11%
.....	100%	54.2%	45.8%	4.2%	29.2%	41.7%	16.7%	8.3%	4.2%	12.5%	33.3%	50.0%	41.7%	8.3%	8.3%	41.7%
LOCAL NEWS IS WELL																
PRESENTED.....	2	1	1	0	2	0	0	0	1	0	1	0	0	0	1	1
.....	1%	1%	1%	0%	4%	0%	0%	0%	5%	0%	1%	0%	0%	0%	2%	1%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	50.0%	.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 EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 12: REASONS FOR DISSATISFACTION WITH TVM MAIN NEWS BULLETIN
BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	233	111	122	28	50	86	45	24	46	62	64	61	45	47	40	100
NO ANSWER.....	5	4	1	1	1	1	2	0	0	1	2	2	0	2	1	2
.....	2%	4%	1%	4%	2%	1%	4%	0%	0%	2%	3%	3%	0%	4%	3%	2%
.....	100%	80.0%	20.0%	20.0%	20.0%	20.0%	40.0%	.0%	.0%	20.0%	40.0%	40.0%	.0%	40.0%	20.0%	40.0%
NEWS IS OVERPOLITICISED	109	53	56	11	20	45	19	14	25	25	27	32	23	23	17	45
.....	47%	48%	46%	39%	40%	52%	42%	58%	54%	40%	42%	52%	51%	49%	43%	45%
.....	100%	48.6%	51.4%	10.1%	18.3%	41.3%	17.4%	12.8%	22.9%	22.9%	24.8%	29.4%	21.3%	21.3%	15.7%	41.7%
NEWS IS BADLY PRESENTED.....	35	15	20	6	8	10	8	3	6	11	10	8	5	6	8	16
.....	15%	14%	16%	21%	16%	12%	18%	13%	13%	18%	16%	13%	11%	13%	20%	16%
.....	100%	42.9%	57.1%	17.1%	22.9%	28.6%	22.9%	8.6%	17.1%	31.4%	28.6%	22.9%	14.3%	17.1%	22.9%	45.7%
NEWS IS TOO DRY...	31	12	19	5	6	12	5	3	6	8	8	9	6	4	6	15
.....	13%	11%	16%	18%	12%	14%	11%	13%	13%	13%	13%	15%	13%	9%	15%	15%
.....	100%	38.7%	61.3%	16.1%	19.4%	38.7%	16.1%	9.7%	19.4%	25.8%	25.8%	29.0%	19.4%	12.9%	19.4%	48.4%
NEWS MATERIAL IS SECOND HAND....	18	10	8	2	5	6	5	0	4	5	5	4	2	4	2	10
.....	8%	9%	7%	7%	10%	7%	11%	0%	9%	8%	8%	7%	4%	9%	5%	10%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL DISSATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 12: REASONS FOR DISSATISFACTION WITH TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	55.6%	44.4%	11.1%	27.8%	33.3%	27.8%	.0%	22.2%	27.8%	27.8%	22.2%	11.1%	22.2%	11.1%	55.6%
NEWS IS TOO MUCH GOVERNMENT ORIENTED.....	2	1	1	1	0	1	0	0	0	0	1	1	0	0	2	0
.....	1%	1%	1%	4%	0%	1%	0%	0%	0%	0%	2%	2%	0%	0%	5%	0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%
NEWS REPORTING IS NOT TRUTHFUL...	3	1	2	0	0	3	0	0	0	0	1	2	1	1	1	0
.....	1%	1%	2%	0%	0%	3%	0%	0%	0%	0%	2%	3%	2%	2%	3%	0%
.....	100%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	.0%	.0%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%
NEWS IS NOT DETAILED AND INCLUSIVE.....	11	5	6	1	2	6	2	0	3	2	2	4	4	3	1	3
.....	5%	5%	5%	4%	4%	7%	4%	0%	7%	3%	3%	7%	9%	6%	3%	3%
.....	100%	45.5%	54.5%	9.1%	18.2%	54.5%	18.2%	.0%	27.3%	18.2%	18.2%	36.4%	36.4%	27.3%	9.1%	27.3%
NEWS IS NOT IMPARTIAL.....	20	7	13	0	3	9	4	4	4	3	8	5	5	5	5	5
.....	9%	6%	11%	0%	6%	10%	9%	17%	9%	5%	13%	8%	11%	11%	13%	5%
.....	100%	35.0%	65.0%	.0%	15.0%	45.0%	20.0%	20.0%	20.0%	15.0%	40.0%	25.0%	25.0%	25.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL DISSATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 12: REASONS FOR DISSATISFACTION WITH TVM MAIN NEWS BULLETIN
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
SPORTS ITEMS OUGHT TO BE LEFT OUT.	1	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0
.....	0%	0%	1%	0%	0%	0%	0%	4%	0%	2%	0%	0%	2%	0%	0%	0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
MORE SPORTS ITEMS NEED TO BE CARRIED.....	1	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1
.....	0%	1%	0%	4%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
NEWS IS NOT DOCUMENTED ENOUGH.....	16	7	9	2	5	8	1	0	1	8	5	2	0	3	2	11
.....	7%	6%	7%	7%	10%	9%	2%	0%	2%	13%	8%	3%	0%	6%	5%	11%
.....	100%	43.8%	56.3%	12.5%	31.3%	50.0%	6.3%	.0%	6.3%	50.0%	31.3%	12.5%	.0%	18.8%	12.5%	68.8%
THERE IS TOO LITTLE LOCAL NEWS.....	3	2	1	0	2	0	1	0	0	0	2	1	2	0	0	1
.....	1%	2%	1%	0%	4%	0%	2%	0%	0%	0%	3%	2%	4%	0%	0%	1%
.....	100%	66.7%	33.3%	.0%	66.7%	.0%	33.3%	.0%	.0%	.0%	66.7%	33.3%	66.7%	.0%	.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL DISSATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 12: REASONS FOR DISSATISFACTION WITH TVM MAIN NEWS BULLETIN
BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
THERE IS TOO MUCH LOCAL NEWS.....	2	0	2	1	1	0	0	0	1	1	0	0	1	0	1	0
.....	1%	0%	2%	4%	2%	0%	0%	0%	2%	2%	0%	0%	2%	0%	3%	0%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
INTERNATIONAL NEWS IS POOR.....	4	3	1	0	1	2	1	0	1	3	0	0	0	1	0	3
.....	2%	3%	1%	0%	2%	2%	2%	0%	2%	5%	0%	0%	0%	2%	0%	3%
.....	100%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	25.0%	.0%	75.0%
THERE IS TOO MUCH INTERNATIONAL NEWS.....	1	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0
.....	0%	1%	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%
.....	100%	100%	.0%	.0%	100%	.0%	.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 EXPRESSED OVERALL DISSATISFACTION WITH TVM MAIN NEWS BULLETIN

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 13: VIEWS ON WHETHER NEWS BROADCAST BY XANDIR MALTA
ARE POLITICALLY BIASED
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
VIEWS ON WHETHER NEWS ARE CURRENTLY BIASED																
NO.....	318	161	157	36	70	101	51	60	37	94	87	100	113	47	27	129
.....	59%	62%	56%	60%	65%	53%	54%	68%	54%	68%	53%	59%	72%	48%	32%	65%
.....	100%	50.6%	49.4%	11.3%	22.0%	31.8%	16.0%	18.9%	11.6%	29.6%	27.4%	31.4%	35.8%	14.9%	8.5%	40.8%
BIASED IN FAVOUR OF NP.....	139	65	74	20	27	52	24	16	15	21	53	50	35	8	52	44
.....	26%	25%	26%	33%	25%	27%	26%	18%	22%	15%	32%	30%	22%	8%	62%	22%
.....	100%	46.8%	53.2%	14.4%	19.4%	37.4%	17.3%	11.5%	10.8%	15.1%	38.1%	36.0%	25.2%	5.8%	37.4%	31.7%
BIASED IN FAVOUR OF MLP.....	77	29	48	4	10	33	19	11	17	22	22	16	8	43	3	23
.....	14%	11%	17%	7%	9%	17%	20%	13%	25%	16%	13%	9%	5%	44%	4%	12%
.....	100%	37.7%	62.3%	5.2%	13.0%	42.9%	24.7%	14.3%	22.1%	28.6%	28.6%	20.8%	10.4%	55.8%	3.9%	29.9%
DO NOT KNOW.....	6	3	3	0	1	4	0	1	0	1	2	3	2	0	2	2
.....	1%	1%	1%	0%	1%	2%	0%	1%	0%	1%	1%	2%	1%	0%	2%	1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 13: VIEWS ON WHETHER NEWS BROADCAST BY XANDIR MALTA
ARE POLITICALLY BIASED
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.0%	50.0%	.0%	16.7%	66.7%	.0%	16.7%	.0%	16.7%	33.3%	50.0%	33.3%	.0%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 14: SUMMARY OF PREFERENCES OF WHAT SHOULD FEATURE IN NEWS

PREFERENCE	IMPORTANT LOCAL EVENTS	POLITICAL ACTIVITIES	IMPORTANT INTERNATIONAL EVENTS	MINISTERIAL ACTIVITIES	IMPORTANT SPORTS ACTIVITIES	TRADE UNION ACTIVITIES
SHOULD NOT FEATURE	8 1.5	45 8.3	10 1.9	46 8.5	30 5.6	56 10.4
FIRST	410 75.9	11 2.0	72 13.3	8 1.5	27 5.0	10 1.9
SECOND	90 16.7	40 7.4	356 65.9	20 3.7	20 3.7	5 0.9
THIRD	19 3.5	151 28.0	55 10.2	66 12.2	169 31.3	57 10.6
FOURTH	12 2.2	151 28.0	24 4.4	136 25.2	70 13.0	110 20.4
FIFTH	0 0.0	84 15.6	18 3.3	184 34.1	80 14.8	117 21.7
SIXTH	1.0 0.2	58.0 10.7	5.0 0.9	80.0 14.8	144.0 26.7	185.0 34.3
	540	540	540	540	540	540

FIRST ROW: ABSOLUTE FIGURES
SECOND ROW: COLUMN PERCENTAGES

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
TOTAL.....	540	258	282	60	108	190	94	88
IMPORTANT LOCAL EVENTS SHOULD NOT FEATURE AT ALL.....	8	4	4	1	2	1	1	3
.....	1%	2%	1%	2%	2%	1%	1%	3%
.....	100%	50.0%	50.0%	12.5%	25.0%	12.5%	12.5%	37.5%
FIRST PREFERENCE..	410	189	221	36	75	149	79	71
.....	76%	73%	78%	60%	69%	78%	84%	81%
.....	100%	46.1%	53.9%	8.8%	18.3%	36.3%	19.3%	17.3%
SECOND PREFERENCE.	90	46	44	13	24	31	9	13
.....	17%	18%	16%	22%	22%	16%	10%	15%
.....	100%	51.1%	48.9%	14.4%	26.7%	34.4%	10.0%	14.4%
THIRD PREFERENCE...	19	11	8	5	6	5	3	0
.....	4%	4%	3%	8%	6%	3%	3%	0%
.....	100%	57.9%	42.1%	26.3%	31.6%	26.3%	15.8%	.0%
FOURTH PREFERENCE.	12	7	5	5	1	4	1	1
.....	2%	3%	2%	8%	1%	2%	1%	1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+
.....	100%	58.3%	41.7%	41.7%	8.3%	33.3%	8.3%	8.3%
SIXTH PRFRERENCE...	1	1	0	0	0	0	1	0
.....	0%	0%	0%	0%	0%	0%	1%	0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%
POLITICAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	45	25	20	3	9	15	7	11
.....	8%	10%	7%	5%	8%	8%	7%	13%
.....	100%	55.6%	44.4%	6.7%	20.0%	33.3%	15.6%	24.4%
FIRST PREFERENCE..	11	6	5	3	2	3	2	1
.....	2%	2%	2%	5%	2%	2%	2%	1%
.....	100%	54.5%	45.5%	27.3%	18.2%	27.3%	18.2%	9.1%
SECOND PREFERENCE.	40	21	19	8	7	11	9	5
.....	7%	8%	7%	13%	6%	6%	10%	6%
.....	100%	52.5%	47.5%	20.0%	17.5%	27.5%	22.5%	12.5%
THIRD PRFRERENCE...	151	75	76	14	30	52	32	23
.....	28%	29%	27%	23%	28%	27%	34%	26%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
.....	100%	49.7%	50.3%	9.3%	19.9%	34.4%	21.2%	15.2%
FOURTH PREFERENCE.	151	69	82	16	36	52	22	25
.....	28%	27%	29%	27%	33%	27%	23%	28%
.....	100%	45.7%	54.3%	10.6%	23.8%	34.4%	14.6%	16.6%
FIFTH PREFERENCE..	84	36	48	7	16	34	13	14
.....	16%	14%	17%	12%	15%	18%	14%	16%
.....	100%	42.9%	57.1%	8.3%	19.0%	40.5%	15.5%	16.7%
SIXTH PRERENCE...	58	26	32	9	8	23	9	9
.....	11%	10%	11%	15%	7%	12%	10%	10%
.....	100%	44.8%	55.2%	15.5%	13.8%	39.7%	15.5%	15.5%
IMPORTANT INTERNATIONAL EVENTS SHOULD NOT FEATURE AT ALL.....	10	6	4	1	2	2	1	4
.....	2%	2%	1%	2%	2%	1%	1%	5%
.....	100%	60.0%	40.0%	10.0%	20.0%	20.0%	10.0%	40.0%
FIRST PREFERENCE..	72	34	38	13	20	23	9	7

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
.....	13%	13%	13%	22%	19%	12%	10%	8%
.....	100%	47.2%	52.8%	18.1%	27.8%	31.9%	12.5%	9.7%
SECOND PREFERENCE.	356	164	192	30	68	131	67	60
.....	66%	64%	68%	50%	63%	69%	71%	68%
.....	100%	46.1%	53.9%	8.4%	19.1%	36.8%	18.8%	16.9%
THIRD PREFERENCE...	55	29	26	6	11	16	10	12
.....	10%	11%	9%	10%	10%	8%	11%	14%
.....	100%	52.7%	47.3%	10.9%	20.0%	29.1%	18.2%	21.8%
FOURTH PREFERENCE.	24	14	10	2	3	10	4	5
.....	4%	5%	4%	3%	3%	5%	4%	6%
.....	100%	58.3%	41.7%	8.3%	12.5%	41.7%	16.7%	20.8%
FIFTH PREFERENCE..	18	8	10	6	4	6	2	0
.....	3%	3%	4%	10%	4%	3%	2%	0%
.....	100%	44.4%	55.6%	33.3%	22.2%	33.3%	11.1%	.0%
SIXTH PREFERENCE...	5	3	2	2	0	2	1	0
.....	1%	1%	1%	3%	0%	1%	1%	0%
.....	100%	60.0%	40.0%	40.0%	.0%	40.0%	20.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
MINISERIAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	46	27	19	4	9	15	7	11
.....	9%	10%	7%	7%	8%	8%	7%	13%
.....	100%	58.7%	41.3%	8.7%	19.6%	32.6%	15.2%	23.9%
FIRST PREFERENCE..	8	2	6	1	1	3	2	1
.....	1%	1%	2%	2%	1%	2%	2%	1%
.....	100%	25.0%	75.0%	12.5%	12.5%	37.5%	25.0%	12.5%
SECOND PREFERENCE.	20	11	9	6	2	5	4	3
.....	4%	4%	3%	10%	2%	3%	4%	3%
.....	100%	55.0%	45.0%	30.0%	10.0%	25.0%	20.0%	15.0%
THIRD PREFERENCE...	66	26	40	6	12	21	12	15
.....	12%	10%	14%	10%	11%	11%	13%	17%
.....	100%	39.4%	60.6%	9.1%	18.2%	31.8%	18.2%	22.7%
FOURTH PREFERENCE.	136	57	79	11	24	49	29	23
.....	25%	22%	28%	18%	22%	26%	31%	26%
.....	100%	41.9%	58.1%	8.1%	17.6%	36.0%	21.3%	16.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
THIRD PREFERENCE...	169	84	85	23	39	66	23	18
.....	31%	33%	30%	38%	36%	35%	24%	20%
.....	100%	49.7%	50.3%	13.6%	23.1%	39.1%	13.6%	10.7%
FOURTH PREFERENCE.	70	32	38	5	19	26	8	12
.....	13%	12%	13%	8%	18%	14%	9%	14%
.....	100%	45.7%	54.3%	7.1%	27.1%	37.1%	11.4%	17.1%
FIFTH PREFERENCE..	80	37	43	10	11	28	20	11
.....	15%	14%	15%	17%	10%	15%	21%	13%
.....	100%	46.3%	53.8%	12.5%	13.8%	35.0%	25.0%	13.8%
SIXTH PREFERENCE...	144	60	84	14	26	48	30	26
.....	27%	23%	30%	23%	24%	25%	32%	30%
.....	100%	41.7%	58.3%	9.7%	18.1%	33.3%	20.8%	18.1%
TRADE UNION ACTIVITIES SHOULD NOT FEATURE AT ALL.....	56	29	27	5	14	16	7	14
.....	10%	11%	10%	8%	13%	8%	7%	16%
.....	100%	51.8%	48.2%	8.9%	25.0%	28.6%	12.5%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
FIRST PREFERENCE..	10	3	7	1	2	3	3	1
.....	2%	1%	2%	2%	2%	2%	3%	1%
.....	100%	30.0%	70.0%	10.0%	20.0%	30.0%	30.0%	10.0%
SECOND PREFERENCE.	5	2	3	1	2	2	0	0
.....	1%	1%	1%	2%	2%	1%	0%	0%
.....	100%	40.0%	60.0%	20.0%	40.0%	40.0%	.0%	.0%
THIRD PRference...	57	21	36	4	7	24	10	12
.....	11%	8%	13%	7%	6%	13%	11%	14%
.....	100%	36.8%	63.2%	7.0%	12.3%	42.1%	17.5%	21.1%
FOURTH PREFERENCE.	110	56	54	18	18	41	23	10
.....	20%	22%	19%	30%	17%	22%	24%	11%
.....	100%	50.9%	49.1%	16.4%	16.4%	37.3%	20.9%	9.1%
FIFTH PREFERENCE..	117	56	61	10	24	40	20	23
.....	22%	22%	22%	17%	22%	21%	21%	26%
.....	100%	47.9%	52.1%	8.5%	20.5%	34.2%	17.1%	19.7%
SIXTH PRference...	185	91	94	21	41	64	31	28
.....	34%	35%	33%	35%	38%	34%	33%	32%
.....	100%	49.2%	50.8%	11.4%	22.2%	34.6%	16.8%	15.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 15: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SEX AND AGE

	TOTAL	SEX		AGE				
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+
FIFTH PREFERENCE..	117	56	61	10	24	40	20	23
.....	22%	22%	22%	2%	4%	7%	4%	4%
.....	22%	10%	11%	17%	22%	21%	21%	26%
SIXTH PREFERENCE...	185	91	94	21	41	64	31	28
.....	34%	35%	33%	4%	8%	12%	6%	5%
.....	34%	17%	17%	35%	38%	34%	33%	32%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
TOTAL.....	540	69	138	164	169
IMPORTANT LOCAL EVENTS SHOULD NOT FEATURE AT ALL.....	8	0	1	2	5
.....	1%	0%	1%	1%	3%
.....	100%	.0%	12.5%	25.0%	62.5%
FIRST PREFERENCE..	410	48	106	126	130
.....	76%	70%	77%	77%	77%
.....	100%	11.7%	25.9%	30.7%	31.7%
SECOND PREFERENCE.	90	20	23	27	20
.....	17%	29%	17%	16%	12%
.....	100%	22.2%	25.6%	30.0%	22.2%
THIRD PRference...	19	0	6	4	9
.....	4%	0%	4%	2%	5%
.....	100%	.0%	31.6%	21.1%	47.4%
FOURTH PREFERENCE.	12	1	1	5	5
.....	2%	1%	1%	3%	3%
.....	100%	8.3%	8.3%	41.7%	41.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PREFERENCE...	1	0	1	0	0
.....	0%	0%	1%	0%	0%
.....	100%	.0%	100%	.0%	.0%
POLITICAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	45	9	11	12	13
.....	8%	13%	8%	7%	8%
FIRST PREFERENCE..	11	1	1	4	5
.....	2%	1%	1%	2%	3%
SECOND PREFERENCE.	40	3	12	14	11
.....	7%	4%	9%	9%	7%
THIRD PREFERENCE...	151	21	38	40	52
.....	28%	30%	28%	24%	31%
FOURTH PREFERENCE.	151	14	40	53	44
.....	28%	20%	29%	32%	26%
FIFTH PREFERENCE..	84	13	19	25	27
.....	16%	19%	14%	15%	16%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PRference...	58	8	17	16	17
.....	11%	12%	12%	10%	10%
IMPORTANT INTERNATIONAL EVENTS SHOULD NOT FEATURE AT ALL.....	10	0	1	2	7
.....	2%	0%	1%	1%	4%
FIRST PREFERENCE..	72	18	24	14	16
.....	13%	26%	17%	9%	9%
SECOND PREFERENCE.	356	46	92	109	109
.....	66%	67%	67%	66%	64%
THIRD PRference...	55	2	10	25	18
.....	10%	3%	7%	15%	11%
FOURTH PREFERENCE.	24	1	5	7	11
.....	4%	1%	4%	4%	7%
FIFTH PREFERENCE..	18	1	6	4	7
.....	3%	1%	4%	2%	4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PREFERENCE...	5	1	0	3	1
.....	1%	1%	0%	2%	1%
MINISERIAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	46	9	8	12	17
.....	9%	13%	6%	7%	10%
FIRST PREFERENCE..	8	1	1	2	4
.....	1%	1%	1%	1%	2%
SECOND PREFERENCE.	20	0	4	7	9
.....	4%	0%	3%	4%	5%
THIRD PREFERENCE...	66	7	24	17	18
.....	12%	10%	17%	10%	11%
FOURTH PREFERENCE.	136	21	39	36	40
.....	25%	30%	28%	22%	24%
FIFTH PREFERENCE..	184	23	49	59	53
.....	34%	33%	36%	36%	31%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PREFERENCE...	80	8	13	31	28
.....	15%	12%	9%	19%	17%
IMPORTANT SPORTS ACTIVITIES SHOULD NOT FEATURE AT ALL.....	30	7	5	5	13
.....	6%	10%	4%	3%	8%
FIRST PREFERENCE..	27	1	4	14	8
.....	5%	1%	3%	9%	5%
SECOND PREFERENCE.	20	0	5	6	9
.....	4%	0%	4%	4%	5%
THIRD PREFERENCE...	169	29	45	54	41
.....	31%	42%	33%	33%	24%
FOURTH PREFERENCE.	70	8	22	21	19
.....	13%	12%	16%	13%	11%
FIFTH PREFERENCE..	80	9	26	22	23
.....	15%	13%	19%	13%	14%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PRference...	144	15	31	42	56
.....	27%	22%	22%	26%	33%
TRADE UNION ACTIVITIES SHOULD NOT FEATURE AT ALL.....	56	11	14	15	16
.....	10%	16%	10%	9%	9%
FIRST PREFERENCE..	10	0	1	2	7
.....	2%	0%	1%	1%	4%
SECOND PREFERENCE.	5	0	1	2	2
.....	1%	0%	1%	1%	1%
THIRD PRference...	57	8	12	16	21
.....	11%	12%	9%	10%	12%
FOURTH PREFERENCE.	110	14	26	33	37
.....	20%	20%	19%	20%	22%
FIFTH PREFERENCE..	117	13	23	41	40
.....	22%	19%	17%	25%	24%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 16: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SIXTH PRference...	185	23	61	55	46
.....	34%	33%	44%	34%	27%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
TOTAL.....	538	158	98	84	198
IMPORTANT LOCAL EVENTS SHOULD NOT FEATURE AT ALL.....	8	4	0	2	2
.....	1%	3%	0%	2%	1%
.....	100%	50.0%	.0%	25.0%	25.0%
FIRST PREFERENCE..	408	119	81	59	149
.....	76%	75%	83%	70%	75%
.....	100%	29.2%	19.9%	14.5%	36.5%
SECOND PREFERENCE.	90	28	12	16	34
.....	17%	18%	12%	19%	17%
.....	100%	31.1%	13.3%	17.8%	37.8%
THIRD PREFERENCE...	19	4	2	5	8
.....	4%	3%	2%	6%	4%
.....	100%	21.1%	10.5%	26.3%	42.1%
FOURTH PREFERENCE.	12	3	3	2	4
.....	2%	2%	3%	2%	2%
.....	100%	25.0%	25.0%	16.7%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PRference...	1	0	0	0	1
.....	0%	0%	0%	0%	1%
.....	100%	.0%	.0%	.0%	100%
POLITICAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	45	13	5	5	22
.....	8%	8%	5%	6%	11%
FIRST PREFERENCE..	11	3	1	2	5
.....	2%	2%	1%	2%	3%
SECOND PREFERENCE.	40	6	7	8	19
.....	7%	4%	7%	10%	10%
THIRD PRference...	151	37	33	24	57
.....	28%	23%	34%	29%	29%
FOURTH PREFERENCE.	149	44	31	19	55
.....	28%	28%	32%	23%	28%
FIFTH PREFERENCE..	84	34	15	15	20
.....	16%	22%	15%	18%	10%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PREFERENCE...	58	21	6	11	20
.....	11%	13%	6%	13%	10%
IMPORTANT INTERNATIONAL EVENTS SHOULD NOT FEATURE AT ALL.....	10	5	0	3	2
.....	2%	3%	0%	4%	1%
FIRST PREFERENCE..	72	17	11	9	35
.....	13%	11%	11%	11%	18%
SECOND PREFERENCE.	354	104	69	51	130
.....	66%	66%	70%	61%	66%
THIRD PREFERENCE...	55	20	11	10	14
.....	10%	13%	11%	12%	7%
FOURTH PREFERENCE.	24	6	4	8	6
.....	4%	4%	4%	10%	3%
FIFTH PREFERENCE..	18	5	2	1	10
.....	3%	3%	2%	1%	5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PRference...	5	1	1	2	1
.....	1%	1%	1%	2%	1%
MINISERIAL ACTIVITIES SHOULD NOT FEATURE AT ALL.....	46	15	6	5	20
.....	9%	9%	6%	6%	10%
FIRST PREFERENCE..	8	2	1	0	5
.....	1%	1%	1%	0%	3%
SECOND PREFERENCE.	20	9	7	2	2
.....	4%	6%	7%	2%	1%
THIRD PRference...	65	23	19	3	20
.....	12%	15%	19%	4%	10%
FOURTH PREFERENCE.	136	35	33	19	49
.....	25%	22%	34%	23%	25%
FIFTH PREFERENCE..	183	50	25	29	79
.....	34%	32%	26%	35%	40%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PRference...	80	24	7	26	23
.....	15%	15%	7%	31%	12%
IMPORTANT SPORTS ACTIVITIES SHOULD NOT FEATURE AT ALL.....	30	12	5	4	9
.....	6%	8%	5%	5%	5%
FIRST PREFERENCE..	27	11	3	8	5
.....	5%	7%	3%	10%	3%
SECOND PREFERENCE.	20	5	2	5	8
.....	4%	3%	2%	6%	4%
THIRD PRference...	168	44	24	26	74
.....	31%	28%	24%	31%	37%
FOURTH PREFERENCE.	70	22	11	7	30
.....	13%	14%	11%	8%	15%
FIFTH PREFERENCE..	80	13	30	15	22
.....	15%	8%	31%	18%	11%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PREFERENCE...	143	51	23	19	50
.....	27%	32%	23%	23%	25%
TRADE UNION ACTIVITIES SHOULD NOT FEATURE AT ALL.....	56	16	12	4	24
.....	10%	10%	12%	5%	12%
FIRST PREFERENCE..	10	2	1	4	3
.....	2%	1%	1%	5%	2%
SECOND PREFERENCE.	5	2	0	1	2
.....	1%	1%	0%	1%	1%
THIRD PREFERENCE...	57	19	7	12	19
.....	11%	12%	7%	14%	10%
FOURTH PREFERENCE.	110	35	10	27	38
.....	20%	22%	10%	32%	19%
FIFTH PREFERENCE..	116	41	19	18	38
.....	22%	26%	19%	21%	19%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 17: DESIRED RANKING OF A SET OF FACTORS FOR NEWS BULLETIN
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SIXTH PRference...	184	43	49	18	74
.....	34%	27%	50%	21%	37%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 18: EXTENT OF TVM REPORTAGE OF LOCAL POLITICS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
INCLUSION OF POLITICAL ACTIVITIES IN XANDIR'S NEWS EDITIONS																
YES THERE IS TOO MUCH.....	214	107	107	26	41	85	38	24	31	57	69	57	47	37	41	89
.....	40%	41%	38%	43%	38%	45%	40%	27%	45%	41%	42%	34%	30%	38%	49%	45%
.....	100%	50.0%	50.0%	12.1%	19.2%	39.7%	17.8%	11.2%	14.5%	26.6%	32.2%	26.6%	22.0%	17.3%	19.2%	41.6%
YES THERE IS A LOT	142	65	77	16	35	39	27	25	26	38	37	41	36	35	27	42
.....	26%	25%	27%	27%	32%	21%	29%	28%	38%	28%	23%	24%	23%	36%	32%	21%
.....	100%	45.8%	54.2%	11.3%	24.6%	27.5%	19.0%	17.6%	18.3%	26.8%	26.1%	28.9%	25.7%	25.0%	19.3%	30.0%
JUST RIGHT.....	165	75	90	17	28	56	26	38	12	35	54	64	68	23	13	61
.....	31%	29%	32%	28%	26%	29%	28%	43%	17%	25%	33%	38%	43%	23%	15%	31%
.....	100%	45.5%	54.5%	10.3%	17.0%	33.9%	15.8%	23.0%	7.3%	21.2%	32.7%	38.8%	41.2%	13.9%	7.9%	37.0%
NO THERE IS A LITTLE.....	16	8	8	1	3	9	2	1	0	6	3	7	7	3	3	3
.....	3%	3%	3%	2%	3%	5%	2%	1%	0%	4%	2%	4%	4%	3%	4%	2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 18: EXTENT OF TVM REPORTAGE OF LOCAL POLITICS
BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.0%	50.0%	6.3%	18.8%	56.3%	12.5%	6.3%	.0%	37.5%	18.8%	43.8%	43.8%	18.8%	18.8%	18.8%
NO THERE IS TOO LITTLE.....	3	3	0	0	1	1	1	0	0	2	1	0	0	0	0	3
.....	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	2%
.....	100%	100%	.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 19: WHAT IS DESIRED MORE IN XANDIR MALTA NEWS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
DESIDERATA																
NO ANSWER.....	154	74	80	16	28	46	24	40	10	39	45	60	62	28	18	45
.....	29%	29%	28%	27%	26%	24%	26%	45%	14%	28%	27%	36%	39%	29%	21%	23%
.....	100%	48.1%	51.9%	10.4%	18.2%	29.9%	15.6%	26.0%	6.5%	25.3%	29.2%	39.0%	40.5%	18.3%	11.8%	29.4%
MORE INTERNATIONAL AND FOREIGN NEWS.....	62	33	29	11	15	22	6	8	14	21	15	12	13	9	11	29
.....	11%	13%	10%	18%	14%	12%	6%	9%	20%	15%	9%	7%	8%	9%	13%	15%
.....	100%	53.2%	46.8%	17.7%	24.2%	35.5%	9.7%	12.9%	22.6%	33.9%	24.2%	19.4%	21.0%	14.5%	17.7%	46.8%
MORE COVERAGE OF IMPORTANT NEWS.	30	15	15	0	7	10	8	5	1	7	15	7	6	5	7	12
.....	6%	6%	5%	0%	6%	5%	9%	6%	1%	5%	9%	4%	4%	5%	8%	6%
.....	100%	50.0%	50.0%	.0%	23.3%	33.3%	26.7%	16.7%	3.3%	23.3%	50.0%	23.3%	20.0%	16.7%	23.3%	40.0%
MORE CURRENT EVENTS.....	66	28	38	6	10	32	9	9	7	14	24	21	22	11	14	19
.....	12%	11%	13%	10%	9%	17%	10%	10%	10%	10%	15%	12%	14%	11%	17%	10%
.....	100%	42.4%	57.6%	9.1%	15.2%	48.5%	13.6%	13.6%	10.6%	21.2%	36.4%	31.8%	33.3%	16.7%	21.2%	28.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 19: WHAT IS DESIRED MORE IN XANDIR MALTA NEWS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE LOCAL NEWS...	55	20	35	4	4	26	16	5	7	11	19	18	16	10	14	15
.....	10%	8%	12%	7%	4%	14%	17%	6%	10%	8%	12%	11%	10%	10%	17%	8%
.....	100%	36.4%	63.6%	7.3%	7.3%	47.3%	29.1%	9.1%	12.7%	20.0%	34.5%	32.7%	29.1%	18.2%	25.5%	27.3%
MORE NEWS ON SPORTS OTHER THAN FOOTBALL..	4	3	1	1	0	2	0	1	1	1	1	1	0	1	2	1
.....	1%	1%	0%	2%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	2%	1%
.....	100%	75.0%	25.0%	25.0%	.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%	.0%	25.0%	50.0%	25.0%
MORE SPORTS NEWS IN GENERAL.....	26	25	1	5	8	4	1	8	2	3	12	9	8	6	5	7
.....	5%	10%	0%	8%	7%	2%	1%	9%	3%	2%	7%	5%	5%	6%	6%	4%
.....	100%	96.2%	3.8%	19.2%	30.8%	15.4%	3.8%	30.8%	7.7%	11.5%	46.2%	34.6%	30.8%	23.1%	19.2%	26.9%
MORE DOCUMENTED NEWS.....	67	33	34	14	13	23	12	5	11	23	21	12	17	13	8	29
.....	12%	13%	12%	23%	12%	12%	13%	6%	16%	17%	13%	7%	11%	13%	10%	15%
.....	100%	49.3%	50.7%	20.9%	19.4%	34.3%	17.9%	7.5%	16.4%	34.3%	31.3%	17.9%	25.4%	19.4%	11.9%	43.3%
MORE TRUTHFULNESS.	6	1	5	0	1	3	1	1	1	0	2	3	3	1	2	0
.....	1%	0%	2%	0%	1%	2%	1%	1%	1%	0%	1%	2%	2%	1%	2%	0%
.....	100%	16.7%	83.3%	.0%	16.7%	50.0%	16.7%	16.7%	16.7%	.0%	33.3%	50.0%	50.0%	16.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 19: WHAT IS DESIRED MORE IN XANDIR MALTA NEWS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE NEWS ON EDUCATIONAL AND CULTURAL MATTERS.....	43	14	29	3	8	19	8	5	10	10	12	11	12	10	4	17
.....	8%	5%	10%	5%	7%	10%	9%	6%	14%	7%	7%	7%	8%	10%	5%	9%
.....	100%	32.6%	67.4%	7.0%	18.6%	44.2%	18.6%	11.6%	23.3%	23.3%	27.9%	25.6%	27.9%	23.3%	9.3%	39.5%
MORE MATURITY.....	19	12	7	0	4	6	4	5	7	3	8	1	2	5	3	8
.....	4%	5%	2%	0%	4%	3%	4%	6%	10%	2%	5%	1%	1%	5%	4%	4%
.....	100%	63.2%	36.8%	.0%	21.1%	31.6%	21.1%	26.3%	36.8%	15.8%	42.1%	5.3%	11.1%	27.8%	16.7%	44.4%
MORE PRECISION....	31	14	17	2	7	12	9	1	7	11	8	5	6	4	2	18
.....	6%	5%	6%	3%	6%	6%	10%	1%	10%	8%	5%	3%	4%	4%	2%	9%
.....	100%	45.2%	54.8%	6.5%	22.6%	38.7%	29.0%	3.2%	22.6%	35.5%	25.8%	16.1%	20.0%	13.3%	6.7%	60.0%
MORE FRESHNESS IN CONTENTS AND PRESENTATION...	11	7	4	1	4	0	5	1	2	2	4	3	4	2	1	4
.....	2%	3%	1%	2%	4%	0%	5%	1%	3%	1%	2%	2%	3%	2%	1%	2%
.....	100%	63.6%	36.4%	9.1%	36.4%	.0%	45.5%	9.1%	18.2%	18.2%	36.4%	27.3%	36.4%	18.2%	9.1%	36.4%
MORE LAW REPORTS..	5	3	2	0	3	2	0	0	0	1	3	1	0	1	2	2
.....	1%	1%	1%	0%	3%	1%	0%	0%	0%	1%	2%	1%	0%	1%	2%	1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 19: WHAT IS DESIRED MORE IN XANDIR MALTA NEWS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	60.0%	40.0%	.0%	60.0%	40.0%	.0%	.0%	.0%	20.0%	60.0%	20.0%	.0%	20.0%	40.0%	40.0%
BETTER USE OF THE MALTESE LANGUAGE.....	1	1	0	0	1	0	0	0	0	0	0	1	1	0	0	0
.....	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
MORE FINANCIAL NEWS.....	1	1	0	0	0	1	0	0	1	0	0	0	0	0	0	1
.....	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
MORE NEWS ON RELIGION.....	6	3	3	0	1	1	2	2	1	1	2	2	2	2	0	2
.....	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	0%	1%
.....	100%	50.0%	50.0%	.0%	16.7%	16.7%	33.3%	33.3%	16.7%	16.7%	33.3%	33.3%	33.3%	33.3%	.0%	33.3%
MORE NON-POLITICAL NEWS.....	53	18	35	8	11	18	9	7	8	17	10	18	10	9	8	26
.....	10%	7%	12%	13%	10%	9%	10%	8%	12%	12%	6%	11%	6%	9%	10%	13%
.....	100%	34.0%	66.0%	15.1%	20.8%	34.0%	17.0%	13.2%	15.1%	32.1%	18.9%	34.0%	18.9%	17.0%	15.1%	49.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 19: WHAT IS DESIRED MORE IN XANDIR MALTA NEWS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE INVESTIGATIVE REPORTING.....	4	4	0	0	2	2	0	0	0	3	0	1	0	1	0	3
.....	1%	2%	0%	0%	2%	1%	0%	0%	0%	2%	0%	1%	0%	1%	0%	2%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	25.0%	.0%	75.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO EXPRESSED OVERALL SATISFACTION WITH TVM MAIN NEWS BULLETIN

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 20: FREQUENCY OF VIEWERSHIP OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
PRESS CONFERENCES																
NEVER.....	193	77	116	35	44	53	28	33	25	50	54	64	74	22	32	64
.....	36%	30%	41%	58%	41%	28%	30%	38%	36%	36%	33%	38%	47%	22%	38%	32%
.....	100%	39.9%	60.1%	18.1%	22.8%	27.5%	14.5%	17.1%	13.0%	25.9%	28.0%	33.2%	38.5%	11.5%	16.7%	33.3%
SOMETIMES.....	238	115	123	19	52	92	39	36	29	63	68	78	63	41	30	103
.....	44%	45%	44%	32%	48%	48%	41%	41%	42%	46%	41%	46%	40%	42%	36%	52%
.....	100%	48.3%	51.7%	8.0%	21.8%	38.7%	16.4%	15.1%	12.2%	26.5%	28.6%	32.8%	26.6%	17.3%	12.7%	43.5%
ALWAYS.....	109	66	43	6	12	45	27	19	15	25	42	27	21	35	22	31
.....	20%	26%	15%	10%	11%	24%	29%	22%	22%	18%	26%	16%	13%	36%	26%	16%
.....	100%	60.6%	39.4%	5.5%	11.0%	41.3%	24.8%	17.4%	13.8%	22.9%	38.5%	24.8%	19.3%	32.1%	20.2%	28.4%
POLITICAL DEBATES																
NEVER.....	193	79	114	34	45	53	29	32	26	53	54	60	73	22	30	68
.....	36%	31%	40%	57%	42%	28%	31%	36%	38%	38%	33%	36%	46%	22%	36%	34%
.....	100%	40.9%	59.1%	17.6%	23.3%	27.5%	15.0%	16.6%	13.5%	27.5%	28.0%	31.1%	37.8%	11.4%	15.5%	35.2%
SOMETIMES.....	233	110	123	19	49	91	37	37	31	60	66	76	62	37	33	99
.....	43%	43%	44%	32%	45%	48%	39%	42%	45%	43%	40%	45%	39%	38%	39%	50%
.....	100%	47.2%	52.8%	8.2%	21.0%	39.1%	15.9%	15.9%	13.3%	25.8%	28.3%	32.6%	26.8%	16.0%	14.3%	42.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 20: FREQUENCY OF VIEWERSHIP OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
ALWAYS.....	114	69	45	7	14	46	28	19	12	25	44	33	23	39	21	31
.....	21%	27%	16%	12%	13%	24%	30%	22%	17%	18%	27%	20%	15%	40%	25%	16%
.....	100%	60.5%	39.5%	6.1%	12.3%	40.4%	24.6%	16.7%	10.5%	21.9%	38.6%	28.9%	20.2%	34.2%	18.4%	27.2%
POLITICAL PROGRAMMES PRODUCED BY A PARTY ITSELF																
NEVER.....	212	85	127	34	49	64	30	35	30	59	59	64	78	24	33	77
.....	39%	33%	45%	57%	45%	34%	32%	40%	43%	43%	36%	38%	49%	24%	39%	39%
.....	100%	40.1%	59.9%	16.0%	23.1%	30.2%	14.2%	16.5%	14.2%	27.8%	27.8%	30.2%	36.8%	11.3%	15.6%	36.3%
SOMETIMES.....	225	109	116	20	48	85	38	34	28	55	64	78	61	40	30	92
.....	42%	42%	41%	33%	44%	45%	40%	39%	41%	40%	39%	46%	39%	41%	36%	46%
.....	100%	48.4%	51.6%	8.9%	21.3%	37.8%	16.9%	15.1%	12.4%	24.4%	28.4%	34.7%	27.4%	17.9%	13.5%	41.3%
ALWAYS.....	103	64	39	6	11	41	26	19	11	24	41	27	19	34	21	29
.....	19%	25%	14%	10%	10%	22%	28%	22%	16%	17%	25%	16%	12%	35%	25%	15%
.....	100%	62.1%	37.9%	5.8%	10.7%	39.8%	25.2%	18.4%	10.7%	23.3%	39.8%	26.2%	18.4%	33.0%	20.4%	28.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 21: VIEWERSHIP OF POLITICAL BROADCASTS BY PARTY
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	222	88	134	35	53	68	31	35	32	63	61	66	80	25	34	82
VIEWERSHIP OF POLITICAL PROGRAMMES																
NO ANSWER.....	183	74	109	32	42	50	27	32	24	47	53	59	71	21	30	61
.....	82%	84%	81%	91%	79%	74%	87%	91%	75%	75%	87%	89%	89%	84%	88%	74%
.....	100%	40.4%	59.6%	17.5%	23.0%	27.3%	14.8%	17.5%	13.1%	25.7%	29.0%	32.2%	38.8%	11.5%	16.4%	33.3%
ALL PARTIES.....	33	12	21	2	9	15	4	3	6	13	8	6	7	3	4	19
.....	15%	14%	16%	6%	17%	22%	13%	9%	19%	21%	13%	9%	9%	12%	12%	23%
.....	100%	36.4%	63.6%	6.1%	27.3%	45.5%	12.1%	9.1%	18.2%	39.4%	24.2%	18.2%	21.2%	9.1%	12.1%	57.6%
MY FAVOURITE PARTY ONLY.....	6	2	4	1	2	3	0	0	2	3	0	1	2	1	0	2
.....	3%	2%	3%	3%	4%	4%	0%	0%	6%	5%	0%	2%	3%	4%	0%	2%
.....	100%	33.3%	66.7%	16.7%	33.3%	50.0%	.0%	.0%	33.3%	50.0%	.0%	16.7%	40.0%	20.0%	.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO INDICATED THEY WATCH ANY POLITICAL BROADCAST

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 22: REASONS FOR WATCHING BROADCASTS BY ALL PARTIES
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	33	12	21	2	9	15	4	3	6	13	8	6	7	3	4	19
REASONS																
NO ANSWER.....	4	1	3	0	2	1	0	1	0	2	1	1	1	1	0	2
.....	12%	8%	14%	0%	22%	7%	0%	33%	0%	15%	13%	17%	14%	33%	0%	11%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%	25.0%	25.0%	.0%	50.0%
I WANT TO KNOW BOTH VIEWS SO THAT I CAN JUDGE.....	23	10	13	2	5	12	2	2	5	11	4	3	4	2	2	15
.....	70%	83%	62%	100%	56%	80%	50%	67%	83%	85%	50%	50%	57%	67%	50%	79%
.....	100%	43.5%	56.5%	8.7%	21.7%	52.2%	8.7%	8.7%	21.7%	47.8%	17.4%	13.0%	17.4%	8.7%	8.7%	65.2%
I WANT TO LEARN ABOUT THE VIEWS OF BOTH PARTIES	4	0	4	0	1	2	1	0	1	0	2	1	1	0	1	2
.....	12%	0%	19%	0%	11%	13%	25%	0%	17%	0%	25%	17%	14%	0%	25%	11%
.....	100%	.0%	100%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%	.0%	25.0%	50.0%
I ENJOY WATCHING THEM ARGUE.....	2	1	1	0	1	0	1	0	0	0	1	1	1	0	1	0
.....	6%	8%	5%	0%	11%	0%	25%	0%	0%	0%	13%	17%	14%	0%	25%	0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO WATCH BROADCASTS BY ALL PARTIES

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 22: REASONS FOR WATCHING BROADCASTS BY ALL PARTIES
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO WATCH BROADCASTS BY ALL PARTIES

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 23: REASONS FOR WATCHING ONLY BROADCASTS OF PARTY ONE BELONGS TO
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE			SOCIO-ECONOMIC CATEGORY			NEWSPAPER READERSHIP		
		MALE	FEMALE	16-17	18-30	31-50	AB	C1	DE	NONE	G1	G3
TOTAL.....	6	2	4	1	2	3	2	3	1	2	1	2
REASONS												
NO ANSWER.....	1	1	0	1	0	0	1	0	0	0	0	1
.....	17%	50%	0%	100%	0%	0%	50%	0%	0%	0%	0%	50%
.....	100%	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
I AM PUT OFF BY THE OTHER PARTY	2	1	1	0	1	1	0	1	1	0	0	1
.....	33%	50%	25%	0%	50%	33%	0%	33%	100%	0%	0%	50%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	100%
I AM NOT INTERESTED IN THE OTHER PARTY	3	0	3	0	1	2	1	2	0	2	1	0
.....	50%	0%	75%	0%	50%	67%	50%	67%	0%	100%	100%	0%
.....	100%	.0%	100%	.0%	33.3%	66.7%	33.3%	66.7%	.0%	66.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH BROADCASTS BY THEIR PARTY ONLY

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 24: VIEWS ON APPROPRIATE DAY OF WEEK FOR POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
FRIDAY IS APPROPRIATE....	509	239	270	52	97	182	91	87	63	124	159	163	153	95	80	179
.....	94%	93%	96%	87%	90%	96%	97%	99%	91%	90%	97%	96%	97%	97%	95%	90%
.....	100%	47.0%	53.0%	10.2%	19.1%	35.8%	17.9%	17.1%	12.4%	24.4%	31.2%	32.0%	30.2%	18.7%	15.8%	35.3%
FRIDAY IS NOT APPROPRIATE....	31	19	12	8	11	8	3	1	6	14	5	6	5	3	4	19
.....	6%	7%	4%	13%	10%	4%	3%	1%	9%	10%	3%	4%	3%	3%	5%	10%
.....	100%	61.3%	38.7%	25.8%	35.5%	25.8%	9.7%	3.2%	19.4%	45.2%	16.1%	19.4%	16.1%	9.7%	12.9%	61.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 25: PREFERRED DAY OF WEEK FOR POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	31	19	12	8	11	8	3	1	6	14	5	6	5	3	4	19
PREFERRED DAY																
ANY OTHER DAY.....	4	2	2	0	3	0	1	0	1	1	1	1	2	0	0	2
.....	13%	11%	17%	0%	27%	0%	33%	0%	17%	7%	20%	17%	40%	0%	0%	11%
.....	100%	50.0%	50.0%	.0%	75.0%	.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%	50.0%	.0%	.0%	50.0%
MONDAY.....	7	2	5	3	2	1	0	1	1	3	0	3	1	1	2	3
.....	23%	11%	42%	38%	18%	13%	0%	100%	17%	21%	0%	50%	20%	33%	50%	16%
.....	100%	28.6%	71.4%	42.9%	28.6%	14.3%	.0%	14.3%	14.3%	42.9%	.0%	42.9%	14.3%	14.3%	28.6%	42.9%
TUESDAY.....	5	4	1	1	0	2	2	0	1	1	2	1	1	1	0	3
.....	16%	21%	8%	13%	0%	25%	67%	0%	17%	7%	40%	17%	20%	33%	0%	16%
.....	100%	80.0%	20.0%	20.0%	.0%	40.0%	40.0%	.0%	20.0%	20.0%	40.0%	20.0%	20.0%	20.0%	.0%	60.0%
WEDNESDAY.....	8	5	3	2	4	2	0	0	3	3	2	0	0	1	1	6
.....	26%	26%	25%	25%	36%	25%	0%	0%	50%	21%	40%	0%	0%	33%	25%	32%
.....	100%	62.5%	37.5%	25.0%	50.0%	25.0%	.0%	.0%	37.5%	37.5%	25.0%	.0%	.0%	12.5%	12.5%	75.0%
THURSDAY.....	6	6	0	2	2	2	0	0	0	5	0	1	0	0	1	5
.....	19%	32%	0%	25%	18%	25%	0%	0%	0%	36%	0%	17%	0%	0%	25%	26%
.....	100%	100%	.0%	33.3%	33.3%	33.3%	.0%	.0%	.0%	83.3%	.0%	16.7%	.0%	.0%	16.7%	83.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO DO NOT LIKE BROADCASTS ON FRIDAY

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 25: PREFERRED DAY OF WEEK FOR POLITICAL BROADCASTS
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
SATURDAY.....	1	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0
.....	3%	0%	8%	0%	0%	13%	0%	0%	0%	7%	0%	0%	20%	0%	0%	0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO DO NOT LIKE BROADCASTS ON FRIDAY

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 26: VIEWS ON TIMING FOR POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
VIEWS ON TIMING																
CURRENT TIMING IS																
APPROPRIATE....	405	195	210	43	90	136	72	64	54	110	113	128	120	76	60	148
.....	75%	76%	74%	72%	83%	72%	77%	73%	78%	80%	69%	76%	76%	78%	71%	75%
.....	100%	48.1%	51.9%	10.6%	22.2%	33.6%	17.8%	15.8%	13.3%	27.2%	27.9%	31.6%	29.7%	18.8%	14.9%	36.6%
CURRENT TIMING IS																
NOT APPROPRIATE	135	63	72	17	18	54	22	24	15	28	51	41	38	22	24	50
.....	25%	24%	26%	28%	17%	28%	23%	27%	22%	20%	31%	24%	24%	22%	29%	25%
.....	100%	46.7%	53.3%	12.6%	13.3%	40.0%	16.3%	17.8%	11.1%	20.7%	37.8%	30.4%	28.4%	16.4%	17.9%	37.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 27: PREFERRED TIMING FOR POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	135	63	72	17	18	54	22	24	15	28	51	41	38	22	24	50
PREFERRED TIME																
NO ANSWER.....	2	0	2	1	1	0	0	0	0	0	0	2	0	1	0	1
.....	1%	0%	3%	6%	6%	0%	0%	0%	0%	0%	0%	5%	0%	5%	0%	2%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	50.0%	.0%	50.0%
EARLIER.....	103	48	55	8	11	42	19	23	12	17	43	31	33	18	20	32
.....	76%	76%	76%	47%	61%	78%	86%	96%	80%	61%	84%	76%	87%	82%	83%	64%
.....	100%	46.6%	53.4%	7.8%	10.7%	40.8%	18.4%	22.3%	11.7%	16.5%	41.7%	30.1%	32.0%	17.5%	19.4%	31.1%
LATER.....	30	15	15	8	6	12	3	1	3	11	8	8	5	3	4	17
.....	22%	24%	21%	47%	33%	22%	14%	4%	20%	39%	16%	20%	13%	14%	17%	34%
.....	100%	50.0%	50.0%	26.7%	20.0%	40.0%	10.0%	3.3%	10.0%	36.7%	26.7%	26.7%	17.2%	10.3%	13.8%	58.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO DO NOT LIKE CURRENT TIMING OF BROADCASTS

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 28: VIEWS ON CURRENT VOLUME OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
VIEWS ON FREQUENCY OF POLITICAL PROGRAMMES																
TOO LITTLE.....	50	29	21	6	15	11	14	4	5	11	20	14	11	12	9	18
.....	9%	11%	7%	10%	14%	6%	15%	5%	7%	8%	12%	8%	7%	12%	11%	9%
.....	100%	58.0%	42.0%	12.0%	30.0%	22.0%	28.0%	8.0%	10.0%	22.0%	40.0%	28.0%	22.0%	24.0%	18.0%	36.0%
ENOUGH.....	366	172	194	44	69	133	54	66	45	94	103	124	108	67	54	137
.....	68%	67%	69%	73%	64%	70%	57%	75%	65%	68%	63%	73%	68%	68%	64%	69%
.....	100%	47.0%	53.0%	12.0%	18.9%	36.3%	14.8%	18.0%	12.3%	25.7%	28.1%	33.9%	29.5%	18.3%	14.8%	37.4%
TOO MUCH.....	124	57	67	10	24	46	26	18	19	33	41	31	39	19	21	43
.....	23%	22%	24%	17%	22%	24%	28%	20%	28%	24%	25%	18%	25%	19%	25%	22%
.....	100%	46.0%	54.0%	8.1%	19.4%	37.1%	21.0%	14.5%	15.3%	26.6%	33.1%	25.0%	32.0%	15.6%	17.2%	35.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 29: VIEWERSHIP OF BUDGET DEBATES ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
TIME SPENT VIEWING PROGRAMMES BROADCASTED FROM PARLIAMENT																
NONE.....	110	51	59	19	27	32	14	18	15	26	32	37	51	16	14	28
.....	20%	20%	21%	32%	25%	17%	15%	20%	22%	19%	20%	22%	32%	16%	17%	14%
.....	100%	46.4%	53.6%	17.3%	24.5%	29.1%	12.7%	16.4%	13.6%	23.6%	29.1%	33.6%	46.8%	14.7%	12.8%	25.7%
ALL THE TRANSMISSIONS..	109	74	35	7	10	44	23	25	13	25	37	34	26	23	20	40
.....	20%	29%	12%	12%	9%	23%	24%	28%	19%	18%	23%	20%	16%	23%	24%	20%
.....	100%	67.9%	32.1%	6.4%	9.2%	40.4%	21.1%	22.9%	11.9%	22.9%	33.9%	31.2%	23.9%	21.1%	18.3%	36.7%
ABAOUT AN HOUR FROM EVERY TRANSMISSION...	29	17	12	4	3	9	8	5	0	11	8	10	5	8	6	10
.....	5%	7%	4%	7%	3%	5%	9%	6%	0%	8%	5%	6%	3%	8%	7%	5%
.....	100%	58.6%	41.4%	13.8%	10.3%	31.0%	27.6%	17.2%	.0%	37.9%	27.6%	34.5%	17.2%	27.6%	20.7%	34.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 29: VIEWERSHIP OF BUDGET DEBATES ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
ABOUT HALF AN HOUR FROM EVERY TRANSMISSION...	22	9	13	2	7	7	2	4	3	5	7	7	3	7	2	10
.....	4%	3%	5%	3%	6%	4%	2%	5%	4%	4%	4%	4%	2%	7%	2%	5%
.....	100%	40.9%	59.1%	9.1%	31.8%	31.8%	9.1%	18.2%	13.6%	22.7%	31.8%	31.8%	13.6%	31.8%	9.1%	45.5%
LENGTHY SELECTIONS WITH INTERVALS.	165	66	99	15	37	63	29	21	24	44	54	43	34	28	27	75
.....	31%	26%	35%	25%	34%	33%	31%	24%	35%	32%	33%	25%	22%	29%	32%	38%
.....	100%	40.0%	60.0%	9.1%	22.4%	38.2%	17.6%	12.7%	14.5%	26.7%	32.7%	26.1%	20.7%	17.1%	16.5%	45.7%
VERY SHORT SELECTIONS.....	105	41	64	13	24	35	18	15	14	27	26	38	39	16	15	35
.....	19%	16%	23%	22%	22%	18%	19%	17%	20%	20%	16%	22%	25%	16%	18%	18%
.....	100%	39.0%	61.0%	12.4%	22.9%	33.3%	17.1%	14.3%	13.3%	25.7%	24.8%	36.2%	37.1%	15.2%	14.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 30: VIEWS ON WHETHER BUDGET DEBATES SHOULD BE BROADCAST ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
BUDGET DEBATES SHOULD BE TELEVISED.....	452	225	227	52	87	156	78	79	55	112	139	146	132	81	73	164
.....	84%	87%	80%	87%	81%	82%	83%	90%	80%	81%	85%	86%	84%	83%	87%	83%
.....	100%	49.8%	50.2%	11.5%	19.2%	34.5%	17.3%	17.5%	12.2%	24.8%	30.8%	32.3%	29.3%	18.0%	16.2%	36.4%
BUDGET DEBATES SHOULD NOT BE TELEVISED.....	88	33	55	8	21	34	16	9	14	26	25	23	26	17	11	34
.....	16%	13%	20%	13%	19%	18%	17%	10%	20%	19%	15%	14%	16%	17%	13%	17%
.....	100%	37.5%	62.5%	9.1%	23.9%	38.6%	18.2%	10.2%	15.9%	29.5%	28.4%	26.1%	29.5%	19.3%	12.5%	38.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 31: VIEWS ON EXTENT TO WHICH BUDGET DEBATES OUGHT TO BE BROADCAST
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	452	225	227	52	87	156	78	79	55	112	139	146	132	81	73	164
NO ANSWER.....	29	19	10	5	5	6	5	8	1	6	9	13	14	3	5	6
.....	6%	8%	4%	10%	6%	4%	6%	10%	2%	5%	6%	9%	11%	4%	7%	4%
.....	100%	65.5%	34.5%	17.2%	17.2%	20.7%	17.2%	27.6%	3.4%	20.7%	31.0%	44.8%	50.0%	10.7%	17.9%	21.4%
BUDGET DEBATES SHOULD BE TELEVISED IN FULL.....	284	147	137	34	52	102	51	45	34	61	90	99	80	50	54	99
.....	63%	65%	60%	65%	60%	65%	65%	57%	62%	54%	65%	68%	61%	62%	74%	60%
.....	100%	51.8%	48.2%	12.0%	18.3%	35.9%	18.0%	15.8%	12.0%	21.5%	31.7%	34.9%	28.3%	17.7%	19.1%	35.0%
BUDGET DEBATES SHOULD NOT BE TELEVISED IN FULL.....	139	59	80	13	30	48	22	26	20	45	40	34	38	28	14	59
.....	31%	26%	35%	25%	34%	31%	28%	33%	36%	40%	29%	23%	29%	35%	19%	36%
.....	100%	42.4%	57.6%	9.4%	21.6%	34.5%	15.8%	18.7%	14.4%	32.4%	28.8%	24.5%	27.3%	20.1%	10.1%	42.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO SAID BUDGET DEBATES OUGHT TO BE BROADCAST ON TV

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 32: WHICH PARTS OF THE BUDGET DEBATES SHOULD BE TELEVISED
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	429	205	224	45	85	157	74	68	60	113	129	127	107	86	68	166
BUDGET SPEECH.....	412	198	214	43	82	150	72	65	57	109	124	122	105	80	67	158
.....	96%	97%	96%	96%	96%	96%	97%	96%	95%	96%	96%	96%	98%	93%	99%	95%
.....	100%	48.1%	51.9%	10.4%	19.9%	36.4%	17.5%	15.8%	13.8%	26.5%	30.1%	29.6%	25.6%	19.5%	16.3%	38.5%
PRIME MINISTER'S SPEECH.....	354	179	175	38	70	130	66	50	52	85	112	105	79	74	58	141
.....	83%	87%	78%	84%	82%	83%	89%	74%	87%	75%	87%	83%	74%	86%	85%	85%
.....	100%	50.6%	49.4%	10.7%	19.8%	36.7%	18.6%	14.1%	14.7%	24.0%	31.6%	29.7%	22.4%	21.0%	16.5%	40.1%
SPEECH BY LEADER OF THE OPPOSITION.....	332	172	160	33	66	123	63	47	46	80	108	98	79	62	57	133
.....	77%	84%	71%	73%	78%	78%	85%	69%	77%	71%	84%	77%	74%	72%	84%	80%
.....	100%	51.8%	48.2%	9.9%	19.9%	37.0%	19.0%	14.2%	13.9%	24.1%	32.5%	29.5%	23.9%	18.7%	17.2%	40.2%
DEBATE ON INDIVIDUAL MINISTRIES.....	217	106	111	26	42	73	42	34	29	46	70	72	55	32	48	82
.....	51%	52%	50%	58%	49%	46%	57%	50%	48%	41%	54%	57%	51%	37%	71%	49%
.....	100%	48.8%	51.2%	12.0%	19.4%	33.6%	19.4%	15.7%	13.4%	21.2%	32.3%	33.2%	25.3%	14.7%	22.1%	37.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WANTED SOME OF THE BUDGET DEBATE TO BE TELEVISED

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 33: PREFERRED TIME FOR BROADCASTING OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
BUDGET SPEECH NO ANSWER.....	79	30	49	13	17	20	14	15	11	21	21	26	29	10	10	30
.....	15%	12%	17%	22%	16%	11%	15%	17%	16%	15%	13%	15%	18%	10%	12%	15%
.....	100%	38.0%	62.0%	16.5%	21.5%	25.3%	17.7%	19.0%	13.9%	26.6%	26.6%	32.9%	36.7%	12.7%	12.7%	38.0%
DIRECT.....	379	192	187	43	72	133	67	64	42	96	120	121	111	73	67	127
.....	70%	74%	66%	72%	67%	70%	71%	73%	61%	70%	73%	72%	70%	74%	80%	64%
.....	100%	50.7%	49.3%	11.3%	19.0%	35.1%	17.7%	16.9%	11.1%	25.3%	31.7%	31.9%	29.4%	19.3%	17.7%	33.6%
RECORDED, LATE EVENING.....	65	29	36	4	11	31	11	8	10	16	21	18	15	13	6	30
.....	12%	11%	13%	7%	10%	16%	12%	9%	14%	12%	13%	11%	9%	13%	7%	15%
.....	100%	44.6%	55.4%	6.2%	16.9%	47.7%	16.9%	12.3%	15.4%	24.6%	32.3%	27.7%	23.4%	20.3%	9.4%	46.9%
RECORDED, LATE NIGHT.....	17	7	10	0	8	6	2	1	6	5	2	4	3	2	1	11
.....	3%	3%	4%	0%	7%	3%	2%	1%	9%	4%	1%	2%	2%	2%	1%	6%
.....	100%	41.2%	58.8%	.0%	47.1%	35.3%	11.8%	5.9%	35.3%	29.4%	11.8%	23.5%	17.6%	11.8%	5.9%	64.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 33: PREFERRED TIME FOR BROADCASTING OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
PRIME MINISTER'S SPEECH																
NO ANSWER.....	131	51	80	17	28	38	18	30	11	43	36	41	53	17	19	42
.....	24%	20%	28%	28%	26%	20%	19%	34%	16%	31%	22%	24%	34%	17%	23%	21%
.....	100%	38.9%	61.1%	13.0%	21.4%	29.0%	13.7%	22.9%	8.4%	32.8%	27.5%	31.3%	40.5%	13.0%	14.5%	32.1%
DIRECT.....	316	167	149	35	61	111	58	51	38	75	101	102	85	66	58	106
.....	59%	65%	53%	58%	56%	58%	62%	58%	55%	54%	62%	60%	54%	67%	69%	54%
.....	100%	52.8%	47.2%	11.1%	19.3%	35.1%	18.4%	16.1%	12.0%	23.7%	32.0%	32.3%	27.0%	21.0%	18.4%	33.7%
RECORDED, LATE EVENING.....	75	33	42	8	11	34	16	6	14	16	24	21	17	14	5	38
.....	14%	13%	15%	13%	10%	18%	17%	7%	20%	12%	15%	12%	11%	14%	6%	19%
.....	100%	44.0%	56.0%	10.7%	14.7%	45.3%	21.3%	8.0%	18.7%	21.3%	32.0%	28.0%	23.0%	18.9%	6.8%	51.4%
RECORDED, LATE NIGHT.....	18	7	11	0	8	7	2	1	6	4	3	5	3	1	2	12
.....	3%	3%	4%	0%	7%	4%	2%	1%	9%	3%	2%	3%	2%	1%	2%	6%
.....	100%	38.9%	61.1%	.0%	44.4%	38.9%	11.1%	5.6%	33.3%	22.2%	16.7%	27.8%	16.7%	5.6%	11.1%	66.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 33: PREFERRED TIME FOR BROADCASTING OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
SPEECH BY LEADER OF THE OPPOSITION																
NO ANSWER.....	151	58	93	22	31	44	21	33	16	47	40	48	53	28	20	49
.....	28%	22%	33%	37%	29%	23%	22%	38%	23%	34%	24%	28%	34%	29%	24%	25%
.....	100%	38.4%	61.6%	14.6%	20.5%	29.1%	13.9%	21.9%	10.6%	31.1%	26.5%	31.8%	35.3%	18.7%	13.3%	32.7%
DIRECT.....	302	161	141	31	58	109	56	48	35	71	99	97	84	57	59	102
.....	56%	62%	50%	52%	54%	57%	60%	55%	51%	51%	60%	57%	53%	58%	70%	52%
.....	100%	53.3%	46.7%	10.3%	19.2%	36.1%	18.5%	15.9%	11.6%	23.5%	32.8%	32.1%	27.8%	18.9%	19.5%	33.8%
RECORDED, LATE EVENING.....	71	33	38	7	11	32	15	6	13	16	22	20	18	12	4	36
.....	13%	13%	13%	12%	10%	17%	16%	7%	19%	12%	13%	12%	11%	12%	5%	18%
.....	100%	46.5%	53.5%	9.9%	15.5%	45.1%	21.1%	8.5%	18.3%	22.5%	31.0%	28.2%	25.7%	17.1%	5.7%	51.4%
RECORDED, LATE NIGHT.....	16	6	10	0	8	5	2	1	5	4	3	4	3	1	1	11
.....	3%	2%	4%	0%	7%	3%	2%	1%	7%	3%	2%	2%	2%	1%	1%	6%
.....	100%	37.5%	62.5%	.0%	50.0%	31.3%	12.5%	6.3%	31.3%	25.0%	18.8%	25.0%	18.8%	6.3%	6.3%	68.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 33: PREFERRED TIME FOR BROADCASTING OF POLITICAL BROADCASTS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
DEBATES ON INDIVIDUAL MINISTRIES																
NO ANSWER.....	249	112	137	27	51	90	39	42	34	73	71	71	73	52	28	94
.....	46%	43%	49%	45%	47%	47%	41%	48%	49%	53%	43%	42%	46%	53%	33%	47%
.....	100%	45.0%	55.0%	10.8%	20.5%	36.1%	15.7%	16.9%	13.7%	29.3%	28.5%	28.5%	29.6%	21.1%	11.3%	38.1%
DIRECT.....	211	110	101	25	41	66	40	39	21	43	71	76	69	29	48	65
.....	39%	43%	36%	42%	38%	35%	43%	44%	30%	31%	43%	45%	44%	30%	57%	33%
.....	100%	52.1%	47.9%	11.8%	19.4%	31.3%	19.0%	18.5%	10.0%	20.4%	33.6%	36.0%	32.7%	13.7%	22.7%	30.8%
RECORDED, LATE EVENING.....	55	26	29	7	6	23	13	6	7	14	16	18	11	13	5	26
.....	10%	10%	10%	12%	6%	12%	14%	7%	10%	10%	10%	11%	7%	13%	6%	13%
.....	100%	47.3%	52.7%	12.7%	10.9%	41.8%	23.6%	10.9%	12.7%	25.5%	29.1%	32.7%	20.0%	23.6%	9.1%	47.3%
RECORDED, LATE NIGHT.....	25	10	15	1	10	11	2	1	7	8	6	4	5	4	3	13
.....	5%	4%	5%	2%	9%	6%	2%	1%	10%	6%	4%	2%	3%	4%	4%	7%
.....	100%	40.0%	60.0%	4.0%	40.0%	44.0%	8.0%	4.0%	28.0%	32.0%	24.0%	16.0%	20.0%	16.0%	12.0%	52.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 34: VIEWS ON PRESENT EXTENT OF BROADCASTING FROM PARLIAMENT
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
OPINIONS RE FREQUENCY OF PROGRAMME TRANSMISSIONS THERE IS TOO MUCH BROADCASTING FROM PARLIAMENET....	153	66	87	13	34	65	22	19	25	40	40	48	37	24	26	65
.....	28%	26%	31%	22%	31%	34%	23%	22%	36%	29%	24%	28%	23%	24%	31%	33%
.....	100%	43.1%	56.9%	8.5%	22.2%	42.5%	14.4%	12.4%	16.3%	26.1%	26.1%	31.4%	24.3%	15.8%	17.1%	42.8%
EXTENT OF CURRENT BROADCASTING FROM PARLIAMENT IS JUST RIGHT..	325	155	170	39	64	104	56	62	33	78	110	104	113	63	44	104
.....	60%	60%	60%	65%	59%	55%	60%	70%	48%	57%	67%	62%	72%	64%	52%	53%
.....	100%	47.7%	52.3%	12.0%	19.7%	32.0%	17.2%	19.1%	10.2%	24.0%	33.8%	32.0%	34.9%	19.4%	13.6%	32.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 34: VIEWS ON PRESENT EXTENT OF BROADCASTING FROM PARLIAMENT
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
THERE IS TOO LITTLE BROADCASTING FROM PARLIAMENT	62	37	25	8	10	21	16	7	11	20	14	17	8	11	14	29
.....	11%	14%	9%	13%	9%	11%	17%	8%	16%	14%	9%	10%	5%	11%	17%	15%
.....	100%	59.7%	40.3%	12.9%	16.1%	33.9%	25.8%	11.3%	17.7%	32.3%	22.6%	27.4%	12.9%	17.7%	22.6%	46.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 35: NO OF TV SETS IN HOUSEHOLD
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NUMBER OF TV SETS IN THE HOUSE																
ONE SET.....	411	188	223	37	83	145	75	71	47	98	131	135	141	63	69	137
.....	76%	73%	79%	62%	77%	76%	80%	81%	68%	71%	80%	80%	89%	64%	82%	69%
.....	100%	45.7%	54.3%	9.0%	20.2%	35.3%	18.2%	17.3%	11.4%	23.8%	31.9%	32.8%	34.4%	15.4%	16.8%	33.4%
TWO SETS.....	121	65	56	20	23	43	18	17	21	36	30	34	17	33	14	56
.....	22%	25%	20%	33%	21%	23%	19%	19%	30%	26%	18%	20%	11%	34%	17%	28%
.....	100%	53.7%	46.3%	16.5%	19.0%	35.5%	14.9%	14.0%	17.4%	29.8%	24.8%	28.1%	14.2%	27.5%	11.7%	46.7%
THREE SETS.....	8	5	3	3	2	2	1	0	1	4	3	0	0	2	1	5
.....	1%	2%	1%	5%	2%	1%	1%	0%	1%	3%	2%	0%	0%	2%	1%	3%
.....	100%	62.5%	37.5%	37.5%	25.0%	25.0%	12.5%	.0%	12.5%	50.0%	37.5%	.0%	.0%	25.0%	12.5%	62.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 36: DISPUTES ARISING FROM EXISTENCE OF ONLY ONE TV SET
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	411	188	223	37	83	145	75	71	47	98	131	135	141	63	69	137
FREQUENCY OF ARGUMENTS																
YES ALWAYS.....	49	24	25	10	13	15	10	1	4	12	19	14	10	10	10	19
.....	12%	13%	11%	27%	16%	10%	13%	1%	9%	12%	15%	10%	7%	16%	14%	14%
.....	100%	49.0%	51.0%	20.4%	26.5%	30.6%	20.4%	2.0%	8.2%	24.5%	38.8%	28.6%	20.4%	20.4%	20.4%	38.8%
SOMETIMES.....	108	48	60	15	28	39	16	10	8	30	38	32	28	15	25	40
.....	26%	26%	27%	41%	34%	27%	21%	14%	17%	31%	29%	24%	20%	24%	36%	29%
.....	100%	44.4%	55.6%	13.9%	25.9%	36.1%	14.8%	9.3%	7.4%	27.8%	35.2%	29.6%	25.9%	13.9%	23.1%	37.0%
RARELY.....	61	26	35	7	8	28	11	7	10	14	14	23	22	10	9	20
.....	15%	14%	16%	19%	10%	19%	15%	10%	21%	14%	11%	17%	16%	16%	13%	15%
.....	100%	42.6%	57.4%	11.5%	13.1%	45.9%	18.0%	11.5%	16.4%	23.0%	23.0%	37.7%	36.1%	16.4%	14.8%	32.8%
NO NEVER.....	193	90	103	5	34	63	38	53	25	42	60	66	81	28	25	58
.....	47%	48%	46%	14%	41%	43%	51%	75%	53%	43%	46%	49%	57%	44%	36%	42%
.....	100%	46.6%	53.4%	2.6%	17.6%	32.6%	19.7%	27.5%	13.0%	21.8%	31.1%	34.2%	42.2%	14.6%	13.0%	30.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO HAVE ONLY ONE TV SET AT HOME

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 37: VIEWS ON THE IDEA OF TRANSMITTING
ONLY SELECTIONS OF PARLIAMENTARY DEBATES
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NO ANSWER.....	27	18	9	1	3	4	9	10	2	4	8	13	15	3	4	5
.....	5%	7%	3%	2%	3%	2%	10%	11%	3%	3%	5%	8%	9%	3%	5%	3%
.....	100%	66.7%	33.3%	3.7%	11.1%	14.8%	33.3%	37.0%	7.4%	14.8%	29.6%	48.1%	55.6%	11.1%	14.8%	18.5%
TV SHOULD TRANSMIT ONLY SELECTIONS FROM PARLIAMENT	281	115	166	34	61	102	47	37	41	86	76	78	78	60	28	113
.....	52%	45%	59%	57%	56%	54%	50%	42%	59%	62%	46%	46%	49%	61%	33%	57%
.....	100%	40.9%	59.1%	12.1%	21.7%	36.3%	16.7%	13.2%	14.6%	30.6%	27.0%	27.8%	28.0%	21.5%	10.0%	40.5%
TV SHOULD NOT TRANSMIT SELECTIONS ONLY FROM PARLIAMENT	232	125	107	25	44	84	38	41	26	48	80	78	65	35	52	80
.....	43%	48%	38%	42%	41%	44%	40%	47%	38%	35%	49%	46%	41%	36%	62%	40%
.....	100%	53.9%	46.1%	10.8%	19.0%	36.2%	16.4%	17.7%	11.2%	20.7%	34.5%	33.6%	28.0%	15.1%	22.4%	34.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 38: IDEAL DURATION OF SELECTION OF TRANSMISSION OF PARL. DEBATE
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	281	115	166	34	61	102	47	37	41	86	76	78	78	60	28	113
DURATION OF SELECTION TO BE TELEVISED																
NO ANSWER.....	6	1	5	1	2	3	0	0	1	1	3	1	2	2	0	2
.....	2%	1%	3%	3%	3%	3%	0%	0%	2%	1%	4%	1%	3%	3%	0%	2%
.....	100%	16.7%	83.3%	16.7%	33.3%	50.0%	.0%	.0%	16.7%	16.7%	50.0%	16.7%	33.3%	33.3%	.0%	33.3%
HALF AN HOUR FROM THE WHOLE DEBATE.....	129	53	76	18	28	40	22	21	20	45	31	33	44	26	12	45
.....	46%	46%	46%	53%	46%	39%	47%	57%	49%	52%	41%	42%	56%	43%	43%	40%
.....	100%	41.1%	58.9%	14.0%	21.7%	31.0%	17.1%	16.3%	15.5%	34.9%	24.0%	25.6%	34.6%	20.5%	9.4%	35.4%
AN HOUR FROM THE WHOLE DEBATE...	71	30	41	6	13	24	15	13	8	19	19	25	12	22	7	30
.....	25%	26%	25%	18%	21%	24%	32%	35%	20%	22%	25%	32%	15%	37%	25%	27%
.....	100%	42.3%	57.7%	8.5%	18.3%	33.8%	21.1%	18.3%	11.3%	26.8%	26.8%	35.2%	16.9%	31.0%	9.9%	42.3%
SELECTIONS WITHIN THE NEWS.....	75	31	44	9	18	35	10	3	12	21	23	19	20	10	9	36

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
 SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
 BASE = ALL WHO INDICATED THEY LIKE TRANSMISSION
 OF SELECTIONS OF PARLIAMENTARY DEBATES

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 38: IDEAL DURATION OF SELECTION OF TRANSMISSION OF PARL. DEBATE
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	27%	27%	27%	26%	30%	34%	21%	8%	29%	24%	30%	24%	26%	17%	32%	32%
.....	100%	41.3%	58.7%	12.0%	24.0%	46.7%	13.3%	4.0%	16.0%	28.0%	30.7%	25.3%	26.7%	13.3%	12.0%	48.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO INDICATED THEY LIKE TRANSMISSION
OF SELECTIONS OF PARLIAMENTARY DEBATES

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 39: VIEWS ON WHETHER PARLIAMENT SHOULD BE BROADCAST ON RADIO
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
OPINION RE TRANSMITTING POLITICAL PROGRAMMES ON RADIO																
NO ANSWER.....	11	4	7	0	2	5	2	2	4	1	3	3	4	1	1	5
.....	2%	2%	2%	0%	2%	3%	2%	2%	6%	1%	2%	2%	3%	1%	1%	3%
.....	100%	36.4%	63.6%	.0%	18.2%	45.5%	18.2%	18.2%	36.4%	9.1%	27.3%	27.3%	36.4%	9.1%	9.1%	45.5%
PARLIAMENTARY DEBATES SHOULD NOT BE BROADCAST ON RADIO.....	109	56	53	12	23	35	17	22	17	26	35	31	34	23	16	35
.....	20%	22%	19%	20%	21%	18%	18%	25%	25%	19%	21%	18%	22%	23%	19%	18%
.....	100%	51.4%	48.6%	11.0%	21.1%	32.1%	15.6%	20.2%	15.6%	23.9%	32.1%	28.4%	31.5%	21.3%	14.8%	32.4%
PARLIAMENTARY DEBATES SHOULD BE BROADCAST ON RADIO.....	420	198	222	48	83	150	75	64	48	111	126	135	120	74	67	158

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 39: VIEWS ON WHETHER PARLIAMENT SHOULD BE BROADCAST ON RADIO
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	78%	77%	79%	80%	77%	79%	80%	73%	70%	80%	77%	80%	76%	76%	80%	80%
.....	100%	47.1%	52.9%	11.4%	19.8%	35.7%	17.9%	15.2%	11.4%	26.4%	30.0%	32.1%	28.6%	17.7%	16.0%	37.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 40: PREFERRED TIME FOR BROADCASTING PARLIAMENT ON RADIO
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	420	198	222	48	83	150	75	64	48	111	126	135	120	74	67	158
PREFERENCE REGARDING TIMING FOR RADIO TRANSMISSION																
NO ANSWER.....	6	1	5	1	2	1	1	1	0	2	1	3	2	1	1	2
.....	1%	1%	2%	2%	2%	1%	1%	2%	0%	2%	1%	2%	2%	1%	1%	1%
.....	100%	16.7%	83.3%	16.7%	33.3%	16.7%	16.7%	16.7%	.0%	33.3%	16.7%	50.0%	33.3%	16.7%	16.7%	33.3%
THE SAME TIME.....	290	140	150	35	57	103	48	47	32	68	97	93	84	54	54	97
.....	69%	71%	68%	73%	69%	69%	64%	73%	67%	61%	77%	69%	70%	73%	81%	61%
.....	100%	48.3%	51.7%	12.1%	19.7%	35.5%	16.6%	16.2%	11.0%	23.4%	33.4%	32.1%	29.1%	18.7%	18.7%	33.6%
THE NEXT DAY.....	44	19	25	4	7	12	14	7	6	12	11	15	13	8	7	16
.....	10%	10%	11%	8%	8%	8%	19%	11%	13%	11%	9%	11%	11%	11%	10%	10%
.....	100%	43.2%	56.8%	9.1%	15.9%	27.3%	31.8%	15.9%	13.6%	27.3%	25.0%	34.1%	29.5%	18.2%	15.9%	36.4%
EARLY AFTERNOON...	35	16	19	4	6	13	7	5	5	14	6	10	12	1	3	19
.....	8%	8%	9%	8%	7%	9%	9%	8%	10%	13%	5%	7%	10%	1%	4%	12%
.....	100%	45.7%	54.3%	11.4%	17.1%	37.1%	20.0%	14.3%	14.3%	40.0%	17.1%	28.6%	34.3%	2.9%	8.6%	54.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WANT PARLIAMENT TO BE BROADCAST ON RADIO

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 40: PREFERRED TIME FOR BROADCASTING PARLIAMENT ON RADIO
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
LATE AT NIGHT.....	45	22	23	4	11	21	5	4	5	15	11	14	9	10	2	24
.....	11%	11%	10%	8%	13%	14%	7%	6%	10%	14%	9%	10%	8%	14%	3%	15%
.....	100%	48.9%	51.1%	8.9%	24.4%	46.7%	11.1%	8.9%	11.1%	33.3%	24.4%	31.1%	20.0%	22.2%	4.4%	53.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WANT PARLIAMENT TO BE BROADCAST ON RADIO

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 41: VIEWS ON WHETHER PARLIAMENT SHOULD BE BROADCAST
ON A SEPARATE TELEVISION CHANNEL

- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
OPINIONS RE. SEPARATE CHANNEL FOR PARLIAMENTARY DEBATES																
NO ANSWER.....	17	11	6	1	1	6	3	6	2	2	7	6	12	0	1	4
.....	3%	4%	2%	2%	1%	3%	3%	7%	3%	1%	4%	4%	8%	0%	1%	2%
.....	100%	64.7%	35.3%	5.9%	5.9%	35.3%	17.6%	35.3%	11.8%	11.8%	41.2%	35.3%	70.6%	.0%	5.9%	23.5%
NO, I DO NOT SEE THE NEED FOR A SEPARATE CHANNEL.....	94	43	51	12	19	33	8	22	13	25	33	23	29	15	20	30
.....	17%	17%	18%	20%	18%	17%	9%	25%	19%	18%	20%	14%	18%	15%	24%	15%
.....	100%	45.7%	54.3%	12.8%	20.2%	35.1%	8.5%	23.4%	13.8%	26.6%	35.1%	24.5%	30.9%	16.0%	21.3%	31.9%
YES, I PREFER A SEPARATE CHANNEL.....	429	204	225	47	88	151	83	60	54	111	124	140	117	83	63	164
.....	79%	79%	80%	78%	81%	79%	88%	68%	78%	80%	76%	83%	74%	85%	75%	83%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 41: VIEWS ON WHETHER PARLIAMENT SHOULD BE BROADCAST
ON A SEPARATE TELEVISION CHANNEL
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	47.6%	52.4%	11.0%	20.5%	35.2%	19.3%	14.0%	12.6%	25.9%	28.9%	32.6%	27.4%	19.4%	14.8%	38.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 42: VIEWS ON WHAT SHOULD BE BROADCAST FROM PARLIAMENT ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMAL E	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	108	190	94	88	69	138	164	169	158	98	84	198
NO ANSWER.....	2	0	2	0	0	1	1	0	0	1	1	0	1	1	0	0
.....	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
NO, NOTHING.....	311	137	174	38	58	106	49	60	33	79	94	105	116	55	41	98
.....	58%	53%	62%	63%	54%	56%	52%	68%	48%	57%	57%	62%	73%	56%	49%	49%
.....	100%	44.1%	55.9%	12.2%	18.6%	34.1%	15.8%	19.3%	10.6%	25.4%	30.2%	33.8%	37.4%	17.7%	13.2%	31.6%
ALL DEBATES.....	60	30	30	9	13	15	15	8	4	18	17	21	12	8	14	25
.....	11%	12%	11%	15%	12%	8%	16%	9%	6%	13%	10%	12%	8%	8%	17%	13%
.....	100%	50.0%	50.0%	15.0%	21.7%	25.0%	25.0%	13.3%	6.7%	30.0%	28.3%	35.0%	20.3%	13.6%	23.7%	42.4%
SOME SPECIAL LEGISLATION....	57	28	29	4	15	28	6	4	4	19	20	14	11	16	6	24
.....	11%	11%	10%	7%	14%	15%	6%	5%	6%	14%	12%	8%	7%	16%	7%	12%
.....	100%	49.1%	50.9%	7.0%	26.3%	49.1%	10.5%	7.0%	7.0%	33.3%	35.1%	24.6%	19.3%	28.1%	10.5%	42.1%
DEBATES ON NATIONAL ISSUES	71	43	28	7	14	28	13	9	20	14	19	18	10	13	11	37
.....	13%	17%	10%	12%	13%	15%	14%	10%	29%	10%	12%	11%	6%	13%	13%	19%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 42: VIEWS ON WHAT SHOULD BE BROADCAST FROM PARLIAMENT ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	60.6%	39.4%	9.9%	19.7%	39.4%	18.3%	12.7%	28.2%	19.7%	26.8%	25.4%	14.1%	18.3%	15.5%	52.1%
ALL DEBATES ON LEGISLATION....	5	2	3	0	1	2	2	0	0	1	2	2	1	0	3	1
.....	1%	1%	1%	0%	1%	1%	2%	0%	0%	1%	1%	1%	1%	0%	4%	1%
.....	100%	40.0%	60.0%	.0%	20.0%	40.0%	40.0%	.0%	.0%	20.0%	40.0%	40.0%	20.0%	.0%	60.0%	20.0%
SPECIALLY IMPORTANT MINISTERIAL STATEMENTS.....	1	1	0	1	0	0	0	0	0	0	0	1	0	1	0	0
.....	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
SPECIAL EVENTS LIKE ADDRESSES TO PARLIAMENT BY FOREIGNERS..	2	1	1	0	0	1	1	0	0	0	2	0	0	0	2	0
.....	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
CONSTITUTIONAL DEBATES.....	4	2	2	1	0	0	2	1	3	1	0	0	1	1	0	2

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 42: VIEWS ON WHAT SHOULD BE BROADCAST FROM PARLIAMENT ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	1%	1%	1%	2%	0%	0%	2%	1%	4%	1%	0%	0%	1%	1%	0%	1%
.....	100%	50.0%	50.0%	25.0%	.0%	.0%	50.0%	25.0%	75.0%	25.0%	.0%	.0%	25.0%	25.0%	.0%	50.0%
OPENING OF PARLIAMENT.....	1	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0
.....	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
ALL DEBATES ON NEW LEGISLATION....	9	4	5	1	2	6	0	0	0	3	3	3	1	2	0	6
.....	2%	2%	2%	2%	2%	3%	0%	0%	0%	2%	2%	2%	1%	2%	0%	3%
.....	100%	44.4%	55.6%	11.1%	22.2%	66.7%	.0%	.0%	.0%	33.3%	33.3%	33.3%	11.1%	22.2%	.0%	66.7%
DEBATES ON EDUCATION.....	3	1	2	0	0	1	1	1	2	0	0	1	0	0	0	3
.....	1%	0%	1%	0%	0%	1%	1%	1%	3%	0%	0%	1%	0%	0%	0%	2%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	66.7%	.0%	.0%	33.3%	.0%	.0%	.0%	100%
DEBATES ON WOMEN AFFAIRES.....	1	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0
.....	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 42: VIEWS ON WHAT SHOULD BE BROADCAST FROM PARLIAMENT ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
DEBATES ON ENVIRONMENT....	4	2	2	0	1	1	0	2	2	0	1	1	1	1	1	1
.....	1%	1%	1%	0%	1%	1%	0%	2%	3%	0%	1%	1%	1%	1%	1%	1%
.....	100%	50.0%	50.0%	.0%	25.0%	25.0%	.0%	50.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
DEBATES ON MALTESE ECONOMY.....	2	2	0	0	1	1	0	0	1	0	0	1	0	0	1	1
.....	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
DEBATES ON ISSUES RELATED TO COST OF LIVING.....	5	2	3	0	2	1	2	0	0	2	2	1	1	0	3	1
.....	1%	1%	1%	0%	2%	1%	2%	0%	0%	1%	1%	1%	1%	0%	4%	1%
.....	100%	40.0%	60.0%	.0%	40.0%	20.0%	40.0%	.0%	.0%	40.0%	40.0%	20.0%	20.0%	.0%	60.0%	20.0%
DEBATES ON THE COMMON MARKET..	4	4	0	0	0	1	1	2	0	1	1	2	2	0	1	1
.....	1%	2%	0%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%
.....	100%	100%	.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	25.0%	50.0%	50.0%	.0%	25.0%	25.0%
DEBATES ON FOREIGN POLICY.....	2	1	1	0	0	0	1	1	1	0	1	0	0	1	0	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1990

TABLE 42: VIEWS ON WHAT SHOULD BE BROADCAST FROM PARLIAMENT ON TV
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	50-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
DEBATES ON MATTERS AFFECTING WORKERS.....	2	0	2	0	1	0	1	0	0	0	1	1	1	0	1	0
.....	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%
.....	100%	.0%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

