

Report

on a Study of

Radio Audiences in Malta

(Part II – Tables)

prepared for the

Broadcasting Authority

by the

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 1: SAMPLE PROFILE - AGE BY GENDER & SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	ABC1	C2	DE
TOTAL.....	539	259	280	151	159	229
AGE GROUP						
14-17.....	42	21	21	12	13	17
.....	7.8%	8.1%	7.5%	7.9%	8.2%	7.4%
.....	100%	50.0%	50.0%	28.6%	31.0%	40.5%
18-30.....	140	70	70	46	35	59
.....	26.0%	27.0%	25.0%	30.5%	22.0%	25.8%
.....	100%	50.0%	50.0%	32.9%	25.0%	42.1%
31-50.....	196	98	98	54	65	77
.....	36.4%	37.8%	35.0%	35.8%	40.9%	33.6%
.....	100%	50.0%	50.0%	27.6%	33.2%	39.3%
51-65.....	98	42	56	25	27	46
.....	18.2%	16.2%	20.0%	16.6%	17.0%	20.1%
.....	100%	42.9%	57.1%	25.5%	27.6%	46.9%
65+.....	63	28	35	14	19	30
.....	11.7%	10.8%	12.5%	9.3%	11.9%	13.1%
.....	100%	44.4%	55.6%	22.2%	30.2%	47.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMALE
TOTAL.....	539	259	280
LOCAL NEWS			
FIRST.....	252	120	132
.....	46.8%	46.3%	47.1%
.....	100%	47.6%	52.4%
SECOND.....	147	65	82
.....	27.3%	25.1%	29.3%
.....	100%	44.2%	55.8%
THIRD.....	80	40	40
.....	14.8%	15.4%	14.3%
.....	100%	50.0%	50.0%
FOURTH.....	47	26	21
.....	8.7%	10.0%	7.5%
.....	100%	55.3%	44.7%
FIFTH.....	11	7	4
.....	2.0%	2.7%	1.4%
.....	100%	63.6%	36.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMALE
SIXTH.....	2	1	1
.....	.4%	.4%	.4%
.....	100%	50.0%	50.0%
FOREIGN NEWS			
FIRST.....	24	14	10
.....	4.5%	5.4%	3.6%
SECOND.....	209	105	104
.....	38.8%	40.5%	37.1%
THIRD.....	151	67	84
.....	28.0%	25.9%	30.0%
FOURTH.....	93	45	48
.....	17.3%	17.4%	17.1%
FIFTH.....	48	17	31
.....	8.9%	6.6%	11.1%
SIXTH.....	14	11	3
.....	2.6%	4.2%	1.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMAL E
MUSIC PROGRAMMES			
FIRST.....	172	75	97
.....	31.9%	29.0%	34.6%
SECOND.....	61	33	28
.....	11.3%	12.7%	10.0%
THIRD.....	130	65	65
.....	24.1%	25.1%	23.2%
FOURTH.....	93	44	49
.....	17.3%	17.0%	17.5%
FIFTH.....	67	27	40
.....	12.4%	10.4%	14.3%
SIXTH.....	16	15	1
.....	3.0%	5.8%	.4%
SPORTS PROGRAMMES			
FIRST.....	35	30	5
.....	6.5%	11.6%	1.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMALE
SECOND.....	49	37	12
.....	9.1%	14.3%	4.3%
THIRD.....	40	29	11
.....	7.4%	11.2%	3.9%
FOURTH.....	80	49	31
.....	14.8%	18.9%	11.1%
FIFTH.....	108	54	54
.....	20.0%	20.8%	19.3%
SIXTH.....	227	60	167
.....	42.1%	23.2%	59.6%
CURRENT AFFAIRS PROGRAMMES			
FIRST.....	23	8	15
.....	4.3%	3.1%	5.4%
SECOND.....	43	12	31
.....	8.0%	4.6%	11.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMAL E
THIRD.....	72	29	43
.....	13.4%	11.2%	15.4%
FOURTH.....	146	73	73
.....	27.1%	28.2%	26.1%
FIFTH.....	192	101	91
.....	35.6%	39.0%	32.5%
SIXTH.....	63	36	27
.....	11.7%	13.9%	9.6%
OTHER TYPES OF PROGRAMMES			
FIRST.....	33	12	21
.....	6.1%	4.6%	7.5%
SECOND.....	30	7	23
.....	5.6%	2.7%	8.2%
THIRD.....	66	29	37
.....	12.2%	11.2%	13.2%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2A: RANKING OF DIFFERENT RADIO PROGRAMMES - BY GENDER

	TOTAL	GENDER	
		MALE	FEMAL E
FOURTH.....	80	22	58
.....	14.8%	8.5%	20.7%
FIFTH.....	113	53	60
.....	21.0%	20.5%	21.4%
SIXTH.....	217	136	81
.....	40.3%	52.5%	28.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
TOTAL.....	539	42	140	196	98	63
LOCAL NEWS						
FIRST.....	252	4	38	94	69	47
.....	46.8%	9.5%	27.1%	48.0%	70.4%	74.6%
.....	100%	1.6%	15.1%	37.3%	27.4%	18.7%
SECOND.....	147	12	48	60	14	13
.....	27.3%	28.6%	34.3%	30.6%	14.3%	20.6%
.....	100%	8.2%	32.7%	40.8%	9.5%	8.8%
THIRD.....	80	12	33	26	7	2
.....	14.8%	28.6%	23.6%	13.3%	7.1%	3.2%
.....	100%	15.0%	41.3%	32.5%	8.8%	2.5%
FOURTH.....	47	10	18	12	6	1
.....	8.7%	23.8%	12.9%	6.1%	6.1%	1.6%
.....	100%	21.3%	38.3%	25.5%	12.8%	2.1%
FIFTH.....	11	4	2	4	1	0
.....	2.0%	9.5%	1.4%	2.0%	1.0%	.0%
.....	100%	36.4%	18.2%	36.4%	9.1%	.0%
SIXTH.....	2	0	1	0	1	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
.....	.4%	.0%	.7%	.0%	1.0%	.0%
.....	100%	.0%	50.0%	.0%	50.0%	.0%
FOREIGN NEWS						
FIRST.....	24	1	7	11	5	0
.....	4.5%	2.4%	5.0%	5.6%	5.1%	.0%
SECOND.....	209	6	30	80	56	37
.....	38.8%	14.3%	21.4%	40.8%	57.1%	58.7%
THIRD.....	151	12	44	60	15	20
.....	28.0%	28.6%	31.4%	30.6%	15.3%	31.7%
FOURTH.....	93	14	34	25	14	6
.....	17.3%	33.3%	24.3%	12.8%	14.3%	9.5%
FIFTH.....	48	6	17	17	8	0
.....	8.9%	14.3%	12.1%	8.7%	8.2%	.0%
SIXTH.....	14	3	8	3	0	0
.....	2.6%	7.1%	5.7%	1.5%	.0%	.0%
MUSIC PROGRAMMES						
FIRST.....	172	29	73	53	10	7

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
.....	31.9%	69.0%	52.1%	27.0%	10.2%	11.1%
SECOND.....	61	8	22	20	8	3
.....	11.3%	19.0%	15.7%	10.2%	8.2%	4.8%
THIRD.....	130	3	28	43	38	18
.....	24.1%	7.1%	20.0%	21.9%	38.8%	28.6%
FOURTH.....	93	1	14	36	25	17
.....	17.3%	2.4%	10.0%	18.4%	25.5%	27.0%
FIFTH.....	67	1	2	33	15	16
.....	12.4%	2.4%	1.4%	16.8%	15.3%	25.4%
SIXTH.....	16	0	1	11	2	2
.....	3.0%	.0%	.7%	5.6%	2.0%	3.2%
SPORTS PROGRAMMES						
FIRST.....	35	7	13	13	2	0
.....	6.5%	16.7%	9.3%	6.6%	2.0%	.0%
SECOND.....	49	12	20	11	3	3
.....	9.1%	28.6%	14.3%	5.6%	3.1%	4.8%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
THIRD.....	40	4	5	20	11	0
.....	7.4%	9.5%	3.6%	10.2%	11.2%	.0%
FOURTH.....	80	6	25	29	10	10
.....	14.8%	14.3%	17.9%	14.8%	10.2%	15.9%
FIFTH.....	108	5	32	38	21	12
.....	20.0%	11.9%	22.9%	19.4%	21.4%	19.0%
SIXTH.....	227	8	45	85	51	38
.....	42.1%	19.0%	32.1%	43.4%	52.0%	60.3%
CURRENT AFFAIRS PROGRAMMES						
FIRST.....	23	0	3	13	5	2
.....	4.3%	.0%	2.1%	6.6%	5.1%	3.2%
SECOND.....	43	3	11	17	9	3
.....	8.0%	7.1%	7.9%	8.7%	9.2%	4.8%
THIRD.....	72	7	17	22	15	11
.....	13.4%	16.7%	12.1%	11.2%	15.3%	17.5%
FOURTH.....	146	6	33	63	21	23

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
.....	27.1%	14.3%	23.6%	32.1%	21.4%	36.5%
FIFTH.....	192	18	55	63	39	17
.....	35.6%	42.9%	39.3%	32.1%	39.8%	27.0%
SIXTH.....	63	8	21	18	9	7
.....	11.7%	19.0%	15.0%	9.2%	9.2%	11.1%
OTHER TYPES OF PROGRAMMES						
FIRST.....	33	1	6	12	7	7
.....	6.1%	2.4%	4.3%	6.1%	7.1%	11.1%
SECOND.....	30	1	9	8	8	4
.....	5.6%	2.4%	6.4%	4.1%	8.2%	6.3%
THIRD.....	66	4	13	25	12	12
.....	12.2%	9.5%	9.3%	12.8%	12.2%	19.0%
FOURTH.....	80	5	16	31	22	6
.....	14.8%	11.9%	11.4%	15.8%	22.4%	9.5%
FIFTH.....	113	8	32	41	14	18
.....	21.0%	19.0%	22.9%	20.9%	14.3%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2B: RANKING OF DIFFERENT RADIO PROGRAMMES - BY AGE

	TOTAL	AGE GROUP				
		14-17	18-30	31-50	51-65	65+
SIXTH.....	217	23	64	79	35	16
.....	40.3%	54.8%	45.7%	40.3%	35.7%	25.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
TOTAL.....	539	151	159	229
LOCAL NEWS				
FIRST.....	252	73	77	102
.....	46.8%	48.3%	48.4%	44.5%
.....	100%	29.0%	30.6%	40.5%
SECOND.....	147	42	35	70
.....	27.3%	27.8%	22.0%	30.6%
.....	100%	28.6%	23.8%	47.6%
THIRD.....	80	17	28	35
.....	14.8%	11.3%	17.6%	15.3%
.....	100%	21.3%	35.0%	43.8%
FOURTH.....	47	14	17	16
.....	8.7%	9.3%	10.7%	7.0%
.....	100%	29.8%	36.2%	34.0%
FIFTH.....	11	5	2	4
.....	2.0%	3.3%	1.3%	1.7%
.....	100%	45.5%	18.2%	36.4%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
SIXTH.....	2	0	0	2
.....	.4%	.0%	.0%	.9%
.....	100%	.0%	.0%	100%
FOREIGN NEWS				
FIRST.....	24	12	4	8
.....	4.5%	7.9%	2.5%	3.5%
SECOND.....	209	68	66	75
.....	38.8%	45.0%	41.5%	32.8%
THIRD.....	151	41	36	74
.....	28.0%	27.2%	22.6%	32.3%
FOURTH.....	93	16	31	46
.....	17.3%	10.6%	19.5%	20.1%
FIFTH.....	48	9	17	22
.....	8.9%	6.0%	10.7%	9.6%
SIXTH.....	14	5	5	4
.....	2.6%	3.3%	3.1%	1.7%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
MUSIC PROGRAMMES				
FIRST.....	172	48	47	77
.....	31.9%	31.8%	29.6%	33.6%
SECOND.....	61	10	22	29
.....	11.3%	6.6%	13.8%	12.7%
THIRD.....	130	39	40	51
.....	24.1%	25.8%	25.2%	22.3%
FOURTH.....	93	27	25	41
.....	17.3%	17.9%	15.7%	17.9%
FIFTH.....	67	21	21	25
.....	12.4%	13.9%	13.2%	10.9%
SIXTH.....	16	6	4	6
.....	3.0%	4.0%	2.5%	2.6%
SPORTS PROGRAMMES				
FIRST.....	35	8	12	15
.....	6.5%	5.3%	7.5%	6.6%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
SECOND.....	49	14	13	22
.....	9.1%	9.3%	8.2%	9.6%
THIRD.....	40	13	14	13
.....	7.4%	8.6%	8.8%	5.7%
FOURTH.....	80	23	23	34
.....	14.8%	15.2%	14.5%	14.8%
FIFTH.....	108	31	35	42
.....	20.0%	20.5%	22.0%	18.3%
SIXTH.....	227	62	62	103
.....	42.1%	41.1%	39.0%	45.0%
CURRENT AFFAIRS PROGRAMMES				
FIRST.....	23	6	9	8
.....	4.3%	4.0%	5.7%	3.5%
SECOND.....	43	11	17	15
.....	8.0%	7.3%	10.7%	6.6%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
THIRD.....	72	31	19	22
.....	13.4%	20.5%	11.9%	9.6%
FOURTH.....	146	46	38	62
.....	27.1%	30.5%	23.9%	27.1%
FIFTH.....	192	50	54	88
.....	35.6%	33.1%	34.0%	38.4%
SIXTH.....	63	7	22	34
.....	11.7%	4.6%	13.8%	14.8%
OTHER TYPES OF PROGRAMMES				
FIRST.....	33	4	10	19
.....	6.1%	2.6%	6.3%	8.3%
SECOND.....	30	6	6	18
.....	5.6%	4.0%	3.8%	7.9%
THIRD.....	66	10	22	34
.....	12.2%	6.6%	13.8%	14.8%

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

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 2C: RANKING OF DIFFERENT RADIO PROGRAMMES
- BY SOCIO-ECONOMIC CATEGORY

	TOTAL	SOCIO-ECONOMIC GROUP		
		ABC1	C2	DE
FOURTH.....	80	25	25	30
.....	14.8%	16.6%	15.7%	13.1%
FIFTH.....	113	35	30	48
.....	21.0%	23.2%	18.9%	21.0%
SIXTH.....	217	71	66	80
.....	40.3%	47.0%	41.5%	34.9%

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

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 3: WORST WEAKNESSES OF RADIO STATIONS IN MALTA
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	539	259	280	42	140	196	98	63	151	159	229
DEFECTS											
NO ANSWER.....	142	66	76	10	34	53	22	23	35	45	62
.....	26.3%	25.5%	27.1%	23.8%	24.3%	27.0%	22.4%	36.5%	23.2%	28.3%	27.1%
.....	100%	46.5%	53.5%	7.0%	23.9%	37.3%	15.5%	16.2%	24.6%	31.7%	43.7%
THEY CARRY TOO MUCH MUSIC.....	75	26	49	0	8	30	25	12	22	20	33
.....	13.9%	10.0%	17.5%	.0%	5.7%	15.3%	25.5%	19.0%	14.6%	12.6%	14.4%
.....	100%	34.7%	65.3%	.0%	10.7%	40.0%	33.3%	16.0%	29.3%	26.7%	44.0%
PROGRAMMES ARE NOT VARIED.....	80	40	40	6	23	29	14	8	23	30	27
.....	14.8%	15.4%	14.3%	14.3%	16.4%	14.8%	14.3%	12.7%	15.2%	18.9%	11.8%
.....	100%	50.0%	50.0%	7.5%	28.8%	36.3%	17.5%	10.0%	28.8%	37.5%	33.8%
THEY HAVE NOTHING OF INTEREST TO ME.....	19	14	5	2	6	6	3	2	6	7	6
.....	3.5%	5.4%	1.8%	4.8%	4.3%	3.1%	3.1%	3.2%	4.0%	4.4%	2.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 3: WORST WEAKNESSES OF RADIO STATIONS IN MALTA
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	73.7%	26.3%	10.5%	31.6%	31.6%	15.8%	10.5%	31.6%	36.8%	31.6%
THERE IS TOO MUCH											
VERBOSITY.....	70	41	29	9	22	22	10	7	26	15	29
.....	13.0%	15.8%	10.4%	21.4%	15.7%	11.2%	10.2%	11.1%	17.2%	9.4%	12.7%
.....	100%	58.6%	41.4%	12.9%	31.4%	31.4%	14.3%	10.0%	37.1%	21.4%	41.4%
THEY ARE TOO											
PARTISAN.....	45	26	19	3	15	19	5	3	10	13	22
.....	8.3%	10.0%	6.8%	7.1%	10.7%	9.7%	5.1%	4.8%	6.6%	8.2%	9.6%
.....	100%	57.8%	42.2%	6.7%	33.3%	42.2%	11.1%	6.7%	22.2%	28.9%	48.9%
INTERESTING											
PROGRAMMES ARE											
TOO SHORT.....	24	6	18	1	9	6	6	2	10	4	10
.....	4.5%	2.3%	6.4%	2.4%	6.4%	3.1%	6.1%	3.2%	6.6%	2.5%	4.4%
.....	100%	25.0%	75.0%	4.2%	37.5%	25.0%	25.0%	8.3%	41.7%	16.7%	41.7%
TOO MUCH CRITICISM											
.....	5	3	2	1	1	2	1	0	2	2	1
.....	.9%	1.2%	.7%	2.4%	.7%	1.0%	1.0%	.0%	1.3%	1.3%	.4%
.....	100%	60.0%	40.0%	20.0%	20.0%	40.0%	20.0%	.0%	40.0%	40.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 3: WORST WEAKNESSES OF RADIO STATIONS IN MALTA
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
THEY DO NOT GIVE CORRECT INFORMATION....	11	6	5	0	3	5	3	0	6	2	3
.....	2.0%	2.3%	1.8%	.0%	2.1%	2.6%	3.1%	.0%	4.0%	1.3%	1.3%
.....	100%	54.5%	45.5%	.0%	27.3%	45.5%	27.3%	.0%	54.5%	18.2%	27.3%
THEY DO NOT CARRY ENOUGH SPORTS..	12	2	10	0	3	5	3	1	2	5	5
.....	2.2%	.8%	3.6%	.0%	2.1%	2.6%	3.1%	1.6%	1.3%	3.1%	2.2%
.....	100%	16.7%	83.3%	.0%	25.0%	41.7%	25.0%	8.3%	16.7%	41.7%	41.7%
THEY CARRY NO RELIGIOUS PROGRAMMES.....	2	1	1	0	1	1	0	0	2	0	0
.....	.4%	.4%	.4%	.0%	.7%	.5%	.0%	.0%	1.3%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%
OTHER REASONS.....	86	44	42	12	22	30	13	9	16	28	42
.....	16.0%	17.0%	15.0%	28.6%	15.7%	15.3%	13.3%	14.3%	10.6%	17.6%	18.3%
.....	100%	51.2%	48.8%	14.0%	25.6%	34.9%	15.1%	10.5%	18.6%	32.6%	48.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 4: PREFERRED PROGRAMMES ON RADIO MALTA 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	213	93	120	6	28	83	55	41	60	63	90
NO ANSWER.....	7	4	3	0	3	3	1	0	2	2	3
.....	3.3%	4.3%	2.5%	.0%	10.7%	3.6%	1.8%	.0%	3.3%	3.2%	3.3%
.....	100%	57.1%	42.9%	.0%	42.9%	42.9%	14.3%	.0%	28.6%	28.6%	42.9%
LOCAL NEWS.....	149	73	76	3	15	58	39	34	39	44	66
.....	70.0%	78.5%	63.3%	50.0%	53.6%	69.9%	70.9%	82.9%	65.0%	69.8%	73.3%
.....	100%	49.0%	51.0%	2.0%	10.1%	38.9%	26.2%	22.8%	26.2%	29.5%	44.3%
FOREIGN NEWS.....	52	28	24	0	5	24	9	14	15	10	27
.....	24.4%	30.1%	20.0%	.0%	17.9%	28.9%	16.4%	34.1%	25.0%	15.9%	30.0%
.....	100%	53.8%	46.2%	.0%	9.6%	46.2%	17.3%	26.9%	28.8%	19.2%	51.9%
MUSIC PROGRAMMES..	73	31	42	5	12	29	16	11	16	21	36
.....	34.3%	33.3%	35.0%	83.3%	42.9%	34.9%	29.1%	26.8%	26.7%	33.3%	40.0%
.....	100%	42.5%	57.5%	6.8%	16.4%	39.7%	21.9%	15.1%	21.9%	28.8%	49.3%
SPORTS PROGRAMMES.	18	10	8	1	3	9	3	2	7	3	8
.....	8.5%	10.8%	6.7%	16.7%	10.7%	10.8%	5.5%	4.9%	11.7%	4.8%	8.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 4: PREFERRED PROGRAMMES ON RADIO MALTA 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	55.6%	44.4%	5.6%	16.7%	50.0%	16.7%	11.1%	38.9%	16.7%	44.4%
CURRENT AFFAIRS PROGRAMMES (INCLUDING DISCUSSIONS)...	32	12	20	1	4	12	10	5	11	8	13
.....	15.0%	12.9%	16.7%	16.7%	14.3%	14.5%	18.2%	12.2%	18.3%	12.7%	14.4%
.....	100%	37.5%	62.5%	3.1%	12.5%	37.5%	31.3%	15.6%	34.4%	25.0%	40.6%
PROGRAMME BY DUN VICTOR GRECH...	6	1	5	0	0	5	1	0	0	5	1
.....	2.8%	1.1%	4.2%	.0%	.0%	6.0%	1.8%	.0%	.0%	7.9%	1.1%
.....	100%	16.7%	83.3%	.0%	.0%	83.3%	16.7%	.0%	.0%	83.3%	16.7%
PROGRAMMES WHICH OFFER ADVICE...	20	8	12	1	0	8	7	4	4	5	11
.....	9.4%	8.6%	10.0%	16.7%	.0%	9.6%	12.7%	9.8%	6.7%	7.9%	12.2%
.....	100%	40.0%	60.0%	5.0%	.0%	40.0%	35.0%	20.0%	20.0%	25.0%	55.0%
RELIGIOUS PROGRAMMES.....	6	2	4	0	1	2	1	2	1	1	4

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 4: PREFERRED PROGRAMMES ON RADIO MALTA 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	2.8%	2.2%	3.3%	.0%	3.6%	2.4%	1.8%	4.9%	1.7%	1.6%	4.4%
.....	100%	33.3%	66.7%	.0%	16.7%	33.3%	16.7%	33.3%	16.7%	16.7%	66.7%
NOVELS.....	8	1	7	0	2	1	3	2	1	1	6
.....	3.8%	1.1%	5.8%	.0%	7.1%	1.2%	5.5%	4.9%	1.7%	1.6%	6.7%
.....	100%	12.5%	87.5%	.0%	25.0%	12.5%	37.5%	25.0%	12.5%	12.5%	75.0%
QUIZZES.....	2	0	2	0	0	1	0	1	0	2	0
.....	.9%	.0%	1.7%	.0%	.0%	1.2%	.0%	2.4%	.0%	3.2%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	100%	.0%
WOMEN'S PROGRAMMES	10	0	10	1	0	6	2	1	1	3	6
.....	4.7%	.0%	8.3%	16.7%	.0%	7.2%	3.6%	2.4%	1.7%	4.8%	6.7%
.....	100%	.0%	100%	10.0%	.0%	60.0%	20.0%	10.0%	10.0%	30.0%	60.0%
OTHER PROGRAMMES..	7	2	5	0	1	3	2	1	2	3	2
.....	3.3%	2.2%	4.2%	.0%	3.6%	3.6%	3.6%	2.4%	3.3%	4.8%	2.2%
.....	100%	28.6%	71.4%	.0%	14.3%	42.9%	28.6%	14.3%	28.6%	42.9%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 5: PREFERRED PROGRAMMES ON RADIO MALTA 2
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	56	34	22	4	16	20	9	7	22	12	22
NO ANSWER.....	5	3	2	0	1	2	0	2	0	1	4
.....	8.9%	8.8%	9.1%	.0%	6.3%	10.0%	.0%	28.6%	.0%	8.3%	18.2%
.....	100%	60.0%	40.0%	.0%	20.0%	40.0%	.0%	40.0%	.0%	20.0%	80.0%
LOCAL NEWS.....	21	13	8	1	8	7	4	1	9	2	10
.....	37.5%	38.2%	36.4%	25.0%	50.0%	35.0%	44.4%	14.3%	40.9%	16.7%	45.5%
.....	100%	61.9%	38.1%	4.8%	38.1%	33.3%	19.0%	4.8%	42.9%	9.5%	47.6%
FOREIGN NEWS.....	11	8	3	1	5	0	4	1	6	2	3
.....	19.6%	23.5%	13.6%	25.0%	31.3%	.0%	44.4%	14.3%	27.3%	16.7%	13.6%
.....	100%	72.7%	27.3%	9.1%	45.5%	.0%	36.4%	9.1%	54.5%	18.2%	27.3%
MUSIC PROGRAMMES..	29	17	12	4	11	9	3	2	11	9	9
.....	51.8%	50.0%	54.5%	100%	68.8%	45.0%	33.3%	28.6%	50.0%	75.0%	40.9%
.....	100%	58.6%	41.4%	13.8%	37.9%	31.0%	10.3%	6.9%	37.9%	31.0%	31.0%
SPORTS PROGRAMMES.	6	4	2	0	3	1	1	1	3	0	3
.....	10.7%	11.8%	9.1%	.0%	18.8%	5.0%	11.1%	14.3%	13.6%	.0%	13.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 5: PREFERRED PROGRAMMES ON RADIO MALTA 2
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	66.7%	33.3%	.0%	50.0%	16.7%	16.7%	16.7%	50.0%	.0%	50.0%
CURRENT AFFAIRS PROGRAMMES (INCLUDING DISCUSSIONS)...	4	2	2	1	0	2	1	0	2	2	0
.....	7.1%	5.9%	9.1%	25.0%	.0%	10.0%	11.1%	.0%	9.1%	16.7%	.0%
.....	100%	50.0%	50.0%	25.0%	.0%	50.0%	25.0%	.0%	50.0%	50.0%	.0%
PROGRAMMES WHICH OFFER ADVICE...	4	2	2	0	0	2	2	0	2	1	1
.....	7.1%	5.9%	9.1%	.0%	.0%	10.0%	22.2%	.0%	9.1%	8.3%	4.5%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	25.0%	25.0%
RELIGIOUS PROGRAMMES.....	1	0	1	0	0	0	1	0	0	0	1
.....	1.8%	.0%	4.5%	.0%	.0%	.0%	11.1%	.0%	.0%	.0%	4.5%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
WOMEN'S PROGRAMMES	2	1	1	0	0	0	1	1	1	1	0
.....	3.6%	2.9%	4.5%	.0%	.0%	.0%	11.1%	14.3%	4.5%	8.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 5: PREFERRED PROGRAMMES ON RADIO MALTA 2
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	50.0%	.0%
OTHER PROGRAMMES..	4	1	3	0	1	3	0	0	2	0	2
.....	7.1%	2.9%	13.6%	.0%	6.3%	15.0%	.0%	.0%	9.1%	.0%	9.1%
.....	100%	25.0%	75.0%	.0%	25.0%	75.0%	.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 6: PREFERRED PROGRAMMES ON RADIO SUPER 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	156	75	81	13	43	58	27	15	19	59	78
NO ANSWER.....	2	0	2	0	0	1	1	0	0	2	0
.....	1.3%	.0%	2.5%	.0%	.0%	1.7%	3.7%	.0%	.0%	3.4%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%
LOCAL NEWS.....	92	46	46	5	20	37	20	10	8	35	49
.....	59.0%	61.3%	56.8%	38.5%	46.5%	63.8%	74.1%	66.7%	42.1%	59.3%	62.8%
.....	100%	50.0%	50.0%	5.4%	21.7%	40.2%	21.7%	10.9%	8.7%	38.0%	53.3%
FOREIGN NEWS.....	53	26	27	4	11	21	8	9	2	25	26
.....	34.0%	34.7%	33.3%	30.8%	25.6%	36.2%	29.6%	60.0%	10.5%	42.4%	33.3%
.....	100%	49.1%	50.9%	7.5%	20.8%	39.6%	15.1%	17.0%	3.8%	47.2%	49.1%
MUSIC PROGRAMMES..	107	51	56	11	35	38	13	10	11	41	55
.....	68.6%	68.0%	69.1%	84.6%	81.4%	65.5%	48.1%	66.7%	57.9%	69.5%	70.5%
.....	100%	47.7%	52.3%	10.3%	32.7%	35.5%	12.1%	9.3%	10.3%	38.3%	51.4%
SPORTS PROGRAMMES.	31	21	10	4	7	11	6	3	1	15	15
.....	19.9%	28.0%	12.3%	30.8%	16.3%	19.0%	22.2%	20.0%	5.3%	25.4%	19.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 6: PREFERRED PROGRAMMES ON RADIO SUPER 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	67.7%	32.3%	12.9%	22.6%	35.5%	19.4%	9.7%	3.2%	48.4%	48.4%
CURRENT AFFAIRS PROGRAMMES (INCLUDING DISCUSSIONS)...	25	7	18	0	5	13	4	3	3	5	17
.....	16.0%	9.3%	22.2%	.0%	11.6%	22.4%	14.8%	20.0%	15.8%	8.5%	21.8%
.....	100%	28.0%	72.0%	.0%	20.0%	52.0%	16.0%	12.0%	12.0%	20.0%	68.0%
PROGRAMMES WHICH OFFER ADVICE...	6	1	5	1	1	3	1	0	2	1	3
.....	3.8%	1.3%	6.2%	7.7%	2.3%	5.2%	3.7%	.0%	10.5%	1.7%	3.8%
.....	100%	16.7%	83.3%	16.7%	16.7%	50.0%	16.7%	.0%	33.3%	16.7%	50.0%
PROGRAMMES WITH COMPETITIONS...	2	1	1	0	1	0	1	0	0	1	1
.....	1.3%	1.3%	1.2%	.0%	2.3%	.0%	3.7%	.0%	.0%	1.7%	1.3%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
WEATHER REPORTS...	1	1	0	0	0	0	1	0	0	1	0
.....	.6%	1.3%	.0%	.0%	.0%	.0%	3.7%	.0%	.0%	1.7%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO SUPER 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 6: PREFERRED PROGRAMMES ON RADIO SUPER 1
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
NOVELS.....	3	0	3	1	1	1	0	0	0	1	2
.....	1.9%	.0%	3.7%	7.7%	2.3%	1.7%	.0%	.0%	.0%	1.7%	2.6%
.....	100%	.0%	100%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	66.7%
WOMEN'S PROGRAMMES	2	0	2	0	1	1	0	0	0	0	2
.....	1.3%	.0%	2.5%	.0%	2.3%	1.7%	.0%	.0%	.0%	.0%	2.6%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%
OTHER PROGRAMMES..	2	1	1	0	0	2	0	0	0	1	1
.....	1.3%	1.3%	1.2%	.0%	.0%	3.4%	.0%	.0%	.0%	1.7%	1.3%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 7: PREFERRED PROGRAMMES ON RADIO 101
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	179	102	77	24	61	64	21	9	81	45	53
NO ANSWER.....	4	1	3	1	3	0	0	0	1	1	2
.....	2.2%	1.0%	3.9%	4.2%	4.9%	.0%	.0%	.0%	1.2%	2.2%	3.8%
.....	100%	25.0%	75.0%	25.0%	75.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
LOCAL NEWS.....	62	39	23	1	16	25	14	6	26	9	27
.....	34.6%	38.2%	29.9%	4.2%	26.2%	39.1%	66.7%	66.7%	32.1%	20.0%	50.9%
.....	100%	62.9%	37.1%	1.6%	25.8%	40.3%	22.6%	9.7%	41.9%	14.5%	43.5%
FOREIGN NEWS.....	37	22	15	1	13	10	10	3	15	6	16
.....	20.7%	21.6%	19.5%	4.2%	21.3%	15.6%	47.6%	33.3%	18.5%	13.3%	30.2%
.....	100%	59.5%	40.5%	2.7%	35.1%	27.0%	27.0%	8.1%	40.5%	16.2%	43.2%
MUSIC PROGRAMMES..	127	72	55	23	50	40	10	4	58	31	38
.....	70.9%	70.6%	71.4%	95.8%	82.0%	62.5%	47.6%	44.4%	71.6%	68.9%	71.7%
.....	100%	56.7%	43.3%	18.1%	39.4%	31.5%	7.9%	3.1%	45.7%	24.4%	29.9%
SPORTS PROGRAMMES.	22	20	2	0	13	6	2	1	9	4	9
.....	12.3%	19.6%	2.6%	.0%	21.3%	9.4%	9.5%	11.1%	11.1%	8.9%	17.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO 101

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 7: PREFERRED PROGRAMMES ON RADIO 101
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	90.9%	9.1%	.0%	59.1%	27.3%	9.1%	4.5%	40.9%	18.2%	40.9%
CURRENT AFFAIRS PROGRAMMES (INCLUDING DISCUSSIONS)...	34	22	12	0	10	13	7	4	16	10	8
.....	19.0%	21.6%	15.6%	.0%	16.4%	20.3%	33.3%	44.4%	19.8%	22.2%	15.1%
.....	100%	64.7%	35.3%	.0%	29.4%	38.2%	20.6%	11.8%	47.1%	29.4%	23.5%
PROGRAMMES WHICH OFFER ADVICE...	6	2	4	0	3	3	0	0	0	4	2
.....	3.4%	2.0%	5.2%	.0%	4.9%	4.7%	.0%	.0%	.0%	8.9%	3.8%
.....	100%	33.3%	66.7%	.0%	50.0%	50.0%	.0%	.0%	.0%	66.7%	33.3%
PROGRAMMES WITH COMPETITIONS...	2	2	0	0	0	1	1	0	0	1	1
.....	1.1%	2.0%	.0%	.0%	.0%	1.6%	4.8%	.0%	.0%	2.2%	1.9%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%
NOVELS.....	1	1	0	0	0	0	1	0	0	0	1
.....	.6%	1.0%	.0%	.0%	.0%	.0%	4.8%	.0%	.0%	.0%	1.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 7: PREFERRED PROGRAMMES ON RADIO 101
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
QUIZZES.....	2	1	1	0	1	1	0	0	0	2	0
.....	1.1%	1.0%	1.3%	.0%	1.6%	1.6%	.0%	.0%	.0%	4.4%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%
WOMEN'S PROGRAMMES	4	0	4	2	1	0	1	0	1	1	2
.....	2.2%	.0%	5.2%	8.3%	1.6%	.0%	4.8%	.0%	1.2%	2.2%	3.8%
.....	100%	.0%	100%	50.0%	25.0%	.0%	25.0%	.0%	25.0%	25.0%	50.0%
OTHER PROGRAMMES..	5	2	3	0	2	3	0	0	0	3	2
.....	2.8%	2.0%	3.9%	.0%	3.3%	4.7%	.0%	.0%	.0%	6.7%	3.8%
.....	100%	40.0%	60.0%	.0%	40.0%	60.0%	.0%	.0%	.0%	60.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO LISTEN TO RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 8: MAJOR SOURCE FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	539	259	280	42	140	196	98	63	151	159	229
MOST IMPORTANT SOURCE FOR NEWS											
FROM NEWSPAPERS...	133	70	63	9	39	53	17	15	55	36	42
.....	24.7%	27.0%	22.5%	21.4%	27.9%	27.0%	17.3%	23.8%	36.4%	22.6%	18.3%
.....	100%	52.6%	47.4%	6.8%	29.3%	39.8%	12.8%	11.3%	41.4%	27.1%	31.6%
FROM TV.....	169	85	84	14	43	56	37	19	50	46	73
.....	31.4%	32.8%	30.0%	33.3%	30.7%	28.6%	37.8%	30.2%	33.1%	28.9%	31.9%
.....	100%	50.3%	49.7%	8.3%	25.4%	33.1%	21.9%	11.2%	29.6%	27.2%	43.2%
FROM RADIO.....	221	97	124	16	52	83	43	27	42	71	108
.....	41.0%	37.5%	44.3%	38.1%	37.1%	42.3%	43.9%	42.9%	27.8%	44.7%	47.2%
.....	100%	43.9%	56.1%	7.2%	23.5%	37.6%	19.5%	12.2%	19.0%	32.1%	48.9%
FROM OTHER SOURCES	16	7	9	3	6	4	1	2	4	6	6
.....	3.0%	2.7%	3.2%	7.1%	4.3%	2.0%	1.0%	3.2%	2.6%	3.8%	2.6%
.....	100%	43.8%	56.3%	18.8%	37.5%	25.0%	6.3%	12.5%	25.0%	37.5%	37.5%

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

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 9: WHICH INDIVIDUAL RADIO STATION IS THE MAJOR SOURCE FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	221	97	124	16	52	83	43	27	42	71	108
RADIO STATION											
RADIO MALTA 1.....	95	33	62	1	10	37	30	17	16	33	46
.....	43.0%	34.0%	50.0%	6.3%	19.2%	44.6%	69.8%	63.0%	38.1%	46.5%	42.6%
.....	100%	34.7%	65.3%	1.1%	10.5%	38.9%	31.6%	17.9%	16.8%	34.7%	48.4%
RADIO MALTA 2.....	13	11	2	1	5	4	1	2	5	4	4
.....	5.9%	11.3%	1.6%	6.3%	9.6%	4.8%	2.3%	7.4%	11.9%	5.6%	3.7%
.....	100%	84.6%	15.4%	7.7%	38.5%	30.8%	7.7%	15.4%	38.5%	30.8%	30.8%
SUPER ONE RADIO...	64	30	34	5	16	27	9	7	5	23	36
.....	29.0%	30.9%	27.4%	31.3%	30.8%	32.5%	20.9%	25.9%	11.9%	32.4%	33.3%
.....	100%	46.9%	53.1%	7.8%	25.0%	42.2%	14.1%	10.9%	7.8%	35.9%	56.3%
RADIO 101.....	49	23	26	9	21	15	3	1	16	11	22
.....	22.2%	23.7%	21.0%	56.3%	40.4%	18.1%	7.0%	3.7%	38.1%	15.5%	20.4%
.....	100%	46.9%	53.1%	18.4%	42.9%	30.6%	6.1%	2.0%	32.7%	22.4%	44.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO DERIVE NEWS PRIMARILY FROM RADIO

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 10: REASONS WHY RADIO MALTA 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	95	33	62	1	10	37	30	17	16	33	46
REASONS											
NO SPECIFIC REASON	2	1	1	0	0	0	1	1	0	0	2
.....	2.1%	3.0%	1.6%	.0%	.0%	.0%	3.3%	5.9%	.0%	.0%	4.3%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	100%
BECAUSE THEY ARE INTERESTING....	46	16	30	0	6	20	13	7	7	17	22
.....	48.4%	48.5%	48.4%	.0%	60.0%	54.1%	43.3%	41.2%	43.8%	51.5%	47.8%
.....	100%	34.8%	65.2%	.0%	13.0%	43.5%	28.3%	15.2%	15.2%	37.0%	47.8%
BECAUSE THEY ARE TRUTHFUL.....	12	2	10	0	3	5	3	1	3	5	4
.....	12.6%	6.1%	16.1%	.0%	30.0%	13.5%	10.0%	5.9%	18.8%	15.2%	8.7%
.....	100%	16.7%	83.3%	.0%	25.0%	41.7%	25.0%	8.3%	25.0%	41.7%	33.3%
BECAUSE THEY ARE CLEAR AND DIRECT.....	7	1	6	0	1	4	1	1	1	3	3
.....	7.4%	3.0%	9.7%	.0%	10.0%	10.8%	3.3%	5.9%	6.3%	9.1%	6.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO MALTA 1 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 10: REASONS WHY RADIO MALTA 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	14.3%	85.7%	.0%	14.3%	57.1%	14.3%	14.3%	14.3%	42.9%	42.9%
BECAUSE THEY ARE PRESENTED PROFESSIONALLY.	13	3	10	0	2	9	2	0	3	5	5
.....	13.7%	9.1%	16.1%	.0%	20.0%	24.3%	6.7%	.0%	18.8%	15.2%	10.9%
.....	100%	23.1%	76.9%	.0%	15.4%	69.2%	15.4%	.0%	23.1%	38.5%	38.5%
BECAUSE I ALWAYS LISTEN TO THIS STATION.....	36	15	21	1	3	11	13	8	7	12	17
.....	37.9%	45.5%	33.9%	100%	30.0%	29.7%	43.3%	47.1%	43.8%	36.4%	37.0%
.....	100%	41.7%	58.3%	2.8%	8.3%	30.6%	36.1%	22.2%	19.4%	33.3%	47.2%
TIMING IS CONVENIENT.....	2	1	1	0	0	1	0	1	0	0	2
.....	2.1%	3.0%	1.6%	.0%	.0%	2.7%	.0%	5.9%	.0%	.0%	4.3%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	100%
OTHER REASONS.....	2	0	2	0	0	1	1	0	1	0	1
.....	2.1%	.0%	3.2%	.0%	.0%	2.7%	3.3%	.0%	6.3%	.0%	2.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO MALTA 1 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 10: REASONS WHY RADIO MALTA 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER RADIO MALTA 1 FOR NEWS

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 11: REASONS WHY RADIO MALTA 2 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	13	11	2	1	5	4	1	2	5	4	4
REASONS											
BECAUSE THEY ARE											
INTERESTING.....	3	3	0	0	1	1	0	1	1	1	1
.....	23.1%	27.3%	.0%	.0%	20.0%	25.0%	.0%	50.0%	20.0%	25.0%	25.0%
.....	100%	100%	.0%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	33.3%
BECAUSE THEY ARE											
TRUTHFUL.....	2	2	0	0	0	2	0	0	0	1	1
.....	15.4%	18.2%	.0%	.0%	.0%	50.0%	.0%	.0%	.0%	25.0%	25.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%
BECAUSE THEY ARE											
CLEAR AND											
DIRECT.....	1	1	0	0	0	1	0	0	0	0	1
.....	7.7%	9.1%	.0%	.0%	.0%	25.0%	.0%	.0%	.0%	.0%	25.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO MALTA 2 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 11: REASONS WHY RADIO MALTA 2 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
BECAUSE THEY ARE PRESENTED PROFESSIONALLY.	7	7	0	0	4	2	0	1	3	2	2
.....	53.8%	63.6%	.0%	.0%	80.0%	50.0%	.0%	50.0%	60.0%	50.0%	50.0%
.....	100%	100%	.0%	.0%	57.1%	28.6%	.0%	14.3%	42.9%	28.6%	28.6%
BECAUSE I ALWAYS LISTEN TO THIS STATION.....	3	1	2	1	0	1	1	0	1	0	2
.....	23.1%	9.1%	100%	100%	.0%	25.0%	100%	.0%	20.0%	.0%	50.0%
.....	100%	33.3%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	66.7%
TIMING IS CONVENIENT.....	1	1	0	0	1	0	0	0	1	0	0
.....	7.7%	9.1%	.0%	.0%	20.0%	.0%	.0%	.0%	20.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
OTHER REASONS.....	1	1	0	0	1	0	0	0	1	0	0
.....	7.7%	9.1%	.0%	.0%	20.0%	.0%	.0%	.0%	20.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER RADIO MALTA 2 FOR NEWS

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 12: REASONS WHY RADIO SUPER 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	64	30	34	5	16	27	9	7	5	23	36
REASONS											
BECAUSE THEY ARE											
INTERESTING....	23	10	13	1	8	9	1	4	2	7	14
.....	35.9%	33.3%	38.2%	20.0%	50.0%	33.3%	11.1%	57.1%	40.0%	30.4%	38.9%
.....	100%	43.5%	56.5%	4.3%	34.8%	39.1%	4.3%	17.4%	8.7%	30.4%	60.9%
BECAUSE THEY ARE											
TRUTHFUL.....	26	12	14	1	5	11	7	2	1	11	14
.....	40.6%	40.0%	41.2%	20.0%	31.3%	40.7%	77.8%	28.6%	20.0%	47.8%	38.9%
.....	100%	46.2%	53.8%	3.8%	19.2%	42.3%	26.9%	7.7%	3.8%	42.3%	53.8%
BECAUSE THEY ARE											
CLEAR AND											
DIRECT.....	12	6	6	1	3	7	0	1	0	2	10
.....	18.8%	20.0%	17.6%	20.0%	18.8%	25.9%	.0%	14.3%	.0%	8.7%	27.8%
.....	100%	50.0%	50.0%	8.3%	25.0%	58.3%	.0%	8.3%	.0%	16.7%	83.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO SUPER 1 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 12: REASONS WHY RADIO SUPER 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
BECAUSE THEY ARE PRESENTED PROFESSIONALLY.	13	7	6	0	6	5	0	2	1	4	8
.....	20.3%	23.3%	17.6%	.0%	37.5%	18.5%	.0%	28.6%	20.0%	17.4%	22.2%
.....	100%	53.8%	46.2%	.0%	46.2%	38.5%	.0%	15.4%	7.7%	30.8%	61.5%
BECAUSE I ALWAYS LISTEN TO THIS STATION.....	8	4	4	2	1	2	0	3	1	3	4
.....	12.5%	13.3%	11.8%	40.0%	6.3%	7.4%	.0%	42.9%	20.0%	13.0%	11.1%
.....	100%	50.0%	50.0%	25.0%	12.5%	25.0%	.0%	37.5%	12.5%	37.5%	50.0%
TIMING IS CONVENIENT.....	2	1	1	0	0	2	0	0	0	1	1
.....	3.1%	3.3%	2.9%	.0%	.0%	7.4%	.0%	.0%	.0%	4.3%	2.8%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%
BECAUSE IT IS IN MALTESE.....	1	0	1	0	0	0	1	0	0	1	0
.....	1.6%	.0%	2.9%	.0%	.0%	.0%	11.1%	.0%	.0%	4.3%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO SUPER 1 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 12: REASONS WHY RADIO SUPER 1 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
OTHER REASONS.....	2	2	0	0	1	1	0	0	1	1	0
.....	3.1%	6.7%	.0%	.0%	6.3%	3.7%	.0%	.0%	20.0%	4.3%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO SUPER 1 FOR NEWS

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 13: REASONS WHY RADIO 101 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	49	23	26	9	21	15	3	1	16	11	22
REASONS											
BECAUSE THEY ARE											
INTERESTING....	17	10	7	4	6	6	1	0	5	4	8
.....	34.7%	43.5%	26.9%	44.4%	28.6%	40.0%	33.3%	.0%	31.3%	36.4%	36.4%
.....	100%	58.8%	41.2%	23.5%	35.3%	35.3%	5.9%	.0%	29.4%	23.5%	47.1%
BECAUSE THEY ARE											
TRUTHFUL.....	16	10	6	3	3	8	1	1	4	6	6
.....	32.7%	43.5%	23.1%	33.3%	14.3%	53.3%	33.3%	100%	25.0%	54.5%	27.3%
.....	100%	62.5%	37.5%	18.8%	18.8%	50.0%	6.3%	6.3%	25.0%	37.5%	37.5%
BECAUSE THEY ARE											
CLEAR AND											
DIRECT.....	8	6	2	1	3	3	1	0	2	1	5
.....	16.3%	26.1%	7.7%	11.1%	14.3%	20.0%	33.3%	.0%	12.5%	9.1%	22.7%
.....	100%	75.0%	25.0%	12.5%	37.5%	37.5%	12.5%	.0%	25.0%	12.5%	62.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES
SECOND ROW OF PERCENTAGES = ROW PERCENTAGES
BASE = ALL WHO PREFER RADIO 101 FOR NEWS

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 13: REASONS WHY RADIO 101 IS PREFERRED FOR NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
BECAUSE THEY ARE PRESENTED PROFESSIONALLY.	8	2	6	2	3	2	1	0	2	2	4
.....	16.3%	8.7%	23.1%	22.2%	14.3%	13.3%	33.3%	.0%	12.5%	18.2%	18.2%
.....	100%	25.0%	75.0%	25.0%	37.5%	25.0%	12.5%	.0%	25.0%	25.0%	50.0%
BECAUSE I ALWAYS LISTEN TO THIS STATION.....	6	1	5	2	2	2	0	0	1	1	4
.....	12.2%	4.3%	19.2%	22.2%	9.5%	13.3%	.0%	.0%	6.3%	9.1%	18.2%
.....	100%	16.7%	83.3%	33.3%	33.3%	33.3%	.0%	.0%	16.7%	16.7%	66.7%
TIMING IS CONVENIENT.....	5	1	4	0	5	0	0	0	5	0	0
.....	10.2%	4.3%	15.4%	.0%	23.8%	.0%	.0%	.0%	31.3%	.0%	.0%
.....	100%	20.0%	80.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER RADIO 101 FOR NEWS

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 14: GENERAL SATISFACTION WITH RADIO MALTA 1 & 2 NEWS
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	539	259	280	42	140	196	98	63	151	159	229
SATISFACTION WITH NEWS PROGRAMMES OF RADIO MALTA 1 & 2											
NO ANSWER.....	67	37	30	10	18	29	8	2	24	18	25
.....	12.4%	14.3%	10.7%	23.8%	12.9%	14.8%	8.2%	3.2%	15.9%	11.3%	10.9%
.....	100%	55.2%	44.8%	14.9%	26.9%	43.3%	11.9%	3.0%	35.8%	26.9%	37.3%
SATISFIED.....	347	144	203	23	83	122	70	49	88	100	159
.....	64.4%	55.6%	72.5%	54.8%	59.3%	62.2%	71.4%	77.8%	58.3%	62.9%	69.4%
.....	100%	41.5%	58.5%	6.6%	23.9%	35.2%	20.2%	14.1%	25.4%	28.8%	45.8%
DISSATISFIED.....	125	78	47	9	39	45	20	12	39	41	45
.....	23.2%	30.1%	16.8%	21.4%	27.9%	23.0%	20.4%	19.0%	25.8%	25.8%	19.7%
.....	100%	62.4%	37.6%	7.2%	31.2%	36.0%	16.0%	9.6%	31.2%	32.8%	36.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 15: REASONS WHY RADIO MALTA NEWS 1 & 2 ARE SATISFACTORY
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	347	144	203	23	83	122	70	49	88	100	159
REASONS											
NO SPECIFIC REASON	2	1	1	1	1	0	0	0	0	0	2
.....	.6%	.7%	.5%	4.3%	1.2%	.0%	.0%	.0%	.0%	.0%	1.3%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
BECAUSE THEY ARE IMPARTIAL.....	51	25	26	2	14	23	7	5	8	17	26
.....	14.7%	17.4%	12.8%	8.7%	16.9%	18.9%	10.0%	10.2%	9.1%	17.0%	16.4%
.....	100%	49.0%	51.0%	3.9%	27.5%	45.1%	13.7%	9.8%	15.7%	33.3%	51.0%
BECAUSE THE REPORTING IS GOOD.....	133	52	81	7	33	50	26	17	34	36	63
.....	38.3%	36.1%	39.9%	30.4%	39.8%	41.0%	37.1%	34.7%	38.6%	36.0%	39.6%
.....	100%	39.1%	60.9%	5.3%	24.8%	37.6%	19.5%	12.8%	25.6%	27.1%	47.4%
BECAUSE THEY ARE PRESENTED PROFESSIONALLY.	41	20	21	2	12	17	7	3	9	12	20

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO STATED THAT RADIO MALTA 1 & 2 NEWS ARE SATISFACTORY

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 15: REASONS WHY RADIO MALTA NEWS 1 & 2 ARE SATISFACTORY
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	11.8%	13.9%	10.3%	8.7%	14.5%	13.9%	10.0%	6.1%	10.2%	12.0%	12.6%
.....	100%	48.8%	51.2%	4.9%	29.3%	41.5%	17.1%	7.3%	22.0%	29.3%	48.8%
BECAUSE THEY ARE INTERESTING & USEFUL.....	74	28	46	5	12	28	14	15	13	22	39
.....	21.3%	19.4%	22.7%	21.7%	14.5%	23.0%	20.0%	30.6%	14.8%	22.0%	24.5%
.....	100%	37.8%	62.2%	6.8%	16.2%	37.8%	18.9%	20.3%	17.6%	29.7%	52.7%
BECAUSE THEY ARE CURRENT AND UPDATED.....	46	16	30	5	10	14	9	8	16	13	17
.....	13.3%	11.1%	14.8%	21.7%	12.0%	11.5%	12.9%	16.3%	18.2%	13.0%	10.7%
.....	100%	34.8%	65.2%	10.9%	21.7%	30.4%	19.6%	17.4%	34.8%	28.3%	37.0%
BECAUSE THEY ARE INFORMATIVE AND INCLUSIVE.....	84	38	46	6	18	25	19	16	23	15	46
.....	24.2%	26.4%	22.7%	26.1%	21.7%	20.5%	27.1%	32.7%	26.1%	15.0%	28.9%
.....	100%	45.2%	54.8%	7.1%	21.4%	29.8%	22.6%	19.0%	27.4%	17.9%	54.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO STATED THAT RADIO MALTA 1 & 2 NEWS ARE SATISFACTORY

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 15: REASONS WHY RADIO MALTA NEWS 1 & 2 ARE SATISFACTORY
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
BECAUSE THEY CAN REPLACE THE NEWSPAPERS OF THE FOLLOWING DAY.....	33	16	17	1	6	15	10	1	6	16	11
.....	9.5%	11.1%	8.4%	4.3%	7.2%	12.3%	14.3%	2.0%	6.8%	16.0%	6.9%
.....	100%	48.5%	51.5%	3.0%	18.2%	45.5%	30.3%	3.0%	18.2%	48.5%	33.3%
BECAUSE THE TIME IS ADEQUATE....	6	2	4	0	2	1	2	1	1	3	2
.....	1.7%	1.4%	2.0%	.0%	2.4%	.8%	2.9%	2.0%	1.1%	3.0%	1.3%
.....	100%	33.3%	66.7%	.0%	33.3%	16.7%	33.3%	16.7%	16.7%	50.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO STATED THAT RADIO MALTA 1 & 2 NEWS ARE SATISFACTORY

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 16: REASONS WHY RADIO MALTA NEWS 1 & 2 ARE NOT SATISFACTORY
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL.....	125	78	47	9	39	45	20	12	39	41	45
REASONS											
NO SPECIFIC REASON	7	5	2	1	2	2	0	2	1	4	2
.....	5.6%	6.4%	4.3%	11.1%	5.1%	4.4%	.0%	16.7%	2.6%	9.8%	4.4%
.....	100%	71.4%	28.6%	14.3%	28.6%	28.6%	.0%	28.6%	14.3%	57.1%	28.6%
THEY CARRY TOO MUCH POLITICS..	37	22	15	3	13	11	6	4	14	10	13
.....	29.6%	28.2%	31.9%	33.3%	33.3%	24.4%	30.0%	33.3%	35.9%	24.4%	28.9%
.....	100%	59.5%	40.5%	8.1%	35.1%	29.7%	16.2%	10.8%	37.8%	27.0%	35.1%
THEY COVER GOVT. ACTIVITIES TOO EXTENSIVELY....	26	16	10	2	10	7	4	3	6	8	12
.....	20.8%	20.5%	21.3%	22.2%	25.6%	15.6%	20.0%	25.0%	15.4%	19.5%	26.7%
.....	100%	61.5%	38.5%	7.7%	38.5%	26.9%	15.4%	11.5%	23.1%	30.8%	46.2%
THERE IS LACK OF PROFESSIONALISM	28	18	10	3	11	11	1	2	12	7	9
.....	22.4%	23.1%	21.3%	33.3%	28.2%	24.4%	5.0%	16.7%	30.8%	17.1%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO STATED THAT RADIO MALTA 1 & 2 NEWS ARE NOT SATISFACTORY

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 16: REASONS WHY RADIO MALTA NEWS 1 & 2 ARE NOT SATISFACTORY
- BY GENDER, AGE, SOCIO-ECONOMIC CATEGORY

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
.....	100%	64.3%	35.7%	10.7%	39.3%	39.3%	3.6%	7.1%	42.9%	25.0%	32.1%
THEY ARE NOT OBJECTIVE.....	23	15	8	1	5	10	6	1	4	12	7
.....	18.4%	19.2%	17.0%	11.1%	12.8%	22.2%	30.0%	8.3%	10.3%	29.3%	15.6%
.....	100%	65.2%	34.8%	4.3%	21.7%	43.5%	26.1%	4.3%	17.4%	52.2%	30.4%
THEY ARE NOT CREDIBLE.....	26	17	9	1	5	12	4	4	3	9	14
.....	20.8%	21.8%	19.1%	11.1%	12.8%	26.7%	20.0%	33.3%	7.7%	22.0%	31.1%
.....	100%	65.4%	34.6%	3.8%	19.2%	46.2%	15.4%	15.4%	11.5%	34.6%	53.8%
THEY ARE TOO BRIEF	13	9	4	0	4	6	3	0	6	2	5
.....	10.4%	11.5%	8.5%	.0%	10.3%	13.3%	15.0%	.0%	15.4%	4.9%	11.1%
.....	100%	69.2%	30.8%	.0%	30.8%	46.2%	23.1%	.0%	46.2%	15.4%	38.5%
OTHER REASONS.....	5	3	2	0	1	3	1	0	2	1	2
.....	4.0%	3.8%	4.3%	.0%	2.6%	6.7%	5.0%	.0%	5.1%	2.4%	4.4%
.....	100%	60.0%	40.0%	.0%	20.0%	60.0%	20.0%	.0%	40.0%	20.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO STATED THAT RADIO MALTA 1 & 2 NEWS ARE NOT SATISFACTORY

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17A: RM 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	42	46	65
0600 HRS.....	15	7	8	0	0	7	5	3	2	5	8
.....	9.7%	9.5%	10.0%	.0%	.0%	12.5%	17.9%	16.7%	4.8%	10.9%	12.3%
0700 HRS.....	23	10	13	0	2	8	9	4	4	8	11
.....	14.9%	13.5%	16.3%	.0%	5.0%	14.3%	32.1%	22.2%	9.5%	17.4%	16.9%
0800 HRS.....	23	8	15	0	3	10	8	2	6	8	9
.....	14.9%	10.8%	18.8%	.0%	7.5%	17.9%	28.6%	11.1%	14.3%	17.4%	13.8%
0900 HRS.....	16	3	13	0	3	7	5	1	4	3	9
.....	10.4%	4.1%	16.3%	.0%	7.5%	12.5%	17.9%	5.6%	9.5%	6.5%	13.8%
1000 HRS.....	22	3	19	0	1	15	5	1	7	5	10
.....	14.3%	4.1%	23.8%	.0%	2.5%	26.8%	17.9%	5.6%	16.7%	10.9%	15.4%
1100 HRS.....	18	5	13	0	2	11	5	0	5	4	9
.....	11.7%	6.8%	16.3%	.0%	5.0%	19.6%	17.9%	.0%	11.9%	8.7%	13.8%
NOON.....	25	11	14	1	2	10	9	3	6	5	14
.....	16.2%	14.9%	17.5%	8.3%	5.0%	17.9%	32.1%	16.7%	14.3%	10.9%	21.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17A: RM 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	6	2	4	0	2	4	0	0	1	1	4
.....	3.9%	2.7%	5.0%	.0%	5.0%	7.1%	.0%	.0%	2.4%	2.2%	6.2%
1400 HRS.....	9	4	5	0	2	3	3	1	1	2	6
.....	5.8%	5.4%	6.3%	.0%	5.0%	5.4%	10.7%	5.6%	2.4%	4.3%	9.2%
1500 HRS.....	9	3	6	0	1	2	5	1	2	1	6
.....	5.8%	4.1%	7.5%	.0%	2.5%	3.6%	17.9%	5.6%	4.8%	2.2%	9.2%
1600 HRS.....	10	3	7	0	1	4	3	2	4	1	5
.....	6.5%	4.1%	8.8%	.0%	2.5%	7.1%	10.7%	11.1%	9.5%	2.2%	7.7%
1700 HRS.....	10	3	7	0	1	4	4	1	2	2	6
.....	6.5%	4.1%	8.8%	.0%	2.5%	7.1%	14.3%	5.6%	4.8%	4.3%	9.2%
1800 HRS.....	8	2	6	0	1	4	2	1	1	1	6
.....	5.2%	2.7%	7.5%	.0%	2.5%	7.1%	7.1%	5.6%	2.4%	2.2%	9.2%
1900 HRS.....	7	1	6	0	0	2	3	2	2	0	5
.....	4.5%	1.4%	7.5%	.0%	.0%	3.6%	10.7%	11.1%	4.8%	.0%	7.7%
2000 HRS.....	6	3	3	0	0	4	2	0	1	2	3
.....	3.9%	4.1%	3.8%	.0%	.0%	7.1%	7.1%	.0%	2.4%	4.3%	4.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17A: RM 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	1	1	0	0	0	0	0	1	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	.0%	5.6%	2.4%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	99	52	47	11	34	33	12	9	27	31	40
.....	64.3%	70.3%	58.8%	91.7%	85.0%	58.9%	42.9%	50.0%	64.3%	67.4%	61.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17B: RM 2 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	42	46	65
0600 HRS.....	4	3	1	0	1	2	0	1	2	2	0
.....	2.6%	4.1%	1.3%	.0%	2.5%	3.6%	.0%	5.6%	4.8%	4.3%	.0%
0700 HRS.....	7	4	3	1	1	3	1	1	3	2	2
.....	4.5%	5.4%	3.8%	8.3%	2.5%	5.4%	3.6%	5.6%	7.1%	4.3%	3.1%
0800 HRS.....	4	2	2	1	0	3	0	0	2	1	1
.....	2.6%	2.7%	2.5%	8.3%	.0%	5.4%	.0%	.0%	4.8%	2.2%	1.5%
0900 HRS.....	4	1	3	1	0	2	1	0	1	0	3
.....	2.6%	1.4%	3.8%	8.3%	.0%	3.6%	3.6%	.0%	2.4%	.0%	4.6%
1000 HRS.....	3	0	3	1	0	2	0	0	1	0	2
.....	1.9%	.0%	3.8%	8.3%	.0%	3.6%	.0%	.0%	2.4%	.0%	3.1%
1100 HRS.....	3	1	2	0	0	2	1	0	1	1	1
.....	1.9%	1.4%	2.5%	.0%	.0%	3.6%	3.6%	.0%	2.4%	2.2%	1.5%
NOON.....	3	2	1	0	0	1	0	2	1	1	1
.....	1.9%	2.7%	1.3%	.0%	.0%	1.8%	.0%	11.1%	2.4%	2.2%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17B: RM 2 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	1	0	1	0	0	1	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	2.4%	.0%	.0%
1400 HRS.....	3	0	3	1	0	2	0	0	2	0	1
.....	1.9%	.0%	3.8%	8.3%	.0%	3.6%	.0%	.0%	4.8%	.0%	1.5%
1500 HRS.....	4	1	3	1	1	2	0	0	2	1	1
.....	2.6%	1.4%	3.8%	8.3%	2.5%	3.6%	.0%	.0%	4.8%	2.2%	1.5%
1600 HRS.....	6	2	4	1	2	3	0	0	4	1	1
.....	3.9%	2.7%	5.0%	8.3%	5.0%	5.4%	.0%	.0%	9.5%	2.2%	1.5%
1700 HRS.....	5	4	1	1	1	2	1	0	2	3	0
.....	3.2%	5.4%	1.3%	8.3%	2.5%	3.6%	3.6%	.0%	4.8%	6.5%	.0%
1800 HRS.....	4	3	1	1	0	1	1	1	0	3	1
.....	2.6%	4.1%	1.3%	8.3%	.0%	1.8%	3.6%	5.6%	.0%	6.5%	1.5%
1900 HRS.....	1	0	1	1	0	0	0	0	0	1	0
.....	.6%	.0%	1.3%	8.3%	.0%	.0%	.0%	.0%	.0%	2.2%	.0%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17B: RM 2 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	1	1	0	0	0	0	0	1	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	.0%	5.6%	2.4%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	134	64	70	10	37	48	25	14	34	40	59
.....	87.0%	86.5%	87.5%	83.3%	92.5%	85.7%	89.3%	77.8%	81.0%	87.0%	90.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17C: SUPER 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	42	46	66
MIDNIGHT.....	1	0	1	0	0	1	0	0	0	1	0
.....	.6%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	2.2%	.0%
0100 HRS.....	1	0	1	0	0	1	0	0	0	1	0
.....	.6%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	2.2%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	1	1	0	0	0	0	1	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	3.6%	.0%	2.4%	.0%	.0%
0500 HRS.....	3	1	2	0	0	0	1	2	1	1	1
.....	1.9%	1.4%	2.5%	.0%	.0%	.0%	3.6%	11.1%	2.4%	2.2%	1.5%
0600 HRS.....	8	2	6	1	1	2	1	3	1	2	5
.....	5.2%	2.7%	7.5%	8.3%	2.5%	3.6%	3.6%	16.7%	2.4%	4.3%	7.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17C: SUPER 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	16	6	10	2	1	4	4	5	2	6	8
.....	10.4%	8.1%	12.5%	16.7%	2.5%	7.1%	14.3%	27.8%	4.8%	13.0%	12.1%
0800 HRS.....	20	6	14	2	3	8	3	4	2	6	12
.....	13.0%	8.1%	17.5%	16.7%	7.5%	14.3%	10.7%	22.2%	4.8%	13.0%	18.2%
0900 HRS.....	19	6	13	0	4	7	4	4	2	6	11
.....	12.3%	8.1%	16.3%	.0%	10.0%	12.5%	14.3%	22.2%	4.8%	13.0%	16.7%
1000 HRS.....	17	6	11	0	3	7	4	3	2	4	11
.....	11.0%	8.1%	13.8%	.0%	7.5%	12.5%	14.3%	16.7%	4.8%	8.7%	16.7%
1100 HRS.....	16	6	10	0	3	5	4	4	3	6	7
.....	10.4%	8.1%	12.5%	.0%	7.5%	8.9%	14.3%	22.2%	7.1%	13.0%	10.6%
NOON.....	16	5	11	0	4	5	3	4	2	6	8
.....	10.4%	6.8%	13.8%	.0%	10.0%	8.9%	10.7%	22.2%	4.8%	13.0%	12.1%
1300 HRS.....	6	1	5	0	1	4	1	0	1	2	3
.....	3.9%	1.4%	6.3%	.0%	2.5%	7.1%	3.6%	.0%	2.4%	4.3%	4.5%
1400 HRS.....	10	3	7	0	4	5	1	0	2	1	7
.....	6.5%	4.1%	8.8%	.0%	10.0%	8.9%	3.6%	.0%	4.8%	2.2%	10.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)
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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17C: SUPER 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	12	3	9	1	3	6	2	0	2	2	8
.....	7.8%	4.1%	11.3%	8.3%	7.5%	10.7%	7.1%	.0%	4.8%	4.3%	12.1%
1600 HRS.....	17	6	11	2	3	6	4	2	1	5	11
.....	11.0%	8.1%	13.8%	16.7%	7.5%	10.7%	14.3%	11.1%	2.4%	10.9%	16.7%
1700 HRS.....	20	12	8	2	4	6	5	3	2	7	11
.....	13.0%	16.2%	10.0%	16.7%	10.0%	10.7%	17.9%	16.7%	4.8%	15.2%	16.7%
1800 HRS.....	20	14	6	4	2	6	5	3	2	7	11
.....	13.0%	18.9%	7.5%	33.3%	5.0%	10.7%	17.9%	16.7%	4.8%	15.2%	16.7%
1900 HRS.....	10	8	2	3	2	3	1	1	2	1	7
.....	6.5%	10.8%	2.5%	25.0%	5.0%	5.4%	3.6%	5.6%	4.8%	2.2%	10.6%
2000 HRS.....	7	5	2	2	1	2	1	1	1	2	4
.....	4.5%	6.8%	2.5%	16.7%	2.5%	3.6%	3.6%	5.6%	2.4%	4.3%	6.1%
2100 HRS.....	5	4	1	0	1	3	1	0	1	2	2
.....	3.2%	5.4%	1.3%	.0%	2.5%	5.4%	3.6%	.0%	2.4%	4.3%	3.0%
2200 HRS.....	8	5	3	0	3	3	1	1	1	6	1
.....	5.2%	6.8%	3.8%	.0%	7.5%	5.4%	3.6%	5.6%	2.4%	13.0%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17C: SUPER 1 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	5	2	3	0	3	2	0	0	1	3	1
.....	3.2%	2.7%	3.8%	.0%	7.5%	3.6%	.0%	.0%	2.4%	6.5%	1.5%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	109	52	57	7	28	41	21	12	38	28	43
.....	70.8%	70.3%	71.3%	58.3%	70.0%	73.2%	75.0%	66.7%	90.5%	60.9%	65.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17D: RAD 101 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	42	46	65
MIDNIGHT.....	1	1	0	0	1	0	0	0	0	1	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	2.2%	.0%
0100 HRS.....	1	1	0	0	1	0	0	0	0	1	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	2.2%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	2	2	0	0	1	1	0	0	0	2	0
.....	1.3%	2.7%	.0%	.0%	2.5%	1.8%	.0%	.0%	.0%	4.3%	.0%
0600 HRS.....	3	3	0	0	1	2	0	0	1	2	0
.....	1.9%	4.1%	.0%	.0%	2.5%	3.6%	.0%	.0%	2.4%	4.3%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17D: RAD 101 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	9	7	2	0	3	5	0	1	6	1	2
.....	5.8%	9.5%	2.5%	.0%	7.5%	8.9%	.0%	5.6%	14.3%	2.2%	3.1%
0800 HRS.....	14	11	3	0	5	8	0	1	6	3	5
.....	9.1%	14.9%	3.8%	.0%	12.5%	14.3%	.0%	5.6%	14.3%	6.5%	7.7%
0900 HRS.....	14	6	8	1	4	5	2	2	4	4	6
.....	9.1%	8.1%	10.0%	8.3%	10.0%	8.9%	7.1%	11.1%	9.5%	8.7%	9.2%
1000 HRS.....	16	6	10	1	6	6	2	1	6	5	5
.....	10.4%	8.1%	12.5%	8.3%	15.0%	10.7%	7.1%	5.6%	14.3%	10.9%	7.7%
1100 HRS.....	16	6	10	1	7	6	0	2	5	5	6
.....	10.4%	8.1%	12.5%	8.3%	17.5%	10.7%	.0%	11.1%	11.9%	10.9%	9.2%
1200 HRS.....	15	7	8	1	6	6	1	1	6	4	5
.....	9.7%	9.5%	10.0%	8.3%	15.0%	10.7%	3.6%	5.6%	14.3%	8.7%	7.7%
1300 HRS.....	12	9	3	0	4	7	0	1	7	2	3
.....	7.8%	12.2%	3.8%	.0%	10.0%	12.5%	.0%	5.6%	16.7%	4.3%	4.6%
1400 HRS.....	14	11	3	0	4	10	0	0	8	3	3
.....	9.1%	14.9%	3.8%	.0%	10.0%	17.9%	.0%	.0%	19.0%	6.5%	4.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17D: RAD 101 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	14	10	4	1	6	7	0	0	6	4	4
.....	9.1%	13.5%	5.0%	8.3%	15.0%	12.5%	.0%	.0%	14.3%	8.7%	6.2%
1600 HRS.....	16	10	6	1	9	6	0	0	8	4	4
.....	10.4%	13.5%	7.5%	8.3%	22.5%	10.7%	.0%	.0%	19.0%	8.7%	6.2%
1700 HRS.....	20	12	8	2	10	7	1	0	10	6	4
.....	13.0%	16.2%	10.0%	16.7%	25.0%	12.5%	3.6%	.0%	23.8%	13.0%	6.2%
1800 HRS.....	17	9	8	2	10	2	2	1	9	4	4
.....	11.0%	12.2%	10.0%	16.7%	25.0%	3.6%	7.1%	5.6%	21.4%	8.7%	6.2%
1900 HRS.....	13	7	6	1	8	3	0	1	7	3	3
.....	8.4%	9.5%	7.5%	8.3%	20.0%	5.4%	.0%	5.6%	16.7%	6.5%	4.6%
2000 HRS.....	7	5	2	1	3	2	0	1	4	2	1
.....	4.5%	6.8%	2.5%	8.3%	7.5%	3.6%	.0%	5.6%	9.5%	4.3%	1.5%
2100 HRS.....	5	3	2	0	3	1	0	1	3	1	1
.....	3.2%	4.1%	2.5%	.0%	7.5%	1.8%	.0%	5.6%	7.1%	2.2%	1.5%
2200 HRS.....	6	3	3	0	5	1	0	0	4	1	1
.....	3.9%	4.1%	3.8%	.0%	12.5%	1.8%	.0%	.0%	9.5%	2.2%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 17D: RAD 101 AUDIENCE: MONDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	7	5	2	0	6	1	0	0	5	1	1
.....	4.5%	6.8%	2.5%	.0%	15.0%	1.8%	.0%	.0%	11.9%	2.2%	1.5%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	107	49	58	9	20	39	24	15	17	33	56
.....	69.5%	66.2%	72.5%	75.0%	50.0%	69.6%	85.7%	83.3%	40.5%	71.7%	86.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18A: RM 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	48	52	53
0600 HRS.....	14	7	7	0	2	8	2	2	2	6	6
.....	9.1%	9.5%	8.8%	.0%	5.0%	14.3%	7.1%	11.1%	4.2%	11.5%	11.3%
0700 HRS.....	17	8	9	0	3	6	5	3	5	7	5
.....	11.0%	10.8%	11.3%	.0%	7.5%	10.7%	17.9%	16.7%	10.4%	13.5%	9.4%
0800 HRS.....	20	7	13	0	4	8	6	2	5	9	6
.....	13.0%	9.5%	16.3%	.0%	10.0%	14.3%	21.4%	11.1%	10.4%	17.3%	11.3%
0900 HRS.....	18	4	14	0	5	10	0	3	4	6	8
.....	11.7%	5.4%	17.5%	.0%	12.5%	17.9%	.0%	16.7%	8.3%	11.5%	15.1%
1000 HRS.....	21	4	17	0	3	10	3	5	5	8	8
.....	13.6%	5.4%	21.3%	.0%	7.5%	17.9%	10.7%	27.8%	10.4%	15.4%	15.1%
1100 HRS.....	16	4	12	0	3	8	2	3	4	6	6
.....	10.4%	5.4%	15.0%	.0%	7.5%	14.3%	7.1%	16.7%	8.3%	11.5%	11.3%
NOON.....	20	8	12	0	3	10	3	4	5	6	9
.....	13.0%	10.8%	15.0%	.0%	7.5%	17.9%	10.7%	22.2%	10.4%	11.5%	17.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18A: RM 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	15	3	12	0	3	7	1	4	4	3	8
.....	9.7%	4.1%	15.0%	.0%	7.5%	12.5%	3.6%	22.2%	8.3%	5.8%	15.1%
1400 HRS.....	11	2	9	0	2	6	2	1	1	3	7
.....	7.1%	2.7%	11.3%	.0%	5.0%	10.7%	7.1%	5.6%	2.1%	5.8%	13.2%
1500 HRS.....	11	2	9	0	2	6	1	2	2	3	6
.....	7.1%	2.7%	11.3%	.0%	5.0%	10.7%	3.6%	11.1%	4.2%	5.8%	11.3%
1600 HRS.....	14	4	10	0	2	6	4	2	5	5	4
.....	9.1%	5.4%	12.5%	.0%	5.0%	10.7%	14.3%	11.1%	10.4%	9.6%	7.5%
1700 HRS.....	9	2	7	0	2	5	1	1	2	4	3
.....	5.8%	2.7%	8.8%	.0%	5.0%	8.9%	3.6%	5.6%	4.2%	7.7%	5.7%
1800 HRS.....	6	1	5	0	2	1	2	1	0	2	4
.....	3.9%	1.4%	6.3%	.0%	5.0%	1.8%	7.1%	5.6%	.0%	3.8%	7.5%
1900 HRS.....	6	2	4	0	3	2	0	1	1	3	2
.....	3.9%	2.7%	5.0%	.0%	7.5%	3.6%	.0%	5.6%	2.1%	5.8%	3.8%
2000 HRS.....	7	4	3	0	2	4	1	0	2	4	1
.....	4.5%	5.4%	3.8%	.0%	5.0%	7.1%	3.6%	.0%	4.2%	7.7%	1.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18A: RM 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	1	1	0	1	0	0	0	0	1	0	0
.....	.6%	1.4%	.0%	8.3%	.0%	.0%	.0%	.0%	2.1%	.0%	.0%
2200 HRS.....	1	1	0	1	0	0	0	0	1	0	0
.....	.6%	1.4%	.0%	8.3%	.0%	.0%	.0%	.0%	2.1%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	106	54	52	11	30	40	15	10	33	34	38
.....	68.8%	73.0%	65.0%	91.7%	75.0%	71.4%	53.6%	55.6%	68.8%	65.4%	71.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18B: RM 2 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	48	52	53
0600 HRS.....	3	1	2	0	1	0	1	1	1	1	1
.....	1.9%	1.4%	2.5%	.0%	2.5%	.0%	3.6%	5.6%	2.1%	1.9%	1.9%
0700 HRS.....	3	2	1	0	1	1	1	0	2	0	1
.....	1.9%	2.7%	1.3%	.0%	2.5%	1.8%	3.6%	.0%	4.2%	.0%	1.9%
0800 HRS.....	5	5	0	0	2	2	0	1	4	0	1
.....	3.2%	6.8%	.0%	.0%	5.0%	3.6%	.0%	5.6%	8.3%	.0%	1.9%
0900 HRS.....	2	2	0	0	1	0	1	0	1	1	0
.....	1.3%	2.7%	.0%	.0%	2.5%	.0%	3.6%	.0%	2.1%	1.9%	.0%
1000 HRS.....	4	2	2	0	1	2	1	0	3	1	0
.....	2.6%	2.7%	2.5%	.0%	2.5%	3.6%	3.6%	.0%	6.3%	1.9%	.0%
1100 HRS.....	4	2	2	0	1	1	2	0	2	1	1
.....	2.6%	2.7%	2.5%	.0%	2.5%	1.8%	7.1%	.0%	4.2%	1.9%	1.9%
NOON.....	6	4	2	0	1	1	2	2	2	2	2
.....	3.9%	5.4%	2.5%	.0%	2.5%	1.8%	7.1%	11.1%	4.2%	3.8%	3.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18B: RM 2 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	3	1	2	0	1	1	1	0	2	0	1
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	3.6%	.0%	4.2%	.0%	1.9%
1400 HRS.....	4	2	2	1	1	1	1	0	3	0	1
.....	2.6%	2.7%	2.5%	8.3%	2.5%	1.8%	3.6%	.0%	6.3%	.0%	1.9%
1500 HRS.....	3	1	2	0	1	2	0	0	3	0	0
.....	1.9%	1.4%	2.5%	.0%	2.5%	3.6%	.0%	.0%	6.3%	.0%	.0%
1600 HRS.....	3	2	1	0	1	2	0	0	3	0	0
.....	1.9%	2.7%	1.3%	.0%	2.5%	3.6%	.0%	.0%	6.3%	.0%	.0%
1700 HRS.....	3	2	1	1	1	1	0	0	2	1	0
.....	1.9%	2.7%	1.3%	8.3%	2.5%	1.8%	.0%	.0%	4.2%	1.9%	.0%
1800 HRS.....	5	4	1	1	1	0	1	2	1	2	2
.....	3.2%	5.4%	1.3%	8.3%	2.5%	.0%	3.6%	11.1%	2.1%	3.8%	3.8%
1900 HRS.....	1	1	0	0	0	0	1	0	0	1	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	3.6%	.0%	.0%	1.9%	.0%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18B: RM 2 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	1	1	0	0	1	0	0	0	0	1	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	1.9%	.0%
2200 HRS.....	1	1	0	0	1	0	0	0	0	1	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	1.9%	.0%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	139	65	74	11	36	51	26	15	40	48	50
.....	90.3%	87.8%	92.5%	91.7%	90.0%	91.1%	92.9%	83.3%	83.3%	92.3%	94.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18C: SUPER 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	48	52	54
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	1	1	0	0	0	0	1	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	3.6%	.0%	2.1%	.0%	.0%
0500 HRS.....	3	1	2	0	0	1	1	1	1	0	2
.....	1.9%	1.4%	2.5%	.0%	.0%	1.8%	3.6%	5.6%	2.1%	.0%	3.7%
0600 HRS.....	7	2	5	1	1	3	1	1	1	1	5
.....	4.5%	2.7%	6.3%	8.3%	2.5%	5.4%	3.6%	5.6%	2.1%	1.9%	9.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18C: SUPER 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	16	6	10	1	3	5	4	3	3	6	7
.....	10.4%	8.1%	12.5%	8.3%	7.5%	8.9%	14.3%	16.7%	6.3%	11.5%	13.0%
0800 HRS.....	14	3	11	0	2	8	2	2	2	3	9
.....	9.1%	4.1%	13.8%	.0%	5.0%	14.3%	7.1%	11.1%	4.2%	5.8%	16.7%
0900 HRS.....	14	5	9	0	1	6	4	3	1	4	9
.....	9.1%	6.8%	11.3%	.0%	2.5%	10.7%	14.3%	16.7%	2.1%	7.7%	16.7%
1000 HRS.....	14	5	9	0	1	7	3	3	1	5	8
.....	9.1%	6.8%	11.3%	.0%	2.5%	12.5%	10.7%	16.7%	2.1%	9.6%	14.8%
1100 HRS.....	16	7	9	0	2	8	3	3	2	5	9
.....	10.4%	9.5%	11.3%	.0%	5.0%	14.3%	10.7%	16.7%	4.2%	9.6%	16.7%
NOON.....	15	7	8	1	3	4	4	3	1	7	7
.....	9.7%	9.5%	10.0%	8.3%	7.5%	7.1%	14.3%	16.7%	2.1%	13.5%	13.0%
1300 HRS.....	9	4	5	1	3	3	2	0	3	3	3
.....	5.8%	5.4%	6.3%	8.3%	7.5%	5.4%	7.1%	.0%	6.3%	5.8%	5.6%
1400 HRS.....	6	3	3	1	2	2	1	0	1	2	3
.....	3.9%	4.1%	3.8%	8.3%	5.0%	3.6%	3.6%	.0%	2.1%	3.8%	5.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18C: SUPER 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	6	2	4	1	1	2	2	0	1	1	4
.....	3.9%	2.7%	5.0%	8.3%	2.5%	3.6%	7.1%	.0%	2.1%	1.9%	7.4%
1600 HRS.....	11	5	6	2	2	3	3	1	1	5	5
.....	7.1%	6.8%	7.5%	16.7%	5.0%	5.4%	10.7%	5.6%	2.1%	9.6%	9.3%
1700 HRS.....	15	9	6	1	4	4	4	2	2	6	7
.....	9.7%	12.2%	7.5%	8.3%	10.0%	7.1%	14.3%	11.1%	4.2%	11.5%	13.0%
1800 HRS.....	16	9	7	1	4	3	5	3	2	5	9
.....	10.4%	12.2%	8.8%	8.3%	10.0%	5.4%	17.9%	16.7%	4.2%	9.6%	16.7%
1900 HRS.....	8	6	2	0	3	1	2	2	2	0	6
.....	5.2%	8.1%	2.5%	.0%	7.5%	1.8%	7.1%	11.1%	4.2%	.0%	11.1%
2000 HRS.....	4	3	1	0	1	1	1	1	1	1	2
.....	2.6%	4.1%	1.3%	.0%	2.5%	1.8%	3.6%	5.6%	2.1%	1.9%	3.7%
2100 HRS.....	3	2	1	0	2	0	1	0	1	1	1
.....	1.9%	2.7%	1.3%	.0%	5.0%	.0%	3.6%	.0%	2.1%	1.9%	1.9%
2200 HRS.....	7	5	2	1	3	1	1	1	3	3	1
.....	4.5%	6.8%	2.5%	8.3%	7.5%	1.8%	3.6%	5.6%	6.3%	5.8%	1.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18C: SUPER 1 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	5	3	2	1	3	1	0	0	3	2	0
.....	3.2%	4.1%	2.5%	8.3%	7.5%	1.8%	.0%	.0%	6.3%	3.8%	.0%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	112	53	59	10	30	41	18	13	41	35	36
.....	72.7%	71.6%	73.8%	83.3%	75.0%	73.2%	64.3%	72.2%	85.4%	67.3%	66.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18D: RAD 101 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	48	52	53
MIDNIGHT.....	1	0	1	0	1	0	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	2.1%	.0%	.0%
0100 HRS.....	1	0	1	0	1	0	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	2.1%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	5	3	2	0	1	4	0	0	2	2	1
.....	3.2%	4.1%	2.5%	.0%	2.5%	7.1%	.0%	.0%	4.2%	3.8%	1.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18D: RAD 101 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	16	7	9	1	5	8	1	1	7	4	5
.....	10.4%	9.5%	11.3%	8.3%	12.5%	14.3%	3.6%	5.6%	14.6%	7.7%	9.4%
0800 HRS.....	22	12	10	0	5	12	4	1	11	6	5
.....	14.3%	16.2%	12.5%	.0%	12.5%	21.4%	14.3%	5.6%	22.9%	11.5%	9.4%
0900 HRS.....	25	10	15	0	5	12	6	2	12	7	6
.....	16.2%	13.5%	18.8%	.0%	12.5%	21.4%	21.4%	11.1%	25.0%	13.5%	11.3%
1000 HRS.....	24	10	14	0	6	12	5	1	10	8	6
.....	15.6%	13.5%	17.5%	.0%	15.0%	21.4%	17.9%	5.6%	20.8%	15.4%	11.3%
1100 HRS.....	21	10	11	0	5	12	3	1	9	7	5
.....	13.6%	13.5%	13.8%	.0%	12.5%	21.4%	10.7%	5.6%	18.8%	13.5%	9.4%
1200 HRS.....	27	14	13	0	7	14	5	1	11	8	8
.....	17.5%	18.9%	16.3%	.0%	17.5%	25.0%	17.9%	5.6%	22.9%	15.4%	15.1%
1300 HRS.....	18	11	7	0	3	13	2	0	9	4	5
.....	11.7%	14.9%	8.8%	.0%	7.5%	23.2%	7.1%	.0%	18.8%	7.7%	9.4%
1400 HRS.....	14	9	5	0	2	12	0	0	7	3	4
.....	9.1%	12.2%	6.3%	.0%	5.0%	21.4%	.0%	.0%	14.6%	5.8%	7.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18D: RAD 101 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	13	9	4	2	1	9	1	0	7	2	4
.....	8.4%	12.2%	5.0%	16.7%	2.5%	16.1%	3.6%	.0%	14.6%	3.8%	7.5%
1600 HRS.....	16	10	6	2	2	10	2	0	9	4	3
.....	10.4%	13.5%	7.5%	16.7%	5.0%	17.9%	7.1%	.0%	18.8%	7.7%	5.7%
1700 HRS.....	20	10	10	4	6	7	3	0	12	3	5
.....	13.0%	13.5%	12.5%	33.3%	15.0%	12.5%	10.7%	.0%	25.0%	5.8%	9.4%
1800 HRS.....	20	8	12	4	7	6	3	0	12	4	4
.....	13.0%	10.8%	15.0%	33.3%	17.5%	10.7%	10.7%	.0%	25.0%	7.7%	7.5%
1900 HRS.....	16	9	7	2	7	6	1	0	7	5	4
.....	10.4%	12.2%	8.8%	16.7%	17.5%	10.7%	3.6%	.0%	14.6%	9.6%	7.5%
2000 HRS.....	14	9	5	2	5	6	1	0	6	4	4
.....	9.1%	12.2%	6.3%	16.7%	12.5%	10.7%	3.6%	.0%	12.5%	7.7%	7.5%
2100 HRS.....	8	5	3	1	3	4	0	0	5	1	2
.....	5.2%	6.8%	3.8%	8.3%	7.5%	7.1%	.0%	.0%	10.4%	1.9%	3.8%
2200 HRS.....	8	5	3	1	2	5	0	0	6	0	2
.....	5.2%	6.8%	3.8%	8.3%	5.0%	8.9%	.0%	.0%	12.5%	.0%	3.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 18D: RAD 101 AUDIENCE: TUESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	8	6	2	0	4	3	1	0	6	0	2
.....	5.2%	8.1%	2.5%	.0%	10.0%	5.4%	3.6%	.0%	12.5%	.0%	3.8%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	97	43	54	6	22	35	18	16	19	39	38
.....	63.0%	58.1%	67.5%	50.0%	55.0%	62.5%	64.3%	88.9%	39.6%	75.0%	71.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19A: RM 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	49	67
0600 HRS.....	20	7	13	0	3	10	3	4	2	5	13
.....	13.0%	9.5%	16.3%	.0%	7.5%	17.9%	10.7%	22.2%	5.3%	10.2%	19.4%
0700 HRS.....	24	8	16	0	4	9	5	6	6	7	11
.....	15.6%	10.8%	20.0%	.0%	10.0%	16.1%	17.9%	33.3%	15.8%	14.3%	16.4%
0800 HRS.....	29	11	18	0	4	10	8	7	6	10	13
.....	18.8%	14.9%	22.5%	.0%	10.0%	17.9%	28.6%	38.9%	15.8%	20.4%	19.4%
0900 HRS.....	23	6	17	0	3	10	5	5	5	9	9
.....	14.9%	8.1%	21.3%	.0%	7.5%	17.9%	17.9%	27.8%	13.2%	18.4%	13.4%
1000 HRS.....	23	3	20	0	4	8	6	5	7	7	9
.....	14.9%	4.1%	25.0%	.0%	10.0%	14.3%	21.4%	27.8%	18.4%	14.3%	13.4%
1100 HRS.....	20	3	17	0	2	8	6	4	4	7	9
.....	13.0%	4.1%	21.3%	.0%	5.0%	14.3%	21.4%	22.2%	10.5%	14.3%	13.4%
NOON.....	23	7	16	0	2	13	4	4	4	9	10
.....	14.9%	9.5%	20.0%	.0%	5.0%	23.2%	14.3%	22.2%	10.5%	18.4%	14.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19A: RM 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	15	3	12	0	2	8	1	4	1	4	10
.....	9.7%	4.1%	15.0%	.0%	5.0%	14.3%	3.6%	22.2%	2.6%	8.2%	14.9%
1400 HRS.....	9	0	9	0	2	5	0	2	0	2	7
.....	5.8%	.0%	11.3%	.0%	5.0%	8.9%	.0%	11.1%	.0%	4.1%	10.4%
1500 HRS.....	10	0	10	0	2	6	0	2	1	2	7
.....	6.5%	.0%	12.5%	.0%	5.0%	10.7%	.0%	11.1%	2.6%	4.1%	10.4%
1600 HRS.....	16	4	12	0	5	6	4	1	3	5	8
.....	10.4%	5.4%	15.0%	.0%	12.5%	10.7%	14.3%	5.6%	7.9%	10.2%	11.9%
1700 HRS.....	15	3	12	0	4	6	3	2	1	5	9
.....	9.7%	4.1%	15.0%	.0%	10.0%	10.7%	10.7%	11.1%	2.6%	10.2%	13.4%
1800 HRS.....	14	4	10	0	2	4	5	3	0	3	11
.....	9.1%	5.4%	12.5%	.0%	5.0%	7.1%	17.9%	16.7%	.0%	6.1%	16.4%
1900 HRS.....	7	4	3	0	2	5	0	0	0	3	4
.....	4.5%	5.4%	3.8%	.0%	5.0%	8.9%	.0%	.0%	.0%	6.1%	6.0%
2000 HRS.....	4	2	2	0	1	3	0	0	0	1	3
.....	2.6%	2.7%	2.5%	.0%	2.5%	5.4%	.0%	.0%	.0%	2.0%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19A: RM 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	2	1	1	1	0	1	0	0	2	0	0
.....	1.3%	1.4%	1.3%	8.3%	.0%	1.8%	.0%	.0%	5.3%	.0%	.0%
2200 HRS.....	2	1	1	1	0	1	0	0	2	0	0
.....	1.3%	1.4%	1.3%	8.3%	.0%	1.8%	.0%	.0%	5.3%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	97	50	47	11	31	37	12	6	22	31	44
.....	63.0%	67.6%	58.8%	91.7%	77.5%	66.1%	42.9%	33.3%	57.9%	63.3%	65.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19B: RM 2 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	49	67
0600 HRS.....	2	1	1	0	0	1	1	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.6%	.0%	.0%	2.0%	1.5%
0700 HRS.....	2	1	1	0	0	1	1	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.6%	.0%	.0%	2.0%	1.5%
0800 HRS.....	7	4	3	0	2	5	0	0	2	1	4
.....	4.5%	5.4%	3.8%	.0%	5.0%	8.9%	.0%	.0%	5.3%	2.0%	6.0%
0900 HRS.....	6	3	3	0	3	3	0	0	2	1	3
.....	3.9%	4.1%	3.8%	.0%	7.5%	5.4%	.0%	.0%	5.3%	2.0%	4.5%
1000 HRS.....	5	3	2	0	3	2	0	0	1	1	3
.....	3.2%	4.1%	2.5%	.0%	7.5%	3.6%	.0%	.0%	2.6%	2.0%	4.5%
1100 HRS.....	7	3	4	0	3	4	0	0	3	1	3
.....	4.5%	4.1%	5.0%	.0%	7.5%	7.1%	.0%	.0%	7.9%	2.0%	4.5%
NOON.....	11	5	6	0	5	4	1	1	3	2	6
.....	7.1%	6.8%	7.5%	.0%	12.5%	7.1%	3.6%	5.6%	7.9%	4.1%	9.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19B: RM 2 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	4	2	2	0	3	0	1	0	1	0	3
.....	2.6%	2.7%	2.5%	.0%	7.5%	.0%	3.6%	.0%	2.6%	.0%	4.5%
1400 HRS.....	5	3	2	1	2	0	2	0	3	0	2
.....	3.2%	4.1%	2.5%	8.3%	5.0%	.0%	7.1%	.0%	7.9%	.0%	3.0%
1500 HRS.....	4	2	2	0	3	0	1	0	2	0	2
.....	2.6%	2.7%	2.5%	.0%	7.5%	.0%	3.6%	.0%	5.3%	.0%	3.0%
1600 HRS.....	5	4	1	0	3	2	0	0	1	1	3
.....	3.2%	5.4%	1.3%	.0%	7.5%	3.6%	.0%	.0%	2.6%	2.0%	4.5%
1700 HRS.....	5	4	1	0	2	2	0	1	1	2	2
.....	3.2%	5.4%	1.3%	.0%	5.0%	3.6%	.0%	5.6%	2.6%	4.1%	3.0%
1800 HRS.....	4	3	1	1	1	2	0	0	1	1	2
.....	2.6%	4.1%	1.3%	8.3%	2.5%	3.6%	.0%	.0%	2.6%	2.0%	3.0%
1900 HRS.....	2	2	0	0	0	1	0	1	0	2	0
.....	1.3%	2.7%	.0%	.0%	.0%	1.8%	.0%	5.6%	.0%	4.1%	.0%
2000 HRS.....	1	1	0	0	1	0	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	.0%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19B: RM 2 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	3	1	2	0	1	0	2	0	2	0	1
.....	1.9%	1.4%	2.5%	.0%	2.5%	.0%	7.1%	.0%	5.3%	.0%	1.5%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	138	67	71	12	35	50	25	16	33	46	59
.....	89.6%	90.5%	88.8%	100%	87.5%	89.3%	89.3%	88.9%	86.8%	93.9%	88.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19C: SUPER 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	49	67
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	1	0	1	0	1	0	0	0	0	1	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	.0%	2.0%	.0%
0200 HRS.....	1	0	1	0	1	0	0	0	0	1	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	.0%	2.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	3	1	2	0	1	1	0	1	1	0	2
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	.0%	5.6%	2.6%	.0%	3.0%
0600 HRS.....	8	4	4	1	3	3	0	1	1	1	6
.....	5.2%	5.4%	5.0%	8.3%	7.5%	5.4%	.0%	5.6%	2.6%	2.0%	9.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19C: SUPER 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	12	5	7	1	5	3	2	1	2	1	9
.....	7.8%	6.8%	8.8%	8.3%	12.5%	5.4%	7.1%	5.6%	5.3%	2.0%	13.4%
0800 HRS.....	12	4	8	0	3	6	2	1	3	1	8
.....	7.8%	5.4%	10.0%	.0%	7.5%	10.7%	7.1%	5.6%	7.9%	2.0%	11.9%
0900 HRS.....	11	3	8	0	3	4	3	1	1	2	8
.....	7.1%	4.1%	10.0%	.0%	7.5%	7.1%	10.7%	5.6%	2.6%	4.1%	11.9%
1000 HRS.....	9	4	5	0	3	3	3	0	1	1	7
.....	5.8%	5.4%	6.3%	.0%	7.5%	5.4%	10.7%	.0%	2.6%	2.0%	10.4%
1100 HRS.....	12	5	7	0	3	4	4	1	1	3	8
.....	7.8%	6.8%	8.8%	.0%	7.5%	7.1%	14.3%	5.6%	2.6%	6.1%	11.9%
NOON.....	12	6	6	0	4	3	4	1	4	3	5
.....	7.8%	8.1%	7.5%	.0%	10.0%	5.4%	14.3%	5.6%	10.5%	6.1%	7.5%
1300 HRS.....	11	7	4	1	3	2	4	1	2	4	5
.....	7.1%	9.5%	5.0%	8.3%	7.5%	3.6%	14.3%	5.6%	5.3%	8.2%	7.5%
1400 HRS.....	10	7	3	1	3	2	3	1	2	3	5
.....	6.5%	9.5%	3.8%	8.3%	7.5%	3.6%	10.7%	5.6%	5.3%	6.1%	7.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19C: SUPER 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	11	7	4	2	5	2	1	1	1	4	6
.....	7.1%	9.5%	5.0%	16.7%	12.5%	3.6%	3.6%	5.6%	2.6%	8.2%	9.0%
1600 HRS.....	11	6	5	1	4	3	2	1	1	4	6
.....	7.1%	8.1%	6.3%	8.3%	10.0%	5.4%	7.1%	5.6%	2.6%	8.2%	9.0%
1700 HRS.....	12	6	6	2	4	4	2	0	0	6	6
.....	7.8%	8.1%	7.5%	16.7%	10.0%	7.1%	7.1%	.0%	.0%	12.2%	9.0%
1800 HRS.....	11	4	7	0	5	4	2	0	0	4	7
.....	7.1%	5.4%	8.8%	.0%	12.5%	7.1%	7.1%	.0%	.0%	8.2%	10.4%
1900 HRS.....	4	2	2	0	2	1	1	0	1	2	1
.....	2.6%	2.7%	2.5%	.0%	5.0%	1.8%	3.6%	.0%	2.6%	4.1%	1.5%
2000 HRS.....	6	5	1	0	3	1	1	1	2	4	0
.....	3.9%	6.8%	1.3%	.0%	7.5%	1.8%	3.6%	5.6%	5.3%	8.2%	.0%
2100 HRS.....	3	2	1	0	2	0	0	1	1	1	1
.....	1.9%	2.7%	1.3%	.0%	5.0%	.0%	.0%	5.6%	2.6%	2.0%	1.5%
2200 HRS.....	4	2	2	2	1	0	0	1	2	0	2
.....	2.6%	2.7%	2.5%	16.7%	2.5%	.0%	.0%	5.6%	5.3%	.0%	3.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19C: SUPER 1 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	3	2	1	2	0	0	0	1	2	0	1
.....	1.9%	2.7%	1.3%	16.7%	.0%	.0%	.0%	5.6%	5.3%	.0%	1.5%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	116	55	61	9	26	46	19	16	33	36	47
.....	75.3%	74.3%	76.3%	75.0%	65.0%	82.1%	67.9%	88.9%	86.8%	73.5%	70.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19D: RAD 101 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	49	67
MIDNIGHT.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
0100 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
0200 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
0300 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
0400 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
0500 HRS.....	2	2	0	1	1	0	0	0	1	0	1
.....	1.3%	2.7%	.0%	8.3%	2.5%	.0%	.0%	.0%	2.6%	.0%	1.5%
0600 HRS.....	8	5	3	1	2	5	0	0	4	1	3
.....	5.2%	6.8%	3.8%	8.3%	5.0%	8.9%	.0%	.0%	10.5%	2.0%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19D: RAD 101 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	20	10	10	2	8	9	1	0	7	7	6
.....	13.0%	13.5%	12.5%	16.7%	20.0%	16.1%	3.6%	.0%	18.4%	14.3%	9.0%
0800 HRS.....	23	11	12	1	9	8	4	1	9	7	7
.....	14.9%	14.9%	15.0%	8.3%	22.5%	14.3%	14.3%	5.6%	23.7%	14.3%	10.4%
0900 HRS.....	20	7	13	0	5	7	6	2	6	6	8
.....	13.0%	9.5%	16.3%	.0%	12.5%	12.5%	21.4%	11.1%	15.8%	12.2%	11.9%
1000 HRS.....	18	8	10	0	5	7	4	2	5	5	8
.....	11.7%	10.8%	12.5%	.0%	12.5%	12.5%	14.3%	11.1%	13.2%	10.2%	11.9%
1100 HRS.....	16	8	8	0	4	7	4	1	5	4	7
.....	10.4%	10.8%	10.0%	.0%	10.0%	12.5%	14.3%	5.6%	13.2%	8.2%	10.4%
1200 HRS.....	20	9	11	0	6	8	4	2	5	4	11
.....	13.0%	12.2%	13.8%	.0%	15.0%	14.3%	14.3%	11.1%	13.2%	8.2%	16.4%
1300 HRS.....	15	6	9	0	5	8	1	1	6	3	6
.....	9.7%	8.1%	11.3%	.0%	12.5%	14.3%	3.6%	5.6%	15.8%	6.1%	9.0%
1400 HRS.....	14	7	7	1	3	8	1	1	6	3	5
.....	9.1%	9.5%	8.8%	8.3%	7.5%	14.3%	3.6%	5.6%	15.8%	6.1%	7.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19D: RAD 101 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	13	7	6	2	3	7	1	0	7	3	3
.....	8.4%	9.5%	7.5%	16.7%	7.5%	12.5%	3.6%	.0%	18.4%	6.1%	4.5%
1600 HRS.....	20	13	7	4	5	9	2	0	8	7	5
.....	13.0%	17.6%	8.8%	33.3%	12.5%	16.1%	7.1%	.0%	21.1%	14.3%	7.5%
1700 HRS.....	18	11	7	5	4	8	1	0	8	5	5
.....	11.7%	14.9%	8.8%	41.7%	10.0%	14.3%	3.6%	.0%	21.1%	10.2%	7.5%
1800 HRS.....	19	11	8	5	6	7	1	0	10	4	5
.....	12.3%	14.9%	10.0%	41.7%	15.0%	12.5%	3.6%	.0%	26.3%	8.2%	7.5%
1900 HRS.....	14	8	6	4	3	5	2	0	6	2	6
.....	9.1%	10.8%	7.5%	33.3%	7.5%	8.9%	7.1%	.0%	15.8%	4.1%	9.0%
2000 HRS.....	13	7	6	2	4	6	1	0	4	2	7
.....	8.4%	9.5%	7.5%	16.7%	10.0%	10.7%	3.6%	.0%	10.5%	4.1%	10.4%
2100 HRS.....	10	4	6	2	3	5	0	0	4	0	6
.....	6.5%	5.4%	7.5%	16.7%	7.5%	8.9%	.0%	.0%	10.5%	.0%	9.0%
2200 HRS.....	8	2	6	2	2	4	0	0	2	0	6
.....	5.2%	2.7%	7.5%	16.7%	5.0%	7.1%	.0%	.0%	5.3%	.0%	9.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 19D: RAD 101 AUDIENCE: WEDNESDAY - GENDER, AGE & SOCIO-ECON. GROU

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	9	3	6	1	3	3	2	0	5	0	4
.....	5.8%	4.1%	7.5%	8.3%	7.5%	5.4%	7.1%	.0%	13.2%	.0%	6.0%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	101	47	54	3	25	39	19	15	19	37	45
.....	65.6%	63.5%	67.5%	25.0%	62.5%	69.6%	67.9%	83.3%	50.0%	75.5%	67.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20A: RM 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	37	50	67
0600 HRS.....	25	10	15	0	6	11	3	5	5	8	12
.....	16.2%	13.5%	18.8%	.0%	15.0%	19.6%	10.7%	27.8%	13.5%	16.0%	17.9%
0700 HRS.....	35	17	18	1	6	12	8	8	9	14	12
.....	22.7%	23.0%	22.5%	8.3%	15.0%	21.4%	28.6%	44.4%	24.3%	28.0%	17.9%
0800 HRS.....	29	14	15	0	6	9	7	7	9	14	6
.....	18.8%	18.9%	18.8%	.0%	15.0%	16.1%	25.0%	38.9%	24.3%	28.0%	9.0%
0900 HRS.....	20	6	14	0	5	8	5	2	8	7	5
.....	13.0%	8.1%	17.5%	.0%	12.5%	14.3%	17.9%	11.1%	21.6%	14.0%	7.5%
1000 HRS.....	19	3	16	0	4	7	5	3	6	6	7
.....	12.3%	4.1%	20.0%	.0%	10.0%	12.5%	17.9%	16.7%	16.2%	12.0%	10.4%
1100 HRS.....	23	6	17	0	3	8	8	4	6	8	9
.....	14.9%	8.1%	21.3%	.0%	7.5%	14.3%	28.6%	22.2%	16.2%	16.0%	13.4%
NOON.....	28	10	18	0	4	11	8	5	7	10	11
.....	18.2%	13.5%	22.5%	.0%	10.0%	19.6%	28.6%	27.8%	18.9%	20.0%	16.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20A: RM 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	10	4	6	0	2	4	1	3	3	1	6
.....	6.5%	5.4%	7.5%	.0%	5.0%	7.1%	3.6%	16.7%	8.1%	2.0%	9.0%
1400 HRS.....	6	1	5	0	2	2	0	2	0	1	5
.....	3.9%	1.4%	6.3%	.0%	5.0%	3.6%	.0%	11.1%	.0%	2.0%	7.5%
1500 HRS.....	7	2	5	0	1	5	0	1	2	2	3
.....	4.5%	2.7%	6.3%	.0%	2.5%	8.9%	.0%	5.6%	5.4%	4.0%	4.5%
1600 HRS.....	13	3	10	0	5	4	3	1	5	3	5
.....	8.4%	4.1%	12.5%	.0%	12.5%	7.1%	10.7%	5.6%	13.5%	6.0%	7.5%
1700 HRS.....	16	5	11	0	3	6	5	2	5	6	5
.....	10.4%	6.8%	13.8%	.0%	7.5%	10.7%	17.9%	11.1%	13.5%	12.0%	7.5%
1800 HRS.....	10	2	8	1	1	2	5	1	2	4	4
.....	6.5%	2.7%	10.0%	8.3%	2.5%	3.6%	17.9%	5.6%	5.4%	8.0%	6.0%
1900 HRS.....	7	3	4	0	2	3	0	2	3	3	1
.....	4.5%	4.1%	5.0%	.0%	5.0%	5.4%	.0%	11.1%	8.1%	6.0%	1.5%
2000 HRS.....	3	1	2	0	2	0	0	1	2	1	0
.....	1.9%	1.4%	2.5%	.0%	5.0%	.0%	.0%	5.6%	5.4%	2.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20A: RM 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	3	1	2	0	1	2	0	0	2	1	0
.....	1.9%	1.4%	2.5%	.0%	2.5%	3.6%	.0%	.0%	5.4%	2.0%	.0%
2200 HRS.....	2	1	1	0	0	2	0	0	1	1	0
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	2.7%	2.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	89	46	43	11	28	33	12	5	18	26	45
.....	57.8%	62.2%	53.8%	91.7%	70.0%	58.9%	42.9%	27.8%	48.6%	52.0%	67.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20B: RM 2 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	37	50	67
0600 HRS.....	2	1	1	0	0	2	0	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	.0%	2.0%	1.5%
0700 HRS.....	2	1	1	0	1	1	0	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	2.5%	1.8%	.0%	.0%	.0%	2.0%	1.5%
0800 HRS.....	7	5	2	0	2	4	1	0	1	1	5
.....	4.5%	6.8%	2.5%	.0%	5.0%	7.1%	3.6%	.0%	2.7%	2.0%	7.5%
0900 HRS.....	7	4	3	0	3	3	1	0	1	1	5
.....	4.5%	5.4%	3.8%	.0%	7.5%	5.4%	3.6%	.0%	2.7%	2.0%	7.5%
1000 HRS.....	6	2	4	0	2	3	0	1	0	1	5
.....	3.9%	2.7%	5.0%	.0%	5.0%	5.4%	.0%	5.6%	.0%	2.0%	7.5%
1100 HRS.....	4	2	2	0	2	2	0	0	0	1	3
.....	2.6%	2.7%	2.5%	.0%	5.0%	3.6%	.0%	.0%	.0%	2.0%	4.5%
NOON.....	5	3	2	0	2	2	1	0	1	1	3
.....	3.2%	4.1%	2.5%	.0%	5.0%	3.6%	3.6%	.0%	2.7%	2.0%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20B: RM 2 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	3	1	2	0	0	0	2	1	2	0	1
.....	1.9%	1.4%	2.5%	.0%	.0%	.0%	7.1%	5.6%	5.4%	.0%	1.5%
1400 HRS.....	4	1	3	0	1	1	2	0	2	0	2
.....	2.6%	1.4%	3.8%	.0%	2.5%	1.8%	7.1%	.0%	5.4%	.0%	3.0%
1500 HRS.....	6	2	4	0	3	2	1	0	2	1	3
.....	3.9%	2.7%	5.0%	.0%	7.5%	3.6%	3.6%	.0%	5.4%	2.0%	4.5%
1600 HRS.....	7	5	2	1	3	3	0	0	1	3	3
.....	4.5%	6.8%	2.5%	8.3%	7.5%	5.4%	.0%	.0%	2.7%	6.0%	4.5%
1700 HRS.....	5	3	2	1	2	2	0	0	1	2	2
.....	3.2%	4.1%	2.5%	8.3%	5.0%	3.6%	.0%	.0%	2.7%	4.0%	3.0%
1800 HRS.....	4	3	1	0	1	3	0	0	0	1	3
.....	2.6%	4.1%	1.3%	.0%	2.5%	5.4%	.0%	.0%	.0%	2.0%	4.5%
1900 HRS.....	1	1	0	0	0	1	0	0	0	1	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	2.0%	.0%
2000 HRS.....	1	1	0	0	1	0	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	.0%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20B: RM 2 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	3	1	2	0	1	1	1	0	1	0	2
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	3.6%	.0%	2.7%	.0%	3.0%
2200 HRS.....	1	0	1	0	0	1	0	0	0	0	1
.....	.6%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	137	66	71	11	35	49	25	17	33	47	57
.....	89.0%	89.2%	88.8%	91.7%	87.5%	87.5%	89.3%	94.4%	89.2%	94.0%	85.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20C: SUPER 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	37	50	67
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	2	2	0	0	0	0	0	2	1	1	0
.....	1.3%	2.7%	.0%	.0%	.0%	.0%	.0%	11.1%	2.7%	2.0%	.0%
0600 HRS.....	14	10	4	0	2	9	1	2	1	7	6
.....	9.1%	13.5%	5.0%	.0%	5.0%	16.1%	3.6%	11.1%	2.7%	14.0%	9.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20C: SUPER 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	16	11	5	1	4	7	2	2	1	9	6
.....	10.4%	14.9%	6.3%	8.3%	10.0%	12.5%	7.1%	11.1%	2.7%	18.0%	9.0%
0800 HRS.....	14	5	9	0	4	5	2	3	1	5	8
.....	9.1%	6.8%	11.3%	.0%	10.0%	8.9%	7.1%	16.7%	2.7%	10.0%	11.9%
0900 HRS.....	12	3	9	0	5	4	2	1	0	4	8
.....	7.8%	4.1%	11.3%	.0%	12.5%	7.1%	7.1%	5.6%	.0%	8.0%	11.9%
1000 HRS.....	10	4	6	0	4	4	1	1	0	5	5
.....	6.5%	5.4%	7.5%	.0%	10.0%	7.1%	3.6%	5.6%	.0%	10.0%	7.5%
1100 HRS.....	14	3	11	0	4	6	1	3	1	6	7
.....	9.1%	4.1%	13.8%	.0%	10.0%	10.7%	3.6%	16.7%	2.7%	12.0%	10.4%
NOON.....	13	5	8	0	4	5	2	2	2	5	6
.....	8.4%	6.8%	10.0%	.0%	10.0%	8.9%	7.1%	11.1%	5.4%	10.0%	9.0%
1300 HRS.....	8	4	4	0	2	4	1	1	2	2	4
.....	5.2%	5.4%	5.0%	.0%	5.0%	7.1%	3.6%	5.6%	5.4%	4.0%	6.0%
1400 HRS.....	8	5	3	1	3	2	1	1	2	2	4
.....	5.2%	6.8%	3.8%	8.3%	7.5%	3.6%	3.6%	5.6%	5.4%	4.0%	6.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20C: SUPER 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	11	4	7	0	5	3	1	2	2	1	8
.....	7.1%	5.4%	8.8%	.0%	12.5%	5.4%	3.6%	11.1%	5.4%	2.0%	11.9%
1600 HRS.....	14	7	7	1	6	3	3	1	2	4	8
.....	9.1%	9.5%	8.8%	8.3%	15.0%	5.4%	10.7%	5.6%	5.4%	8.0%	11.9%
1700 HRS.....	10	4	6	0	4	4	2	0	1	3	6
.....	6.5%	5.4%	7.5%	.0%	10.0%	7.1%	7.1%	.0%	2.7%	6.0%	9.0%
1800 HRS.....	11	5	6	0	4	5	2	0	0	4	7
.....	7.1%	6.8%	7.5%	.0%	10.0%	8.9%	7.1%	.0%	.0%	8.0%	10.4%
1900 HRS.....	4	3	1	1	0	2	1	0	0	4	0
.....	2.6%	4.1%	1.3%	8.3%	.0%	3.6%	3.6%	.0%	.0%	8.0%	.0%
2000 HRS.....	8	7	1	1	1	3	2	1	2	6	0
.....	5.2%	9.5%	1.3%	8.3%	2.5%	5.4%	7.1%	5.6%	5.4%	12.0%	.0%
2100 HRS.....	5	4	1	0	1	1	2	1	2	2	1
.....	3.2%	5.4%	1.3%	.0%	2.5%	1.8%	7.1%	5.6%	5.4%	4.0%	1.5%
2200 HRS.....	4	2	2	0	1	2	0	1	2	1	1
.....	2.6%	2.7%	2.5%	.0%	2.5%	3.6%	.0%	5.6%	5.4%	2.0%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20C: SUPER 1 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	3	1	2	0	1	1	0	1	2	1	0
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	.0%	5.6%	5.4%	2.0%	.0%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	113	53	60	10	27	39	23	14	33	31	49
.....	73.4%	71.6%	75.0%	83.3%	67.5%	69.6%	82.1%	77.8%	89.2%	62.0%	73.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20D: RAD 101 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	37	50	67
MIDNIGHT.....	2	2	0	0	0	1	1	0	0	1	1
.....	1.3%	2.7%	.0%	.0%	.0%	1.8%	3.6%	.0%	.0%	2.0%	1.5%
0100 HRS.....	1	1	0	0	0	0	1	0	0	1	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	3.6%	.0%	.0%	2.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	1	1	0	0	1	0	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	.0%	1.5%
0600 HRS.....	6	3	3	0	2	3	0	1	2	1	3
.....	3.9%	4.1%	3.8%	.0%	5.0%	5.4%	.0%	5.6%	5.4%	2.0%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20D: RAD 101 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	11	8	3	1	3	6	0	1	4	4	3
.....	7.1%	10.8%	3.8%	8.3%	7.5%	10.7%	.0%	5.6%	10.8%	8.0%	4.5%
0800 HRS.....	14	10	4	1	4	5	1	3	4	5	5
.....	9.1%	13.5%	5.0%	8.3%	10.0%	8.9%	3.6%	16.7%	10.8%	10.0%	7.5%
0900 HRS.....	14	7	7	2	4	3	2	3	2	4	8
.....	9.1%	9.5%	8.8%	16.7%	10.0%	5.4%	7.1%	16.7%	5.4%	8.0%	11.9%
1000 HRS.....	12	8	4	2	5	3	1	1	2	3	7
.....	7.8%	10.8%	5.0%	16.7%	12.5%	5.4%	3.6%	5.6%	5.4%	6.0%	10.4%
1100 HRS.....	8	5	3	1	4	3	0	0	2	2	4
.....	5.2%	6.8%	3.8%	8.3%	10.0%	5.4%	.0%	.0%	5.4%	4.0%	6.0%
1200 HRS.....	14	9	5	1	7	4	0	2	1	4	9
.....	9.1%	12.2%	6.3%	8.3%	17.5%	7.1%	.0%	11.1%	2.7%	8.0%	13.4%
1300 HRS.....	10	5	5	2	6	1	0	1	1	2	7
.....	6.5%	6.8%	6.3%	16.7%	15.0%	1.8%	.0%	5.6%	2.7%	4.0%	10.4%
1400 HRS.....	11	7	4	3	5	1	1	1	2	2	7
.....	7.1%	9.5%	5.0%	25.0%	12.5%	1.8%	3.6%	5.6%	5.4%	4.0%	10.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20D: RAD 101 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	10	5	5	4	3	1	1	1	3	1	6
.....	6.5%	6.8%	6.3%	33.3%	7.5%	1.8%	3.6%	5.6%	8.1%	2.0%	9.0%
1600 HRS.....	14	7	7	5	4	3	1	1	5	2	7
.....	9.1%	9.5%	8.8%	41.7%	10.0%	5.4%	3.6%	5.6%	13.5%	4.0%	10.4%
1700 HRS.....	14	8	6	4	4	4	1	1	6	2	6
.....	9.1%	10.8%	7.5%	33.3%	10.0%	7.1%	3.6%	5.6%	16.2%	4.0%	9.0%
1800 HRS.....	12	7	5	3	5	2	0	2	5	1	6
.....	7.8%	9.5%	6.3%	25.0%	12.5%	3.6%	.0%	11.1%	13.5%	2.0%	9.0%
1900 HRS.....	11	6	5	3	4	1	2	1	4	1	6
.....	7.1%	8.1%	6.3%	25.0%	10.0%	1.8%	7.1%	5.6%	10.8%	2.0%	9.0%
2000 HRS.....	9	4	5	1	5	2	1	0	3	1	5
.....	5.8%	5.4%	6.3%	8.3%	12.5%	3.6%	3.6%	.0%	8.1%	2.0%	7.5%
2100 HRS.....	8	3	5	1	3	3	1	0	3	1	4
.....	5.2%	4.1%	6.3%	8.3%	7.5%	5.4%	3.6%	.0%	8.1%	2.0%	6.0%
2200 HRS.....	8	3	5	1	2	3	2	0	0	3	5
.....	5.2%	4.1%	6.3%	8.3%	5.0%	5.4%	7.1%	.0%	.0%	6.0%	7.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 20D: RAD 101 AUDIENCE: THURSDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	8	3	5	0	3	3	2	0	0	3	5
.....	5.2%	4.1%	6.3%	.0%	7.5%	5.4%	7.1%	.0%	.0%	6.0%	7.5%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	108	50	58	4	26	42	22	14	25	37	46
.....	70.1%	67.6%	72.5%	33.3%	65.0%	75.0%	78.6%	77.8%	67.6%	74.0%	68.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21A: RM 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	49	42	63
0600 HRS.....	15	4	11	1	3	5	3	3	4	5	6
.....	9.7%	5.4%	13.8%	8.3%	7.5%	8.9%	10.7%	16.7%	8.2%	11.9%	9.5%
0700 HRS.....	36	18	18	2	4	16	8	6	9	12	15
.....	23.4%	24.3%	22.5%	16.7%	10.0%	28.6%	28.6%	33.3%	18.4%	28.6%	23.8%
0800 HRS.....	38	18	20	1	5	16	9	7	11	12	15
.....	24.7%	24.3%	25.0%	8.3%	12.5%	28.6%	32.1%	38.9%	22.4%	28.6%	23.8%
0900 HRS.....	28	9	19	0	5	12	7	4	9	10	9
.....	18.2%	12.2%	23.8%	.0%	12.5%	21.4%	25.0%	22.2%	18.4%	23.8%	14.3%
1000 HRS.....	29	6	23	0	3	13	7	6	11	6	12
.....	18.8%	8.1%	28.8%	.0%	7.5%	23.2%	25.0%	33.3%	22.4%	14.3%	19.0%
1100 HRS.....	26	7	19	0	3	9	7	7	8	8	10
.....	16.9%	9.5%	23.8%	.0%	7.5%	16.1%	25.0%	38.9%	16.3%	19.0%	15.9%
NOON.....	34	13	21	0	5	13	7	9	12	9	13
.....	22.1%	17.6%	26.3%	.0%	12.5%	23.2%	25.0%	50.0%	24.5%	21.4%	20.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21A: RM 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	13	3	10	0	2	4	1	6	5	4	4
.....	8.4%	4.1%	12.5%	.0%	5.0%	7.1%	3.6%	33.3%	10.2%	9.5%	6.3%
1400 HRS.....	12	2	10	0	1	3	3	5	2	4	6
.....	7.8%	2.7%	12.5%	.0%	2.5%	5.4%	10.7%	27.8%	4.1%	9.5%	9.5%
1500 HRS.....	14	2	12	0	3	5	3	3	5	3	6
.....	9.1%	2.7%	15.0%	.0%	7.5%	8.9%	10.7%	16.7%	10.2%	7.1%	9.5%
1600 HRS.....	13	5	8	0	2	6	1	4	6	3	4
.....	8.4%	6.8%	10.0%	.0%	5.0%	10.7%	3.6%	22.2%	12.2%	7.1%	6.3%
1700 HRS.....	17	6	11	0	2	7	4	4	6	3	8
.....	11.0%	8.1%	13.8%	.0%	5.0%	12.5%	14.3%	22.2%	12.2%	7.1%	12.7%
1800 HRS.....	14	3	11	0	3	6	3	2	6	1	7
.....	9.1%	4.1%	13.8%	.0%	7.5%	10.7%	10.7%	11.1%	12.2%	2.4%	11.1%
1900 HRS.....	9	1	8	0	2	2	1	4	5	1	3
.....	5.8%	1.4%	10.0%	.0%	5.0%	3.6%	3.6%	22.2%	10.2%	2.4%	4.8%
2000 HRS.....	7	3	4	0	3	1	1	2	3	1	3
.....	4.5%	4.1%	5.0%	.0%	7.5%	1.8%	3.6%	11.1%	6.1%	2.4%	4.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21A: RM 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	4	2	2	0	1	2	1	0	2	1	1
.....	2.6%	2.7%	2.5%	.0%	2.5%	3.6%	3.6%	.0%	4.1%	2.4%	1.6%
2200 HRS.....	3	1	2	0	1	2	0	0	1	1	1
.....	1.9%	1.4%	2.5%	.0%	2.5%	3.6%	.0%	.0%	2.0%	2.4%	1.6%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	85	46	39	10	29	27	14	5	26	23	36
.....	55.2%	62.2%	48.8%	83.3%	72.5%	48.2%	50.0%	27.8%	53.1%	54.8%	57.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21B: RM 2 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	49	42	63
0600 HRS.....	1	0	1	0	1	0	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	2.0%	.0%	.0%
0700 HRS.....	1	0	1	0	1	0	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	2.0%	.0%	.0%
0800 HRS.....	4	3	1	1	2	0	1	0	2	1	1
.....	2.6%	4.1%	1.3%	8.3%	5.0%	.0%	3.6%	.0%	4.1%	2.4%	1.6%
0900 HRS.....	4	3	1	1	2	1	0	0	1	1	2
.....	2.6%	4.1%	1.3%	8.3%	5.0%	1.8%	.0%	.0%	2.0%	2.4%	3.2%
1000 HRS.....	4	1	3	0	2	1	0	1	2	0	2
.....	2.6%	1.4%	3.8%	.0%	5.0%	1.8%	.0%	5.6%	4.1%	.0%	3.2%
1100 HRS.....	4	2	2	0	2	0	1	1	3	0	1
.....	2.6%	2.7%	2.5%	.0%	5.0%	.0%	3.6%	5.6%	6.1%	.0%	1.6%
NOON.....	3	1	2	0	2	0	0	1	2	0	1
.....	1.9%	1.4%	2.5%	.0%	5.0%	.0%	.0%	5.6%	4.1%	.0%	1.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21B: RM 2 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	2	2	0	0	0	0	1	1	2	0	0
.....	1.3%	2.7%	.0%	.0%	.0%	.0%	3.6%	5.6%	4.1%	.0%	.0%
1400 HRS.....	1	1	0	0	0	0	0	1	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	.0%	5.6%	2.0%	.0%	.0%
1500 HRS.....	3	3	0	0	1	0	1	1	3	0	0
.....	1.9%	4.1%	.0%	.0%	2.5%	.0%	3.6%	5.6%	6.1%	.0%	.0%
1600 HRS.....	3	3	0	1	0	1	0	1	2	1	0
.....	1.9%	4.1%	.0%	8.3%	.0%	1.8%	.0%	5.6%	4.1%	2.4%	.0%
1700 HRS.....	3	3	0	0	1	1	0	1	3	0	0
.....	1.9%	4.1%	.0%	.0%	2.5%	1.8%	.0%	5.6%	6.1%	.0%	.0%
1800 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
1900 HRS.....	2	2	0	0	1	0	1	0	2	0	0
.....	1.3%	2.7%	.0%	.0%	2.5%	.0%	3.6%	.0%	4.1%	.0%	.0%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21B: RM 2 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	141	65	76	11	34	53	27	16	40	41	60
.....	91.6%	87.8%	95.0%	91.7%	85.0%	94.6%	96.4%	88.9%	81.6%	97.6%	95.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21C: SUPER 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	49	42	63
MIDNIGHT.....	4	1	3	0	1	3	0	0	0	2	2
.....	2.6%	1.4%	3.8%	.0%	2.5%	5.4%	.0%	.0%	.0%	4.8%	3.2%
0100 HRS.....	3	1	2	0	0	3	0	0	0	1	2
.....	1.9%	1.4%	2.5%	.0%	.0%	5.4%	.0%	.0%	.0%	2.4%	3.2%
0200 HRS.....	2	1	1	0	0	2	0	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	.0%	2.4%	1.6%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	13	6	7	2	1	8	1	1	2	4	7
.....	8.4%	8.1%	8.8%	16.7%	2.5%	14.3%	3.6%	5.6%	4.1%	9.5%	11.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21C: SUPER 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	16	6	10	2	2	8	3	1	3	6	7
.....	10.4%	8.1%	12.5%	16.7%	5.0%	14.3%	10.7%	5.6%	6.1%	14.3%	11.1%
0800 HRS.....	19	7	12	2	7	7	2	1	5	5	9
.....	12.3%	9.5%	15.0%	16.7%	17.5%	12.5%	7.1%	5.6%	10.2%	11.9%	14.3%
0900 HRS.....	15	4	11	1	6	5	3	0	2	5	8
.....	9.7%	5.4%	13.8%	8.3%	15.0%	8.9%	10.7%	.0%	4.1%	11.9%	12.7%
1000 HRS.....	11	3	8	1	5	3	2	0	1	4	6
.....	7.1%	4.1%	10.0%	8.3%	12.5%	5.4%	7.1%	.0%	2.0%	9.5%	9.5%
1100 HRS.....	13	3	10	1	5	5	2	0	2	4	7
.....	8.4%	4.1%	12.5%	8.3%	12.5%	8.9%	7.1%	.0%	4.1%	9.5%	11.1%
NOON.....	17	6	11	1	5	8	1	2	5	3	9
.....	11.0%	8.1%	13.8%	8.3%	12.5%	14.3%	3.6%	11.1%	10.2%	7.1%	14.3%
1300 HRS.....	8	2	6	0	3	4	1	0	2	2	4
.....	5.2%	2.7%	7.5%	.0%	7.5%	7.1%	3.6%	.0%	4.1%	4.8%	6.3%
1400 HRS.....	6	3	3	0	2	3	1	0	1	2	3
.....	3.9%	4.1%	3.8%	.0%	5.0%	5.4%	3.6%	.0%	2.0%	4.8%	4.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21C: SUPER 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	6	2	4	0	3	2	1	0	1	2	3
.....	3.9%	2.7%	5.0%	.0%	7.5%	3.6%	3.6%	.0%	2.0%	4.8%	4.8%
1600 HRS.....	14	6	8	1	5	5	3	0	2	4	8
.....	9.1%	8.1%	10.0%	8.3%	12.5%	8.9%	10.7%	.0%	4.1%	9.5%	12.7%
1700 HRS.....	15	6	9	1	5	5	3	1	2	5	8
.....	9.7%	8.1%	11.3%	8.3%	12.5%	8.9%	10.7%	5.6%	4.1%	11.9%	12.7%
1800 HRS.....	14	5	9	2	3	5	3	1	0	5	9
.....	9.1%	6.8%	11.3%	16.7%	7.5%	8.9%	10.7%	5.6%	.0%	11.9%	14.3%
1900 HRS.....	11	5	6	3	1	4	3	0	0	6	5
.....	7.1%	6.8%	7.5%	25.0%	2.5%	7.1%	10.7%	.0%	.0%	14.3%	7.9%
2000 HRS.....	13	5	8	3	1	6	3	0	1	6	6
.....	8.4%	6.8%	10.0%	25.0%	2.5%	10.7%	10.7%	.0%	2.0%	14.3%	9.5%
2100 HRS.....	9	3	6	0	2	5	2	0	0	5	4
.....	5.8%	4.1%	7.5%	.0%	5.0%	8.9%	7.1%	.0%	.0%	11.9%	6.3%
2200 HRS.....	13	3	10	0	2	8	3	0	2	6	5
.....	8.4%	4.1%	12.5%	.0%	5.0%	14.3%	10.7%	.0%	4.1%	14.3%	7.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21C: SUPER 1 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	8	1	7	0	1	5	2	0	0	6	2
.....	5.2%	1.4%	8.8%	.0%	2.5%	8.9%	7.1%	.0%	.0%	14.3%	3.2%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	109	54	55	9	28	35	22	15	41	25	43
.....	70.8%	73.0%	68.8%	75.0%	70.0%	62.5%	78.6%	83.3%	83.7%	59.5%	68.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21D: RAD 101 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	49	42	63
MIDNIGHT.....	2	2	0	0	1	0	1	0	0	1	1
.....	1.3%	2.7%	.0%	.0%	2.5%	.0%	3.6%	.0%	.0%	2.4%	1.6%
0100 HRS.....	1	1	0	0	0	0	1	0	0	1	0
.....	.6%	1.4%	.0%	.0%	.0%	.0%	3.6%	.0%	.0%	2.4%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	1	1	0	1	0	0	0	0	1	0	0
.....	.6%	1.4%	.0%	8.3%	.0%	.0%	.0%	.0%	2.0%	.0%	.0%
0400 HRS.....	1	1	0	1	0	0	0	0	1	0	0
.....	.6%	1.4%	.0%	8.3%	.0%	.0%	.0%	.0%	2.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	4	2	2	0	1	2	0	1	1	1	2
.....	2.6%	2.7%	2.5%	.0%	2.5%	3.6%	.0%	5.6%	2.0%	2.4%	3.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21D: RAD 101 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	12	8	4	1	6	4	0	1	8	2	2
.....	7.8%	10.8%	5.0%	8.3%	15.0%	7.1%	.0%	5.6%	16.3%	4.8%	3.2%
0800 HRS.....	12	6	6	1	5	4	0	2	3	3	6
.....	7.8%	8.1%	7.5%	8.3%	12.5%	7.1%	.0%	11.1%	6.1%	7.1%	9.5%
0900 HRS.....	16	7	9	3	6	4	2	1	6	3	7
.....	10.4%	9.5%	11.3%	25.0%	15.0%	7.1%	7.1%	5.6%	12.2%	7.1%	11.1%
1000 HRS.....	14	6	8	4	5	4	1	0	4	4	6
.....	9.1%	8.1%	10.0%	33.3%	12.5%	7.1%	3.6%	.0%	8.2%	9.5%	9.5%
1100 HRS.....	11	5	6	4	3	3	1	0	2	3	6
.....	7.1%	6.8%	7.5%	33.3%	7.5%	5.4%	3.6%	.0%	4.1%	7.1%	9.5%
1200 HRS.....	12	7	5	4	3	3	1	1	2	4	6
.....	7.8%	9.5%	6.3%	33.3%	7.5%	5.4%	3.6%	5.6%	4.1%	9.5%	9.5%
1300 HRS.....	10	6	4	4	3	2	0	1	1	3	6
.....	6.5%	8.1%	5.0%	33.3%	7.5%	3.6%	.0%	5.6%	2.0%	7.1%	9.5%
1400 HRS.....	11	7	4	4	4	2	0	1	1	4	6
.....	7.1%	9.5%	5.0%	33.3%	10.0%	3.6%	.0%	5.6%	2.0%	9.5%	9.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO 101

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21D: RAD 101 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	15	9	6	4	4	5	1	1	5	3	7
.....	9.7%	12.2%	7.5%	33.3%	10.0%	8.9%	3.6%	5.6%	10.2%	7.1%	11.1%
1600 HRS.....	17	9	8	3	8	5	0	1	8	2	7
.....	11.0%	12.2%	10.0%	25.0%	20.0%	8.9%	.0%	5.6%	16.3%	4.8%	11.1%
1700 HRS.....	16	7	9	3	6	5	1	1	6	2	8
.....	10.4%	9.5%	11.3%	25.0%	15.0%	8.9%	3.6%	5.6%	12.2%	4.8%	12.7%
1800 HRS.....	11	7	4	2	5	2	1	1	3	2	6
.....	7.1%	9.5%	5.0%	16.7%	12.5%	3.6%	3.6%	5.6%	6.1%	4.8%	9.5%
1900 HRS.....	8	6	2	2	4	1	1	0	2	3	3
.....	5.2%	8.1%	2.5%	16.7%	10.0%	1.8%	3.6%	.0%	4.1%	7.1%	4.8%
2000 HRS.....	4	4	0	1	2	1	0	0	3	1	0
.....	2.6%	5.4%	.0%	8.3%	5.0%	1.8%	.0%	.0%	6.1%	2.4%	.0%
2100 HRS.....	3	3	0	1	1	1	0	0	1	1	1
.....	1.9%	4.1%	.0%	8.3%	2.5%	1.8%	.0%	.0%	2.0%	2.4%	1.6%
2200 HRS.....	3	3	0	0	1	1	1	0	0	1	2
.....	1.9%	4.1%	.0%	.0%	2.5%	1.8%	3.6%	.0%	.0%	2.4%	3.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 21D: RAD 101 AUDIENCE: FRIDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	7	7	0	0	3	3	1	0	2	2	3
.....	4.5%	9.5%	.0%	.0%	7.5%	5.4%	3.6%	.0%	4.1%	4.8%	4.8%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	112	47	65	6	23	43	24	16	30	32	50
.....	72.7%	63.5%	81.3%	50.0%	57.5%	76.8%	85.7%	88.9%	61.2%	76.2%	79.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22A: RM 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	50	37	67
0600 HRS.....	3	1	2	0	0	2	1	0	0	0	3
.....	1.9%	1.4%	2.5%	.0%	.0%	3.6%	3.6%	.0%	.0%	.0%	4.5%
0700 HRS.....	16	8	8	0	0	8	7	1	3	2	11
.....	10.4%	10.8%	10.0%	.0%	.0%	14.3%	25.0%	5.6%	6.0%	5.4%	16.4%
0800 HRS.....	21	9	12	1	1	10	7	2	4	5	12
.....	13.6%	12.2%	15.0%	8.3%	2.5%	17.9%	25.0%	11.1%	8.0%	13.5%	17.9%
0900 HRS.....	16	5	11	1	0	8	4	3	4	4	8
.....	10.4%	6.8%	13.8%	8.3%	.0%	14.3%	14.3%	16.7%	8.0%	10.8%	11.9%
1000 HRS.....	17	4	13	0	0	9	5	3	6	1	10
.....	11.0%	5.4%	16.3%	.0%	.0%	16.1%	17.9%	16.7%	12.0%	2.7%	14.9%
1100 HRS.....	12	3	9	0	0	4	4	4	2	1	9
.....	7.8%	4.1%	11.3%	.0%	.0%	7.1%	14.3%	22.2%	4.0%	2.7%	13.4%
NOON.....	19	6	13	0	1	8	5	5	5	3	11
.....	12.3%	8.1%	16.3%	.0%	2.5%	14.3%	17.9%	27.8%	10.0%	8.1%	16.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22A: RM 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	8	3	5	0	0	1	3	4	3	1	4
.....	5.2%	4.1%	6.3%	.0%	.0%	1.8%	10.7%	22.2%	6.0%	2.7%	6.0%
1400 HRS.....	9	2	7	0	0	2	4	3	3	1	5
.....	5.8%	2.7%	8.8%	.0%	.0%	3.6%	14.3%	16.7%	6.0%	2.7%	7.5%
1500 HRS.....	9	1	8	0	0	2	4	3	3	1	5
.....	5.8%	1.4%	10.0%	.0%	.0%	3.6%	14.3%	16.7%	6.0%	2.7%	7.5%
1600 HRS.....	9	2	7	0	2	4	1	2	3	2	4
.....	5.8%	2.7%	8.8%	.0%	5.0%	7.1%	3.6%	11.1%	6.0%	5.4%	6.0%
1700 HRS.....	7	3	4	0	1	2	2	2	2	1	4
.....	4.5%	4.1%	5.0%	.0%	2.5%	3.6%	7.1%	11.1%	4.0%	2.7%	6.0%
1800 HRS.....	7	2	5	0	1	2	2	2	3	0	4
.....	4.5%	2.7%	6.3%	.0%	2.5%	3.6%	7.1%	11.1%	6.0%	.0%	6.0%
1900 HRS.....	3	0	3	0	0	0	1	2	1	0	2
.....	1.9%	.0%	3.8%	.0%	.0%	.0%	3.6%	11.1%	2.0%	.0%	3.0%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22A: RM 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	119	62	57	11	37	39	19	13	40	31	48
.....	77.3%	83.8%	71.3%	91.7%	92.5%	69.6%	67.9%	72.2%	80.0%	83.8%	71.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22B: RM 2 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	50	37	67
0600 HRS.....	1	0	1	0	1	0	0	0	1	0	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	2.0%	.0%	.0%
0700 HRS.....	2	0	2	0	2	0	0	0	1	1	0
.....	1.3%	.0%	2.5%	.0%	5.0%	.0%	.0%	.0%	2.0%	2.7%	.0%
0800 HRS.....	2	1	1	0	2	0	0	0	1	1	0
.....	1.3%	1.4%	1.3%	.0%	5.0%	.0%	.0%	.0%	2.0%	2.7%	.0%
0900 HRS.....	3	1	2	0	2	1	0	0	1	1	1
.....	1.9%	1.4%	2.5%	.0%	5.0%	1.8%	.0%	.0%	2.0%	2.7%	1.5%
1000 HRS.....	1	0	1	0	1	0	0	0	0	1	0
.....	.6%	.0%	1.3%	.0%	2.5%	.0%	.0%	.0%	.0%	2.7%	.0%
1100 HRS.....	2	1	1	0	1	0	0	1	1	1	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	.0%	5.6%	2.0%	2.7%	.0%
NOON.....	3	2	1	0	1	1	0	1	1	1	1
.....	1.9%	2.7%	1.3%	.0%	2.5%	1.8%	.0%	5.6%	2.0%	2.7%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22B: RM 2 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	2	1	1	0	1	0	0	1	1	1	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	.0%	5.6%	2.0%	2.7%	.0%
1400 HRS.....	2	1	1	0	1	0	0	1	1	1	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	.0%	5.6%	2.0%	2.7%	.0%
1500 HRS.....	2	1	1	0	1	0	0	1	1	1	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	.0%	5.6%	2.0%	2.7%	.0%
1600 HRS.....	4	3	1	0	1	1	0	2	2	1	1
.....	2.6%	4.1%	1.3%	.0%	2.5%	1.8%	.0%	11.1%	4.0%	2.7%	1.5%
1700 HRS.....	4	4	0	0	1	1	0	2	3	0	1
.....	2.6%	5.4%	.0%	.0%	2.5%	1.8%	.0%	11.1%	6.0%	.0%	1.5%
1800 HRS.....	2	2	0	0	0	2	0	0	1	0	1
.....	1.3%	2.7%	.0%	.0%	.0%	3.6%	.0%	.0%	2.0%	.0%	1.5%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22B: RM 2 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	145	68	77	12	36	53	28	16	45	36	64
.....	94.2%	91.9%	96.3%	100%	90.0%	94.6%	100%	88.9%	90.0%	97.3%	95.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22C: SUPER 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	50	37	67
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	6	2	4	2	1	3	0	0	0	3	3
.....	3.9%	2.7%	5.0%	16.7%	2.5%	5.4%	.0%	.0%	.0%	8.1%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO SUPER 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22C: SUPER 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	6	2	4	2	1	3	0	0	0	3	3
.....	3.9%	2.7%	5.0%	16.7%	2.5%	5.4%	.0%	.0%	.0%	8.1%	4.5%
0800 HRS.....	7	3	4	2	1	3	0	1	1	3	3
.....	4.5%	4.1%	5.0%	16.7%	2.5%	5.4%	.0%	5.6%	2.0%	8.1%	4.5%
0900 HRS.....	6	3	3	1	3	2	0	0	0	3	3
.....	3.9%	4.1%	3.8%	8.3%	7.5%	3.6%	.0%	.0%	.0%	8.1%	4.5%
1000 HRS.....	7	3	4	1	3	3	0	0	0	3	4
.....	4.5%	4.1%	5.0%	8.3%	7.5%	5.4%	.0%	.0%	.0%	8.1%	6.0%
1100 HRS.....	8	3	5	1	3	4	0	0	0	4	4
.....	5.2%	4.1%	6.3%	8.3%	7.5%	7.1%	.0%	.0%	.0%	10.8%	6.0%
NOON.....	12	7	5	1	3	5	0	3	2	3	7
.....	7.8%	9.5%	6.3%	8.3%	7.5%	8.9%	.0%	16.7%	4.0%	8.1%	10.4%
1300 HRS.....	2	1	1	1	1	0	0	0	0	0	2
.....	1.3%	1.4%	1.3%	8.3%	2.5%	.0%	.0%	.0%	.0%	.0%	3.0%
1400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22C: SUPER 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
1600 HRS.....	4	2	2	1	0	3	0	0	0	1	3
.....	2.6%	2.7%	2.5%	8.3%	.0%	5.4%	.0%	.0%	.0%	2.7%	4.5%
1700 HRS.....	3	1	2	1	0	2	0	0	0	1	2
.....	1.9%	1.4%	2.5%	8.3%	.0%	3.6%	.0%	.0%	.0%	2.7%	3.0%
1800 HRS.....	3	0	3	2	0	1	0	0	0	0	3
.....	1.9%	.0%	3.8%	16.7%	.0%	1.8%	.0%	.0%	.0%	.0%	4.5%
1900 HRS.....	3	0	3	2	0	1	0	0	0	0	3
.....	1.9%	.0%	3.8%	16.7%	.0%	1.8%	.0%	.0%	.0%	.0%	4.5%
2000 HRS.....	4	1	3	2	0	2	0	0	0	0	4
.....	2.6%	1.4%	3.8%	16.7%	.0%	3.6%	.0%	.0%	.0%	.0%	6.0%
2100 HRS.....	2	0	2	1	0	1	0	0	0	0	2
.....	1.3%	.0%	2.5%	8.3%	.0%	1.8%	.0%	.0%	.0%	.0%	3.0%
2200 HRS.....	2	0	2	1	0	1	0	0	0	0	2
.....	1.3%	.0%	2.5%	8.3%	.0%	1.8%	.0%	.0%	.0%	.0%	3.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22C: SUPER 1 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	1	0	1	0	0	1	0	0	0	0	1
.....	.6%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	138	67	71	10	37	48	28	15	48	33	57
.....	89.6%	90.5%	88.8%	83.3%	92.5%	85.7%	100%	83.3%	96.0%	89.2%	85.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22D: RAD 101 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	50	37	67
MIDNIGHT.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0100 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0200 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0300 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0400 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0500 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
0600 HRS.....	2	2	0	0	0	2	0	0	1	0	1
.....	1.3%	2.7%	.0%	.0%	.0%	3.6%	.0%	.0%	2.0%	.0%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO 101

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22D: RAD 101 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	8	5	3	0	4	4	0	0	6	1	1
.....	5.2%	6.8%	3.8%	.0%	10.0%	7.1%	.0%	.0%	12.0%	2.7%	1.5%
0800 HRS.....	10	6	4	0	5	4	0	1	7	1	2
.....	6.5%	8.1%	5.0%	.0%	12.5%	7.1%	.0%	5.6%	14.0%	2.7%	3.0%
0900 HRS.....	12	7	5	1	4	5	1	1	7	3	2
.....	7.8%	9.5%	6.3%	8.3%	10.0%	8.9%	3.6%	5.6%	14.0%	8.1%	3.0%
1000 HRS.....	11	7	4	1	5	4	1	0	5	3	3
.....	7.1%	9.5%	5.0%	8.3%	12.5%	7.1%	3.6%	.0%	10.0%	8.1%	4.5%
1100 HRS.....	10	6	4	1	5	4	0	0	5	2	3
.....	6.5%	8.1%	5.0%	8.3%	12.5%	7.1%	.0%	.0%	10.0%	5.4%	4.5%
1200 HRS.....	11	7	4	1	5	4	1	0	5	3	3
.....	7.1%	9.5%	5.0%	8.3%	12.5%	7.1%	3.6%	.0%	10.0%	8.1%	4.5%
1300 HRS.....	6	4	2	0	2	4	0	0	4	1	1
.....	3.9%	5.4%	2.5%	.0%	5.0%	7.1%	.0%	.0%	8.0%	2.7%	1.5%
1400 HRS.....	8	6	2	1	3	3	1	0	4	3	1
.....	5.2%	8.1%	2.5%	8.3%	7.5%	5.4%	3.6%	.0%	8.0%	8.1%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22D: RAD 101 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	7	5	2	1	3	3	0	0	4	2	1
.....	4.5%	6.8%	2.5%	8.3%	7.5%	5.4%	.0%	.0%	8.0%	5.4%	1.5%
1600 HRS.....	7	7	0	1	4	2	0	0	4	2	1
.....	4.5%	9.5%	.0%	8.3%	10.0%	3.6%	.0%	.0%	8.0%	5.4%	1.5%
1700 HRS.....	8	7	1	1	5	2	0	0	5	2	1
.....	5.2%	9.5%	1.3%	8.3%	12.5%	3.6%	.0%	.0%	10.0%	5.4%	1.5%
1800 HRS.....	5	4	1	0	4	1	0	0	4	0	1
.....	3.2%	5.4%	1.3%	.0%	10.0%	1.8%	.0%	.0%	8.0%	.0%	1.5%
1900 HRS.....	5	4	1	1	3	1	0	0	4	0	1
.....	3.2%	5.4%	1.3%	8.3%	7.5%	1.8%	.0%	.0%	8.0%	.0%	1.5%
2000 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.0%	.0%	.0%
2100 HRS.....	2	2	0	0	0	2	0	0	1	1	0
.....	1.3%	2.7%	.0%	.0%	.0%	3.6%	.0%	.0%	2.0%	2.7%	.0%
2200 HRS.....	5	5	0	0	2	3	0	0	3	1	1
.....	3.2%	6.8%	.0%	.0%	5.0%	5.4%	.0%	.0%	6.0%	2.7%	1.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 22D: RAD 101 AUDIENCE: SATURDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	5	5	0	0	2	3	0	0	3	1	1
.....	3.2%	6.8%	.0%	.0%	5.0%	5.4%	.0%	.0%	6.0%	2.7%	1.5%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	130	58	72	10	29	47	27	17	34	33	63
.....	84.4%	78.4%	90.0%	83.3%	72.5%	83.9%	96.4%	94.4%	68.0%	89.2%	94.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23A: RM 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	42	74
0600 HRS.....	13	5	8	0	0	6	3	4	3	5	5
.....	8.4%	6.8%	10.0%	.0%	.0%	10.7%	10.7%	22.2%	7.9%	11.9%	6.8%
0700 HRS.....	24	11	13	1	1	9	6	7	7	5	12
.....	15.6%	14.9%	16.3%	8.3%	2.5%	16.1%	21.4%	38.9%	18.4%	11.9%	16.2%
0800 HRS.....	30	14	16	1	2	12	9	6	7	6	17
.....	19.5%	18.9%	20.0%	8.3%	5.0%	21.4%	32.1%	33.3%	18.4%	14.3%	23.0%
0900 HRS.....	19	6	13	0	0	8	9	2	3	3	13
.....	12.3%	8.1%	16.3%	.0%	.0%	14.3%	32.1%	11.1%	7.9%	7.1%	17.6%
1000 HRS.....	22	7	15	0	2	9	8	3	4	3	15
.....	14.3%	9.5%	18.8%	.0%	5.0%	16.1%	28.6%	16.7%	10.5%	7.1%	20.3%
1100 HRS.....	23	11	12	1	2	8	9	3	5	6	12
.....	14.9%	14.9%	15.0%	8.3%	5.0%	14.3%	32.1%	16.7%	13.2%	14.3%	16.2%
NOON.....	32	17	15	3	2	10	10	7	9	7	16
.....	20.8%	23.0%	18.8%	25.0%	5.0%	17.9%	35.7%	38.9%	23.7%	16.7%	21.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23A: RM 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	12	4	8	0	2	7	1	2	6	1	5
.....	7.8%	5.4%	10.0%	.0%	5.0%	12.5%	3.6%	11.1%	15.8%	2.4%	6.8%
1400 HRS.....	13	5	8	0	1	7	3	2	5	1	7
.....	8.4%	6.8%	10.0%	.0%	2.5%	12.5%	10.7%	11.1%	13.2%	2.4%	9.5%
1500 HRS.....	12	4	8	0	0	7	3	2	3	2	7
.....	7.8%	5.4%	10.0%	.0%	.0%	12.5%	10.7%	11.1%	7.9%	4.8%	9.5%
1600 HRS.....	10	5	5	0	0	4	3	3	2	3	5
.....	6.5%	6.8%	6.3%	.0%	.0%	7.1%	10.7%	16.7%	5.3%	7.1%	6.8%
1700 HRS.....	6	4	2	0	0	2	1	3	1	1	4
.....	3.9%	5.4%	2.5%	.0%	.0%	3.6%	3.6%	16.7%	2.6%	2.4%	5.4%
1800 HRS.....	6	3	3	1	0	3	1	1	2	1	3
.....	3.9%	4.1%	3.8%	8.3%	.0%	5.4%	3.6%	5.6%	5.3%	2.4%	4.1%
1900 HRS.....	2	1	1	0	0	2	0	0	1	0	1
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	2.6%	.0%	1.4%
2000 HRS.....	1	0	1	0	0	0	1	0	0	0	1
.....	.6%	.0%	1.3%	.0%	.0%	.0%	3.6%	.0%	.0%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23A: RM 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	94	44	50	8	35	34	12	5	24	29	41
.....	61.0%	59.5%	62.5%	66.7%	87.5%	60.7%	42.9%	27.8%	63.2%	69.0%	55.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23B: RM 2 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	42	74
0600 HRS.....	2	2	0	0	1	1	0	0	0	1	1
.....	1.3%	2.7%	.0%	.0%	2.5%	1.8%	.0%	.0%	.0%	2.4%	1.4%
0700 HRS.....	2	2	0	0	1	1	0	0	0	1	1
.....	1.3%	2.7%	.0%	.0%	2.5%	1.8%	.0%	.0%	.0%	2.4%	1.4%
0800 HRS.....	3	3	0	0	1	1	1	0	0	1	2
.....	1.9%	4.1%	.0%	.0%	2.5%	1.8%	3.6%	.0%	.0%	2.4%	2.7%
0900 HRS.....	4	3	1	0	1	2	1	0	0	1	3
.....	2.6%	4.1%	1.3%	.0%	2.5%	3.6%	3.6%	.0%	.0%	2.4%	4.1%
1000 HRS.....	3	3	0	0	1	1	1	0	0	1	2
.....	1.9%	4.1%	.0%	.0%	2.5%	1.8%	3.6%	.0%	.0%	2.4%	2.7%
1100 HRS.....	1	1	0	0	1	0	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	.0%	.0%	1.4%
NOON.....	2	2	0	0	1	0	1	0	0	0	2
.....	1.3%	2.7%	.0%	.0%	2.5%	.0%	3.6%	.0%	.0%	.0%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23B: RM 2 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1300 HRS.....	3	3	0	1	1	0	1	0	1	1	1
.....	1.9%	4.1%	.0%	8.3%	2.5%	.0%	3.6%	.0%	2.6%	2.4%	1.4%
1400 HRS.....	2	2	0	0	1	0	1	0	0	0	2
.....	1.3%	2.7%	.0%	.0%	2.5%	.0%	3.6%	.0%	.0%	.0%	2.7%
1500 HRS.....	2	1	1	0	1	0	1	0	0	2	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	3.6%	.0%	.0%	4.8%	.0%
1600 HRS.....	2	1	1	0	1	0	1	0	0	2	0
.....	1.3%	1.4%	1.3%	.0%	2.5%	.0%	3.6%	.0%	.0%	4.8%	.0%
1700 HRS.....	1	0	1	0	0	0	1	0	0	1	0
.....	.6%	.0%	1.3%	.0%	.0%	.0%	3.6%	.0%	.0%	2.4%	.0%
1800 HRS.....	2	1	1	0	0	1	1	0	0	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.6%	.0%	.0%	2.4%	1.4%
1900 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.4%
2000 HRS.....	1	1	0	0	0	1	0	0	0	0	1
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23B: RM 2 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2100 HRS.....	3	3	0	0	0	2	0	1	1	0	2
.....	1.9%	4.1%	.0%	.0%	.0%	3.6%	.0%	5.6%	2.6%	.0%	2.7%
2200 HRS.....	2	2	0	0	0	2	0	0	0	0	2
.....	1.3%	2.7%	.0%	.0%	.0%	3.6%	.0%	.0%	.0%	.0%	2.7%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	143	65	78	11	38	52	25	17	36	38	69
.....	92.9%	87.8%	97.5%	91.7%	95.0%	92.9%	89.3%	94.4%	94.7%	90.5%	93.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23C: SUPER 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	42	74
MIDNIGHT.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.6%	.0%	.0%
0100 HRS.....	1	1	0	0	0	1	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.6%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	1	0	1	0	0	0	0	1	0	1	0
.....	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	5.6%	.0%	2.4%	.0%
0600 HRS.....	7	1	6	0	1	1	2	3	0	4	3
.....	4.5%	1.4%	7.5%	.0%	2.5%	1.8%	7.1%	16.7%	.0%	9.5%	4.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE - ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23C: SUPER 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	11	2	9	0	2	3	2	4	0	7	4
.....	7.1%	2.7%	11.3%	.0%	5.0%	5.4%	7.1%	22.2%	.0%	16.7%	5.4%
0800 HRS.....	16	5	11	0	3	6	3	4	0	7	9
.....	10.4%	6.8%	13.8%	.0%	7.5%	10.7%	10.7%	22.2%	.0%	16.7%	12.2%
0900 HRS.....	22	9	13	0	5	9	4	4	1	7	14
.....	14.3%	12.2%	16.3%	.0%	12.5%	16.1%	14.3%	22.2%	2.6%	16.7%	18.9%
1000 HRS.....	21	9	12	1	5	8	3	4	1	7	13
.....	13.6%	12.2%	15.0%	8.3%	12.5%	14.3%	10.7%	22.2%	2.6%	16.7%	17.6%
1100 HRS.....	21	9	12	2	5	8	2	4	1	9	11
.....	13.6%	12.2%	15.0%	16.7%	12.5%	14.3%	7.1%	22.2%	2.6%	21.4%	14.9%
NOON.....	16	8	8	2	5	4	2	3	1	7	8
.....	10.4%	10.8%	10.0%	16.7%	12.5%	7.1%	7.1%	16.7%	2.6%	16.7%	10.8%
1300 HRS.....	6	4	2	2	0	2	1	1	1	2	3
.....	3.9%	5.4%	2.5%	16.7%	.0%	3.6%	3.6%	5.6%	2.6%	4.8%	4.1%
1400 HRS.....	6	2	4	1	0	2	2	1	0	2	4
.....	3.9%	2.7%	5.0%	8.3%	.0%	3.6%	7.1%	5.6%	.0%	4.8%	5.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23C: SUPER 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	5	3	2	1	0	2	1	1	0	2	3
.....	3.2%	4.1%	2.5%	8.3%	.0%	3.6%	3.6%	5.6%	.0%	4.8%	4.1%
1600 HRS.....	9	5	4	1	2	3	1	2	0	4	5
.....	5.8%	6.8%	5.0%	8.3%	5.0%	5.4%	3.6%	11.1%	.0%	9.5%	6.8%
1700 HRS.....	10	7	3	1	2	5	1	1	0	3	7
.....	6.5%	9.5%	3.8%	8.3%	5.0%	8.9%	3.6%	5.6%	.0%	7.1%	9.5%
1800 HRS.....	9	6	3	1	2	4	1	1	1	2	6
.....	5.8%	8.1%	3.8%	8.3%	5.0%	7.1%	3.6%	5.6%	2.6%	4.8%	8.1%
1900 HRS.....	3	2	1	0	2	1	0	0	1	0	2
.....	1.9%	2.7%	1.3%	.0%	5.0%	1.8%	.0%	.0%	2.6%	.0%	2.7%
2000 HRS.....	3	1	2	0	1	1	1	0	0	1	2
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	3.6%	.0%	.0%	2.4%	2.7%
2100 HRS.....	3	1	2	0	1	1	1	0	0	1	2
.....	1.9%	1.4%	2.5%	.0%	2.5%	1.8%	3.6%	.0%	.0%	2.4%	2.7%
2200 HRS.....	3	1	2	0	2	0	1	0	0	1	2
.....	1.9%	1.4%	2.5%	.0%	5.0%	.0%	3.6%	.0%	.0%	2.4%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO SUPER 1

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BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23C: SUPER 1 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	3	1	2	0	2	0	1	0	0	1	2
.....	1.9%	1.4%	2.5%	.0%	5.0%	.0%	3.6%	.0%	.0%	2.4%	2.7%
DID NOT LISTEN TO RADIO SUPER 1 ON THIS DAY....	115	54	61	9	30	41	22	13	34	29	52
.....	74.7%	73.0%	76.3%	75.0%	75.0%	73.2%	78.6%	72.2%	89.5%	69.0%	70.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23D: RAD 101 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
TOTAL CASES.....	154	74	80	12	40	56	28	18	38	42	74
MIDNIGHT.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0100 HRS.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0200 HRS.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0300 HRS.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0400 HRS.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0500 HRS.....	1	1	0	0	1	0	0	0	1	0	0
.....	.6%	1.4%	.0%	.0%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%
0600 HRS.....	5	4	1	1	1	2	1	0	2	3	0
.....	3.2%	5.4%	1.3%	8.3%	2.5%	3.6%	3.6%	.0%	5.3%	7.1%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23D: RAD 101 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
0700 HRS.....	9	5	4	1	1	6	1	0	4	4	1
.....	5.8%	6.8%	5.0%	8.3%	2.5%	10.7%	3.6%	.0%	10.5%	9.5%	1.4%
0800 HRS.....	13	6	7	2	5	6	0	0	6	4	3
.....	8.4%	8.1%	8.8%	16.7%	12.5%	10.7%	.0%	.0%	15.8%	9.5%	4.1%
0900 HRS.....	15	8	7	3	7	3	1	1	6	7	2
.....	9.7%	10.8%	8.8%	25.0%	17.5%	5.4%	3.6%	5.6%	15.8%	16.7%	2.7%
1000 HRS.....	11	5	6	2	4	3	1	1	3	6	2
.....	7.1%	6.8%	7.5%	16.7%	10.0%	5.4%	3.6%	5.6%	7.9%	14.3%	2.7%
1100 HRS.....	13	5	8	0	7	4	1	1	5	5	3
.....	8.4%	6.8%	10.0%	.0%	17.5%	7.1%	3.6%	5.6%	13.2%	11.9%	4.1%
1200 HRS.....	12	6	6	0	5	5	1	1	5	6	1
.....	7.8%	8.1%	7.5%	.0%	12.5%	8.9%	3.6%	5.6%	13.2%	14.3%	1.4%
1300 HRS.....	10	5	5	2	3	5	0	0	4	5	1
.....	6.5%	6.8%	6.3%	16.7%	7.5%	8.9%	.0%	.0%	10.5%	11.9%	1.4%
1400 HRS.....	13	7	6	2	4	6	1	0	4	5	4
.....	8.4%	9.5%	7.5%	16.7%	10.0%	10.7%	3.6%	.0%	10.5%	11.9%	5.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO 101

(continued) ...

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23D: RAD 101 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
1500 HRS.....	11	6	5	1	3	6	1	0	3	4	4
.....	7.1%	8.1%	6.3%	8.3%	7.5%	10.7%	3.6%	.0%	7.9%	9.5%	5.4%
1600 HRS.....	14	6	8	1	6	6	0	1	5	4	5
.....	9.1%	8.1%	10.0%	8.3%	15.0%	10.7%	.0%	5.6%	13.2%	9.5%	6.8%
1700 HRS.....	11	5	6	0	5	5	0	1	3	5	3
.....	7.1%	6.8%	7.5%	.0%	12.5%	8.9%	.0%	5.6%	7.9%	11.9%	4.1%
1800 HRS.....	10	5	5	0	7	2	0	1	5	2	3
.....	6.5%	6.8%	6.3%	.0%	17.5%	3.6%	.0%	5.6%	13.2%	4.8%	4.1%
1900 HRS.....	6	3	3	0	4	1	1	0	3	1	2
.....	3.9%	4.1%	3.8%	.0%	10.0%	1.8%	3.6%	.0%	7.9%	2.4%	2.7%
2000 HRS.....	5	2	3	1	2	2	0	0	3	2	0
.....	3.2%	2.7%	3.8%	8.3%	5.0%	3.6%	.0%	.0%	7.9%	4.8%	.0%
2100 HRS.....	4	1	3	1	2	1	0	0	3	1	0
.....	2.6%	1.4%	3.8%	8.3%	5.0%	1.8%	.0%	.0%	7.9%	2.4%	.0%
2200 HRS.....	4	2	2	1	1	2	0	0	1	1	2
.....	2.6%	2.7%	2.5%	8.3%	2.5%	3.6%	.0%	.0%	2.6%	2.4%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - RADIO AUDIENCE AUDIT JANUARY 1992

TABLE 23D: RAD 101 AUDIENCE: SUNDAY - GENDER, AGE & SOCIO-ECON. GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP		
		MALE	FEMAL E	14-17	18-30	31-50	51-65	65+	ABC1	C2	DE
2300 HRS.....	5	4	1	0	3	2	0	0	3	0	2
.....	3.2%	5.4%	1.3%	.0%	7.5%	3.6%	.0%	.0%	7.9%	.0%	2.7%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	113	51	62	7	24	41	24	17	20	29	64
.....	73.4%	68.9%	77.5%	58.3%	60.0%	73.2%	85.7%	94.4%	52.6%	69.0%	86.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 24: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: MONDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			1,742	1,742
0100 HRS			1,742	1,742
0200 HRS			0	0
0300 HRS			0	0
0400 HRS			1,742	0
0500 HRS			5,227	3,484
0600 HRS	26,133	6,969	13,938	5,227
0700 HRS	40,071	12,196	27,875	15,680
0800 HRS	40,071	6,969	34,844	24,391
0900 HRS	27,875	6,969	33,102	24,391
1000 HRS	38,329	5,227	29,618	27,875
1100 HRS	31,360	5,227	27,875	27,875
NOON	43,555	8,711	27,875	26,133
1300 HRS	10,453	1,742	10,453	20,907
1400 HRS	15,680	5,227	17,422	24,391
1500 HRS	15,680	6,969	20,907	24,391
1600 HRS	17,422	10,453	29,618	27,875
1700 HRS	17,422	8,711	34,844	34,844
1800 HRS	13,938	6,969	34,844	29,618
1900 HRS	12,196	1,742	17,422	22,649
2000 HRS	10,453	0	12,196	12,196
2100 HRS	0	1,742	8,711	8,711
2200 HRS	1,742	0	13,938	10,453
2300 HRS			8,711	12,196
AT NO TIME	172,479	233,457	189,901	186,417

BASE: ALL WHO WERE ASKED ABOUT MONDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 25: COMPARISON OF PROJECTED STATISTICS FOR TOTAL MALTESE POPULATION: TUESDAY				
TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			0	1,742
0100 HRS			0	1,742
0200 HRS			0	0
0300 HRS			0	0
0400 HRS			1,742	0
0500 HRS			5,227	0
0600 HRS	24,391	5,227	12,196	8,711
0700 HRS	29,618	5,227	27,875	27,875
0800 HRS	34,844	8,711	24,391	38,329
0900 HRS	31,360	3,484	24,391	43,555
1000 HRS	36,587	6,969	24,391	41,813
1100 HRS	27,875	6,969	27,875	36,587
NOON	34,844	10,453	26,133	47,040
1300 HRS	26,133	5,227	15,680	31,360
1400 HRS	19,164	6,969	10,453	24,391
1500 HRS	19,164	5,227	10,453	22,649
1600 HRS	24,391	5,227	19,164	27,875
1700 HRS	15,680	5,227	26,133	34,844
1800 HRS	10,453	8,711	27,875	34,844
1900 HRS	10,453	1,742	13,938	27,875
2000 HRS	12,196	0	6,969	24,391
2100 HRS	1,742	1,742	5,227	13,938
2200 HRS	1,742	1,742	12,196	13,938
2300 HRS			8,711	13,938
AT NO TIME	184,675	242,168	195,128	168,995
BASE: ALL WHO WERE ASKED ABOUT TUESDAY LISTENING				
NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER				

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 26: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: WEDNESDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			0	1,742
0100 HRS			1,742	1,742
0200 HRS			1,742	1,742
0300 HRS			0	1,742
0400 HRS			0	1,742
0500 HRS			5,227	3,484
0600 HRS	34,844	3,484	13,938	13,938
0700 HRS	41,813	3,484	20,907	34,844
0800 HRS	50,524	12,196	20,907	40,071
0900 HRS	40,071	10,453	19,164	34,844
1000 HRS	40,071	8,711	15,680	31,360
1100 HRS	34,844	12,196	20,907	27,875
NOON	40,071	19,164	20,907	34,844
1300 HRS	26,133	6,969	19,164	26,133
1400 HRS	15,680	8,711	17,422	24,391
1500 HRS	17,422	6,969	19,164	22,649
1600 HRS	27,875	8,711	19,164	34,844
1700 HRS	26,133	8,711	20,907	31,360
1800 HRS	24,391	6,969	19,164	33,102
1900 HRS	12,196	3,484	6,969	24,391
2000 HRS	6,969	1,742	10,453	22,649
2100 HRS	3,484	5,227	5,227	17,422
2200 HRS	3,484	0	6,969	13,938
2300 HRS			5,227	15,680
AT NO TIME	168,995	240,426	202,097	175,964

BASE: ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 27: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: THURSDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			0	3,484
0100 HRS			0	1,742
0200 HRS			0	0
0300 HRS			0	0
0400 HRS			0	0
0500 HRS			3,484	1,742
0600 HRS	43,555	3,484	24,391	10,453
0700 HRS	60,978	3,484	27,875	19,164
0800 HRS	50,524	12,196	24,391	24,391
0900 HRS	34,844	12,196	20,907	24,391
1000 HRS	33,102	10,453	17,422	20,907
1100 HRS	40,071	6,969	24,391	13,938
NOON	48,782	8,711	22,649	24,391
1300 HRS	22,649	5,227	13,938	17,422
1400 HRS	10,453	6,969	13,938	19,164
1500 HRS	12,196	10,453	19,164	17,422
1600 HRS	22,649	12,196	24,391	24,391
1700 HRS	27,875	8,711	17,422	24,391
1800 HRS	17,422	6,969	19,164	20,907
1900 HRS	12,196	1,742	6,969	19,164
2000 HRS	5,227	1,742	13,938	15,680
2100 HRS	5,227	5,227	8,711	13,938
2200 HRS	3,484	1,742	6,969	13,938
2300 HRS			5,227	13,938
AT NO TIME	155,057	238,683	196,870	188,159

BASE: ALL WHO WERE ASKED ABOUT THURSDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 28: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: FRIDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			6,969	3,484
0100 HRS			5,227	1,742
0200 HRS			3,484	0
0300 HRS			0	1,742
0400 HRS			0	1,742
0500 HRS			0	0
0600 HRS	26,133	1,742	22,649	6,969
0700 HRS	62,720	1,742	27,875	20,907
0800 HRS	66,204	6,969	33,102	20,907
0900 HRS	48,782	6,969	26,133	27,875
1000 HRS	50,524	6,969	19,164	24,391
1100 HRS	45,298	6,969	22,649	19,164
NOON	59,235	5,227	29,618	20,907
1300 HRS	22,649	3,484	13,938	17,422
1400 HRS	20,907	1,742	10,453	19,164
1500 HRS	24,391	5,227	10,453	26,133
1600 HRS	22,649	5,227	24,391	29,618
1700 HRS	29,618	5,227	26,133	27,875
1800 HRS	24,391	1,742	24,391	19,164
1900 HRS	15,680	3,484	19,164	13,938
2000 HRS	12,196	0	22,649	6,969
2100 HRS	6,969	0	15,680	5,227
2200 HRS	5,227	0	22,649	5,227
2300 HRS			13,938	12,196
AT NO TIME	148,088	245,652	189,901	195,128

BASE: ALL WHO WERE ASKED ABOUT FRIDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 29: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: SATURDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			0	1,742
0100 HRS			0	1,742
0200 HRS			0	1,742
0300 HRS			0	1,742
0400 HRS			0	1,742
0500 HRS			0	1,742
0600 HRS	5,227	1,742	10,453	3,484
0700 HRS	27,875	3,484	10,453	13,938
0800 HRS	36,587	3,484	12,196	17,422
0900 HRS	27,875	5,227	10,453	20,907
1000 HRS	29,618	1,742	12,196	19,164
1100 HRS	20,907	3,484	13,938	17,422
NOON	33,102	5,227	20,907	19,164
1300 HRS	13,938	3,484	3,484	10,453
1400 HRS	15,680	3,484	0	13,938
1500 HRS	15,680	3,484	1,742	12,196
1600 HRS	15,680	6,969	6,969	12,196
1700 HRS	12,196	6,969	5,227	13,938
1800 HRS	12,196	3,484	5,227	8,711
1900 HRS	5,227	0	5,227	8,711
2000 HRS	0	0	6,969	1,742
2100 HRS	0	0	3,484	3,484
2200 HRS	0	0	3,484	8,711
2300 HRS			1,742	8,711
AT NO TIME	207,324	252,621	240,426	226,488

BASE: ALL WHO WERE ASKED ABOUT SATURDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 30: COMPARISON OF PROJECTED STATISTICS
FOR TOTAL MALTESE POPULATION: SUNDAY

TIME	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101
MIDNIGHT			0	0
0100 HRS			1,742	1,742
0200 HRS			1,742	1,742
0300 HRS			0	1,742
0400 HRS			0	1,742
0500 HRS			0	1,742
0600 HRS	22,649	3,484	1,742	1,742
0700 HRS	41,813	3,484	12,196	8,711
0800 HRS	52,266	5,227	20,907	15,680
0900 HRS	33,102	6,969	29,618	22,649
1000 HRS	38,329	5,227	40,071	26,133
1100 HRS	40,071	1,742	38,329	19,164
NOON	55,751	3,484	38,329	22,649
1300 HRS	20,907	5,227	29,618	20,907
1400 HRS	22,649	3,484	12,196	17,422
1500 HRS	20,907	3,484	10,453	22,649
1600 HRS	17,422	3,484	8,711	19,164
1700 HRS	10,453	1,742	15,680	24,391
1800 HRS	10,453	3,484	17,422	19,164
1900 HRS	3,484	1,742	15,680	17,422
2000 HRS	1,742	1,742	5,227	10,453
2100 HRS	0	5,227	5,227	8,711
2200 HRS	0	3,484	5,227	6,969
2300 HRS			5,227	6,969
AT NO TIME	163,768	249,137	198,612	196,870

BASE: ALL WHO WERE ASKED ABOUT SUNDAY LISTENING

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP
OF TOTAL POTENTIAL AUDIENCE AGED 14 YEARS AND OVER

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 31: DAILY COMPARISON OF AUDIENCE (BY RADIO STATION)
RADIO MALTA 1

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MIDNIGHT							
0100 HRS							
0200 HRS							
0300 HRS							
0400 HRS							
0500 HRS							
0600 HRS	26,133	24,391	34,844	43,555	26,133	5,227	26,133
0700 HRS	40,071	29,618	41,813	60,978	62,720	27,875	40,071
0800 HRS	40,071	34,844	50,524	50,524	66,204	36,587	40,071
0900 HRS	27,875	31,360	40,071	34,844	48,782	27,875	27,875
1000 HRS	38,329	36,587	40,071	33,102	50,524	29,618	38,329
1100 HRS	31,360	27,875	34,844	40,071	45,298	20,907	31,360
NOON	43,555	34,844	40,071	48,782	59,235	33,102	43,555
1300 HRS	10,453	26,133	26,133	22,649	22,649	13,938	10,453
1400 HRS	15,680	19,164	15,680	10,453	20,907	15,680	15,680
1500 HRS	15,680	19,164	17,422	12,196	24,391	15,680	15,680
1600 HRS	17,422	24,391	27,875	22,649	22,649	15,680	17,422
1700 HRS	17,422	15,680	26,133	27,875	29,618	12,196	17,422
1800 HRS	13,938	10,453	24,391	17,422	24,391	12,196	13,938
1900 HRS	12,196	10,453	12,196	12,196	15,680	5,227	12,196
2000 HRS	10,453	12,196	6,969	5,227	12,196	0	10,453
2100 HRS	0	1,742	3,484	5,227	6,969	0	0
2200 HRS	1,742	1,742	3,484	3,484	5,227	0	1,742
2300 HRS							
AT NO							
TIME	172,479	184,675	168,995	155,057	148,088	207,324	172,479

NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 32: DAILY COMPARISON OF AUDIENCE (BY RADIO STATION)
RADIO MALTA 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MIDNIGHT							
0100 HRS							
0200 HRS							
0300 HRS							
0400 HRS							
0500 HRS							
0600 HRS	6,969	5,227	3,484	3,484	1,742	1,742	3,484
0700 HRS	12,196	5,227	3,484	3,484	1,742	3,484	3,484
0800 HRS	6,969	8,711	12,196	12,196	6,969	3,484	5,227
0900 HRS	6,969	3,484	10,453	12,196	6,969	5,227	6,969
1000 HRS	5,227	6,969	8,711	10,453	6,969	1,742	5,227
1100 HRS	5,227	6,969	12,196	6,969	6,969	3,484	1,742
NOON	8,711	10,453	19,164	8,711	5,227	5,227	3,484
1300 HRS	1,742	5,227	6,969	5,227	3,484	3,484	5,227
1400 HRS	5,227	6,969	8,711	6,969	1,742	3,484	3,484
1500 HRS	6,969	5,227	6,969	10,453	5,227	3,484	3,484
1600 HRS	10,453	5,227	8,711	12,196	5,227	6,969	3,484
1700 HRS	8,711	5,227	8,711	8,711	5,227	6,969	1,742
1800 HRS	6,969	8,711	6,969	6,969	1,742	3,484	3,484
1900 HRS	1,742	1,742	3,484	1,742	3,484	0	1,742
2000 HRS	0	0	1,742	1,742	0	0	1,742
2100 HRS	1,742	1,742	5,227	5,227	0	0	5,227
2200 HRS	0	1,742	0	1,742	0	0	3,484
2300 HRS							
AT NO							
TIME	233,457	242,168	240,426	238,683	245,652	252,621	249,137
NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP							

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 33: DAILY COMPARISON OF AUDIENCE (BY RADIO STATION)
RADIO SUPER 1

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MIDNIGHT	1,742	0	0	0	6,969	0	0
0100 HRS	1,742	0	1,742	0	5,227	0	1,742
0200 HRS	0	0	1,742	0	3,484	0	1,742
0300 HRS	0	0	0	0	0	0	0
0400 HRS	1,742	1,742	0	0	0	0	0
0500 HRS	5,227	5,227	5,227	3,484	0	0	0
0600 HRS	13,938	12,196	13,938	24,391	22,649	10,453	1,742
0700 HRS	27,875	27,875	20,907	27,875	27,875	10,453	12,196
0800 HRS	34,844	24,391	20,907	24,391	33,102	12,196	20,907
0900 HRS	33,102	24,391	19,164	20,907	26,133	10,453	29,618
1000 HRS	29,618	24,391	15,680	17,422	19,164	12,196	40,071
1100 HRS	27,875	27,875	20,907	24,391	22,649	13,938	38,329
NOON	27,875	26,133	20,907	22,649	29,618	20,907	38,329
1300 HRS	10,453	15,680	19,164	13,938	13,938	3,484	29,618
1400 HRS	17,422	10,453	17,422	13,938	10,453	0	12,196
1500 HRS	20,907	10,453	19,164	19,164	10,453	1,742	10,453
1600 HRS	29,618	19,164	19,164	24,391	24,391	6,969	8,711
1700 HRS	34,844	26,133	20,907	17,422	26,133	5,227	15,680
1800 HRS	34,844	27,875	19,164	19,164	24,391	5,227	17,422
1900 HRS	17,422	13,938	6,969	6,969	19,164	5,227	15,680
2000 HRS	12,196	6,969	10,453	13,938	22,649	6,969	5,227
2100 HRS	8,711	5,227	5,227	8,711	15,680	3,484	5,227
2200 HRS	13,938	12,196	6,969	6,969	22,649	3,484	5,227
2300 HRS	8,711	8,711	5,227	5,227	13,938	1,742	5,227
AT NO TIME	189,901	195,128	202,097	196,870	189,901	240,426	198,612
NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP							

BROADCASTING AUTHORITY - RADIO AUDIT JANUARY 1992

TABLE 34: DAILY COMPARISON OF AUDIENCE (BY RADIO STATION)
RADIO 101

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MIDNIGHT	1,742	1,742	1,742	3,484	3,484	1,742	0
0100 HRS	1,742	1,742	1,742	1,742	1,742	1,742	1,742
0200 HRS	0	0	1,742	0	0	1,742	1,742
0300 HRS	0	0	1,742	0	1,742	1,742	1,742
0400 HRS	0	0	1,742	0	1,742	1,742	1,742
0500 HRS	3,484	0	3,484	1,742	0	1,742	1,742
0600 HRS	5,227	8,711	13,938	10,453	6,969	3,484	1,742
0700 HRS	15,680	27,875	34,844	19,164	20,907	13,938	8,711
0800 HRS	24,391	38,329	40,071	24,391	20,907	17,422	15,680
0900 HRS	24,391	43,555	34,844	24,391	27,875	20,907	22,649
1000 HRS	27,875	41,813	31,360	20,907	24,391	19,164	26,133
1100 HRS	27,875	36,587	27,875	13,938	19,164	17,422	19,164
NOON	26,133	47,040	34,844	24,391	20,907	19,164	22,649
1300 HRS	20,907	31,360	26,133	17,422	17,422	10,453	20,907
1400 HRS	24,391	24,391	24,391	19,164	19,164	13,938	17,422
1500 HRS	24,391	22,649	22,649	17,422	26,133	12,196	22,649
1600 HRS	27,875	27,875	34,844	24,391	29,618	12,196	19,164
1700 HRS	34,844	34,844	31,360	24,391	27,875	13,938	24,391
1800 HRS	29,618	34,844	33,102	20,907	19,164	8,711	19,164
1900 HRS	22,649	27,875	24,391	19,164	13,938	8,711	17,422
2000 HRS	12,196	24,391	22,649	15,680	6,969	1,742	10,453
2100 HRS	8,711	13,938	17,422	13,938	5,227	3,484	8,711
2200 HRS	10,453	13,938	13,938	13,938	5,227	8,711	6,969
2300 HRS	12,196	13,938	15,680	13,938	12,196	8,711	6,969
AT NO TIME	186,417	168,995	175,964	188,159	195,128	226,488	196,870
NOTE: '0' REFERS TO LESS THAN 0.1% LISTENERSHIP OF TOTAL POTENTIAL AUDIENCE							

