

Report

on a Study of the Views

of the Maltese on

Radio & TV Set Ownership

Viewing Preferences

News Transmissions

Party Political Broadcasts &

Radio Audiences

(Part I I – Tables)

prepared for the

Broadcasting Authority

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May 1991



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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

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

	TOTAL	SEX		SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	64	165	131	180	120	99	108	213
AGE											
16-17.....	60	30	30	6	25	15	14	6	14	16	24
.....	11.1%	11.6%	10.6%	9.4%	15.2%	11.5%	7.8%	5.0%	14.1%	14.8%	11.3%
.....	100%	50.0%	50.0%	10.0%	41.7%	25.0%	23.3%	10.0%	23.3%	26.7%	40.0%
18-30.....	135	68	67	14	50	35	36	23	32	32	48
.....	25.0%	26.4%	23.8%	21.9%	30.3%	26.7%	20.0%	19.2%	32.3%	29.6%	22.5%
.....	100%	50.4%	49.6%	10.4%	37.0%	25.9%	26.7%	17.0%	23.7%	23.7%	35.6%
31-50.....	187	90	97	31	61	39	56	32	31	35	89
.....	34.6%	34.9%	34.4%	48.4%	37.0%	29.8%	31.1%	26.7%	31.3%	32.4%	41.8%
.....	100%	48.1%	51.9%	16.6%	32.6%	20.9%	29.9%	17.1%	16.6%	18.7%	47.6%
51-65.....	96	42	54	8	22	29	37	31	14	16	35
.....	17.8%	16.3%	19.1%	12.5%	13.3%	22.1%	20.6%	25.8%	14.1%	14.8%	16.4%
.....	100%	43.8%	56.3%	8.3%	22.9%	30.2%	38.5%	32.3%	14.6%	16.7%	36.5%
65+.....	62	28	34	5	7	13	37	28	8	9	17
.....	11.5%	10.9%	12.1%	7.8%	4.2%	9.9%	20.6%	23.3%	8.1%	8.3%	8.0%
.....	100%	45.2%	54.8%	8.1%	11.3%	21.0%	59.7%	45.2%	12.9%	14.5%	27.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 2: TELEVISION OWNERSHIP
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NUMBER OF TV SETS AT HOME																
NONE.....	7	3	4	0	2	0	0	5	0	1	0	6	4	2	1	0
.....	1.3%	1.2%	1.4%	.0%	1.5%	.0%	.0%	8.1%	.0%	.6%	.0%	3.3%	3.3%	2.0%	.9%	.0%
.....	100%	42.9%	57.1%	.0%	28.6%	.0%	.0%	71.4%	.0%	14.3%	.0%	85.7%	57.1%	28.6%	14.3%	.0%
ONE BLACK & WHITE SET.....	27	11	16	1	3	9	5	9	1	6	9	11	12	6	7	2
.....	5.0%	4.3%	5.7%	1.7%	2.2%	4.8%	5.2%	14.5%	1.6%	3.6%	6.9%	6.1%	10.0%	6.1%	6.5%	.9%
.....	100%	40.7%	59.3%	3.7%	11.1%	33.3%	18.5%	33.3%	3.7%	22.2%	33.3%	40.7%	44.4%	22.2%	25.9%	7.4%
ONE COLOUR SET....	413	199	214	40	114	143	77	39	46	122	104	141	99	70	78	166
.....	76.5%	77.1%	75.9%	66.7%	84.4%	76.5%	80.2%	62.9%	71.9%	73.9%	79.4%	78.3%	82.5%	70.7%	72.2%	77.9%
.....	100%	48.2%	51.8%	9.7%	27.6%	34.6%	18.6%	9.4%	11.1%	29.5%	25.2%	34.1%	24.0%	16.9%	18.9%	40.2%
MORE THAN ONE SET.	93	45	48	19	16	35	14	9	17	36	18	22	5	21	22	45
.....	17.2%	17.4%	17.0%	31.7%	11.9%	18.7%	14.6%	14.5%	26.6%	21.8%	13.7%	12.2%	4.2%	21.2%	20.4%	21.1%
.....	100%	48.4%	51.6%	20.4%	17.2%	37.6%	15.1%	9.7%	18.3%	38.7%	19.4%	23.7%	5.4%	22.6%	23.7%	48.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 3: FAVOURITE STATION: FIRST PREFERENCE
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
MOST PREFERRED TV STATION NO SPECIAL PREFERENCE.....	10	4	6	2	4	2	0	2	2	3	0	5	3	3	2	2
.....	2%	2%	2%	3%	3%	1%	0%	3%	3%	2%	0%	3%	3%	3%	2%	1%
.....	100%	40.0%	60.0%	20.0%	40.0%	20.0%	.0%	20.0%	20.0%	30.0%	.0%	50.0%	30.0%	30.0%	20.0%	20.0%
TVM.....	232	107	125	10	49	79	58	36	15	57	58	102	74	32	37	89
.....	43%	41%	44%	17%	36%	42%	60%	58%	23%	35%	44%	57%	62%	32%	34%	42%
.....	100%	46.1%	53.9%	4.3%	21.1%	34.1%	25.0%	15.5%	6.5%	24.6%	25.0%	44.0%	31.9%	13.8%	15.9%	38.4%
RAI (ONE OF THE THREE STATIONS)	154	86	68	12	41	61	25	15	37	52	33	32	19	38	28	69
.....	29%	33%	24%	20%	30%	33%	26%	24%	58%	32%	25%	18%	16%	38%	26%	32%
.....	100%	55.8%	44.2%	7.8%	26.6%	39.6%	16.2%	9.7%	24.0%	33.8%	21.4%	20.8%	12.3%	24.7%	18.2%	44.8%
CANALE 5/RETE 4/ITALIA UNO...	144	61	83	36	41	45	13	9	10	53	40	41	24	26	41	53
.....	27%	24%	29%	60%	30%	24%	14%	15%	16%	32%	31%	23%	20%	26%	38%	25%
.....	100%	42.4%	57.6%	25.0%	28.5%	31.3%	9.0%	6.3%	6.9%	36.8%	27.8%	28.5%	16.7%	18.1%	28.5%	36.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 4: FAVOURITE STATION: SECOND PREFERENCE
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
SECOND PREFERRED TV STATION NO SPECIAL PREFERENCE.....	31	16	15	2	6	10	6	7	2	6	7	16	17	3	3	8
.....	6%	6%	5%	3%	4%	5%	6%	11%	3%	4%	5%	9%	14%	3%	3%	4%
.....	100%	51.6%	48.4%	6.5%	19.4%	32.3%	19.4%	22.6%	6.5%	19.4%	22.6%	51.6%	54.8%	9.7%	9.7%	25.8%
TVM.....	140	68	72	17	35	56	20	12	22	46	31	41	23	34	28	55
.....	26%	26%	26%	28%	26%	30%	21%	19%	34%	28%	24%	23%	19%	34%	26%	26%
.....	100%	48.6%	51.4%	12.1%	25.0%	40.0%	14.3%	8.6%	15.7%	32.9%	22.1%	29.3%	16.4%	24.3%	20.0%	39.3%
RAI (ONE OF THE THREE STATIONS)	206	106	100	22	41	70	39	34	19	67	43	77	51	32	44	79
.....	38%	41%	35%	37%	30%	37%	41%	55%	30%	41%	33%	43%	43%	32%	41%	37%
.....	100%	51.5%	48.5%	10.7%	19.9%	34.0%	18.9%	16.5%	9.2%	32.5%	20.9%	37.4%	24.8%	15.5%	21.4%	38.3%
CANALE 5/RETE 4/ITALIA UNO...	163	68	95	19	53	51	31	9	21	46	50	46	29	30	33	71
.....	30%	26%	34%	32%	39%	27%	32%	15%	33%	28%	38%	26%	24%	30%	31%	33%
.....	100%	41.7%	58.3%	11.7%	32.5%	31.3%	19.0%	5.5%	12.9%	28.2%	30.7%	28.2%	17.8%	18.4%	20.2%	43.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 5: TYPE OF TV PROGRAMMES MOST IN DEMAND
 - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	6	2	4	0	1	2	1	2	0	2	1	3	3	0	2	1
.....	1.1%	.8%	1.4%	.0%	.7%	1.1%	1.0%	3.2%	.0%	1.2%	.8%	1.7%	2.5%	.0%	1.9%	.5%
.....	100%	33.3%	66.7%	.0%	16.7%	33.3%	16.7%	33.3%	.0%	33.3%	16.7%	50.0%	50.0%	.0%	33.3%	16.7%
VARIETY SHOWS.....	174	66	108	12	48	59	36	19	18	48	49	59	37	34	41	62
.....	32.2%	25.6%	38.3%	20.0%	35.6%	31.6%	37.5%	30.6%	28.1%	29.1%	37.4%	32.8%	30.8%	34.3%	38.0%	29.1%
.....	100%	37.9%	62.1%	6.9%	27.6%	33.9%	20.7%	10.9%	10.3%	27.6%	28.2%	33.9%	21.3%	19.5%	23.6%	35.6%
FILMS.....	264	132	132	35	74	102	37	16	36	84	60	84	46	48	61	109
.....	48.9%	51.2%	46.8%	58.3%	54.8%	54.5%	38.5%	25.8%	56.3%	50.9%	45.8%	46.7%	38.3%	48.5%	56.5%	51.2%
.....	100%	50.0%	50.0%	13.3%	28.0%	38.6%	14.0%	6.1%	13.6%	31.8%	22.7%	31.8%	17.4%	18.2%	23.1%	41.3%
DRAMA.....	121	44	77	2	33	41	25	20	7	33	35	46	34	14	29	44
.....	22.4%	17.1%	27.3%	3.3%	24.4%	21.9%	26.0%	32.3%	10.9%	20.0%	26.7%	25.6%	28.3%	14.1%	26.9%	20.7%
.....	100%	36.4%	63.6%	1.7%	27.3%	33.9%	20.7%	16.5%	5.8%	27.3%	28.9%	38.0%	28.1%	11.6%	24.0%	36.4%
POP MUSIC.....	91	51	40	33	28	23	5	2	14	28	20	29	15	15	20	41
.....	16.9%	19.8%	14.2%	55.0%	20.7%	12.3%	5.2%	3.2%	21.9%	17.0%	15.3%	16.1%	12.5%	15.2%	18.5%	19.2%
.....	100%	56.0%	44.0%	36.3%	30.8%	25.3%	5.5%	2.2%	15.4%	30.8%	22.0%	31.9%	16.5%	16.5%	22.0%	45.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 5: TYPE OF TV PROGRAMMES MOST IN DEMAND
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
CLASSICAL MUSIC...	50	31	19	4	11	14	9	12	10	15	12	13	10	9	7	24
.....	9.3%	12.0%	6.7%	6.7%	8.1%	7.5%	9.4%	19.4%	15.6%	9.1%	9.2%	7.2%	8.3%	9.1%	6.5%	11.3%
.....	100%	62.0%	38.0%	8.0%	22.0%	28.0%	18.0%	24.0%	20.0%	30.0%	24.0%	26.0%	20.0%	18.0%	14.0%	48.0%
SPORTS.....	163	110	53	29	33	58	25	18	18	41	46	58	33	26	38	66
.....	30.2%	42.6%	18.8%	48.3%	24.4%	31.0%	26.0%	29.0%	28.1%	24.8%	35.1%	32.2%	27.5%	26.3%	35.2%	31.0%
.....	100%	67.5%	32.5%	17.8%	20.2%	35.6%	15.3%	11.0%	11.0%	25.2%	28.2%	35.6%	20.2%	16.0%	23.3%	40.5%
DOCUMENTARIES.....	236	120	116	22	55	88	44	27	33	64	57	82	36	44	44	112
.....	43.7%	46.5%	41.1%	36.7%	40.7%	47.1%	45.8%	43.5%	51.6%	38.8%	43.5%	45.6%	30.0%	44.4%	40.7%	52.6%
.....	100%	50.8%	49.2%	9.3%	23.3%	37.3%	18.6%	11.4%	14.0%	27.1%	24.2%	34.7%	15.3%	18.6%	18.6%	47.5%
SERIALS.....	155	45	110	17	57	52	20	9	16	37	46	56	24	30	39	62
.....	28.7%	17.4%	39.0%	28.3%	42.2%	27.8%	20.8%	14.5%	25.0%	22.4%	35.1%	31.1%	20.0%	30.3%	36.1%	29.1%
.....	100%	29.0%	71.0%	11.0%	36.8%	33.5%	12.9%	5.8%	10.3%	23.9%	29.7%	36.1%	15.5%	19.4%	25.2%	40.0%
NEWS.....	348	181	167	22	81	128	71	46	41	100	80	127	85	58	61	144
.....	64.4%	70.2%	59.2%	36.7%	60.0%	68.4%	74.0%	74.2%	64.1%	60.6%	61.1%	70.6%	70.8%	58.6%	56.5%	67.6%
.....	100%	52.0%	48.0%	6.3%	23.3%	36.8%	20.4%	13.2%	11.8%	28.7%	23.0%	36.5%	24.4%	16.7%	17.5%	41.4%
CURRENT AFFAIRS...	127	64	63	7	34	49	24	13	17	48	28	34	18	29	23	57
.....	23.5%	24.8%	22.3%	11.7%	25.2%	26.2%	25.0%	21.0%	26.6%	29.1%	21.4%	18.9%	15.0%	29.3%	21.3%	26.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 5: TYPE OF TV PROGRAMMES MOST IN DEMAND
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.4%	49.6%	5.5%	26.8%	38.6%	18.9%	10.2%	13.4%	37.8%	22.0%	26.8%	14.2%	22.8%	18.1%	44.9%
CHILDREN'S																
PROGRAMMES.....	53	20	33	1	15	29	8	0	5	19	13	16	11	9	8	25
.....	9.8%	7.8%	11.7%	1.7%	11.1%	15.5%	8.3%	.0%	7.8%	11.5%	9.9%	8.9%	9.2%	9.1%	7.4%	11.7%
.....	100%	37.7%	62.3%	1.9%	28.3%	54.7%	15.1%	.0%	9.4%	35.8%	24.5%	30.2%	20.8%	17.0%	15.1%	47.2%
RELIGIOUS																
PROGRAMMES.....	148	59	89	4	27	46	39	32	10	36	41	61	45	29	15	59
.....	27.4%	22.9%	31.6%	6.7%	20.0%	24.6%	40.6%	51.6%	15.6%	21.8%	31.3%	33.9%	37.5%	29.3%	13.9%	27.7%
.....	100%	39.9%	60.1%	2.7%	18.2%	31.1%	26.4%	21.6%	6.8%	24.3%	27.7%	41.2%	30.4%	19.6%	10.1%	39.9%
WEATHER FORECASTS.	2	2	0	0	0	2	0	0	0	0	2	0	0	0	2	0
.....	.4%	.8%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	1.5%	.0%	.0%	.0%	1.9%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
WOMEN'S PROGRAMMES	5	1	4	0	2	2	0	1	1	1	2	1	0	0	1	4
.....	.9%	.4%	1.4%	.0%	1.5%	1.1%	.0%	1.6%	1.6%	.6%	1.5%	.6%	.0%	.0%	.9%	1.9%
.....	100%	20.0%	80.0%	.0%	40.0%	40.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%	.0%	.0%	20.0%	80.0%
SCIENTIFIC																
PROGRAMMES.....	1	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 5: TYPE OF TV PROGRAMMES MOST IN DEMAND
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.6%	.0%	1.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
QUIZZES.....	16	4	12	1	4	6	4	1	1	11	1	3	1	3	2	10
.....	3.0%	1.6%	4.3%	1.7%	3.0%	3.2%	4.2%	1.6%	1.6%	6.7%	.8%	1.7%	.8%	3.0%	1.9%	4.7%
.....	100%	25.0%	75.0%	6.3%	25.0%	37.5%	25.0%	6.3%	6.3%	68.8%	6.3%	18.8%	6.3%	18.8%	12.5%	62.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 6: TYPE OF TV PROGRAMMES LEAST IN DEMAND
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	77	43	34	14	18	24	10	11	6	26	17	28	14	12	25	26
.....	14.3%	16.7%	12.1%	23.3%	13.3%	12.8%	10.4%	17.7%	9.4%	15.8%	13.0%	15.6%	11.7%	12.1%	23.1%	12.2%
.....	100%	55.8%	44.2%	18.2%	23.4%	31.2%	13.0%	14.3%	7.8%	33.8%	22.1%	36.4%	18.2%	15.6%	32.5%	33.8%
VARIETY SHOWS.....	60	38	22	6	11	25	9	9	14	16	13	17	8	10	9	33
.....	11.1%	14.7%	7.8%	10.0%	8.1%	13.4%	9.4%	14.5%	21.9%	9.7%	9.9%	9.4%	6.7%	10.1%	8.3%	15.5%
.....	100%	63.3%	36.7%	10.0%	18.3%	41.7%	15.0%	15.0%	23.3%	26.7%	21.7%	28.3%	13.3%	16.7%	15.0%	55.0%
FILMS.....	69	31	38	2	15	25	15	12	6	21	21	21	18	14	10	27
.....	12.8%	12.0%	13.5%	3.3%	11.1%	13.4%	15.6%	19.4%	9.4%	12.7%	16.0%	11.7%	15.0%	14.1%	9.3%	12.7%
.....	100%	44.9%	55.1%	2.9%	21.7%	36.2%	21.7%	17.4%	8.7%	30.4%	30.4%	30.4%	26.1%	20.3%	14.5%	39.1%
DRAMA.....	82	49	33	15	24	33	6	4	7	27	23	25	14	11	16	41
.....	15.2%	19.0%	11.7%	25.0%	17.8%	17.6%	6.3%	6.5%	10.9%	16.4%	17.6%	13.9%	11.7%	11.1%	14.8%	19.2%
.....	100%	59.8%	40.2%	18.3%	29.3%	40.2%	7.3%	4.9%	8.5%	32.9%	28.0%	30.5%	17.1%	13.4%	19.5%	50.0%
POP MUSIC.....	182	88	94	1	33	66	52	30	22	45	50	65	46	30	38	68
.....	33.7%	34.1%	33.3%	1.7%	24.4%	35.3%	54.2%	48.4%	34.4%	27.3%	38.2%	36.1%	38.3%	30.3%	35.2%	31.9%
.....	100%	48.4%	51.6%	.5%	18.1%	36.3%	28.6%	16.5%	12.1%	24.7%	27.5%	35.7%	25.3%	16.5%	20.9%	37.4%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 6: TYPE OF TV PROGRAMMES LEAST IN DEMAND
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
CLASSICAL MUSIC...	140	69	71	17	36	62	15	10	9	40	34	57	28	25	30	57
.....	25.9%	26.7%	25.2%	28.3%	26.7%	33.2%	15.6%	16.1%	14.1%	24.2%	26.0%	31.7%	23.3%	25.3%	27.8%	26.8%
.....	100%	49.3%	50.7%	12.1%	25.7%	44.3%	10.7%	7.1%	6.4%	28.6%	24.3%	40.7%	20.0%	17.9%	21.4%	40.7%
SPORTS.....	201	66	135	6	59	73	41	22	21	54	53	73	48	39	34	80
.....	37.2%	25.6%	47.9%	10.0%	43.7%	39.0%	42.7%	35.5%	32.8%	32.7%	40.5%	40.6%	40.0%	39.4%	31.5%	37.6%
.....	100%	32.8%	67.2%	3.0%	29.4%	36.3%	20.4%	10.9%	10.4%	26.9%	26.4%	36.3%	23.9%	19.4%	16.9%	39.8%
DOCUMENTARIES.....	45	23	22	11	13	14	3	4	5	17	9	14	11	6	9	19
.....	8.3%	8.9%	7.8%	18.3%	9.6%	7.5%	3.1%	6.5%	7.8%	10.3%	6.9%	7.8%	9.2%	6.1%	8.3%	8.9%
.....	100%	51.1%	48.9%	24.4%	28.9%	31.1%	6.7%	8.9%	11.1%	37.8%	20.0%	31.1%	24.4%	13.3%	20.0%	42.2%
SERIALS.....	134	86	48	15	31	54	21	13	17	40	30	47	27	18	23	66
.....	24.8%	33.3%	17.0%	25.0%	23.0%	28.9%	21.9%	21.0%	26.6%	24.2%	22.9%	26.1%	22.5%	18.2%	21.3%	31.0%
.....	100%	64.2%	35.8%	11.2%	23.1%	40.3%	15.7%	9.7%	12.7%	29.9%	22.4%	35.1%	20.1%	13.4%	17.2%	49.3%
NEWS.....	20	8	12	6	5	6	2	1	3	4	5	8	3	4	3	10
.....	3.7%	3.1%	4.3%	10.0%	3.7%	3.2%	2.1%	1.6%	4.7%	2.4%	3.8%	4.4%	2.5%	4.0%	2.8%	4.7%
.....	100%	40.0%	60.0%	30.0%	25.0%	30.0%	10.0%	5.0%	15.0%	20.0%	25.0%	40.0%	15.0%	20.0%	15.0%	50.0%
CURRENT AFFAIRS...	36	21	15	4	14	15	3	0	5	11	9	11	7	2	8	19
.....	6.7%	8.1%	5.3%	6.7%	10.4%	8.0%	3.1%	.0%	7.8%	6.7%	6.9%	6.1%	5.8%	2.0%	7.4%	8.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 6: TYPE OF TV PROGRAMMES LEAST IN DEMAND
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	58.3%	41.7%	11.1%	38.9%	41.7%	8.3%	.0%	13.9%	30.6%	25.0%	30.6%	19.4%	5.6%	22.2%	52.8%
CHILDREN'S																
PROGRAMMES.....	103	53	50	17	24	35	12	15	13	31	26	33	15	16	26	46
.....	19.1%	20.5%	17.7%	28.3%	17.8%	18.7%	12.5%	24.2%	20.3%	18.8%	19.8%	18.3%	12.5%	16.2%	24.1%	21.6%
.....	100%	51.5%	48.5%	16.5%	23.3%	34.0%	11.7%	14.6%	12.6%	30.1%	25.2%	32.0%	14.6%	15.5%	25.2%	44.7%
RELIGIOUS																
PROGRAMMES.....	44	27	17	14	9	16	2	3	7	14	12	11	5	8	9	22
.....	8.1%	10.5%	6.0%	23.3%	6.7%	8.6%	2.1%	4.8%	10.9%	8.5%	9.2%	6.1%	4.2%	8.1%	8.3%	10.3%
.....	100%	61.4%	38.6%	31.8%	20.5%	36.4%	4.5%	6.8%	15.9%	31.8%	27.3%	25.0%	11.4%	18.2%	20.5%	50.0%
POLITICAL																
BROADCASTS.....	2	2	0	0	0	2	0	0	1	1	0	0	0	0	0	2
.....	.4%	.8%	.0%	.0%	.0%	1.1%	.0%	.0%	1.6%	.6%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
QUIZZES.....	1	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0
.....	.2%	.0%	.4%	.0%	.7%	.0%	.0%	.0%	1.6%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 7: 7.00 AM 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NEWS ON RADIO AT 7.00 A.M.																
NEVER.....	333	163	170	44	86	105	56	42	46	103	77	107	74	65	63	131
.....	61.7%	63.2%	60.3%	73.3%	63.7%	56.1%	58.3%	67.7%	71.9%	62.4%	58.8%	59.4%	61.7%	65.7%	58.3%	61.5%
.....	100%	48.9%	51.1%	13.2%	25.8%	31.5%	16.8%	12.6%	13.8%	30.9%	23.1%	32.1%	22.2%	19.5%	18.9%	39.3%
1-2 TIMES A WEEK..	30	13	17	5	6	12	6	1	2	10	8	10	7	6	5	12
.....	5.6%	5.0%	6.0%	8.3%	4.4%	6.4%	6.3%	1.6%	3.1%	6.1%	6.1%	5.6%	5.8%	6.1%	4.6%	5.6%
.....	100%	43.3%	56.7%	16.7%	20.0%	40.0%	20.0%	3.3%	6.7%	33.3%	26.7%	33.3%	23.3%	20.0%	16.7%	40.0%
2-3 TIMES A WEEK..	44	20	24	5	10	16	9	4	2	17	10	15	11	6	16	11
.....	8.1%	7.8%	8.5%	8.3%	7.4%	8.6%	9.4%	6.5%	3.1%	10.3%	7.6%	8.3%	9.2%	6.1%	14.8%	5.2%
.....	100%	45.5%	54.5%	11.4%	22.7%	36.4%	20.5%	9.1%	4.5%	38.6%	22.7%	34.1%	25.0%	13.6%	36.4%	25.0%
4-6 TIMES A WEEK..	43	21	22	3	14	18	5	3	2	12	11	18	8	4	14	17
.....	8.0%	8.1%	7.8%	5.0%	10.4%	9.6%	5.2%	4.8%	3.1%	7.3%	8.4%	10.0%	6.7%	4.0%	13.0%	8.0%
.....	100%	48.8%	51.2%	7.0%	32.6%	41.9%	11.6%	7.0%	4.7%	27.9%	25.6%	41.9%	18.6%	9.3%	32.6%	39.5%
EVERYDAY.....	90	41	49	3	19	36	20	12	12	23	25	30	20	18	10	42
.....	16.7%	15.9%	17.4%	5.0%	14.1%	19.3%	20.8%	19.4%	18.8%	13.9%	19.1%	16.7%	16.7%	18.2%	9.3%	19.7%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 7: 7.00 AM 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	45.6%	54.4%	3.3%	21.1%	40.0%	22.2%	13.3%	13.3%	25.6%	27.8%	33.3%	22.2%	20.0%	11.1%	46.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 8: NOON 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NEWS ON RADIO AT MIDDAY																
NEVER.....	279	147	132	49	72	87	43	28	40	101	55	83	67	49	54	109
.....	51.7%	57.0%	46.8%	81.7%	53.3%	46.5%	44.8%	45.2%	62.5%	61.2%	42.0%	46.1%	55.8%	49.5%	50.0%	51.2%
.....	100%	52.7%	47.3%	17.6%	25.8%	31.2%	15.4%	10.0%	14.3%	36.2%	19.7%	29.7%	24.0%	17.6%	19.4%	39.1%
1-2 TIMES A WEEK..	25	8	17	1	10	5	5	4	4	10	4	7	4	5	2	14
.....	4.6%	3.1%	6.0%	1.7%	7.4%	2.7%	5.2%	6.5%	6.3%	6.1%	3.1%	3.9%	3.3%	5.1%	1.9%	6.6%
.....	100%	32.0%	68.0%	4.0%	40.0%	20.0%	20.0%	16.0%	16.0%	40.0%	16.0%	28.0%	16.0%	20.0%	8.0%	56.0%
2-3 TIMES A WEEK..	70	33	37	2	11	33	15	9	6	15	23	26	18	14	15	23
.....	13.0%	12.8%	13.1%	3.3%	8.1%	17.6%	15.6%	14.5%	9.4%	9.1%	17.6%	14.4%	15.0%	14.1%	13.9%	10.8%
.....	100%	47.1%	52.9%	2.9%	15.7%	47.1%	21.4%	12.9%	8.6%	21.4%	32.9%	37.1%	25.7%	20.0%	21.4%	32.9%
4-6 TIMES A WEEK..	51	25	26	0	17	23	6	5	5	14	12	20	8	12	13	18
.....	9.4%	9.7%	9.2%	.0%	12.6%	12.3%	6.3%	8.1%	7.8%	8.5%	9.2%	11.1%	6.7%	12.1%	12.0%	8.5%
.....	100%	49.0%	51.0%	.0%	33.3%	45.1%	11.8%	9.8%	9.8%	27.5%	23.5%	39.2%	15.7%	23.5%	25.5%	35.3%
EVERYDAY.....	115	45	70	8	25	39	27	16	9	25	37	44	23	19	24	49
.....	21.3%	17.4%	24.8%	13.3%	18.5%	20.9%	28.1%	25.8%	14.1%	15.2%	28.2%	24.4%	19.2%	19.2%	22.2%	23.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 8: NOON 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	39.1%	60.9%	7.0%	21.7%	33.9%	23.5%	13.9%	7.8%	21.7%	32.2%	38.3%	20.0%	16.5%	20.9%	42.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 9: 6.00 PM 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NEWS ON RADIO AT 1800																
NEVER.....	384	194	190	52	110	126	54	42	49	123	92	120	81	70	79	154
.....	71.1%	75.2%	67.4%	86.7%	81.5%	67.4%	56.3%	67.7%	76.6%	74.5%	70.2%	66.7%	67.5%	70.7%	73.1%	72.3%
.....	100%	50.5%	49.5%	13.5%	28.6%	32.8%	14.1%	10.9%	12.8%	32.0%	24.0%	31.3%	21.1%	18.2%	20.6%	40.1%
1-2 TIMES A WEEK..	32	12	20	4	4	13	8	3	3	14	5	10	7	9	4	12
.....	5.9%	4.7%	7.1%	6.7%	3.0%	7.0%	8.3%	4.8%	4.7%	8.5%	3.8%	5.6%	5.8%	9.1%	3.7%	5.6%
.....	100%	37.5%	62.5%	12.5%	12.5%	40.6%	25.0%	9.4%	9.4%	43.8%	15.6%	31.3%	21.9%	28.1%	12.5%	37.5%
2-3 TIMES A WEEK..	52	25	27	4	11	20	12	5	6	10	15	21	9	10	10	23
.....	9.6%	9.7%	9.6%	6.7%	8.1%	10.7%	12.5%	8.1%	9.4%	6.1%	11.5%	11.7%	7.5%	10.1%	9.3%	10.8%
.....	100%	48.1%	51.9%	7.7%	21.2%	38.5%	23.1%	9.6%	11.5%	19.2%	28.8%	40.4%	17.3%	19.2%	19.2%	44.2%
4-6 TIMES A WEEK..	24	12	12	0	5	12	5	2	0	10	5	9	7	4	5	8
.....	4.4%	4.7%	4.3%	.0%	3.7%	6.4%	5.2%	3.2%	.0%	6.1%	3.8%	5.0%	5.8%	4.0%	4.6%	3.8%
.....	100%	50.0%	50.0%	.0%	20.8%	50.0%	20.8%	8.3%	.0%	41.7%	20.8%	37.5%	29.2%	16.7%	20.8%	33.3%
EVERYDAY.....	48	15	33	0	5	16	17	10	6	8	14	20	16	6	10	16
.....	8.9%	5.8%	11.7%	.0%	3.7%	8.6%	17.7%	16.1%	9.4%	4.8%	10.7%	11.1%	13.3%	6.1%	9.3%	7.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 9: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	31.3%	68.8%	.0%	10.4%	33.3%	35.4%	20.8%	12.5%	16.7%	29.2%	41.7%	33.3%	12.5%	20.8%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 10: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NEWS ON TVM AT 20.00																
NEVER.....	54	27	27	6	11	20	8	9	9	20	10	15	18	9	5	22
.....	10.0%	10.5%	9.6%	10.0%	8.1%	10.7%	8.3%	14.5%	14.1%	12.1%	7.6%	8.3%	15.0%	9.1%	4.6%	10.3%
.....	100%	50.0%	50.0%	11.1%	20.4%	37.0%	14.8%	16.7%	16.7%	37.0%	18.5%	27.8%	33.3%	16.7%	9.3%	40.7%
1-2 TIMES A WEEK..	26	7	19	10	9	3	2	2	3	13	5	5	4	4	6	12
.....	4.8%	2.7%	6.7%	16.7%	6.7%	1.6%	2.1%	3.2%	4.7%	7.9%	3.8%	2.8%	3.3%	4.0%	5.6%	5.6%
.....	100%	26.9%	73.1%	38.5%	34.6%	11.5%	7.7%	7.7%	11.5%	50.0%	19.2%	19.2%	15.4%	15.4%	23.1%	46.2%
2-3 TIMES A WEEK..	59	27	32	9	26	15	6	3	8	19	13	19	13	11	9	26
.....	10.9%	10.5%	11.3%	15.0%	19.3%	8.0%	6.3%	4.8%	12.5%	11.5%	9.9%	10.6%	10.8%	11.1%	8.3%	12.2%
.....	100%	45.8%	54.2%	15.3%	44.1%	25.4%	10.2%	5.1%	13.6%	32.2%	22.0%	32.2%	22.0%	18.6%	15.3%	44.1%
4-6 TIMES A WEEK..	83	36	47	8	20	35	12	8	13	25	19	26	18	20	19	26
.....	15.4%	14.0%	16.7%	13.3%	14.8%	18.7%	12.5%	12.9%	20.3%	15.2%	14.5%	14.4%	15.0%	20.2%	17.6%	12.2%
.....	100%	43.4%	56.6%	9.6%	24.1%	42.2%	14.5%	9.6%	15.7%	30.1%	22.9%	31.3%	21.7%	24.1%	22.9%	31.3%
EVERYDAY.....	318	161	157	27	69	114	68	40	31	88	84	115	67	55	69	127
.....	58.9%	62.4%	55.7%	45.0%	51.1%	61.0%	70.8%	64.5%	48.4%	53.3%	64.1%	63.9%	55.8%	55.6%	63.9%	59.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 10: 8.00 PM TVM NEWS - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.6%	49.4%	8.5%	21.7%	35.8%	21.4%	12.6%	9.7%	27.7%	26.4%	36.2%	21.1%	17.3%	21.7%	39.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 11: FINAL TVM NEWS IN MALTESE - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
LATE MALTESE NEWS ON TVM																
NEVER.....	409	199	210	49	105	134	68	53	42	122	102	143	101	69	85	154
.....	75.7%	77.1%	74.5%	81.7%	77.8%	71.7%	70.8%	85.5%	65.6%	73.9%	77.9%	79.4%	84.2%	69.7%	78.7%	72.3%
.....	100%	48.7%	51.3%	12.0%	25.7%	32.8%	16.6%	13.0%	10.3%	29.8%	24.9%	35.0%	24.7%	16.9%	20.8%	37.7%
1-2 TIMES A WEEK..	47	17	30	5	13	13	11	5	8	11	16	12	7	9	8	23
.....	8.7%	6.6%	10.6%	8.3%	9.6%	7.0%	11.5%	8.1%	12.5%	6.7%	12.2%	6.7%	5.8%	9.1%	7.4%	10.8%
.....	100%	36.2%	63.8%	10.6%	27.7%	27.7%	23.4%	10.6%	17.0%	23.4%	34.0%	25.5%	14.9%	19.1%	17.0%	48.9%
2-3 TIMES A WEEK..	43	25	18	5	9	21	7	1	5	19	7	12	6	8	7	22
.....	8.0%	9.7%	6.4%	8.3%	6.7%	11.2%	7.3%	1.6%	7.8%	11.5%	5.3%	6.7%	5.0%	8.1%	6.5%	10.3%
.....	100%	58.1%	41.9%	11.6%	20.9%	48.8%	16.3%	2.3%	11.6%	44.2%	16.3%	27.9%	14.0%	18.6%	16.3%	51.2%
4-6 TIMES A WEEK..	13	7	6	1	4	5	3	0	2	4	3	4	2	2	3	6
.....	2.4%	2.7%	2.1%	1.7%	3.0%	2.7%	3.1%	.0%	3.1%	2.4%	2.3%	2.2%	1.7%	2.0%	2.8%	2.8%
.....	100%	53.8%	46.2%	7.7%	30.8%	38.5%	23.1%	.0%	15.4%	30.8%	23.1%	30.8%	15.4%	15.4%	23.1%	46.2%
EVERYDAY.....	28	10	18	0	4	14	7	3	7	9	3	9	4	11	5	8
.....	5.2%	3.9%	6.4%	.0%	3.0%	7.5%	7.3%	4.8%	10.9%	5.5%	2.3%	5.0%	3.3%	11.1%	4.6%	3.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 11: FINAL TVM NEWS IN MALTESE - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	35.7%	64.3%	.0%	14.3%	50.0%	25.0%	10.7%	25.0%	32.1%	10.7%	32.1%	14.3%	39.3%	17.9%	28.6%

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

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 12: EVENING RAI NEWS BULLETIN - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
EVENING NEWS ON RAI																
NEVER.....	232	103	129	34	56	76	33	33	13	61	57	101	76	30	46	80
.....	43.0%	39.9%	45.7%	56.7%	41.5%	40.6%	34.4%	53.2%	20.3%	37.0%	43.5%	56.1%	63.3%	30.3%	42.6%	37.6%
.....	100%	44.4%	55.6%	14.7%	24.1%	32.8%	14.2%	14.2%	5.6%	26.3%	24.6%	43.5%	32.8%	12.9%	19.8%	34.5%
1-2 TIMES A WEEK..	50	20	30	6	17	14	10	3	6	16	14	14	6	13	7	24
.....	9.3%	7.8%	10.6%	10.0%	12.6%	7.5%	10.4%	4.8%	9.4%	9.7%	10.7%	7.8%	5.0%	13.1%	6.5%	11.3%
.....	100%	40.0%	60.0%	12.0%	34.0%	28.0%	20.0%	6.0%	12.0%	32.0%	28.0%	28.0%	12.0%	26.0%	14.0%	48.0%
2-3 TIMES A WEEK..	74	39	35	7	19	26	16	6	10	17	21	26	14	16	19	25
.....	13.7%	15.1%	12.4%	11.7%	14.1%	13.9%	16.7%	9.7%	15.6%	10.3%	16.0%	14.4%	11.7%	16.2%	17.6%	11.7%
.....	100%	52.7%	47.3%	9.5%	25.7%	35.1%	21.6%	8.1%	13.5%	23.0%	28.4%	35.1%	18.9%	21.6%	25.7%	33.8%
4-6 TIMES A WEEK..	94	43	51	8	26	34	20	6	13	41	19	21	16	15	18	45
.....	17.4%	16.7%	18.1%	13.3%	19.3%	18.2%	20.8%	9.7%	20.3%	24.8%	14.5%	11.7%	13.3%	15.2%	16.7%	21.1%
.....	100%	45.7%	54.3%	8.5%	27.7%	36.2%	21.3%	6.4%	13.8%	43.6%	20.2%	22.3%	17.0%	16.0%	19.1%	47.9%
EVERYDAY.....	90	53	37	5	17	37	17	14	22	30	20	18	8	25	18	39
.....	16.7%	20.5%	13.1%	8.3%	12.6%	19.8%	17.7%	22.6%	34.4%	18.2%	15.3%	10.0%	6.7%	25.3%	16.7%	18.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 12: EVENING RAI NEWS BULLETIN - 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	58.9%	41.1%	5.6%	18.9%	41.1%	18.9%	15.6%	24.4%	33.3%	22.2%	20.0%	8.9%	27.8%	20.0%	43.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
BEST TIME FOR NEWS BROADCAST																
NO ANSWER.....	164	76	88	12	37	53	34	28	16	52	36	60	46	35	22	61
.....	30.4%	29.5%	31.2%	20.0%	27.4%	28.3%	35.4%	45.2%	25.0%	31.5%	27.5%	33.3%	38.3%	35.4%	20.4%	28.6%
.....	100%	46.3%	53.7%	7.3%	22.6%	32.3%	20.7%	17.1%	9.8%	31.7%	22.0%	36.6%	28.0%	21.3%	13.4%	37.2%
1000.....	6	1	5	0	1	2	1	2	0	1	2	3	3	0	0	3
.....	1.1%	.4%	1.8%	.0%	.7%	1.1%	1.0%	3.2%	.0%	.6%	1.5%	1.7%	2.5%	.0%	.0%	1.4%
.....	100%	16.7%	83.3%	.0%	16.7%	33.3%	16.7%	33.3%	.0%	16.7%	33.3%	50.0%	50.0%	.0%	.0%	50.0%
1100.....	1	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0
.....	.2%	.0%	.4%	.0%	.0%	.0%	1.0%	.0%	1.6%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
1200.....	25	13	12	2	3	12	4	4	4	1	11	9	3	3	8	11
.....	4.6%	5.0%	4.3%	3.3%	2.2%	6.4%	4.2%	6.5%	6.3%	.6%	8.4%	5.0%	2.5%	3.0%	7.4%	5.2%
.....	100%	52.0%	48.0%	8.0%	12.0%	48.0%	16.0%	16.0%	16.0%	4.0%	44.0%	36.0%	12.0%	12.0%	32.0%	44.0%
1230.....	4	3	1	0	2	2	0	0	1	1	1	1	0	0	1	3
.....	.7%	1.2%	.4%	.0%	1.5%	1.1%	.0%	.0%	1.6%	.6%	.8%	.6%	.0%	.0%	.9%	1.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	75.0%	25.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	25.0%	25.0%	25.0%	.0%	.0%	25.0%	75.0%
1250.....	1	0	1	1	0	0	0	0	0	0	1	0	0	1	0	0
.....	.2%	.0%	.4%	1.7%	.0%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	1.0%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
1300.....	10	3	7	0	1	4	4	1	1	4	2	3	4	2	0	4
.....	1.9%	1.2%	2.5%	.0%	.7%	2.1%	4.2%	1.6%	1.6%	2.4%	1.5%	1.7%	3.3%	2.0%	.0%	1.9%
.....	100%	30.0%	70.0%	.0%	10.0%	40.0%	40.0%	10.0%	10.0%	40.0%	20.0%	30.0%	40.0%	20.0%	.0%	40.0%
1330.....	1	0	1	1	0	0	0	0	0	1	0	0	0	0	0	1
.....	.2%	.0%	.4%	1.7%	.0%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
1400.....	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	1
.....	.2%	.0%	.4%	.0%	.0%	.0%	.0%	1.6%	1.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
1500.....	2	0	2	0	0	1	0	1	1	0	0	1	1	0	0	1
.....	.4%	.0%	.7%	.0%	.0%	.5%	.0%	1.6%	1.6%	.0%	.0%	.6%	.8%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
1600.....	12	7	5	4	1	3	2	2	0	3	6	3	3	2	5	2
.....	2.2%	2.7%	1.8%	6.7%	.7%	1.6%	2.1%	3.2%	.0%	1.8%	4.6%	1.7%	2.5%	2.0%	4.6%	.9%
.....	100%	58.3%	41.7%	33.3%	8.3%	25.0%	16.7%	16.7%	.0%	25.0%	50.0%	25.0%	25.0%	16.7%	41.7%	16.7%
1700.....	16	8	8	4	1	5	4	2	1	3	7	5	5	1	4	6
.....	3.0%	3.1%	2.8%	6.7%	.7%	2.7%	4.2%	3.2%	1.6%	1.8%	5.3%	2.8%	4.2%	1.0%	3.7%	2.8%
.....	100%	50.0%	50.0%	25.0%	6.3%	31.3%	25.0%	12.5%	6.3%	18.8%	43.8%	31.3%	31.3%	6.3%	25.0%	37.5%
1730.....	1	1	0	0	1	0	0	0	0	0	0	1	0	1	0	0
.....	.2%	.4%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.0%	.0%	.6%	.0%	1.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
1800.....	61	33	28	11	23	18	5	4	8	14	19	20	12	10	15	24
.....	11.3%	12.8%	9.9%	18.3%	17.0%	9.6%	5.2%	6.5%	12.5%	8.5%	14.5%	11.1%	10.0%	10.1%	13.9%	11.3%
.....	100%	54.1%	45.9%	18.0%	37.7%	29.5%	8.2%	6.6%	13.1%	23.0%	31.1%	32.8%	19.7%	16.4%	24.6%	39.3%
1830.....	6	3	3	1	1	3	1	0	1	2	3	0	0	0	0	6
.....	1.1%	1.2%	1.1%	1.7%	.7%	1.6%	1.0%	.0%	1.6%	1.2%	2.3%	.0%	.0%	.0%	.0%	2.8%
.....	100%	50.0%	50.0%	16.7%	16.7%	50.0%	16.7%	.0%	16.7%	33.3%	50.0%	.0%	.0%	.0%	.0%	100%
1900.....	45	22	23	5	12	14	8	6	3	17	8	17	9	9	14	13
.....	8.3%	8.5%	8.2%	8.3%	8.9%	7.5%	8.3%	9.7%	4.7%	10.3%	6.1%	9.4%	7.5%	9.1%	13.0%	6.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	48.9%	51.1%	11.1%	26.7%	31.1%	17.8%	13.3%	6.7%	37.8%	17.8%	37.8%	20.0%	20.0%	31.1%	28.9%
1915.....	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	1
.....	.2%	.4%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
1930.....	8	2	6	0	4	4	0	0	0	5	0	3	0	1	1	6
.....	1.5%	.8%	2.1%	.0%	3.0%	2.1%	.0%	.0%	.0%	3.0%	.0%	1.7%	.0%	1.0%	.9%	2.8%
.....	100%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	62.5%	.0%	37.5%	.0%	12.5%	12.5%	75.0%
2015.....	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1
.....	.2%	.0%	.4%	.0%	.7%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
2030.....	12	5	7	1	1	5	4	1	3	5	2	2	0	1	2	9
.....	2.2%	1.9%	2.5%	1.7%	.7%	2.7%	4.2%	1.6%	4.7%	3.0%	1.5%	1.1%	.0%	1.0%	1.9%	4.2%
.....	100%	41.7%	58.3%	8.3%	8.3%	41.7%	33.3%	8.3%	25.0%	41.7%	16.7%	16.7%	.0%	8.3%	16.7%	75.0%
2100.....	65	25	40	2	16	27	14	6	8	15	16	26	20	12	17	16
.....	12.0%	9.7%	14.2%	3.3%	11.9%	14.4%	14.6%	9.7%	12.5%	9.1%	12.2%	14.4%	16.7%	12.1%	15.7%	7.5%
.....	100%	38.5%	61.5%	3.1%	24.6%	41.5%	21.5%	9.2%	12.3%	23.1%	24.6%	40.0%	30.8%	18.5%	26.2%	24.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
2115.....	1	1	0	0	0	0	1	0	0	0	1	0	1	0	0	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.8%	.0%	.8%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
2130.....	21	11	10	5	3	10	3	0	5	5	3	8	2	3	3	13
.....	3.9%	4.3%	3.5%	8.3%	2.2%	5.3%	3.1%	.0%	7.8%	3.0%	2.3%	4.4%	1.7%	3.0%	2.8%	6.1%
.....	100%	52.4%	47.6%	23.8%	14.3%	47.6%	14.3%	.0%	23.8%	23.8%	14.3%	38.1%	9.5%	14.3%	14.3%	61.9%
2145.....	3	1	2	0	0	3	0	0	3	0	0	0	0	1	0	2
.....	.6%	.4%	.7%	.0%	.0%	1.6%	.0%	.0%	4.7%	.0%	.0%	.0%	.0%	1.0%	.0%	.9%
.....	100%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	33.3%	.0%	66.7%
2200.....	40	24	16	6	17	13	2	2	3	20	7	10	7	8	9	16
.....	7.4%	9.3%	5.7%	10.0%	12.6%	7.0%	2.1%	3.2%	4.7%	12.1%	5.3%	5.6%	5.8%	8.1%	8.3%	7.5%
.....	100%	60.0%	40.0%	15.0%	42.5%	32.5%	5.0%	5.0%	7.5%	50.0%	17.5%	25.0%	17.5%	20.0%	22.5%	40.0%
2215.....	1	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	.0%	1.6%	1.6%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
2230.....	21	10	11	1	6	5	8	1	1	9	5	6	3	4	5	9
.....	3.9%	3.9%	3.9%	1.7%	4.4%	2.7%	8.3%	1.6%	1.6%	5.5%	3.8%	3.3%	2.5%	4.0%	4.6%	4.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 13: PREFERRED TIMING FOR SECOND FULL NEWS BULLETIN ON TVM
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	47.6%	52.4%	4.8%	28.6%	23.8%	38.1%	4.8%	4.8%	42.9%	23.8%	28.6%	14.3%	19.0%	23.8%	42.9%
2245.....	1	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0
.....	.2%	.4%	.0%	1.7%	.0%	.0%	.0%	.0%	1.6%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
2300.....	7	5	2	2	2	3	0	0	1	3	1	2	1	2	2	2
.....	1.3%	1.9%	.7%	3.3%	1.5%	1.6%	.0%	.0%	1.6%	1.8%	.8%	1.1%	.8%	2.0%	1.9%	.9%
.....	100%	71.4%	28.6%	28.6%	28.6%	42.9%	.0%	.0%	14.3%	42.9%	14.3%	28.6%	14.3%	28.6%	28.6%	28.6%
2400.....	2	1	1	1	1	0	0	0	0	2	0	0	0	0	0	2
.....	.4%	.4%	.4%	1.7%	.7%	.0%	.0%	.0%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	50.0%	50.0%	50.0%	50.0%	.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

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 14: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	22	12	10	2	6	6	4	4	2	10	2	8	7	2	3	10
.....	4.1%	4.7%	3.5%	3.3%	4.4%	3.2%	4.2%	6.5%	3.1%	6.1%	1.5%	4.4%	5.8%	2.0%	2.8%	4.7%
.....	100%	54.5%	45.5%	9.1%	27.3%	27.3%	18.2%	18.2%	9.1%	45.5%	9.1%	36.4%	31.8%	9.1%	13.6%	45.5%
YES.....	301	140	161	34	75	102	50	40	31	81	73	116	82	57	51	111
.....	55.7%	54.3%	57.1%	56.7%	55.6%	54.5%	52.1%	64.5%	48.4%	49.1%	55.7%	64.4%	68.3%	57.6%	47.2%	52.1%
.....	100%	46.5%	53.5%	11.3%	24.9%	33.9%	16.6%	13.3%	10.3%	26.9%	24.3%	38.5%	27.2%	18.9%	16.9%	36.9%
NO.....	217	106	111	24	54	79	42	18	31	74	56	56	31	40	54	92
.....	40.2%	41.1%	39.4%	40.0%	40.0%	42.2%	43.8%	29.0%	48.4%	44.8%	42.7%	31.1%	25.8%	40.4%	50.0%	43.2%
.....	100%	48.8%	51.2%	11.1%	24.9%	36.4%	19.4%	8.3%	14.3%	34.1%	25.8%	25.8%	14.3%	18.4%	24.9%	42.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 15: 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	FEMAL E	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	290	134	156	34	70	97	50	39	29	77	70	114	81	56	48	105
NO ANSWER.....	58	29	29	8	11	19	8	12	7	12	17	22	14	13	9	22
.....	20.0%	21.6%	18.6%	23.5%	15.7%	19.6%	16.0%	30.8%	24.1%	15.6%	24.3%	19.3%	17.3%	23.2%	18.8%	21.0%
.....	100%	50.0%	50.0%	13.8%	19.0%	32.8%	13.8%	20.7%	12.1%	20.7%	29.3%	37.9%	24.1%	22.4%	15.5%	37.9%
NEWS IS WELL PRESENTED.....	199	90	109	23	52	62	39	23	18	54	47	80	62	36	35	66
.....	68.6%	67.2%	69.9%	67.6%	74.3%	63.9%	78.0%	59.0%	62.1%	70.1%	67.1%	70.2%	76.5%	64.3%	72.9%	62.9%
.....	100%	45.2%	54.8%	11.6%	26.1%	31.2%	19.6%	11.6%	9.0%	27.1%	23.6%	40.2%	31.2%	18.1%	17.6%	33.2%
NEWS IS IMPARTIAL..	19	9	10	1	4	10	2	2	5	7	3	4	1	4	3	11
.....	6.6%	6.7%	6.4%	2.9%	5.7%	10.3%	4.0%	5.1%	17.2%	9.1%	4.3%	3.5%	1.2%	7.1%	6.3%	10.5%
.....	100%	47.4%	52.6%	5.3%	21.1%	52.6%	10.5%	10.5%	26.3%	36.8%	15.8%	21.1%	5.3%	21.1%	15.8%	57.9%
INTERNATIONAL NEWS ARE GOOD.....	1	0	1	0	0	0	0	1	0	0	0	1	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.9%	1.2%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
NEWS IS DETAILED AND INCLUSIVE..	11	5	6	1	3	6	0	1	0	3	2	6	1	2	2	6

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 1991

TABLE 15: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	3.8%	3.7%	3.8%	2.9%	4.3%	6.2%	.0%	2.6%	.0%	3.9%	2.9%	5.3%	1.2%	3.6%	4.2%	5.7%
.....	100%	45.5%	54.5%	9.1%	27.3%	54.5%	.0%	9.1%	.0%	27.3%	18.2%	54.5%	9.1%	18.2%	18.2%	54.5%
LOCAL NEWS IS WELL PRESENTED.....	4	2	2	1	0	1	1	1	0	1	1	2	2	1	0	1
.....	1.4%	1.5%	1.3%	2.9%	.0%	1.0%	2.0%	2.6%	.0%	1.3%	1.4%	1.8%	2.5%	1.8%	.0%	1.0%
.....	100%	50.0%	50.0%	25.0%	.0%	25.0%	25.0%	25.0%	.0%	25.0%	25.0%	50.0%	50.0%	25.0%	.0%	25.0%

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 1991

TABLE 16: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	228	112	116	24	59	84	42	19	33	78	59	58	32	41	57	98
NO ANSWER.....	5	2	3	1	1	2	1	0	0	2	2	1	4	0	1	0
.....	2%	2%	3%	4%	2%	2%	2%	0%	0%	3%	3%	2%	13%	0%	2%	0%
.....	100%	40.0%	60.0%	20.0%	20.0%	40.0%	20.0%	.0%	.0%	40.0%	40.0%	20.0%	80.0%	.0%	20.0%	.0%
NEWS IS OVER POLITICIZED....	66	33	33	10	13	25	11	7	14	20	16	16	4	17	15	30
.....	29%	29%	28%	42%	22%	30%	26%	37%	42%	26%	27%	28%	13%	41%	26%	31%
.....	100%	50.0%	50.0%	15.2%	19.7%	37.9%	16.7%	10.6%	21.2%	30.3%	24.2%	24.2%	6.1%	25.8%	22.7%	45.5%
NEWS IS BADLY PRESENTED.....	29	13	16	3	6	10	7	3	4	11	7	7	7	4	7	11
.....	13%	12%	14%	13%	10%	12%	17%	16%	12%	14%	12%	12%	22%	10%	12%	11%
.....	100%	44.8%	55.2%	10.3%	20.7%	34.5%	24.1%	10.3%	13.8%	37.9%	24.1%	24.1%	24.1%	13.8%	24.1%	37.9%
NEWS IS TOO DRY...	44	23	21	4	13	13	12	2	9	16	10	9	6	7	7	24
.....	19%	21%	18%	17%	22%	15%	29%	11%	27%	21%	17%	16%	19%	17%	12%	24%
.....	100%	52.3%	47.7%	9.1%	29.5%	29.5%	27.3%	4.5%	20.5%	36.4%	22.7%	20.5%	13.6%	15.9%	15.9%	54.5%
NEWS MATERIAL IS SECOND HAND....	10	4	6	0	3	4	3	0	4	2	3	1	0	1	4	5

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 1991

TABLE 16: 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	FEMAL E	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	4%	4%	5%	0%	5%	5%	7%	0%	12%	3%	5%	2%	0%	2%	7%	5%
.....	100%	40.0%	60.0%	.0%	30.0%	40.0%	30.0%	.0%	40.0%	20.0%	30.0%	10.0%	.0%	10.0%	40.0%	50.0%
NEWS IS TOO MUCH GOVERNMENT ORIENTED.....	2	1	1	0	0	1	1	0	0	1	0	1	0	0	1	1
.....	1%	1%	1%	0%	0%	1%	2%	0%	0%	1%	0%	2%	0%	0%	2%	1%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
NEWS REPORTING IS NOT TRUTHFUL...	5	2	3	0	2	1	2	0	1	3	0	1	0	1	0	4
.....	2%	2%	3%	0%	3%	1%	5%	0%	3%	4%	0%	2%	0%	2%	0%	4%
.....	100%	40.0%	60.0%	.0%	40.0%	20.0%	40.0%	.0%	20.0%	60.0%	.0%	20.0%	.0%	20.0%	.0%	80.0%
NEWS IS NOT DETAILED AND COMPREHENSIVE..	39	19	20	5	10	14	5	5	5	14	8	12	7	7	11	14
.....	17%	17%	17%	21%	17%	17%	12%	26%	15%	18%	14%	21%	22%	17%	19%	14%
.....	100%	48.7%	51.3%	12.8%	25.6%	35.9%	12.8%	12.8%	12.8%	35.9%	20.5%	30.8%	17.9%	17.9%	28.2%	35.9%
NEWS IS NOT IMPARTIAL.....	17	7	10	1	9	3	2	2	0	5	8	4	2	3	9	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 1991

TABLE 16: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	7%	6%	9%	4%	15%	4%	5%	11%	0%	6%	14%	7%	6%	7%	16%	3%
.....	100%	41.2%	58.8%	5.9%	52.9%	17.6%	11.8%	11.8%	.0%	29.4%	47.1%	23.5%	11.8%	17.6%	52.9%	17.6%
MORE SPORTS ITEMS NEED TO BE CARRIED OUT....	1	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0
.....	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
NEWS IS NOT DOCUMENTED ENOUGH.....	15	7	8	4	2	8	1	0	1	6	5	3	1	1	4	9
.....	7%	6%	7%	17%	3%	10%	2%	0%	3%	8%	8%	5%	3%	2%	7%	9%
.....	100%	46.7%	53.3%	26.7%	13.3%	53.3%	6.7%	.0%	6.7%	40.0%	33.3%	20.0%	6.7%	6.7%	26.7%	60.0%
THERE IS TOO LITTLE LOCAL NEWS.....	7	6	1	0	2	3	2	0	0	2	4	1	1	1	2	3
.....	3%	5%	1%	0%	3%	4%	5%	0%	0%	3%	7%	2%	3%	2%	4%	3%
.....	100%	85.7%	14.3%	.0%	28.6%	42.9%	28.6%	.0%	.0%	28.6%	57.1%	14.3%	14.3%	14.3%	28.6%	42.9%

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 1991

TABLE 16: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
INTERNATIONAL NEWS IS POOR.....	17	7	10	2	4	8	2	1	2	7	5	3	2	2	2	11
.....	7%	6%	9%	8%	7%	10%	5%	5%	6%	9%	8%	5%	6%	5%	4%	11%
.....	100%	41.2%	58.8%	11.8%	23.5%	47.1%	11.8%	5.9%	11.8%	41.2%	29.4%	17.6%	11.8%	11.8%	11.8%	64.7%
THERE IS TOO MUCH INTERNATIONAL NEWS.....	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1
.....	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

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

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 17: VIEWS ON WHETHER NEWS BROADCAST BY XANDIR MALTA
ARE POLITICALLY BIASED AT PRESENT
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
BIASED NEWS																
DO NOT KNOW.....	1	0	1	0	0	0	0	1	0	0	0	1	1	0	0	0
.....	.2%	.0%	.4%	.0%	.0%	.0%	.0%	1.6%	.0%	.0%	.0%	.6%	.8%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
NO.....	374	175	199	49	83	125	68	49	47	113	86	128	99	72	47	156
.....	69.3%	67.8%	70.6%	81.7%	61.5%	66.8%	70.8%	79.0%	73.4%	68.5%	65.6%	71.1%	82.5%	72.7%	43.5%	73.2%
.....	100%	46.8%	53.2%	13.1%	22.2%	33.4%	18.2%	13.1%	12.6%	30.2%	23.0%	34.2%	26.5%	19.3%	12.6%	41.7%
YES - NP.....	132	64	68	11	43	51	18	9	10	41	37	44	17	11	60	44
.....	24.4%	24.8%	24.1%	18.3%	31.9%	27.3%	18.8%	14.5%	15.6%	24.8%	28.2%	24.4%	14.2%	11.1%	55.6%	20.7%
.....	100%	48.5%	51.5%	8.3%	32.6%	38.6%	13.6%	6.8%	7.6%	31.1%	28.0%	33.3%	12.9%	8.3%	45.5%	33.3%
YES - MLP.....	33	19	14	0	9	11	10	3	7	11	8	7	3	16	1	13
.....	6.1%	7.4%	5.0%	.0%	6.7%	5.9%	10.4%	4.8%	10.9%	6.7%	6.1%	3.9%	2.5%	16.2%	.9%	6.1%
.....	100%	57.6%	42.4%	.0%	27.3%	33.3%	30.3%	9.1%	21.2%	33.3%	24.2%	21.2%	9.1%	48.5%	3.0%	39.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 18: WHAT SHOULD FEATURE MOST IN 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO SPECIAL PREFERENCE.....	18	9	9	1	2	7	3	5	3	5	2	8	10	3	0	5
.....	3.3%	3.5%	3.2%	1.7%	1.5%	3.7%	3.1%	8.1%	4.7%	3.0%	1.5%	4.4%	8.3%	3.0%	.0%	2.3%
.....	100%	50.0%	50.0%	5.6%	11.1%	38.9%	16.7%	27.8%	16.7%	27.8%	11.1%	44.4%	55.6%	16.7%	.0%	27.8%
MAJOR LOCAL POLITICAL EVENTS.....	427	193	234	39	110	149	77	52	45	128	104	150	96	78	83	170
.....	79.1%	74.8%	83.0%	65.0%	81.5%	79.7%	80.2%	83.9%	70.3%	77.6%	79.4%	83.3%	80.0%	78.8%	76.9%	79.8%
.....	100%	45.2%	54.8%	9.1%	25.8%	34.9%	18.0%	12.2%	10.5%	30.0%	24.4%	35.1%	22.5%	18.3%	19.4%	39.8%
POLITICAL ACTIVITIES.....	109	57	52	5	23	43	20	18	7	33	28	41	18	22	32	37
.....	20.2%	22.1%	18.4%	8.3%	17.0%	23.0%	20.8%	29.0%	10.9%	20.0%	21.4%	22.8%	15.0%	22.2%	29.6%	17.4%
.....	100%	52.3%	47.7%	4.6%	21.1%	39.4%	18.3%	16.5%	6.4%	30.3%	25.7%	37.6%	16.5%	20.2%	29.4%	33.9%
MAJOR INTERNATIONAL EVENTS.....	382	186	196	39	96	134	72	41	50	119	97	116	72	78	68	164
.....	70.7%	72.1%	69.5%	65.0%	71.1%	71.7%	75.0%	66.1%	78.1%	72.1%	74.0%	64.4%	60.0%	78.8%	63.0%	77.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 18: WHAT SHOULD FEATURE MOST IN 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	48.7%	51.3%	10.2%	25.1%	35.1%	18.8%	10.7%	13.1%	31.2%	25.4%	30.4%	18.8%	20.4%	17.8%	42.9%
MINISTERIAL																
ACTIVITIES.....	56	35	21	4	15	18	13	6	3	19	8	26	15	11	8	22
.....	10.4%	13.6%	7.4%	6.7%	11.1%	9.6%	13.5%	9.7%	4.7%	11.5%	6.1%	14.4%	12.5%	11.1%	7.4%	10.3%
.....	100%	62.5%	37.5%	7.1%	26.8%	32.1%	23.2%	10.7%	5.4%	33.9%	14.3%	46.4%	26.8%	19.6%	14.3%	39.3%
SPECIAL SPORTS																
EVENTS.....	152	88	64	29	31	57	24	11	20	40	39	53	22	24	41	65
.....	28.1%	34.1%	22.7%	48.3%	23.0%	30.5%	25.0%	17.7%	31.3%	24.2%	29.8%	29.4%	18.3%	24.2%	38.0%	30.5%
.....	100%	57.9%	42.1%	19.1%	20.4%	37.5%	15.8%	7.2%	13.2%	26.3%	25.7%	34.9%	14.5%	15.8%	27.0%	42.8%
UNION ACTIVITIES..	39	26	13	0	12	13	9	5	3	11	9	16	4	1	16	18
.....	7.2%	10.1%	4.6%	.0%	8.9%	7.0%	9.4%	8.1%	4.7%	6.7%	6.9%	8.9%	3.3%	1.0%	14.8%	8.5%
.....	100%	66.7%	33.3%	.0%	30.8%	33.3%	23.1%	12.8%	7.7%	28.2%	23.1%	41.0%	10.3%	2.6%	41.0%	46.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 19: VIEWS ON 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
VIEWS ON POLITICAL NEWS																
YES THERE IS TOO MUCH.....	160	77	83	16	39	58	29	18	18	57	34	51	26	25	40	69
.....	29.6%	29.8%	29.4%	26.7%	28.9%	31.0%	30.2%	29.0%	28.1%	34.5%	26.0%	28.3%	21.7%	25.3%	37.0%	32.4%
.....	100%	48.1%	51.9%	10.0%	24.4%	36.3%	18.1%	11.3%	11.3%	35.6%	21.3%	31.9%	16.3%	15.6%	25.0%	43.1%
YES THERE IS A LOT	149	66	83	18	38	54	29	10	21	48	41	39	26	30	30	63
.....	27.6%	25.6%	29.4%	30.0%	28.1%	28.9%	30.2%	16.1%	32.8%	29.1%	31.3%	21.7%	21.7%	30.3%	27.8%	29.6%
.....	100%	44.3%	55.7%	12.1%	25.5%	36.2%	19.5%	6.7%	14.1%	32.2%	27.5%	26.2%	17.4%	20.1%	20.1%	42.3%
JUST RIGHT.....	217	107	110	23	54	70	36	34	22	56	54	85	65	43	34	75
.....	40.2%	41.5%	39.0%	38.3%	40.0%	37.4%	37.5%	54.8%	34.4%	33.9%	41.2%	47.2%	54.2%	43.4%	31.5%	35.2%
.....	100%	49.3%	50.7%	10.6%	24.9%	32.3%	16.6%	15.7%	10.1%	25.8%	24.9%	39.2%	30.0%	19.8%	15.7%	34.6%
NO THERE IS A LITTLE.....	13	7	6	3	4	4	2	0	3	3	2	5	3	1	3	6
.....	2.4%	2.7%	2.1%	5.0%	3.0%	2.1%	2.1%	.0%	4.7%	1.8%	1.5%	2.8%	2.5%	1.0%	2.8%	2.8%
.....	100%	53.8%	46.2%	23.1%	30.8%	30.8%	15.4%	.0%	23.1%	23.1%	15.4%	38.5%	23.1%	7.7%	23.1%	46.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 19: VIEWS ON 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
NO THERE IS TOO LITTLE.....	1	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.9%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 20: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
DESIDERATA NO ANSWER.....	155	73	82	20	33	52	26	24	12	43	33	67	54	30	25	46
.....	28.7%	28.3%	29.1%	33.3%	24.4%	27.8%	27.1%	38.7%	18.8%	26.1%	25.2%	37.2%	45.0%	30.3%	23.1%	21.6%
.....	100%	47.1%	52.9%	12.9%	21.3%	33.5%	16.8%	15.5%	7.7%	27.7%	21.3%	43.2%	34.8%	19.4%	16.1%	29.7%
MORE INTERNATIONAL AND FOREIGN NEWS.....	58	31	27	7	13	24	10	4	13	19	10	16	7	9	9	33
.....	10.7%	12.0%	9.6%	11.7%	9.6%	12.8%	10.4%	6.5%	20.3%	11.5%	7.6%	8.9%	5.8%	9.1%	8.3%	15.5%
.....	100%	53.4%	46.6%	12.1%	22.4%	41.4%	17.2%	6.9%	22.4%	32.8%	17.2%	27.6%	12.1%	15.5%	15.5%	56.9%
MORE COVERAGE OF IMPORTANT NEWS.	9	4	5	1	1	4	3	0	3	3	1	2	1	3	2	3
.....	1.7%	1.6%	1.8%	1.7%	.7%	2.1%	3.1%	.0%	4.7%	1.8%	.8%	1.1%	.8%	3.0%	1.9%	1.4%
.....	100%	44.4%	55.6%	11.1%	11.1%	44.4%	33.3%	.0%	33.3%	33.3%	11.1%	22.2%	11.1%	33.3%	22.2%	33.3%
MORE CURRENT EVENTS.....	30	13	17	4	8	10	5	3	3	13	5	9	4	10	6	10
.....	5.6%	5.0%	6.0%	6.7%	5.9%	5.3%	5.2%	4.8%	4.7%	7.9%	3.8%	5.0%	3.3%	10.1%	5.6%	4.7%
.....	100%	43.3%	56.7%	13.3%	26.7%	33.3%	16.7%	10.0%	10.0%	43.3%	16.7%	30.0%	13.3%	33.3%	20.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 20: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE LOCAL NEWS...	34	13	21	1	4	14	7	8	4	8	9	13	12	5	7	10
.....	6.3%	5.0%	7.4%	1.7%	3.0%	7.5%	7.3%	12.9%	6.3%	4.8%	6.9%	7.2%	10.0%	5.1%	6.5%	4.7%
.....	100%	38.2%	61.8%	2.9%	11.8%	41.2%	20.6%	23.5%	11.8%	23.5%	26.5%	38.2%	35.3%	14.7%	20.6%	29.4%
NEWS ON SPORTS OTHER THAN FOOTBALL.....	2	2	0	0	1	1	0	0	0	1	0	1	0	1	1	0
.....	.4%	.8%	.0%	.0%	.7%	.5%	.0%	.0%	.0%	.6%	.0%	.6%	.0%	1.0%	.9%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
MORE SPORTS NEWS IN GENERAL.....	31	22	9	8	8	8	5	2	5	10	7	9	8	7	5	11
.....	5.7%	8.5%	3.2%	13.3%	5.9%	4.3%	5.2%	3.2%	7.8%	6.1%	5.3%	5.0%	6.7%	7.1%	4.6%	5.2%
.....	100%	71.0%	29.0%	25.8%	25.8%	25.8%	16.1%	6.5%	16.1%	32.3%	22.6%	29.0%	25.8%	22.6%	16.1%	35.5%
MORE DOCUMENTED NEWS.....	67	34	33	4	17	29	12	5	11	20	23	13	14	10	12	31
.....	12.4%	13.2%	11.7%	6.7%	12.6%	15.5%	12.5%	8.1%	17.2%	12.1%	17.6%	7.2%	11.7%	10.1%	11.1%	14.6%
.....	100%	50.7%	49.3%	6.0%	25.4%	43.3%	17.9%	7.5%	16.4%	29.9%	34.3%	19.4%	20.9%	14.9%	17.9%	46.3%
MORE TRUTHFULNESS.	32	10	22	3	9	8	8	4	2	13	9	8	5	5	9	13
.....	5.9%	3.9%	7.8%	5.0%	6.7%	4.3%	8.3%	6.5%	3.1%	7.9%	6.9%	4.4%	4.2%	5.1%	8.3%	6.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 20: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	31.3%	68.8%	9.4%	28.1%	25.0%	25.0%	12.5%	6.3%	40.6%	28.1%	25.0%	15.6%	15.6%	28.1%	40.6%
MORE NEWS ON EDUCATIONAL AND CULTURAL MATTERS.....	49	26	23	6	15	15	8	5	6	16	16	11	5	10	11	23
.....	9.1%	10.1%	8.2%	10.0%	11.1%	8.0%	8.3%	8.1%	9.4%	9.7%	12.2%	6.1%	4.2%	10.1%	10.2%	10.8%
.....	100%	53.1%	46.9%	12.2%	30.6%	30.6%	16.3%	10.2%	12.2%	32.7%	32.7%	22.4%	10.2%	20.4%	22.4%	46.9%
MORE MATURITY.....	11	6	5	1	2	1	5	2	1	3	3	4	1	2	3	5
.....	2.0%	2.3%	1.8%	1.7%	1.5%	.5%	5.2%	3.2%	1.6%	1.8%	2.3%	2.2%	.8%	2.0%	2.8%	2.3%
.....	100%	54.5%	45.5%	9.1%	18.2%	9.1%	45.5%	18.2%	9.1%	27.3%	27.3%	36.4%	9.1%	18.2%	27.3%	45.5%
MORE PRECISION....	24	11	13	1	6	9	5	3	1	8	8	7	7	3	7	7
.....	4.4%	4.3%	4.6%	1.7%	4.4%	4.8%	5.2%	4.8%	1.6%	4.8%	6.1%	3.9%	5.8%	3.0%	6.5%	3.3%
.....	100%	45.8%	54.2%	4.2%	25.0%	37.5%	20.8%	12.5%	4.2%	33.3%	33.3%	29.2%	29.2%	12.5%	29.2%	29.2%
MORE FRESHNESS IN CONTENTS AND PRESENTATION...	13	6	7	2	4	5	0	2	1	6	1	5	2	2	3	6
.....	2.4%	2.3%	2.5%	3.3%	3.0%	2.7%	.0%	3.2%	1.6%	3.6%	.8%	2.8%	1.7%	2.0%	2.8%	2.8%
.....	100%	46.2%	53.8%	15.4%	30.8%	38.5%	.0%	15.4%	7.7%	46.2%	7.7%	38.5%	15.4%	15.4%	23.1%	46.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 20: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE NEWS ON RELIGION.....	4	1	3	0	2	0	0	2	1	1	2	0	0	3	0	1
.....	.7%	.4%	1.1%	.0%	1.5%	.0%	.0%	3.2%	1.6%	.6%	1.5%	.0%	.0%	3.0%	.0%	.5%
.....	100%	25.0%	75.0%	.0%	50.0%	.0%	.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	75.0%	.0%	25.0%
MORE NON-POLITICAL NEWS.....	55	27	28	5	15	21	10	4	6	15	12	22	8	6	15	26
.....	10.2%	10.5%	9.9%	8.3%	11.1%	11.2%	10.4%	6.5%	9.4%	9.1%	9.2%	12.2%	6.7%	6.1%	13.9%	12.2%
.....	100%	49.1%	50.9%	9.1%	27.3%	38.2%	18.2%	7.3%	10.9%	27.3%	21.8%	40.0%	14.5%	10.9%	27.3%	47.3%
MORE INVESTIGATIVE REPORTING.....	18	6	12	3	7	5	3	0	2	8	3	5	1	5	3	9
.....	3.3%	2.3%	4.3%	5.0%	5.2%	2.7%	3.1%	.0%	3.1%	4.8%	2.3%	2.8%	.8%	5.1%	2.8%	4.2%
.....	100%	33.3%	66.7%	16.7%	38.9%	27.8%	16.7%	.0%	11.1%	44.4%	16.7%	27.8%	5.6%	27.8%	16.7%	50.0%
MORE WEATHER REPORTS.....	5	1	4	0	1	4	0	0	1	1	1	2	1	0	1	3
.....	.9%	.4%	1.4%	.0%	.7%	2.1%	.0%	.0%	1.6%	.6%	.8%	1.1%	.8%	.0%	.9%	1.4%
.....	100%	20.0%	80.0%	.0%	20.0%	80.0%	.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%	.0%	20.0%	60.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 21: FREQUENCY OF VIEWERSHIP 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
PRESS CONFERENCES																
NEVER.....	187	86	101	36	49	63	26	13	22	59	45	61	58	26	30	73
.....	34.6%	33.3%	35.8%	60.0%	36.3%	33.7%	27.1%	21.0%	34.4%	35.8%	34.4%	33.9%	48.3%	26.3%	27.8%	34.3%
.....	100%	46.0%	54.0%	19.3%	26.2%	33.7%	13.9%	7.0%	11.8%	31.6%	24.1%	32.6%	31.0%	13.9%	16.0%	39.0%
SOMETIMES.....	246	118	128	23	58	92	41	32	32	71	58	85	36	51	54	105
.....	45.6%	45.7%	45.4%	38.3%	43.0%	49.2%	42.7%	51.6%	50.0%	43.0%	44.3%	47.2%	30.0%	51.5%	50.0%	49.3%
.....	100%	48.0%	52.0%	9.3%	23.6%	37.4%	16.7%	13.0%	13.0%	28.9%	23.6%	34.6%	14.6%	20.7%	22.0%	42.7%
ALWAYS.....	107	54	53	1	28	32	29	17	10	35	28	34	26	22	24	35
.....	19.8%	20.9%	18.8%	1.7%	20.7%	17.1%	30.2%	27.4%	15.6%	21.2%	21.4%	18.9%	21.7%	22.2%	22.2%	16.4%
.....	100%	50.5%	49.5%	.9%	26.2%	29.9%	27.1%	15.9%	9.3%	32.7%	26.2%	31.8%	24.3%	20.6%	22.4%	32.7%
POLITICAL DEBATES																
NEVER.....	184	82	102	31	55	60	24	14	21	57	47	59	55	24	32	73
.....	34.1%	31.8%	36.2%	51.7%	40.7%	32.1%	25.0%	22.6%	32.8%	34.5%	35.9%	32.8%	45.8%	24.2%	29.6%	34.3%
.....	100%	44.6%	55.4%	16.8%	29.9%	32.6%	13.0%	7.6%	11.4%	31.0%	25.5%	32.1%	29.9%	13.0%	17.4%	39.7%
SOMETIMES.....	249	122	127	28	53	93	45	30	32	74	55	88	40	53	52	104
.....	46.1%	47.3%	45.0%	46.7%	39.3%	49.7%	46.9%	48.4%	50.0%	44.8%	42.0%	48.9%	33.3%	53.5%	48.1%	48.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 21: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	49.0%	51.0%	11.2%	21.3%	37.3%	18.1%	12.0%	12.9%	29.7%	22.1%	35.3%	16.1%	21.3%	20.9%	41.8%
ALWAYS.....	107	54	53	1	27	34	27	18	11	34	29	33	25	22	24	36
.....	19.8%	20.9%	18.8%	1.7%	20.0%	18.2%	28.1%	29.0%	17.2%	20.6%	22.1%	18.3%	20.8%	22.2%	22.2%	16.9%
.....	100%	50.5%	49.5%	.9%	25.2%	31.8%	25.2%	16.8%	10.3%	31.8%	27.1%	30.8%	23.4%	20.6%	22.4%	33.6%
POLITICAL PROGRAMMES																
NEVER.....	213	95	118	38	57	71	29	18	22	71	54	66	63	29	37	84
.....	39.4%	36.8%	41.8%	63.3%	42.2%	38.0%	30.2%	29.0%	34.4%	43.0%	41.2%	36.7%	52.5%	29.3%	34.3%	39.4%
.....	100%	44.6%	55.4%	17.8%	26.8%	33.3%	13.6%	8.5%	10.3%	33.3%	25.4%	31.0%	29.6%	13.6%	17.4%	39.4%
SOMETIMES.....	230	114	116	21	53	87	42	27	32	65	51	82	32	49	49	100
.....	42.6%	44.2%	41.1%	35.0%	39.3%	46.5%	43.8%	43.5%	50.0%	39.4%	38.9%	45.6%	26.7%	49.5%	45.4%	46.9%
.....	100%	49.6%	50.4%	9.1%	23.0%	37.8%	18.3%	11.7%	13.9%	28.3%	22.2%	35.7%	13.9%	21.3%	21.3%	43.5%
ALWAYS.....	97	49	48	1	25	29	25	17	10	29	26	32	25	21	22	29
.....	18.0%	19.0%	17.0%	1.7%	18.5%	15.5%	26.0%	27.4%	15.6%	17.6%	19.8%	17.8%	20.8%	21.2%	20.4%	13.6%
.....	100%	50.5%	49.5%	1.0%	25.8%	29.9%	25.8%	17.5%	10.3%	29.9%	26.8%	33.0%	25.8%	21.6%	22.7%	29.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 22: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	372	179	193	32	86	132	73	49	44	115	88	125	67	77	82	146
IT DEPENDS.....	2	1	1	0	1	1	0	0	0	2	0	0	0	0	1	1
.....	.5%	.6%	.5%	.0%	1.2%	.8%	.0%	.0%	.0%	1.7%	.0%	.0%	.0%	.0%	1.2%	.7%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
ALL PARTIES.....	328	163	165	28	76	113	69	42	33	100	81	114	66	58	71	133
.....	88.2%	91.1%	85.5%	87.5%	88.4%	85.6%	94.5%	85.7%	75.0%	87.0%	92.0%	91.2%	98.5%	75.3%	86.6%	91.1%
.....	100%	49.7%	50.3%	8.5%	23.2%	34.5%	21.0%	12.8%	10.1%	30.5%	24.7%	34.8%	20.1%	17.7%	21.6%	40.5%
MY FAVOURITE PARTY ONLY.....	42	15	27	4	9	18	4	7	11	13	7	11	1	19	10	12
.....	11.3%	8.4%	14.0%	12.5%	10.5%	13.6%	5.5%	14.3%	25.0%	11.3%	8.0%	8.8%	1.5%	24.7%	12.2%	8.2%
.....	100%	35.7%	64.3%	9.5%	21.4%	42.9%	9.5%	16.7%	26.2%	31.0%	16.7%	26.2%	2.4%	45.2%	23.8%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO INDICATED THEY WATCH SOME KIND OF POLITICAL BROADCAST

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 23: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	328	163	165	28	76	113	69	42	33	100	81	114	66	58	71	133
REASONS																
NO ANSWER.....	34	18	16	5	7	11	5	6	1	7	13	13	9	4	7	14
.....	10.4%	11.0%	9.7%	17.9%	9.2%	9.7%	7.2%	14.3%	3.0%	7.0%	16.0%	11.4%	13.6%	6.9%	9.9%	10.5%
.....	100%	52.9%	47.1%	14.7%	20.6%	32.4%	14.7%	17.6%	2.9%	20.6%	38.2%	38.2%	26.5%	11.8%	20.6%	41.2%
I WANT TO KNOW BOTH VIEWS SO THAT I CAN JUDGE.....	125	69	56	11	30	39	31	14	10	45	24	46	22	26	29	48
.....	38.1%	42.3%	33.9%	39.3%	39.5%	34.5%	44.9%	33.3%	30.3%	45.0%	29.6%	40.4%	33.3%	44.8%	40.8%	36.1%
.....	100%	55.2%	44.8%	8.8%	24.0%	31.2%	24.8%	11.2%	8.0%	36.0%	19.2%	36.8%	17.6%	20.8%	23.2%	38.4%
I WANT TO LEARN ABOUT THE VIEWS OF BOTH PARTIES	162	72	90	11	36	64	30	21	21	44	44	53	34	26	38	64
.....	49.4%	44.2%	54.5%	39.3%	47.4%	56.6%	43.5%	50.0%	63.6%	44.0%	54.3%	46.5%	51.5%	44.8%	53.5%	48.1%
.....	100%	44.4%	55.6%	6.8%	22.2%	39.5%	18.5%	13.0%	13.0%	27.2%	27.2%	32.7%	21.0%	16.0%	23.5%	39.5%
I WANT TO REMAIN NEUTRAL.....	4	1	3	0	2	1	0	1	0	2	0	2	1	1	0	2

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 1991

TABLE 23: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	1.2%	.6%	1.8%	.0%	2.6%	.9%	.0%	2.4%	.0%	2.0%	.0%	1.8%	1.5%	1.7%	.0%	1.5%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	.0%	25.0%	.0%	50.0%	.0%	50.0%	25.0%	25.0%	.0%	50.0%
I ENJOY WATCHING THEM ARGUE.....	6	4	2	1	2	0	3	0	1	3	1	1	0	0	0	6
.....	1.8%	2.5%	1.2%	3.6%	2.6%	.0%	4.3%	.0%	3.0%	3.0%	1.2%	.9%	.0%	.0%	.0%	4.5%
.....	100%	66.7%	33.3%	16.7%	33.3%	.0%	50.0%	.0%	16.7%	50.0%	16.7%	16.7%	.0%	.0%	.0%	100%
I AM NOT INTERESTED IN THE OTHER PARTY	1	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.2%	.0%	.0%	1.7%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH BROADCASTS BY ALL PARTIES

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 24: 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	FEMAL E	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	42	15	27	4	9	18	4	7	11	13	7	11	1	19	10	12
REASONS																
NO ANSWER.....	4	1	3	0	0	3	0	1	1	3	0	0	0	3	0	1
.....	9.5%	6.7%	11.1%	.0%	.0%	16.7%	.0%	14.3%	9.1%	23.1%	.0%	.0%	.0%	15.8%	.0%	8.3%
.....	100%	25.0%	75.0%	.0%	.0%	75.0%	.0%	25.0%	25.0%	75.0%	.0%	.0%	.0%	75.0%	.0%	25.0%
I WANT TO KNOW BOTH VIEWS SO THAT I CAN JUDGE.....	2	0	2	0	0	1	1	0	0	1	0	1	0	0	0	2
.....	4.8%	.0%	7.4%	.0%	.0%	5.6%	25.0%	.0%	.0%	7.7%	.0%	9.1%	.0%	.0%	.0%	16.7%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%
I WANT TO LEARN ABOUT THE VIEWS OF BOTH PARTIES	6	3	3	0	4	1	0	1	1	2	0	3	0	3	2	1
.....	14.3%	20.0%	11.1%	.0%	44.4%	5.6%	.0%	14.3%	9.1%	15.4%	.0%	27.3%	.0%	15.8%	20.0%	8.3%
.....	100%	50.0%	50.0%	.0%	66.7%	16.7%	.0%	16.7%	16.7%	33.3%	.0%	50.0%	.0%	50.0%	33.3%	16.7%
I AM PUT OFF BY THE OTHER PARTY	7	4	3	1	1	2	1	2	1	3	2	1	0	5	1	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH BROADCASTS BY THEIR PARTY ONLY

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 24: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	16.7%	26.7%	11.1%	25.0%	11.1%	11.1%	25.0%	28.6%	9.1%	23.1%	28.6%	9.1%	.0%	26.3%	10.0%	8.3%
.....	100%	57.1%	42.9%	14.3%	14.3%	28.6%	14.3%	28.6%	14.3%	42.9%	28.6%	14.3%	.0%	71.4%	14.3%	14.3%
I AM NOT																
INTERESTED IN																
THE OTHER PARTY	23	7	16	3	4	11	2	3	8	4	5	6	1	8	7	7
.....	54.8%	46.7%	59.3%	75.0%	44.4%	61.1%	50.0%	42.9%	72.7%	30.8%	71.4%	54.5%	100%	42.1%	70.0%	58.3%
.....	100%	30.4%	69.6%	13.0%	17.4%	47.8%	8.7%	13.0%	34.8%	17.4%	21.7%	26.1%	4.3%	34.8%	30.4%	30.4%

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 1991

TABLE 25: PREFERRED TRANSMITTING MEDIUM 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	127	60	67	19	41	37	19	11	15	33	30	49	43	18	21	45
.....	24%	23%	24%	32%	30%	20%	20%	18%	23%	20%	23%	27%	36%	18%	19%	21%
.....	100%	47.2%	52.8%	15.0%	32.3%	29.1%	15.0%	8.7%	11.8%	26.0%	23.6%	38.6%	33.9%	14.2%	16.5%	35.4%
RADIO.....	16	11	5	3	5	3	1	4	5	4	2	5	4	4	0	8
.....	3%	4%	2%	5%	4%	2%	1%	6%	8%	2%	2%	3%	3%	4%	0%	4%
.....	100%	68.8%	31.3%	18.8%	31.3%	18.8%	6.3%	25.0%	31.3%	25.0%	12.5%	31.3%	25.0%	25.0%	.0%	50.0%
ON TV.....	397	187	210	38	89	147	76	47	44	128	99	126	73	77	87	160
.....	74%	72%	74%	63%	66%	79%	79%	76%	69%	78%	76%	70%	61%	78%	81%	75%
.....	100%	47.1%	52.9%	9.6%	22.4%	37.0%	19.1%	11.8%	11.1%	32.2%	24.9%	31.7%	18.4%	19.4%	21.9%	40.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 26: VIEWS ON APPROPRIATENESS OF CURRENT DAY OF WEEK
& CURRENT 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
YES.....	507	239	268	53	124	176	93	61	57	150	126	174	117	91	102	197
.....	93.9%	92.6%	95.0%	88.3%	91.9%	94.1%	96.9%	98.4%	89.1%	90.9%	96.2%	96.7%	97.5%	91.9%	94.4%	92.5%
.....	100%	47.1%	52.9%	10.5%	24.5%	34.7%	18.3%	12.0%	11.2%	29.6%	24.9%	34.3%	23.1%	17.9%	20.1%	38.9%
NO.....	33	19	14	7	11	11	3	1	7	15	5	6	3	8	6	16
.....	6.1%	7.4%	5.0%	11.7%	8.1%	5.9%	3.1%	1.6%	10.9%	9.1%	3.8%	3.3%	2.5%	8.1%	5.6%	7.5%
.....	100%	57.6%	42.4%	21.2%	33.3%	33.3%	9.1%	3.0%	21.2%	45.5%	15.2%	18.2%	9.1%	24.2%	18.2%	48.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 27: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	33	19	14	7	11	11	3	1	7	15	5	6	3	8	6	16
BEST DAY FOR POLITICAL PROGRAMMES BROADCAST																
NO ANSWER.....	11	7	4	0	3	6	1	1	3	6	1	1	1	3	1	6
.....	33.3%	36.8%	28.6%	.0%	27.3%	54.5%	33.3%	100%	42.9%	40.0%	20.0%	16.7%	33.3%	37.5%	16.7%	37.5%
.....	100%	63.6%	36.4%	.0%	27.3%	54.5%	9.1%	9.1%	27.3%	54.5%	9.1%	9.1%	9.1%	27.3%	9.1%	54.5%
MONDAY.....	6	2	4	2	3	1	0	0	0	5	0	1	0	2	1	3
.....	18.2%	10.5%	28.6%	28.6%	27.3%	9.1%	.0%	.0%	.0%	33.3%	.0%	16.7%	.0%	25.0%	16.7%	18.8%
.....	100%	33.3%	66.7%	33.3%	50.0%	16.7%	.0%	.0%	.0%	83.3%	.0%	16.7%	.0%	33.3%	16.7%	50.0%
TUESDAY.....	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1
.....	3.0%	5.3%	.0%	14.3%	.0%	.0%	.0%	.0%	.0%	6.7%	.0%	.0%	.0%	.0%	.0%	6.3%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
WEDNESDAY.....	8	6	2	2	3	3	0	0	4	0	2	2	0	2	2	4
.....	24.2%	31.6%	14.3%	28.6%	27.3%	27.3%	.0%	.0%	57.1%	.0%	40.0%	33.3%	.0%	25.0%	33.3%	25.0%
.....	100%	75.0%	25.0%	25.0%	37.5%	37.5%	.0%	.0%	50.0%	.0%	25.0%	25.0%	.0%	25.0%	25.0%	50.0%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 27: PREFERRED DAY OF WEEK FOR 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
THURSDAY.....	4	2	2	1	1	0	2	0	0	1	1	2	0	0	2	2
.....	12.1%	10.5%	14.3%	14.3%	9.1%	.0%	66.7%	.0%	.0%	6.7%	20.0%	33.3%	.0%	.0%	33.3%	12.5%
.....	100%	50.0%	50.0%	25.0%	25.0%	.0%	50.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%	.0%	50.0%	50.0%
SATURDAY.....	3	1	2	1	1	1	0	0	0	2	1	0	2	1	0	0
.....	9.1%	5.3%	14.3%	14.3%	9.1%	9.1%	.0%	.0%	.0%	13.3%	20.0%	.0%	66.7%	12.5%	.0%	.0%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%	66.7%	33.3%	.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 1991

TABLE 28: VIEWS ON CURRENT CHOICE OF TIME 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
YES.....	450	217	233	42	114	162	82	50	53	135	106	156	107	77	86	180
.....	83.3%	84.1%	82.6%	70.0%	84.4%	86.6%	85.4%	80.6%	82.8%	81.8%	80.9%	86.7%	89.2%	77.8%	79.6%	84.5%
.....	100%	48.2%	51.8%	9.3%	25.3%	36.0%	18.2%	11.1%	11.8%	30.0%	23.6%	34.7%	23.8%	17.1%	19.1%	40.0%
NO.....	90	41	49	18	21	25	14	12	11	30	25	24	13	22	22	33
.....	16.7%	15.9%	17.4%	30.0%	15.6%	13.4%	14.6%	19.4%	17.2%	18.2%	19.1%	13.3%	10.8%	22.2%	20.4%	15.5%
.....	100%	45.6%	54.4%	20.0%	23.3%	27.8%	15.6%	13.3%	12.2%	33.3%	27.8%	26.7%	14.4%	24.4%	24.4%	36.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 29: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	90	41	49	18	21	25	14	12	11	30	25	24	13	22	22	33
PREFERRED TIME																
NO ANSWER.....	2	1	1	0	0	2	0	0	0	1	1	0	0	0	1	1
.....	2.2%	2.4%	2.0%	.0%	.0%	8.0%	.0%	.0%	.0%	3.3%	4.0%	.0%	.0%	.0%	4.5%	3.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%
EARLIER.....	62	27	35	11	15	13	12	11	4	19	19	20	11	14	17	20
.....	68.9%	65.9%	71.4%	61.1%	71.4%	52.0%	85.7%	91.7%	36.4%	63.3%	76.0%	83.3%	84.6%	63.6%	77.3%	60.6%
.....	100%	43.5%	56.5%	17.7%	24.2%	21.0%	19.4%	17.7%	6.5%	30.6%	30.6%	32.3%	17.7%	22.6%	27.4%	32.3%
LATER.....	26	13	13	7	6	10	2	1	7	10	5	4	2	8	4	12
.....	28.9%	31.7%	26.5%	38.9%	28.6%	40.0%	14.3%	8.3%	63.6%	33.3%	20.0%	16.7%	15.4%	36.4%	18.2%	36.4%
.....	100%	50.0%	50.0%	26.9%	23.1%	38.5%	7.7%	3.8%	26.9%	38.5%	19.2%	15.4%	7.7%	30.8%	15.4%	46.2%

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 1991

TABLE 30: 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
VIEWS ON FREQUENCY OF POLITICAL PROGRAMMES																
TOO LITTLE.....	57	17	40	7	12	24	11	3	8	14	15	20	10	9	17	21
.....	10.6%	6.6%	14.2%	11.7%	8.9%	12.8%	11.5%	4.8%	12.5%	8.5%	11.5%	11.1%	8.3%	9.1%	15.7%	9.9%
.....	100%	29.8%	70.2%	12.3%	21.1%	42.1%	19.3%	5.3%	14.0%	24.6%	26.3%	35.1%	17.5%	15.8%	29.8%	36.8%
ENOUGH.....	417	209	208	43	110	138	73	53	44	135	94	144	100	79	75	163
.....	77.2%	81.0%	73.8%	71.7%	81.5%	73.8%	76.0%	85.5%	68.8%	81.8%	71.8%	80.0%	83.3%	79.8%	69.4%	76.5%
.....	100%	50.1%	49.9%	10.3%	26.4%	33.1%	17.5%	12.7%	10.6%	32.4%	22.5%	34.5%	24.0%	18.9%	18.0%	39.1%
TOO MUCH.....	66	32	34	10	13	25	12	6	12	16	22	16	10	11	16	29
.....	12.2%	12.4%	12.1%	16.7%	9.6%	13.4%	12.5%	9.7%	18.8%	9.7%	16.8%	8.9%	8.3%	11.1%	14.8%	13.6%
.....	100%	48.5%	51.5%	15.2%	19.7%	37.9%	18.2%	9.1%	18.2%	24.2%	33.3%	24.2%	15.2%	16.7%	24.2%	43.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 31: RADIO OWNERSHIP
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
OWNERSHIP OF RADIO																
YES.....	512	248	264	58	127	181	93	53	62	157	124	169	105	96	105	206
.....	95%	96%	94%	97%	94%	97%	97%	85%	97%	95%	95%	94%	88%	97%	97%	97%
.....	100%	48.4%	51.6%	11.3%	24.8%	35.4%	18.2%	10.4%	12.1%	30.7%	24.2%	33.0%	20.5%	18.8%	20.5%	40.2%
NO.....	28	10	18	2	8	6	3	9	2	8	7	11	15	3	3	7
.....	5%	4%	6%	3%	6%	3%	3%	15%	3%	5%	5%	6%	13%	3%	3%	3%
.....	100%	35.7%	64.3%	7.1%	28.6%	21.4%	10.7%	32.1%	7.1%	28.6%	25.0%	39.3%	53.6%	10.7%	10.7%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 32: TYPE OF RADIO OWNED
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	511	248	263	58	126	181	93	53	62	157	124	168	105	95	105	206
TYPE OF RADIO OWNED																
MW ONLY.....	21	8	13	2	7	4	4	4	2	5	5	9	7	4	7	3
.....	4.1%	3.2%	4.9%	3.4%	5.6%	2.2%	4.3%	7.5%	3.2%	3.2%	4.0%	5.4%	6.7%	4.2%	6.7%	1.5%
.....	100%	38.1%	61.9%	9.5%	33.3%	19.0%	19.0%	19.0%	9.5%	23.8%	23.8%	42.9%	33.3%	19.0%	33.3%	14.3%
VHF ONLY.....	32	20	12	4	5	10	11	2	1	9	10	12	11	4	7	10
.....	6.3%	8.1%	4.6%	6.9%	4.0%	5.5%	11.8%	3.8%	1.6%	5.7%	8.1%	7.1%	10.5%	4.2%	6.7%	4.9%
.....	100%	62.5%	37.5%	12.5%	15.6%	31.3%	34.4%	6.3%	3.1%	28.1%	31.3%	37.5%	34.4%	12.5%	21.9%	31.3%
MW & VHF.....	458	220	238	52	114	167	78	47	59	143	109	147	87	87	91	193
.....	89.6%	88.7%	90.5%	89.7%	90.5%	92.3%	83.9%	88.7%	95.2%	91.1%	87.9%	87.5%	82.9%	91.6%	86.7%	93.7%
.....	100%	48.0%	52.0%	11.4%	24.9%	36.5%	17.0%	10.3%	12.9%	31.2%	23.8%	32.1%	19.0%	19.0%	19.9%	42.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 33: TIMES WHEN RADIO PROGRAMMES ARE LISTENED 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER/NOT APPLICABLE.....	61	32	29	4	17	12	13	15	8	16	13	24	25	13	6	17
.....	11.3%	12.4%	10.3%	6.7%	12.6%	6.4%	13.5%	24.2%	12.5%	9.7%	9.9%	13.3%	20.8%	13.1%	5.6%	8.0%
.....	100%	52.5%	47.5%	6.6%	27.9%	19.7%	21.3%	24.6%	13.1%	26.2%	21.3%	39.3%	41.0%	21.3%	9.8%	27.9%
0600 - 0800 HRS...	216	100	116	24	59	79	38	16	25	66	54	71	44	39	43	90
.....	40.0%	38.8%	41.1%	40.0%	43.7%	42.2%	39.6%	25.8%	39.1%	40.0%	41.2%	39.4%	36.7%	39.4%	39.8%	42.3%
.....	100%	46.3%	53.7%	11.1%	27.3%	36.6%	17.6%	7.4%	11.6%	30.6%	25.0%	32.9%	20.4%	18.1%	19.9%	41.7%
0800 - 1300 HRS...	313	123	190	19	74	122	57	41	29	84	91	109	67	56	67	123
.....	58.0%	47.7%	67.4%	31.7%	54.8%	65.2%	59.4%	66.1%	45.3%	50.9%	69.5%	60.6%	55.8%	56.6%	62.0%	57.7%
.....	100%	39.3%	60.7%	6.1%	23.6%	39.0%	18.2%	13.1%	9.3%	26.8%	29.1%	34.8%	21.4%	17.9%	21.4%	39.3%
1300 - 1800 HRS...	214	97	117	23	40	84	46	21	23	64	53	74	47	43	42	82
.....	39.6%	37.6%	41.5%	38.3%	29.6%	44.9%	47.9%	33.9%	35.9%	38.8%	40.5%	41.1%	39.2%	43.4%	38.9%	38.5%
.....	100%	45.3%	54.7%	10.7%	18.7%	39.3%	21.5%	9.8%	10.7%	29.9%	24.8%	34.6%	22.0%	20.1%	19.6%	38.3%
AFTER 1800 HRS....	118	59	59	15	29	39	25	10	19	31	26	42	30	16	22	50
.....	21.9%	22.9%	20.9%	25.0%	21.5%	20.9%	26.0%	16.1%	29.7%	18.8%	19.8%	23.3%	25.0%	16.2%	20.4%	23.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 33: TIMES WHEN RADIO PROGRAMMES ARE LISTENED 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	50.0%	50.0%	12.7%	24.6%	33.1%	21.2%	8.5%	16.1%	26.3%	22.0%	35.6%	25.4%	13.6%	18.6%	42.4%

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

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMAL E
TOTAL.....	540	258	282
NEWS			
NOT RANKED.....	170	79	91
.....	31%	31%	32%
.....	100%	46.5%	53.5%
FIRST PREFERENCE..	193	93	100
.....	36%	36%	35%
.....	100%	48.2%	51.8%
SECOND PREFERENCE.	104	52	52
.....	19%	20%	18%
.....	100%	50.0%	50.0%
THIRD PREFERENCE..	73	34	39
.....	14%	13%	14%
.....	100%	46.6%	53.4%
DISKJOCKEYS			
NOT RANKED.....	311	144	167
.....	58%	56%	59%
.....	100%	46.3%	53.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMALE
FIRST PREFERENCE..	128	68	60
.....	24%	26%	21%
.....	100%	53.1%	46.9%
SECOND PREFERENCE.	72	35	37
.....	13%	14%	13%
.....	100%	48.6%	51.4%
THIRD PREFERENCE..	29	11	18
.....	5%	4%	6%
.....	100%	37.9%	62.1%
CLASSICAL MUSIC			
NOT RANKED.....	451	217	234
.....	84%	84%	83%
.....	100%	48.1%	51.9%
FIRST PREFERENCE..	21	13	8
.....	4%	5%	3%
.....	100%	61.9%	38.1%
SECOND PREFERENCE.	40	21	19
.....	7%	8%	7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMAL E
.....	100%	52.5%	47.5%
THIRD PREFERENCE..	28	7	21
.....	5%	3%	7%
.....	100%	25.0%	75.0%
QUIZZES			
NOT RANKED.....	434	222	212
.....	80%	86%	75%
.....	100%	51.2%	48.8%
FIRST PREFERENCE..	15	2	13
.....	3%	1%	5%
.....	100%	13.3%	86.7%
SECOND PREFERENCE.	42	14	28
.....	8%	5%	10%
.....	100%	33.3%	66.7%
THIRD PREFERENCE..	49	20	29
.....	9%	8%	10%
.....	100%	40.8%	59.2%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMALE
RADIO PLAYS			
NOT RANKED.....	413	226	187
.....	76%	88%	66%
.....	100%	54.7%	45.3%
FIRST PREFERENCE..	15	3	12
.....	3%	1%	4%
.....	100%	20.0%	80.0%
SECOND PREFERENCE.	55	11	44
.....	10%	4%	16%
.....	100%	20.0%	80.0%
THIRD PREFERENCE..	57	18	39
.....	11%	7%	14%
.....	100%	31.6%	68.4%
READING OF NOVELS			
NOT RANKED.....	433	229	204
.....	80%	89%	72%
.....	100%	52.9%	47.1%
FIRST PREFERENCE..	34	7	27

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMALE
.....	6%	3%	10%
.....	100%	20.6%	79.4%
SECOND PREFERENCE.	31	9	22
.....	6%	3%	8%
.....	100%	29.0%	71.0%
THIRD PREFERENCE..	42	13	29
.....	8%	5%	10%
.....	100%	31.0%	69.0%
POLITICAL BROADCASTS			
NOT RANKED.....	506	233	273
.....	94%	90%	97%
.....	100%	46.0%	54.0%
FIRST PREFERENCE..	5	4	1
.....	1%	2%	0%
.....	100%	80.0%	20.0%
SECOND PREFERENCE.	13	8	5
.....	2%	3%	2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMALE
.....	100%	61.5%	38.5%
THIRD PREFERENCE..	16	13	3
.....	3%	5%	1%
.....	100%	81.3%	18.8%
DISCUSSIONS			
NOT RANKED.....	312	157	155
.....	58%	61%	55%
.....	100%	50.3%	49.7%
FIRST PREFERENCE..	50	13	37
.....	9%	5%	13%
.....	100%	26.0%	74.0%
SECOND PREFERENCE.	72	33	39
.....	13%	13%	14%
.....	100%	45.8%	54.2%
THIRD PREFERENCE..	106	55	51
.....	20%	21%	18%
.....	100%	51.9%	48.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 34: RANKING OF DIFFERENT RADIO PROGRAMMES - BY SEX

	TOTAL	SEX	
		MALE	FEMALE
SPORTS			
NOT RANKED.....	421	164	257
.....	78%	64%	91%
.....	100%	39.0%	61.0%
FIRST PREFERENCE..	27	25	2
.....	5%	10%	1%
.....	100%	92.6%	7.4%
SECOND PREFERENCE.	42	35	7
.....	8%	14%	2%
.....	100%	83.3%	16.7%
THIRD PREFERENCE..	50	34	16
.....	9%	13%	6%
.....	100%	68.0%	32.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
TOTAL.....	540	60	135	187	96	62
NEWS						
NOT RANKED.....	170	31	44	47	29	19
.....	31%	52%	33%	25%	30%	31%
.....	100%	18.2%	25.9%	27.6%	17.1%	11.2%
FIRST PREFERENCE..	193	6	41	82	38	26
.....	36%	10%	30%	44%	40%	42%
.....	100%	3.1%	21.2%	42.5%	19.7%	13.5%
SECOND PREFERENCE.	104	13	27	31	18	15
.....	19%	22%	20%	17%	19%	24%
.....	100%	12.5%	26.0%	29.8%	17.3%	14.4%
THIRD PREFERENCE..	73	10	23	27	11	2
.....	14%	17%	17%	14%	11%	3%
.....	100%	13.7%	31.5%	37.0%	15.1%	2.7%
DISKJOCKEYS						
NOT RANKED.....	311	11	55	110	76	59
.....	58%	18%	41%	59%	79%	95%
.....	100%	3.5%	17.7%	35.4%	24.4%	19.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
FIRST PREFERENCE..	128	37	47	33	9	2
.....	24%	62%	35%	18%	9%	3%
.....	100%	28.9%	36.7%	25.8%	7.0%	1.6%
SECOND PREFERENCE.	72	8	28	27	8	1
.....	13%	13%	21%	14%	8%	2%
.....	100%	11.1%	38.9%	37.5%	11.1%	1.4%
THIRD PREFERENCE..	29	4	5	17	3	0
.....	5%	7%	4%	9%	3%	0%
.....	100%	13.8%	17.2%	58.6%	10.3%	.0%
CLASSICAL MUSIC						
NOT RANKED.....	451	51	120	156	76	48
.....	84%	85%	89%	83%	79%	77%
.....	100%	11.3%	26.6%	34.6%	16.9%	10.6%
FIRST PREFERENCE..	21	5	0	6	4	6
.....	4%	8%	0%	3%	4%	10%
.....	100%	23.8%	.0%	28.6%	19.0%	28.6%
SECOND PREFERENCE.	40	3	10	11	10	6
.....	7%	5%	7%	6%	10%	10%
.....	100%	7.5%	25.0%	27.5%	25.0%	15.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
THIRD PREFERENCE..	28	1	5	14	6	2
.....	5%	2%	4%	7%	6%	3%
.....	100%	3.6%	17.9%	50.0%	21.4%	7.1%
QUIZZES						
NOT RANKED.....	434	46	108	139	85	56
.....	80%	77%	80%	74%	89%	90%
.....	100%	10.6%	24.9%	32.0%	19.6%	12.9%
FIRST PREFERENCE..	15	0	5	6	4	0
.....	3%	0%	4%	3%	4%	0%
.....	100%	.0%	33.3%	40.0%	26.7%	.0%
SECOND PREFERENCE.	42	6	5	24	5	2
.....	8%	10%	4%	13%	5%	3%
.....	100%	14.3%	11.9%	57.1%	11.9%	4.8%
THIRD PREFERENCE..	49	8	17	18	2	4
.....	9%	13%	13%	10%	2%	6%
.....	100%	16.3%	34.7%	36.7%	4.1%	8.2%
RADIO PLAYS						
NOT RANKED.....	413	52	113	133	68	47
.....	76%	87%	84%	71%	71%	76%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
.....	100%	12.6%	27.4%	32.2%	16.5%	11.4%
FIRST PREFERENCE..	15	1	3	9	1	1
.....	3%	2%	2%	5%	1%	2%
.....	100%	6.7%	20.0%	60.0%	6.7%	6.7%
SECOND PREFERENCE.	55	2	15	24	8	6
.....	10%	3%	11%	13%	8%	10%
.....	100%	3.6%	27.3%	43.6%	14.5%	10.9%
THIRD PREFERENCE..	57	5	4	21	19	8
.....	11%	8%	3%	11%	20%	13%
.....	100%	8.8%	7.0%	36.8%	33.3%	14.0%
READING OF NOVELS						
NOT RANKED.....	433	55	106	154	67	51
.....	80%	92%	79%	82%	70%	82%
.....	100%	12.7%	24.5%	35.6%	15.5%	11.8%
FIRST PREFERENCE..	34	1	8	15	7	3
.....	6%	2%	6%	8%	7%	5%
.....	100%	2.9%	23.5%	44.1%	20.6%	8.8%
SECOND PREFERENCE.	31	2	5	7	14	3

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
.....	6%	3%	4%	4%	15%	5%
.....	100%	6.5%	16.1%	22.6%	45.2%	9.7%
THIRD PREFERENCE..	42	2	16	11	8	5
.....	8%	3%	12%	6%	8%	8%
.....	100%	4.8%	38.1%	26.2%	19.0%	11.9%
POLITICAL BROADCASTS NOT RANKED.....	506	60	128	175	88	55
.....	94%	100%	95%	94%	92%	89%
.....	100%	11.9%	25.3%	34.6%	17.4%	10.9%
FIRST PREFERENCE..	5	0	1	1	1	2
.....	1%	0%	1%	1%	1%	3%
.....	100%	.0%	20.0%	20.0%	20.0%	40.0%
SECOND PREFERENCE.	13	0	4	3	3	3
.....	2%	0%	3%	2%	3%	5%
.....	100%	.0%	30.8%	23.1%	23.1%	23.1%
THIRD PREFERENCE..	16	0	2	8	4	2
.....	3%	0%	1%	4%	4%	3%
.....	100%	.0%	12.5%	50.0%	25.0%	12.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
DISCUSSIONS						
NOT RANKED.....	312	38	76	111	48	39
.....	58%	63%	56%	59%	50%	63%
.....	100%	12.2%	24.4%	35.6%	15.4%	12.5%
FIRST PREFERENCE..	50	1	12	14	15	8
.....	9%	2%	9%	7%	16%	13%
.....	100%	2.0%	24.0%	28.0%	30.0%	16.0%
SECOND PREFERENCE.	72	10	14	28	13	7
.....	13%	17%	10%	15%	14%	11%
.....	100%	13.9%	19.4%	38.9%	18.1%	9.7%
THIRD PREFERENCE..	106	11	33	34	20	8
.....	20%	18%	24%	18%	21%	13%
.....	100%	10.4%	31.1%	32.1%	18.9%	7.5%
SPORTS						
NOT RANKED.....	421	37	116	142	82	44
.....	78%	62%	86%	76%	85%	71%
.....	100%	8.8%	27.6%	33.7%	19.5%	10.5%
FIRST PREFERENCE..	27	5	4	10	6	2
.....	5%	8%	3%	5%	6%	3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 35: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE				
		16-17	18-30	31-50	51-65	65+
.....	100%	18.5%	14.8%	37.0%	22.2%	7.4%
SECOND PREFERENCE.	42	9	8	17	3	5
.....	8%	15%	6%	9%	3%	8%
.....	100%	21.4%	19.0%	40.5%	7.1%	11.9%
THIRD PREFERENCE..	50	9	7	18	5	11
.....	9%	15%	5%	10%	5%	18%
.....	100%	18.0%	14.0%	36.0%	10.0%	22.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
TOTAL.....	540	64	165	131	180
NEWS					
NOT RANKED.....	170	19	57	41	53
.....	31%	30%	35%	31%	29%
.....	100%	11.2%	33.5%	24.1%	31.2%
FIRST PREFERENCE..	193	28	55	52	58
.....	36%	44%	33%	40%	32%
.....	100%	14.5%	28.5%	26.9%	30.1%
SECOND PREFERENCE.	104	8	29	23	44
.....	19%	13%	18%	18%	24%
.....	100%	7.7%	27.9%	22.1%	42.3%
THIRD PREFERENCE..	73	9	24	15	25
.....	14%	14%	15%	11%	14%
.....	100%	12.3%	32.9%	20.5%	34.2%
DISKJOCKEYS					
NOT RANKED.....	311	45	85	73	108
.....	58%	70%	52%	56%	60%
.....	100%	14.5%	27.3%	23.5%	34.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
FIRST PREFERENCE..	128	9	47	28	44
.....	24%	14%	28%	21%	24%
.....	100%	7.0%	36.7%	21.9%	34.4%
SECOND PREFERENCE.	72	6	23	21	22
.....	13%	9%	14%	16%	12%
.....	100%	8.3%	31.9%	29.2%	30.6%
THIRD PREFERENCE..	29	4	10	9	6
.....	5%	6%	6%	7%	3%
.....	100%	13.8%	34.5%	31.0%	20.7%
CLASSICAL MUSIC					
NOT RANKED.....	451	45	136	113	157
.....	84%	70%	82%	86%	87%
.....	100%	10.0%	30.2%	25.1%	34.8%
FIRST PREFERENCE..	21	4	6	3	8
.....	4%	6%	4%	2%	4%
.....	100%	19.0%	28.6%	14.3%	38.1%
SECOND PREFERENCE.	40	10	14	8	8
.....	7%	16%	8%	6%	4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
.....	100%	25.0%	35.0%	20.0%	20.0%
THIRD PREFERENCE..	28	5	9	7	7
.....	5%	8%	5%	5%	4%
.....	100%	17.9%	32.1%	25.0%	25.0%
QUIZZES					
NOT RANKED.....	434	47	122	110	155
.....	80%	73%	74%	84%	86%
.....	100%	10.8%	28.1%	25.3%	35.7%
FIRST PREFERENCE..	15	5	4	4	2
.....	3%	8%	2%	3%	1%
.....	100%	33.3%	26.7%	26.7%	13.3%
SECOND PREFERENCE.	42	3	20	7	12
.....	8%	5%	12%	5%	7%
.....	100%	7.1%	47.6%	16.7%	28.6%
THIRD PREFERENCE..	49	9	19	10	11
.....	9%	14%	12%	8%	6%
.....	100%	18.4%	38.8%	20.4%	22.4%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
RADIO PLAYS					
NOT RANKED.....	413	57	128	96	132
.....	76%	89%	78%	73%	73%
.....	100%	13.8%	31.0%	23.2%	32.0%
FIRST PREFERENCE..	15	0	6	5	4
.....	3%	0%	4%	4%	2%
.....	100%	.0%	40.0%	33.3%	26.7%
SECOND PREFERENCE.	55	4	17	14	20
.....	10%	6%	10%	11%	11%
.....	100%	7.3%	30.9%	25.5%	36.4%
THIRD PREFERENCE..	57	3	14	16	24
.....	11%	5%	8%	12%	13%
.....	100%	5.3%	24.6%	28.1%	42.1%
READING OF NOVELS					
NOT RANKED.....	433	55	146	101	131
.....	80%	86%	88%	77%	73%
.....	100%	12.7%	33.7%	23.3%	30.3%
FIRST PREFERENCE..	34	3	10	6	15

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
.....	6%	5%	6%	5%	8%
.....	100%	8.8%	29.4%	17.6%	44.1%
SECOND PREFERENCE.	31	3	1	13	14
.....	6%	5%	1%	10%	8%
.....	100%	9.7%	3.2%	41.9%	45.2%
THIRD PREFERENCE..	42	3	8	11	20
.....	8%	5%	5%	8%	11%
.....	100%	7.1%	19.0%	26.2%	47.6%
POLITICAL BROADCASTS					
NOT RANKED.....	506	60	153	123	170
.....	94%	94%	93%	94%	94%
.....	100%	11.9%	30.2%	24.3%	33.6%
FIRST PREFERENCE..	5	0	0	2	3
.....	1%	0%	0%	2%	2%
.....	100%	.0%	.0%	40.0%	60.0%
SECOND PREFERENCE.	13	3	4	3	3
.....	2%	5%	2%	2%	2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
.....	100%	23.1%	30.8%	23.1%	23.1%
THIRD PREFERENCE..	16	1	8	3	4
.....	3%	2%	5%	2%	2%
.....	100%	6.3%	50.0%	18.8%	25.0%
DISCUSSIONS					
NOT RANKED.....	312	34	89	78	111
.....	58%	53%	54%	60%	62%
.....	100%	10.9%	28.5%	25.0%	35.6%
FIRST PREFERENCE..	50	4	15	10	21
.....	9%	6%	9%	8%	12%
.....	100%	8.0%	30.0%	20.0%	42.0%
SECOND PREFERENCE.	72	12	27	17	16
.....	13%	19%	16%	13%	9%
.....	100%	16.7%	37.5%	23.6%	22.2%
THIRD PREFERENCE..	106	14	34	26	32
.....	20%	22%	21%	20%	18%
.....	100%	13.2%	32.1%	24.5%	30.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 36: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC CATEGORY			
		AB	C1	C2	DE
SPORTS					
NOT RANKED.....	421	51	135	102	133
.....	78%	80%	82%	78%	74%
.....	100%	12.1%	32.1%	24.2%	31.6%
FIRST PREFERENCE..	27	3	6	6	12
.....	5%	5%	4%	5%	7%
.....	100%	11.1%	22.2%	22.2%	44.4%
SECOND PREFERENCE.	42	5	10	9	18
.....	8%	8%	6%	7%	10%
.....	100%	11.9%	23.8%	21.4%	42.9%
THIRD PREFERENCE..	50	5	14	14	17
.....	9%	8%	8%	11%	9%
.....	100%	10.0%	28.0%	28.0%	34.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
TOTAL.....	540	120	99	108	213
NEWS					
NOT RANKED.....	170	39	33	37	61
.....	31%	33%	33%	34%	29%
.....	100%	22.9%	19.4%	21.8%	35.9%
FIRST PREFERENCE..	193	45	33	37	78
.....	36%	38%	33%	34%	37%
.....	100%	23.3%	17.1%	19.2%	40.4%
SECOND PREFERENCE.	104	22	23	19	40
.....	19%	18%	23%	18%	19%
.....	100%	21.2%	22.1%	18.3%	38.5%
THIRD PREFERENCE..	73	14	10	15	34
.....	14%	12%	10%	14%	16%
.....	100%	19.2%	13.7%	20.5%	46.6%
DISKJOCKEYS					
NOT RANKED.....	311	80	62	51	118
.....	58%	67%	63%	47%	55%
.....	100%	25.7%	19.9%	16.4%	37.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
FIRST PREFERENCE..	128	21	20	28	59
.....	24%	18%	20%	26%	28%
.....	100%	16.4%	15.6%	21.9%	46.1%
SECOND PREFERENCE.	72	18	12	19	23
.....	13%	15%	12%	18%	11%
.....	100%	25.0%	16.7%	26.4%	31.9%
THIRD PREFERENCE..	29	1	5	10	13
.....	5%	1%	5%	9%	6%
.....	100%	3.4%	17.2%	34.5%	44.8%
CLASSICAL MUSIC					
NOT RANKED.....	451	108	78	93	172
.....	84%	90%	79%	86%	81%
.....	100%	23.9%	17.3%	20.6%	38.1%
FIRST PREFERENCE..	21	2	8	3	8
.....	4%	2%	8%	3%	4%
.....	100%	9.5%	38.1%	14.3%	38.1%
SECOND PREFERENCE.	40	5	5	9	21
.....	7%	4%	5%	8%	10%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
.....	100%	12.5%	12.5%	22.5%	52.5%
THIRD PREFERENCE..	28	5	8	3	12
.....	5%	4%	8%	3%	6%
.....	100%	17.9%	28.6%	10.7%	42.9%
QUIZZES					
NOT RANKED.....	434	103	74	86	171
.....	80%	86%	75%	80%	80%
.....	100%	23.7%	17.1%	19.8%	39.4%
FIRST PREFERENCE..	15	1	4	5	5
.....	3%	1%	4%	5%	2%
.....	100%	6.7%	26.7%	33.3%	33.3%
SECOND PREFERENCE.	42	7	10	6	19
.....	8%	6%	10%	6%	9%
.....	100%	16.7%	23.8%	14.3%	45.2%
THIRD PREFERENCE..	49	9	11	11	18
.....	9%	8%	11%	10%	8%
.....	100%	18.4%	22.4%	22.4%	36.7%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
RADIO PLAYS					
NOT RANKED.....	413	90	81	79	163
.....	76%	75%	82%	73%	77%
.....	100%	21.8%	19.6%	19.1%	39.5%
FIRST PREFERENCE..	15	3	3	3	6
.....	3%	3%	3%	3%	3%
.....	100%	20.0%	20.0%	20.0%	40.0%
SECOND PREFERENCE.	55	12	9	13	21
.....	10%	10%	9%	12%	10%
.....	100%	21.8%	16.4%	23.6%	38.2%
THIRD PREFERENCE..	57	15	6	13	23
.....	11%	13%	6%	12%	11%
.....	100%	26.3%	10.5%	22.8%	40.4%
READING OF NOVELS					
NOT RANKED.....	433	92	85	85	171
.....	80%	77%	86%	79%	80%
.....	100%	21.2%	19.6%	19.6%	39.5%
FIRST PREFERENCE..	34	7	5	7	15

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
.....	6%	6%	5%	6%	7%
.....	100%	20.6%	14.7%	20.6%	44.1%
SECOND PREFERENCE.	31	9	4	4	14
.....	6%	8%	4%	4%	7%
.....	100%	29.0%	12.9%	12.9%	45.2%
THIRD PREFERENCE..	42	12	5	12	13
.....	8%	10%	5%	11%	6%
.....	100%	28.6%	11.9%	28.6%	31.0%
POLITICAL BROADCASTS					
NOT RANKED.....	506	114	93	99	200
.....	94%	95%	94%	92%	94%
.....	100%	22.5%	18.4%	19.6%	39.5%
FIRST PREFERENCE..	5	1	1	2	1
.....	1%	1%	1%	2%	0%
.....	100%	20.0%	20.0%	40.0%	20.0%
SECOND PREFERENCE.	13	1	2	5	5
.....	2%	1%	2%	5%	2%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
.....	100%	7.7%	15.4%	38.5%	38.5%
THIRD PREFERENCE..	16	4	3	2	7
.....	3%	3%	3%	2%	3%
.....	100%	25.0%	18.8%	12.5%	43.8%
DISCUSSIONS					
NOT RANKED.....	312	77	54	62	119
.....	58%	64%	55%	57%	56%
.....	100%	24.7%	17.3%	19.9%	38.1%
FIRST PREFERENCE..	50	12	7	12	19
.....	9%	10%	7%	11%	9%
.....	100%	24.0%	14.0%	24.0%	38.0%
SECOND PREFERENCE.	72	12	14	17	29
.....	13%	10%	14%	16%	14%
.....	100%	16.7%	19.4%	23.6%	40.3%
THIRD PREFERENCE..	106	19	24	17	46
.....	20%	16%	24%	16%	22%
.....	100%	17.9%	22.6%	16.0%	43.4%

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

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 37: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY NEWSPAPER READERSHIP

	TOTAL	NEWSPAPER READERSHIP			
		NONE	G1	G2	G3
SPORTS					
NOT RANKED.....	421	96	78	81	166
.....	78%	80%	79%	75%	78%
.....	100%	22.8%	18.5%	19.2%	39.4%
FIRST PREFERENCE..	27	7	7	5	8
.....	5%	6%	7%	5%	4%
.....	100%	25.9%	25.9%	18.5%	29.6%
SECOND PREFERENCE.	42	7	6	8	21
.....	8%	6%	6%	7%	10%
.....	100%	16.7%	14.3%	19.0%	50.0%
THIRD PREFERENCE..	50	10	8	14	18
.....	9%	8%	8%	13%	8%
.....	100%	20.0%	16.0%	28.0%	36.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 38: FAVOURITE RADIO PROGRAMME
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	116	62	54	10	33	26	23	24	23	35	18	40	34	32	15	35
.....	21.5%	24.0%	19.1%	16.7%	24.4%	13.9%	24.0%	38.7%	35.9%	21.2%	13.7%	22.2%	28.3%	32.3%	13.9%	16.4%
.....	100%	53.4%	46.6%	8.6%	28.4%	22.4%	19.8%	20.7%	19.8%	30.2%	15.5%	34.5%	29.3%	27.6%	12.9%	30.2%
MEDICAL ADVICE....	24	8	16	0	4	11	6	3	1	5	5	13	5	0	7	12
.....	4.4%	3.1%	5.7%	.0%	3.0%	5.9%	6.3%	4.8%	1.6%	3.0%	3.8%	7.2%	4.2%	.0%	6.5%	5.6%
.....	100%	33.3%	66.7%	.0%	16.7%	45.8%	25.0%	12.5%	4.2%	20.8%	20.8%	54.2%	20.8%	.0%	29.2%	50.0%
LAWYER'S ADVICE...	13	7	6	0	3	7	3	0	1	1	4	7	1	1	4	7
.....	2.4%	2.7%	2.1%	.0%	2.2%	3.7%	3.1%	.0%	1.6%	.6%	3.1%	3.9%	.8%	1.0%	3.7%	3.3%
.....	100%	53.8%	46.2%	.0%	23.1%	53.8%	23.1%	.0%	7.7%	7.7%	30.8%	53.8%	7.7%	7.7%	30.8%	53.8%
CIVIC EDUCATION PROGRAMMES.....	51	30	21	6	5	25	7	8	11	20	11	9	8	6	5	32
.....	9.4%	11.6%	7.4%	10.0%	3.7%	13.4%	7.3%	12.9%	17.2%	12.1%	8.4%	5.0%	6.7%	6.1%	4.6%	15.0%
.....	100%	58.8%	41.2%	11.8%	9.8%	49.0%	13.7%	15.7%	21.6%	39.2%	21.6%	17.6%	15.7%	11.8%	9.8%	62.7%
RELIGIOUS PROGRAMMES.....	3	2	1	0	1	1	0	1	0	1	2	0	0	2	1	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 38: FAVOURITE RADIO PROGRAMME
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	.6%	.8%	.4%	.0%	.7%	.5%	.0%	1.6%	.0%	.6%	1.5%	.0%	.0%	2.0%	.9%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%
NEWS BULLETINS....	22	16	6	1	3	10	5	3	1	8	8	5	6	4	5	7
.....	4.1%	6.2%	2.1%	1.7%	2.2%	5.3%	5.2%	4.8%	1.6%	4.8%	6.1%	2.8%	5.0%	4.0%	4.6%	3.3%
.....	100%	72.7%	27.3%	4.5%	13.6%	45.5%	22.7%	13.6%	4.5%	36.4%	36.4%	22.7%	27.3%	18.2%	22.7%	31.8%
MUSICAL PROGRAMMES	145	72	73	35	36	51	16	7	10	49	40	46	21	17	38	69
.....	26.9%	27.9%	25.9%	58.3%	26.7%	27.3%	16.7%	11.3%	15.6%	29.7%	30.5%	25.6%	17.5%	17.2%	35.2%	32.4%
.....	100%	49.7%	50.3%	24.1%	24.8%	35.2%	11.0%	4.8%	6.9%	33.8%	27.6%	31.7%	14.5%	11.7%	26.2%	47.6%
WOMEN'S PROGRAMMES	97	25	72	1	33	42	19	2	13	35	21	28	16	16	24	41
.....	18.0%	9.7%	25.5%	1.7%	24.4%	22.5%	19.8%	3.2%	20.3%	21.2%	16.0%	15.6%	13.3%	16.2%	22.2%	19.2%
.....	100%	25.8%	74.2%	1.0%	34.0%	43.3%	19.6%	2.1%	13.4%	36.1%	21.6%	28.9%	16.5%	16.5%	24.7%	42.3%
"PARIR TA' HABIB".	68	22	46	1	20	28	13	6	9	18	21	20	18	12	12	26
.....	12.6%	8.5%	16.3%	1.7%	14.8%	15.0%	13.5%	9.7%	14.1%	10.9%	16.0%	11.1%	15.0%	12.1%	11.1%	12.2%
.....	100%	32.4%	67.6%	1.5%	29.4%	41.2%	19.1%	8.8%	13.2%	26.5%	30.9%	29.4%	26.5%	17.6%	17.6%	38.2%
DRAMA.....	14	4	10	1	4	6	3	0	2	2	4	6	2	4	4	4
.....	2.6%	1.6%	3.5%	1.7%	3.0%	3.2%	3.1%	.0%	3.1%	1.2%	3.1%	3.3%	1.7%	4.0%	3.7%	1.9%
.....	100%	28.6%	71.4%	7.1%	28.6%	42.9%	21.4%	.0%	14.3%	14.3%	28.6%	42.9%	14.3%	28.6%	28.6%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 38: FAVOURITE RADIO PROGRAMME
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
PROGRAMMES ON GARDENING.....	6	1	5	0	0	3	1	2	2	0	3	1	1	1	0	4
.....	1.1%	.4%	1.8%	.0%	.0%	1.6%	1.0%	3.2%	3.1%	.0%	2.3%	.6%	.8%	1.0%	.0%	1.9%
.....	100%	16.7%	83.3%	.0%	.0%	50.0%	16.7%	33.3%	33.3%	.0%	50.0%	16.7%	16.7%	16.7%	.0%	66.7%
QUIZZ PROGRAMMES..	15	4	11	1	5	7	2	0	5	5	2	3	0	6	3	6
.....	2.8%	1.6%	3.9%	1.7%	3.7%	3.7%	2.1%	.0%	7.8%	3.0%	1.5%	1.7%	.0%	6.1%	2.8%	2.8%
.....	100%	26.7%	73.3%	6.7%	33.3%	46.7%	13.3%	.0%	33.3%	33.3%	13.3%	20.0%	.0%	40.0%	20.0%	40.0%
MALTESE "GHANA" AND LOCAL BAND MUSIC.....	22	14	8	0	2	7	7	6	1	3	6	12	9	3	3	7
.....	4.1%	5.4%	2.8%	.0%	1.5%	3.7%	7.3%	9.7%	1.6%	1.8%	4.6%	6.7%	7.5%	3.0%	2.8%	3.3%
.....	100%	63.6%	36.4%	.0%	9.1%	31.8%	31.8%	27.3%	4.5%	13.6%	27.3%	54.5%	40.9%	13.6%	13.6%	31.8%
HORSE RACING REPORTS.....	2	1	1	0	0	1	1	0	0	0	1	1	1	0	0	1
.....	.4%	.4%	.4%	.0%	.0%	.5%	1.0%	.0%	.0%	.0%	.8%	.6%	.8%	.0%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%	50.0%
NOVEL READING.....	22	5	17	0	6	7	4	5	2	3	6	11	7	4	5	6
.....	4.1%	1.9%	6.0%	.0%	4.4%	3.7%	4.2%	8.1%	3.1%	1.8%	4.6%	6.1%	5.8%	4.0%	4.6%	2.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 38: FAVOURITE RADIO PROGRAMME
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	22.7%	77.3%	.0%	27.3%	31.8%	18.2%	22.7%	9.1%	13.6%	27.3%	50.0%	31.8%	18.2%	22.7%	27.3%
CLASSICAL MUSIC																
PROGRAMMES.....	16	7	9	2	3	7	2	2	4	3	2	7	2	6	2	6
.....	3.0%	2.7%	3.2%	3.3%	2.2%	3.7%	2.1%	3.2%	6.3%	1.8%	1.5%	3.9%	1.7%	6.1%	1.9%	2.8%
.....	100%	43.8%	56.3%	12.5%	18.8%	43.8%	12.5%	12.5%	25.0%	18.8%	12.5%	43.8%	12.5%	37.5%	12.5%	37.5%
PROGRAMMES ON																
CURRENT EVENTS.	6	1	5	3	2	0	0	1	1	1	2	2	0	1	2	3
.....	1.1%	.4%	1.8%	5.0%	1.5%	.0%	.0%	1.6%	1.6%	.6%	1.5%	1.1%	.0%	1.0%	1.9%	1.4%
.....	100%	16.7%	83.3%	50.0%	33.3%	.0%	.0%	16.7%	16.7%	16.7%	33.3%	33.3%	.0%	16.7%	33.3%	50.0%
SPORTS PROGRAMMES.	26	25	1	5	4	11	3	3	3	7	6	10	6	5	5	10
.....	4.8%	9.7%	.4%	8.3%	3.0%	5.9%	3.1%	4.8%	4.7%	4.2%	4.6%	5.6%	5.0%	5.1%	4.6%	4.7%
.....	100%	96.2%	3.8%	19.2%	15.4%	42.3%	11.5%	11.5%	11.5%	26.9%	23.1%	38.5%	23.1%	19.2%	19.2%	38.5%
WEATHER REPORTS...	2	2	0	0	1	1	0	0	0	0	1	1	0	1	0	1
.....	.4%	.8%	.0%	.0%	.7%	.5%	.0%	.0%	.0%	.0%	.8%	.6%	.0%	1.0%	.0%	.5%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%
POLITICAL																
PROGRAMMES.....	3	2	1	0	0	1	2	0	0	0	0	3	0	1	2	0

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

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 38: FAVOURITE RADIO PROGRAMME
 - BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	.6%	.8%	.4%	.0%	.0%	.5%	2.1%	.0%	.0%	.0%	.0%	1.7%	.0%	1.0%	1.9%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	100%	.0%	33.3%	66.7%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 39: TYPES OF PROGRAMMES EXPECTED OF NEW RADIO STATIONS
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER/NOT APPLICABLE.....	39	28	11	1	10	8	10	10	1	13	7	18	20	6	2	11
.....	7.2%	10.9%	3.9%	1.7%	7.4%	4.3%	10.4%	16.1%	1.6%	7.9%	5.3%	10.0%	16.7%	6.1%	1.9%	5.2%
.....	100%	71.8%	28.2%	2.6%	25.6%	20.5%	25.6%	25.6%	2.6%	33.3%	17.9%	46.2%	51.3%	15.4%	5.1%	28.2%
DRAMA.....	107	35	72	6	27	40	21	13	12	29	27	39	20	20	23	44
.....	19.8%	13.6%	25.5%	10.0%	20.0%	21.4%	21.9%	21.0%	18.8%	17.6%	20.6%	21.7%	16.7%	20.2%	21.3%	20.7%
.....	100%	32.7%	67.3%	5.6%	25.2%	37.4%	19.6%	12.1%	11.2%	27.1%	25.2%	36.4%	18.7%	18.7%	21.5%	41.1%
ENTERTAINMENT.....	168	77	91	22	49	55	28	14	13	43	46	66	36	27	45	60
.....	31.1%	29.8%	32.3%	36.7%	36.3%	29.4%	29.2%	22.6%	20.3%	26.1%	35.1%	36.7%	30.0%	27.3%	41.7%	28.2%
.....	100%	45.8%	54.2%	13.1%	29.2%	32.7%	16.7%	8.3%	7.7%	25.6%	27.4%	39.3%	21.4%	16.1%	26.8%	35.7%
SPORTS.....	147	93	54	30	29	58	15	15	15	39	40	53	28	25	33	61
.....	27.2%	36.0%	19.1%	50.0%	21.5%	31.0%	15.6%	24.2%	23.4%	23.6%	30.5%	29.4%	23.3%	25.3%	30.6%	28.6%
.....	100%	63.3%	36.7%	20.4%	19.7%	39.5%	10.2%	10.2%	10.2%	26.5%	27.2%	36.1%	19.0%	17.0%	22.4%	41.5%
NEWS.....	215	116	99	15	55	70	46	29	23	61	54	77	50	31	44	90
.....	39.8%	45.0%	35.1%	25.0%	40.7%	37.4%	47.9%	46.8%	35.9%	37.0%	41.2%	42.8%	41.7%	31.3%	40.7%	42.3%

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

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 39: TYPES OF PROGRAMMES EXPECTED OF NEW RADIO STATIONS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	54.0%	46.0%	7.0%	25.6%	32.6%	21.4%	13.5%	10.7%	28.4%	25.1%	35.8%	23.3%	14.4%	20.5%	41.9%
EDUCATION.....	327	140	187	33	84	117	66	27	47	101	80	99	51	63	60	153
.....	60.6%	54.3%	66.3%	55.0%	62.2%	62.6%	68.8%	43.5%	73.4%	61.2%	61.1%	55.0%	42.5%	63.6%	55.6%	71.8%
.....	100%	42.8%	57.2%	10.1%	25.7%	35.8%	20.2%	8.3%	14.4%	30.9%	24.5%	30.3%	15.6%	19.3%	18.3%	46.8%
CULTURE.....	261	117	144	27	61	94	50	29	41	88	59	73	34	55	50	122
.....	48.3%	45.3%	51.1%	45.0%	45.2%	50.3%	52.1%	46.8%	64.1%	53.3%	45.0%	40.6%	28.3%	55.6%	46.3%	57.3%
.....	100%	44.8%	55.2%	10.3%	23.4%	36.0%	19.2%	11.1%	15.7%	33.7%	22.6%	28.0%	13.0%	21.1%	19.2%	46.7%
RELIGION.....	164	67	97	7	38	57	32	30	16	41	44	63	38	42	21	63
.....	30.4%	26.0%	34.4%	11.7%	28.1%	30.5%	33.3%	48.4%	25.0%	24.8%	33.6%	35.0%	31.7%	42.4%	19.4%	29.6%
.....	100%	40.9%	59.1%	4.3%	23.2%	34.8%	19.5%	18.3%	9.8%	25.0%	26.8%	38.4%	23.2%	25.6%	12.8%	38.4%
CHILDREN'S PROGRAMMES.....	86	23	63	3	33	33	13	4	7	23	25	31	19	18	19	30
.....	15.9%	8.9%	22.3%	5.0%	24.4%	17.6%	13.5%	6.5%	10.9%	13.9%	19.1%	17.2%	15.8%	18.2%	17.6%	14.1%
.....	100%	26.7%	73.3%	3.5%	38.4%	38.4%	15.1%	4.7%	8.1%	26.7%	29.1%	36.0%	22.1%	20.9%	22.1%	34.9%
MUSIC.....	173	96	77	37	46	59	17	14	22	50	39	62	39	27	31	76
.....	32.0%	37.2%	27.3%	61.7%	34.1%	31.6%	17.7%	22.6%	34.4%	30.3%	29.8%	34.4%	32.5%	27.3%	28.7%	35.7%
.....	100%	55.5%	44.5%	21.4%	26.6%	34.1%	9.8%	8.1%	12.7%	28.9%	22.5%	35.8%	22.5%	15.6%	17.9%	43.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 39: TYPES OF PROGRAMMES EXPECTED OF NEW RADIO STATIONS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
LESS POLITICS.....	7	5	2	2	0	3	1	1	0	2	3	2	0	1	4	2
.....	1.3%	1.9%	.7%	3.3%	.0%	1.6%	1.0%	1.6%	.0%	1.2%	2.3%	1.1%	.0%	1.0%	3.7%	.9%
.....	100%	71.4%	28.6%	28.6%	.0%	42.9%	14.3%	14.3%	.0%	28.6%	42.9%	28.6%	.0%	14.3%	57.1%	28.6%
MORE WEATHER REPORTS.....	2	1	1	0	0	2	0	0	0	1	1	0	0	0	1	1
.....	.4%	.4%	.4%	.0%	.0%	1.1%	.0%	.0%	.0%	.6%	.8%	.0%	.0%	.0%	.9%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%
QUIZ PROGRAMMES...	2	0	2	0	1	1	0	0	0	2	0	0	0	0	1	1
.....	.4%	.0%	.7%	.0%	.7%	.5%	.0%	.0%	.0%	1.2%	.0%	.0%	.0%	.0%	.9%	.5%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 40: TYPES OF PROGRAMMES EXPECTED OF RADIO STATIONS
TO BE RUN BY POLITICAL PARTIES
- 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	121	46	75	16	26	41	25	13	9	34	30	48	35	11	23	52
.....	22.4%	17.8%	26.6%	26.7%	19.3%	21.9%	26.0%	21.0%	14.1%	20.6%	22.9%	26.7%	29.2%	11.1%	21.3%	24.4%
.....	100%	38.0%	62.0%	13.2%	21.5%	33.9%	20.7%	10.7%	7.4%	28.1%	24.8%	39.7%	28.9%	9.1%	19.0%	43.0%
TRUTH & ABSENCE OF BIAS IN FAVOUR OF ONE PARTY...	105	54	51	7	24	38	19	17	15	32	22	36	18	22	24	41
.....	19.4%	20.9%	18.1%	11.7%	17.8%	20.3%	19.8%	27.4%	23.4%	19.4%	16.8%	20.0%	15.0%	22.2%	22.2%	19.2%
.....	100%	51.4%	48.6%	6.7%	22.9%	36.2%	18.1%	16.2%	14.3%	30.5%	21.0%	34.3%	17.1%	21.0%	22.9%	39.0%
NOT JUST POLITICS.	67	37	30	7	14	30	10	6	10	17	20	20	15	11	19	22
.....	12.4%	14.3%	10.6%	11.7%	10.4%	16.0%	10.4%	9.7%	15.6%	10.3%	15.3%	11.1%	12.5%	11.1%	17.6%	10.3%
.....	100%	55.2%	44.8%	10.4%	20.9%	44.8%	14.9%	9.0%	14.9%	25.4%	29.9%	29.9%	22.4%	16.4%	28.4%	32.8%
PROGRAMMES ON RELIGIOUS TOPICS.....	6	2	4	1	1	3	1	0	1	2	2	1	0	0	2	4
.....	1.1%	.8%	1.4%	1.7%	.7%	1.6%	1.0%	.0%	1.6%	1.2%	1.5%	.6%	.0%	.0%	1.9%	1.9%

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

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 40: TYPES OF PROGRAMMES EXPECTED OF RADIO STATIONS
TO BE RUN BY POLITICAL 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	33.3%	66.7%	16.7%	16.7%	50.0%	16.7%	.0%	16.7%	33.3%	33.3%	16.7%	.0%	.0%	33.3%	66.7%
MUSIC PROGRAMMES..	16	6	10	1	4	6	0	5	3	0	9	4	3	2	2	9
.....	3.0%	2.3%	3.5%	1.7%	3.0%	3.2%	.0%	8.1%	4.7%	.0%	6.9%	2.2%	2.5%	2.0%	1.9%	4.2%
.....	100%	37.5%	62.5%	6.3%	25.0%	37.5%	.0%	31.3%	18.8%	.0%	56.3%	25.0%	18.8%	12.5%	12.5%	56.3%
NEWS BULLETINS...	10	4	6	1	3	4	1	1	0	5	1	4	2	1	2	5
.....	1.9%	1.6%	2.1%	1.7%	2.2%	2.1%	1.0%	1.6%	.0%	3.0%	.8%	2.2%	1.7%	1.0%	1.9%	2.3%
.....	100%	40.0%	60.0%	10.0%	30.0%	40.0%	10.0%	10.0%	.0%	50.0%	10.0%	40.0%	20.0%	10.0%	20.0%	50.0%
ADVERTISEMENTS....	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	1
.....	.2%	.4%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
CIVIC EDUCATION PROGRAMMES.....	127	57	70	15	35	37	25	15	15	45	28	39	24	25	29	49
.....	23.5%	22.1%	24.8%	25.0%	25.9%	19.8%	26.0%	24.2%	23.4%	27.3%	21.4%	21.7%	20.0%	25.3%	26.9%	23.0%
.....	100%	44.9%	55.1%	11.8%	27.6%	29.1%	19.7%	11.8%	11.8%	35.4%	22.0%	30.7%	18.9%	19.7%	22.8%	38.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 40: TYPES OF PROGRAMMES EXPECTED OF RADIO STATIONS
TO BE RUN BY POLITICAL 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	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MORE EXTENSIVE POLITICAL COVERAGE.....	158	81	77	22	40	58	23	15	21	50	40	47	31	37	23	67
.....	29.3%	31.4%	27.3%	36.7%	29.6%	31.0%	24.0%	24.2%	32.8%	30.3%	30.5%	26.1%	25.8%	37.4%	21.3%	31.5%
.....	100%	51.3%	48.7%	13.9%	25.3%	36.7%	14.6%	9.5%	13.3%	31.6%	25.3%	29.7%	19.6%	23.4%	14.6%	42.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 41: TYPES OF PROGRAMMES EXPECTED OF CHURCH RADIO STATION
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	53	30	23	10	10	19	9	5	6	20	7	20	15	6	14	18
.....	9.8%	11.6%	8.2%	16.7%	7.4%	10.2%	9.4%	8.1%	9.4%	12.1%	5.3%	11.1%	12.5%	6.1%	13.0%	8.5%
.....	100%	56.6%	43.4%	18.9%	18.9%	35.8%	17.0%	9.4%	11.3%	37.7%	13.2%	37.7%	28.3%	11.3%	26.4%	34.0%
TRUTH AND EQUITY..	8	3	5	0	1	2	5	0	0	3	3	2	2	1	4	1
.....	1.5%	1.2%	1.8%	.0%	.7%	1.1%	5.2%	.0%	.0%	1.8%	2.3%	1.1%	1.7%	1.0%	3.7%	.5%
.....	100%	37.5%	62.5%	.0%	12.5%	25.0%	62.5%	.0%	.0%	37.5%	37.5%	25.0%	25.0%	12.5%	50.0%	12.5%
NO POLITICAL PROGRAMMES.....	8	2	6	1	2	3	2	0	1	3	3	1	2	1	2	3
.....	1.5%	.8%	2.1%	1.7%	1.5%	1.6%	2.1%	.0%	1.6%	1.8%	2.3%	.6%	1.7%	1.0%	1.9%	1.4%
.....	100%	25.0%	75.0%	12.5%	25.0%	37.5%	25.0%	.0%	12.5%	37.5%	37.5%	12.5%	25.0%	12.5%	25.0%	37.5%
PROGRAMMES ON RELIGIOUS TOPICS.....	388	176	212	34	98	131	72	53	48	102	99	139	92	76	70	150
.....	71.9%	68.2%	75.2%	56.7%	72.6%	70.1%	75.0%	85.5%	75.0%	61.8%	75.6%	77.2%	76.7%	76.8%	64.8%	70.4%
.....	100%	45.4%	54.6%	8.8%	25.3%	33.8%	18.6%	13.7%	12.4%	26.3%	25.5%	35.8%	23.7%	19.6%	18.0%	38.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 41: TYPES OF PROGRAMMES EXPECTED OF CHURCH RADIO STATION
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
MUSIC PROGRAMMES...	9	6	3	0	0	5	2	2	0	3	4	2	0	1	3	5
.....	1.7%	2.3%	1.1%	.0%	.0%	2.7%	2.1%	3.2%	.0%	1.8%	3.1%	1.1%	.0%	1.0%	2.8%	2.3%
.....	100%	66.7%	33.3%	.0%	.0%	55.6%	22.2%	22.2%	.0%	33.3%	44.4%	22.2%	.0%	11.1%	33.3%	55.6%
NEWS BULLETINS...	7	3	4	3	1	3	0	0	0	2	2	3	0	0	2	5
.....	1.3%	1.2%	1.4%	5.0%	.7%	1.6%	.0%	.0%	.0%	1.2%	1.5%	1.7%	.0%	.0%	1.9%	2.3%
.....	100%	42.9%	57.1%	42.9%	14.3%	42.9%	.0%	.0%	.0%	28.6%	28.6%	42.9%	.0%	.0%	28.6%	71.4%
ADVERTISEMENTS....	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0
.....	.2%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.9%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
CIVIC EDUCATION PROGRAMMES.....	112	61	51	19	32	39	15	7	15	46	27	24	13	25	20	54
.....	20.7%	23.6%	18.1%	31.7%	23.7%	20.9%	15.6%	11.3%	23.4%	27.9%	20.6%	13.3%	10.8%	25.3%	18.5%	25.4%
.....	100%	54.5%	45.5%	17.0%	28.6%	34.8%	13.4%	6.3%	13.4%	41.1%	24.1%	21.4%	11.6%	22.3%	17.9%	48.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 42: TYPES OF PROGRAMMES EXPECTED OF COMMUNITY RADIO STATIONS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
NO ANSWER.....	105	58	47	12	22	41	18	12	7	27	23	48	41	16	16	32
.....	19.4%	22.5%	16.7%	20.0%	16.3%	21.9%	18.8%	19.4%	10.9%	16.4%	17.6%	26.7%	34.2%	16.2%	14.8%	15.0%
.....	100%	55.2%	44.8%	11.4%	21.0%	39.0%	17.1%	11.4%	6.7%	25.7%	21.9%	45.7%	39.0%	15.2%	15.2%	30.5%
TRUTH AND FAIRNESS	2	1	1	0	1	1	0	0	0	0	0	2	0	0	2	0
.....	.4%	.4%	.4%	.0%	.7%	.5%	.0%	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	1.9%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
SPORTS PROGRAMMES.	14	9	5	2	2	7	2	1	2	4	3	5	3	2	3	6
.....	2.6%	3.5%	1.8%	3.3%	1.5%	3.7%	2.1%	1.6%	3.1%	2.4%	2.3%	2.8%	2.5%	2.0%	2.8%	2.8%
.....	100%	64.3%	35.7%	14.3%	14.3%	50.0%	14.3%	7.1%	14.3%	28.6%	21.4%	35.7%	21.4%	14.3%	21.4%	42.9%
NO POLITICAL PROGRAMMES.....	2	0	2	1	1	0	0	0	0	1	1	0	0	0	1	1
.....	.4%	.0%	.7%	1.7%	.7%	.0%	.0%	.0%	.0%	.6%	.8%	.0%	.0%	.0%	.9%	.5%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 42: TYPES OF PROGRAMMES EXPECTED OF COMMUNITY RADIO STATIONS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
PROGRAMMES ON RELIGIOUS TOPICS.....	12	7	5	1	3	4	2	2	4	4	0	4	2	6	1	3
.....	2.2%	2.7%	1.8%	1.7%	2.2%	2.1%	2.1%	3.2%	6.3%	2.4%	.0%	2.2%	1.7%	6.1%	.9%	1.4%
.....	100%	58.3%	41.7%	8.3%	25.0%	33.3%	16.7%	16.7%	33.3%	33.3%	.0%	33.3%	16.7%	50.0%	8.3%	25.0%
MUSIC PROGRAMMES..	27	17	10	6	5	8	4	4	2	10	4	11	5	7	2	13
.....	5.0%	6.6%	3.5%	10.0%	3.7%	4.3%	4.2%	6.5%	3.1%	6.1%	3.1%	6.1%	4.2%	7.1%	1.9%	6.1%
.....	100%	63.0%	37.0%	22.2%	18.5%	29.6%	14.8%	14.8%	7.4%	37.0%	14.8%	40.7%	18.5%	25.9%	7.4%	48.1%
ANNOUNCEMENTS ON LOCAL EVENTS...	294	132	162	34	75	100	49	36	35	93	80	86	55	52	61	126
.....	54.4%	51.2%	57.4%	56.7%	55.6%	53.5%	51.0%	58.1%	54.7%	56.4%	61.1%	47.8%	45.8%	52.5%	56.5%	59.2%
.....	100%	44.9%	55.1%	11.6%	25.5%	34.0%	16.7%	12.2%	11.9%	31.6%	27.2%	29.3%	18.7%	17.7%	20.7%	42.9%
ADVERTISEMENTS....	11	5	6	1	4	3	1	2	3	4	4	0	0	2	7	2
.....	2.0%	1.9%	2.1%	1.7%	3.0%	1.6%	1.0%	3.2%	4.7%	2.4%	3.1%	.0%	.0%	2.0%	6.5%	.9%
.....	100%	45.5%	54.5%	9.1%	36.4%	27.3%	9.1%	18.2%	27.3%	36.4%	36.4%	.0%	.0%	18.2%	63.6%	18.2%
CIVIC EDUCATION PROGRAMMES.....	180	78	102	15	45	60	46	14	28	55	43	54	29	33	41	77
.....	33.3%	30.2%	36.2%	25.0%	33.3%	32.1%	47.9%	22.6%	43.8%	33.3%	32.8%	30.0%	24.2%	33.3%	38.0%	36.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 42: TYPES OF PROGRAMMES EXPECTED OF COMMUNITY RADIO STATIONS
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
.....	100%	43.3%	56.7%	8.3%	25.0%	33.3%	25.6%	7.8%	15.6%	30.6%	23.9%	30.0%	16.1%	18.3%	22.8%	42.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

MALTA BROADCASTING AUTHORITY - AUDIENCE SURVEY 1991

TABLE 43: WILLINGNESS TO PARTICIPATE IN COMMUNITY RADIO PROGRAMMES
- BY SEX, AGE, SOCIO-ECONOMIC CATEGORY & NEWSPAPER READERSHIP

	TOTAL	SEX		AGE					SOCIO-ECONOMIC CATEGORY				NEWSPAPER READERSHIP			
		MALE	FEMALE	16-17	18-30	31-50	51-65	65+	AB	C1	C2	DE	NONE	G1	G2	G3
TOTAL.....	540	258	282	60	135	187	96	62	64	165	131	180	120	99	108	213
WILLINGNESS TO PARTICIPATE IN COMMUNITY RADIO PROGRAMMES																
DO NOT KNOW.....	21	13	8	1	5	6	1	8	3	7	2	9	9	1	4	7
.....	3.9%	5.0%	2.8%	1.7%	3.7%	3.2%	1.0%	12.9%	4.7%	4.2%	1.5%	5.0%	7.5%	1.0%	3.7%	3.3%
.....	100%	61.9%	38.1%	4.8%	23.8%	28.6%	4.8%	38.1%	14.3%	33.3%	9.5%	42.9%	42.9%	4.8%	19.0%	33.3%
NO.....	329	163	166	28	91	110	63	37	33	99	75	122	87	57	56	129
.....	60.9%	63.2%	58.9%	46.7%	67.4%	58.8%	65.6%	59.7%	51.6%	60.0%	57.3%	67.8%	72.5%	57.6%	51.9%	60.6%
.....	100%	49.5%	50.5%	8.5%	27.7%	33.4%	19.1%	11.2%	10.0%	30.1%	22.8%	37.1%	26.4%	17.3%	17.0%	39.2%
YES.....	190	82	108	31	39	71	32	17	28	59	54	49	24	41	48	77
.....	35.2%	31.8%	38.3%	51.7%	28.9%	38.0%	33.3%	27.4%	43.8%	35.8%	41.2%	27.2%	20.0%	41.4%	44.4%	36.2%
.....	100%	43.2%	56.8%	16.3%	20.5%	37.4%	16.8%	8.9%	14.7%	31.1%	28.4%	25.8%	12.6%	21.6%	25.3%	40.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL