

Report

on a Study of

TV and Radio Audiences in Malta

(Part II — Tables: Opinion Survey)

prepared for the

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 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF SMASH RADIO
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 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO CALYPSO

TV VIEWING & RADIO LISTENING PATTERNS AMONG TOURISTS

TABLE TR1: TVM AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR2: RAI AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL WHO

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL

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

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	AB	C1	C2	DE
TOTAL.....	1050	511	539	134	397	237	282
AGE GROUP							
14 - 17.....	77	42	35	9	32	18	18
.....	7.3%	8.2%	6.5%	6.7%	8.1%	7.6%	6.4%
.....	100.0%	54.5%	45.5%	11.7%	41.6%	23.4%	23.4%
18 - 30.....	273	140	133	38	118	50	67
.....	26.0%	27.4%	24.7%	28.4%	29.7%	21.1%	23.8%
.....	100.0%	51.3%	48.7%	13.9%	43.2%	18.3%	24.5%
31 - 50.....	385	189	196	50	127	92	116
.....	36.7%	37.0%	36.4%	37.3%	32.0%	38.8%	41.1%
.....	100.0%	49.1%	50.9%	13.0%	33.0%	23.9%	30.1%
51 - 65.....	189	84	105	25	77	42	45
.....	18.0%	16.4%	19.5%	18.7%	19.4%	17.7%	16.0%
.....	100.0%	44.4%	55.6%	13.2%	40.7%	22.2%	23.8%
OVER 65.....	126	56	70	12	43	35	36
.....	12.0%	11.0%	13.0%	9.0%	10.8%	14.8%	12.8%
.....	100.0%	44.4%	55.6%	9.5%	34.1%	27.8%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 2: RADIO STATION MOST PREFERRED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	36	17	19	0	10	13	6	7	6	10	9	11
.....	3.4%	3.3%	3.5%	.0%	3.7%	3.4%	3.2%	5.6%	4.5%	2.5%	3.8%	3.9%
.....	100.0%	47.2%	52.8%	.0%	27.8%	36.1%	16.7%	19.4%	16.7%	27.8%	25.0%	30.6%
RADIO MALTA 1.....	116	45	71	2	13	36	32	33	12	37	34	33
.....	11.0%	8.8%	13.2%	2.6%	4.8%	9.4%	16.9%	26.2%	9.0%	9.3%	14.3%	11.7%
.....	100.0%	38.8%	61.2%	1.7%	11.2%	31.0%	27.6%	28.4%	10.3%	31.9%	29.3%	28.4%
RADIO MALTA 2.....	45	20	25	1	6	12	12	14	5	14	17	9
.....	4.3%	3.9%	4.6%	1.3%	2.2%	3.1%	6.3%	11.1%	3.7%	3.5%	7.2%	3.2%
.....	100.0%	44.4%	55.6%	2.2%	13.3%	26.7%	26.7%	31.1%	11.1%	31.1%	37.8%	20.0%
RADIO SUPER 1.....	268	134	134	10	49	121	55	33	18	73	72	105
.....	25.5%	26.2%	24.9%	13.0%	17.9%	31.4%	29.1%	26.2%	13.4%	18.4%	30.4%	37.2%
.....	100.0%	50.0%	50.0%	3.7%	18.3%	45.1%	20.5%	12.3%	6.7%	27.2%	26.9%	39.2%
RADIO 101.....	77	43	34	4	28	25	15	5	12	33	18	14
.....	7.3%	8.4%	6.3%	5.2%	10.3%	6.5%	7.9%	4.0%	9.0%	8.3%	7.6%	5.0%
.....	100.0%	55.8%	44.2%	5.2%	36.4%	32.5%	19.5%	6.5%	15.6%	42.9%	23.4%	18.2%
RTK.....	150	45	105	1	25	64	36	24	28	62	25	35
.....	14.3%	8.8%	19.5%	1.3%	9.2%	16.6%	19.0%	19.0%	20.9%	15.6%	10.5%	12.4%
.....	100.0%	30.0%	70.0%	.7%	16.7%	42.7%	24.0%	16.0%	18.7%	41.3%	16.7%	23.3%
LIVE FM.....	67	44	23	3	14	34	11	5	11	31	10	15
.....	6.4%	8.6%	4.3%	3.9%	5.1%	8.8%	5.8%	4.0%	8.2%	7.8%	4.2%	5.3%
.....	100.0%	65.7%	34.3%	4.5%	20.9%	50.7%	16.4%	7.5%	16.4%	46.3%	14.9%	22.4%
ISLAND SOUND.....	38	21	17	1	13	15	7	2	12	17	5	4
.....	3.6%	4.1%	3.2%	1.3%	4.8%	3.9%	3.7%	1.6%	9.0%	4.3%	2.1%	1.4%
.....	100.0%	55.3%	44.7%	2.6%	34.2%	39.5%	18.4%	5.3%	31.6%	44.7%	13.2%	10.5%
BAY RADIO.....	56	35	21	3	25	19	7	2	11	30	7	8
.....	5.3%	6.8%	3.9%	3.9%	9.2%	4.9%	3.7%	1.6%	8.2%	7.6%	3.0%	2.8%
.....	100.0%	62.5%	37.5%	5.4%	44.6%	33.9%	12.5%	3.6%	19.6%	53.6%	12.5%	14.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 2: RADIO STATION MOST PREFERRED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH.....	162	85	77	51	82	25	4	0	16	74	34	38
.....	15.4%	16.6%	14.3%	66.2%	30.0%	6.5%	2.1%	.0%	11.9%	18.6%	14.3%	13.5%
.....	100.0%	52.5%	47.5%	31.5%	50.6%	15.4%	2.5%	.0%	9.9%	45.7%	21.0%	23.5%
CALYPSO.....	35	22	13	1	8	21	4	1	3	16	6	10
.....	3.3%	4.3%	2.4%	1.3%	2.9%	5.5%	2.1%	.8%	2.2%	4.0%	2.5%	3.5%
.....	100.0%	62.9%	37.1%	2.9%	22.9%	60.0%	11.4%	2.9%	8.6%	45.7%	17.1%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 3: WHY INDIVIDUAL RADIO STATIONS ARE MOST PREFERRED
- REASONS BY RADIO STATION

	TOTAL											
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
TOTAL.....	1050	36	116	45	268	77	150	67	38	56	162	35
NO ANSWER.....	71	36	7	3	3	4	7	3	1	1	3	3
.....	6.8%	100.0%	6.0%	6.7%	1.1%	5.2%	4.7%	4.5%	2.6%	1.8%	1.9%	8.6%
.....	100.0%	50.7%	9.9%	4.2%	4.2%	5.6%	9.9%	4.2%	1.4%	1.4%	4.2%	4.2%
PROGRAMMES ARE VARIED	228	0	38	13	96	18	36	8	3	15	1	0
.....	21.7%	.0%	32.8%	28.9%	35.8%	23.4%	24.0%	11.9%	7.9%	26.8%	.6%	.0%
.....	100.0%	.0%	16.7%	5.7%	42.1%	7.9%	15.8%	3.5%	1.3%	6.6%	.4%	.0%
DISCUSSION & PHONE-INS.....	100	0	10	3	18	2	24	40	2	1	0	0
.....	9.5%	.0%	8.6%	6.7%	6.7%	2.6%	16.0%	59.7%	5.3%	1.8%	.0%	.0%
.....	100.0%	.0%	10.0%	3.0%	18.0%	2.0%	24.0%	40.0%	2.0%	1.0%	.0%	.0%
HAS PROGRAMME FOR ALL THE FAMILY.....	7	0	0	0	0	2	4	1	0	0	0	0
.....	.7%	.0%	.0%	.0%	.0%	2.6%	2.7%	1.5%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	.0%	28.6%	57.1%	14.3%	.0%	.0%	.0%	.0%
RELIGIOUS PROGRAMMES.	27	0	1	0	2	0	24	0	0	0	0	0
.....	2.6%	.0%	.9%	.0%	.7%	.0%	16.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	3.7%	.0%	7.4%	.0%	88.9%	.0%	.0%	.0%	.0%	.0%
EDUCATIONAL PROGRAMMES.....	26	0	7	0	3	0	14	2	0	0	0	0
.....	2.5%	.0%	6.0%	.0%	1.1%	.0%	9.3%	3.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	26.9%	.0%	11.5%	.0%	53.8%	7.7%	.0%	.0%	.0%	.0%
SPORTS.....	8	0	0	0	3	0	0	2	1	0	2	0
.....	.8%	.0%	.0%	.0%	1.1%	.0%	.0%	3.0%	2.6%	.0%	1.2%	.0%
.....	100.0%	.0%	.0%	.0%	37.5%	.0%	.0%	25.0%	12.5%	.0%	25.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 3: WHY INDIVIDUAL RADIO STATIONS ARE MOST PREFERRED
- REASONS BY RADIO STATION

	TOTAL											
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
COMEDY SERIES.....	8	0	0	0	7	1	0	0	0	0	0	0
.....	.8%	.0%	.0%	.0%	2.6%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	87.5%	12.5%	.0%	.0%	.0%	.0%	.0%	.0%
READING OF MALTESE NOVELS.....	6	0	3	2	1	0	0	0	0	0	0	0
.....	.6%	.0%	2.6%	4.4%	.4%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	50.0%	33.3%	16.7%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
RADIO PLAYS.....	3	0	1	1	1	0	0	0	0	0	0	0
.....	.3%	.0%	.9%	2.2%	.4%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
ENGLISH SPEAKING.....	15	0	0	0	0	0	0	0	14	0	1	0
.....	1.4%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	36.8%	.0%	.6%	.0%
.....	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	93.3%	.0%	6.7%	.0%
BOTH ENGLISH & MALTESE ARE USED..	2	0	0	0	0	0	0	0	0	2	0	0
.....	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	3.6%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
INTERESTING PROGRAMMES.....	142	0	24	7	51	14	28	10	4	4	0	0
.....	13.5%	.0%	20.7%	15.6%	19.0%	18.2%	18.7%	14.9%	10.5%	7.1%	.0%	.0%
.....	100.0%	.0%	16.9%	4.9%	35.9%	9.9%	19.7%	7.0%	2.8%	2.8%	.0%	.0%
GOOD NEWS PROGRAMMES.	54	0	4	2	36	6	1	1	1	3	0	0
.....	5.1%	.0%	3.4%	4.4%	13.4%	7.8%	.7%	1.5%	2.6%	5.4%	.0%	.0%
.....	100.0%	.0%	7.4%	3.7%	66.7%	11.1%	1.9%	1.9%	1.9%	5.6%	.0%	.0%
FEW NEWS BULLETINS...	1	0	0	0	0	0	0	0	0	0	0	1
.....	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	2.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 3: WHY INDIVIDUAL RADIO STATIONS ARE MOST PREFERRED
- REASONS BY RADIO STATION

	TOTAL											
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
.....	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
INFORMATIVE												
PROGRAMMES.....	33	0	5	0	13	3	8	1	3	0	0	0
.....	3.1%	.0%	4.3%	.0%	4.9%	3.9%	5.3%	1.5%	7.9%	.0%	.0%	.0%
.....	100.0%	.0%	15.2%	.0%	39.4%	9.1%	24.2%	3.0%	9.1%	.0%	.0%	.0%
MUSIC.....	264	0	1	5	17	16	7	3	8	25	152	30
.....	25.1%	.0%	.9%	11.1%	6.3%	20.8%	4.7%	4.5%	21.1%	44.6%	93.8%	85.7%
.....	100.0%	.0%	.4%	1.9%	6.4%	6.1%	2.7%	1.1%	3.0%	9.5%	57.6%	11.4%
UNBIASED / IMPARTIAL.	35	0	7	3	5	0	10	5	1	4	0	0
.....	3.3%	.0%	6.0%	6.7%	1.9%	.0%	6.7%	7.5%	2.6%	7.1%	.0%	.0%
.....	100.0%	.0%	20.0%	8.6%	14.3%	.0%	28.6%	14.3%	2.9%	11.4%	.0%	.0%
NOT MANY COMMERCIALS												
DURING PROGRAMMES.	5	0	0	0	1	0	0	0	0	3	1	0
.....	.5%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	5.4%	.6%	.0%
.....	100.0%	.0%	.0%	.0%	20.0%	.0%	.0%	.0%	.0%	60.0%	20.0%	.0%
GOT USED TO LISTENING												
TO IT.....	29	0	17	5	5	1	0	0	0	0	1	0
.....	2.8%	.0%	14.7%	11.1%	1.9%	1.3%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100.0%	.0%	58.6%	17.2%	17.2%	3.4%	.0%	.0%	.0%	.0%	3.4%	.0%
FOR POLITICAL REASONS	49	0	1	1	37	9	1	0	0	0	0	0
.....	4.7%	.0%	.9%	2.2%	13.8%	11.7%	.7%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	2.0%	2.0%	75.5%	18.4%	2.0%	.0%	.0%	.0%	.0%	.0%
PRESENTERS ARE VERY												
GOOD.....	17	0	0	1	0	9	1	1	0	5	0	0
.....	1.6%	.0%	.0%	2.2%	.0%	11.7%	.7%	1.5%	.0%	8.9%	.0%	.0%
.....	100.0%	.0%	.0%	5.9%	.0%	52.9%	5.9%	5.9%	.0%	29.4%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 3: WHY INDIVIDUAL RADIO STATIONS ARE MOST PREFERRED
- REASONS BY RADIO STATION

	TOTAL											
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
NO POLITICS.....	14	0	0	3	0	0	6	0	1	0	3	1
.....	1.3%	.0%	.0%	6.7%	.0%	.0%	4.0%	.0%	2.6%	.0%	1.9%	2.9%
.....	100.0%	.0%	.0%	21.4%	.0%	.0%	42.9%	.0%	7.1%	.0%	21.4%	7.1%
PROFESSIONAL RUN STATION.....	5	0	1	0	0	2	0	0	2	0	0	0
.....	.5%	.0%	.9%	.0%	.0%	2.6%	.0%	.0%	5.3%	.0%	.0%	.0%
.....	100.0%	.0%	20.0%	.0%	.0%	40.0%	.0%	.0%	40.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 4: TV STATION MOST PREFERRED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K3												
NO SPECIAL PREFERENCE	24	9	15	0	5	10	5	4	1	8	5	10
.....	2.3%	1.8%	2.8%	.0%	1.8%	2.6%	2.6%	3.2%	.7%	2.0%	2.1%	3.5%
.....	100.0%	37.5%	62.5%	.0%	20.8%	41.7%	20.8%	16.7%	4.2%	33.3%	20.8%	41.7%
TVM.....	278	131	147	4	52	108	61	53	27	80	67	104
.....	26.5%	25.6%	27.3%	5.2%	19.0%	28.1%	32.3%	42.1%	20.1%	20.2%	28.3%	36.9%
.....	100.0%	47.1%	52.9%	1.4%	18.7%	38.8%	21.9%	19.1%	9.7%	28.8%	24.1%	37.4%
RAI.....	129	82	47	3	28	50	30	18	32	53	22	22
.....	12.3%	16.0%	8.7%	3.9%	10.3%	13.0%	15.9%	14.3%	23.9%	13.4%	9.3%	7.8%
.....	100.0%	63.6%	36.4%	2.3%	21.7%	38.8%	23.3%	14.0%	24.8%	41.1%	17.1%	17.1%
BERLUSCONE.....	532	238	294	60	154	187	84	47	64	211	135	122
.....	50.7%	46.6%	54.5%	77.9%	56.4%	48.6%	44.4%	37.3%	47.8%	53.1%	57.0%	43.3%
.....	100.0%	44.7%	55.3%	11.3%	28.9%	35.2%	15.8%	8.8%	12.0%	39.7%	25.4%	22.9%
OTHER ITALIAN												
STATIONS.....	49	32	17	7	22	14	3	3	4	27	4	14
.....	4.7%	6.3%	3.2%	9.1%	8.1%	3.6%	1.6%	2.4%	3.0%	6.8%	1.7%	5.0%
.....	100.0%	65.3%	34.7%	14.3%	44.9%	28.6%	6.1%	6.1%	8.2%	55.1%	8.2%	28.6%
SATELLITE STATIONS...	38	19	19	3	12	16	6	1	6	18	4	10
.....	3.6%	3.7%	3.5%	3.9%	4.4%	4.2%	3.2%	.8%	4.5%	4.5%	1.7%	3.5%
.....	100.0%	50.0%	50.0%	7.9%	31.6%	42.1%	15.8%	2.6%	15.8%	47.4%	10.5%	26.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5: PREFERRED SOURCE FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K4												
LISTEN TO THEM ON THE												
RADIO.....	159	67	92	8	29	64	35	23	23	57	36	43
.....	15.1%	13.1%	17.1%	10.4%	10.6%	16.6%	18.5%	18.3%	17.2%	14.4%	15.2%	15.2%
.....	100.0%	42.1%	57.9%	5.0%	18.2%	40.3%	22.0%	14.5%	14.5%	35.8%	22.6%	27.0%
WATCH THEM ON TV.....	705	340	365	46	179	258	129	93	84	258	163	200
.....	67.1%	66.5%	67.7%	59.7%	65.6%	67.0%	68.3%	73.8%	62.7%	65.0%	68.8%	70.9%
.....	100.0%	48.2%	51.8%	6.5%	25.4%	36.6%	18.3%	13.2%	11.9%	36.6%	23.1%	28.4%
READ THEM IN A												
NEWSPAPER.....	107	63	44	5	38	42	14	8	21	52	20	14
.....	10.2%	12.3%	8.2%	6.5%	13.9%	10.9%	7.4%	6.3%	15.7%	13.1%	8.4%	5.0%
.....	100.0%	58.9%	41.1%	4.7%	35.5%	39.3%	13.1%	7.5%	19.6%	48.6%	18.7%	13.1%
NO SPECIAL PREFERENCE	79	41	38	18	27	21	11	2	6	30	18	25
.....	7.5%	8.0%	7.1%	23.4%	9.9%	5.5%	5.8%	1.6%	4.5%	7.6%	7.6%	8.9%
.....	100.0%	51.9%	48.1%	22.8%	34.2%	26.6%	13.9%	2.5%	7.6%	38.0%	22.8%	31.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6: RANKING OF BEST THREE RADIO STATIONS FOR LOCAL NEWS

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	159	67	92	8	29	64	35	23	23	57	36	43
RADIO MALTA 1												
NOT RANKED AMONG												
FIRST THREE.....	111	50	61	7	22	45	23	14	14	41	28	28
.....	69.8%	74.6%	66.3%	4.4%	13.8%	28.3%	14.5%	8.8%	60.9%	71.9%	77.8%	65.1%
.....	100.0%	45.0%	55.0%	6.3%	19.8%	40.5%	20.7%	12.6%	12.6%	36.9%	25.2%	25.2%
FIRST.....	15	3	12	0	4	5	3	3	1	7	3	4
.....	9.4%	4.5%	13.0%	.0%	2.5%	3.1%	1.9%	1.9%	4.3%	12.3%	8.3%	9.3%
.....	100.0%	20.0%	80.0%	.0%	26.7%	33.3%	20.0%	20.0%	6.7%	46.7%	20.0%	26.7%
SECOND.....	19	5	14	0	1	7	7	4	6	4	2	7
.....	11.9%	7.5%	15.2%	.0%	.6%	4.4%	4.4%	2.5%	26.1%	7.0%	5.6%	16.3%
.....	100.0%	26.3%	73.7%	.0%	5.3%	36.8%	36.8%	21.1%	31.6%	21.1%	10.5%	36.8%
THIRD.....	14	9	5	1	2	7	2	2	2	5	3	4
.....	8.8%	13.4%	5.4%	.6%	1.3%	4.4%	1.3%	1.3%	8.7%	8.8%	8.3%	9.3%
.....	100.0%	64.3%	35.7%	7.1%	14.3%	50.0%	14.3%	14.3%	14.3%	35.7%	21.4%	28.6%
RADIO MALTA 2												
NOT RANKED AMONG												
FIRST THREE.....	122	56	66	7	21	51	25	18	16	43	28	35
.....	76.7%	83.6%	71.7%	4.4%	13.2%	32.1%	15.7%	11.3%	69.6%	75.4%	77.8%	81.4%
.....	76.7%	35.2%	41.5%	4.4%	13.2%	32.1%	15.7%	11.3%	10.1%	27.0%	17.6%	22.0%
FIRST.....	3	1	2	0	0	2	1	0	1	0	1	1
.....	1.9%	1.5%	2.2%	.0%	.0%	1.3%	.6%	.0%	4.3%	.0%	2.8%	2.3%
.....	1.9%	.6%	1.3%	.0%	.0%	1.3%	.6%	.0%	.6%	.0%	.6%	.6%
SECOND.....	19	6	13	0	5	7	4	3	0	10	6	3
.....	11.9%	9.0%	14.1%	.0%	3.1%	4.4%	2.5%	1.9%	.0%	17.5%	16.7%	7.0%
.....	11.9%	3.8%	8.2%	.0%	3.1%	4.4%	2.5%	1.9%	.0%	6.3%	3.8%	1.9%
THIRD.....	15	4	11	1	3	4	5	2	6	4	1	4
.....	9.4%	6.0%	12.0%	.6%	1.9%	2.5%	3.1%	1.3%	26.1%	7.0%	2.8%	9.3%
.....	9.4%	2.5%	6.9%	.6%	1.9%	2.5%	3.1%	1.3%	3.8%	2.5%	.6%	2.5%
SUPER ONE												
NOT RANKED AMONG												
FIRST THREE.....	77	32	45	4	15	34	14	10	16	32	16	13
.....	48.4%	47.8%	48.9%	2.5%	9.4%	21.4%	8.8%	6.3%	69.6%	56.1%	44.4%	30.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE LOCAL NEWS BY LISTENING TO THE RADIO

(continued)

TABLE 6: RANKING OF BEST THREE RADIO STATIONS FOR LOCAL NEWS

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	41.6%	58.4%	5.2%	19.5%	44.2%	18.2%	13.0%	20.8%	41.6%	20.8%	16.9%
FIRST.....	70	30	40	2	12	26	20	10	6	22	17	25
.....	44.0%	44.8%	43.5%	1.3%	7.5%	16.4%	12.6%	6.3%	26.1%	38.6%	47.2%	58.1%
.....	100.0%	42.9%	57.1%	2.9%	17.1%	37.1%	28.6%	14.3%	8.6%	31.4%	24.3%	35.7%
SECOND.....	10	5	5	0	2	4	1	3	1	3	2	4
.....	6.3%	7.5%	5.4%	.0%	1.3%	2.5%	.6%	1.9%	4.3%	5.3%	5.6%	9.3%
.....	100.0%	50.0%	50.0%	.0%	20.0%	40.0%	10.0%	30.0%	10.0%	30.0%	20.0%	40.0%
THIRD.....	2	0	2	2	0	0	0	0	0	0	1	1
.....	1.3%	.0%	2.2%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	2.8%	2.3%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
RADIO 101												
NOT RANKED AMONG												
FIRST THREE.....	131	56	75	6	22	53	31	19	19	46	29	37
.....	82.4%	83.6%	81.5%	3.8%	13.8%	33.3%	19.5%	11.9%	82.6%	80.7%	80.6%	86.0%
.....	100.0%	42.7%	57.3%	4.6%	16.8%	40.5%	23.7%	14.5%	14.5%	35.1%	22.1%	28.2%
FIRST.....	12	5	7	0	2	8	1	1	2	6	3	1
.....	7.5%	7.5%	7.6%	.0%	1.3%	5.0%	.6%	.6%	8.7%	10.5%	8.3%	2.3%
.....	100.0%	41.7%	58.3%	.0%	16.7%	66.7%	8.3%	8.3%	16.7%	50.0%	25.0%	8.3%
SECOND.....	9	2	7	2	2	2	2	1	1	2	3	3
.....	5.7%	3.0%	7.6%	1.3%	1.3%	1.3%	1.3%	.6%	4.3%	3.5%	8.3%	7.0%
.....	100.0%	22.2%	77.8%	22.2%	22.2%	22.2%	22.2%	11.1%	11.1%	22.2%	33.3%	33.3%
THIRD.....	7	4	3	0	3	1	1	2	1	3	1	2
.....	4.4%	6.0%	3.3%	.0%	1.9%	.6%	.6%	1.3%	4.3%	5.3%	2.8%	4.7%
.....	100.0%	57.1%	42.9%	.0%	42.9%	14.3%	14.3%	28.6%	14.3%	42.9%	14.3%	28.6%
RTK												
NOT RANKED AMONG												
FIRST THREE.....	92	47	45	7	17	41	19	8	9	36	25	22
.....	57.9%	70.1%	48.9%	4.4%	10.7%	25.8%	11.9%	5.0%	39.1%	63.2%	69.4%	51.2%
.....	100.0%	51.1%	48.9%	7.6%	18.5%	44.6%	20.7%	8.7%	9.8%	39.1%	27.2%	23.9%
FIRST.....	20	4	16	0	7	5	4	4	7	6	2	5
.....	12.6%	6.0%	17.4%	.0%	4.4%	3.1%	2.5%	2.5%	30.4%	10.5%	5.6%	11.6%
.....	100.0%	20.0%	80.0%	.0%	35.0%	25.0%	20.0%	20.0%	35.0%	30.0%	10.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE LOCAL NEWS BY LISTENING TO THE RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 6: RANKING OF BEST THREE RADIO STATIONS FOR LOCAL NEWS

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SECOND.....	24	7	17	1	3	11	5	4	5	8	4	7
.....	15.1%	10.4%	18.5%	.6%	1.9%	6.9%	3.1%	2.5%	21.7%	14.0%	11.1%	16.3%
.....	100.0%	29.2%	70.8%	4.2%	12.5%	45.8%	20.8%	16.7%	20.8%	33.3%	16.7%	29.2%
THIRD.....	23	9	14	0	2	7	7	7	2	7	5	9
.....	14.5%	13.4%	15.2%	.0%	1.3%	4.4%	4.4%	4.4%	8.7%	12.3%	13.9%	20.9%
.....	100.0%	39.1%	60.9%	.0%	8.7%	30.4%	30.4%	30.4%	8.7%	30.4%	21.7%	39.1%
RADIO LIVE FM												
NOT RANKED AMONG												
FIRST THREE.....	121	50	71	7	25	47	25	17	17	42	31	31
.....	76.1%	74.6%	77.2%	4.4%	15.7%	29.6%	15.7%	10.7%	73.9%	73.7%	86.1%	72.1%
.....	100.0%	41.3%	58.7%	5.8%	20.7%	38.8%	20.7%	14.0%	14.0%	34.7%	25.6%	25.6%
FIRST.....	11	8	3	1	0	7	3	0	2	6	1	2
.....	6.9%	11.9%	3.3%	.6%	.0%	4.4%	1.9%	.0%	8.7%	10.5%	2.8%	4.7%
.....	100.0%	72.7%	27.3%	9.1%	.0%	63.6%	27.3%	.0%	18.2%	54.5%	9.1%	18.2%
SECOND.....	15	7	8	0	3	6	2	4	1	6	2	6
.....	9.4%	10.4%	8.7%	.0%	1.9%	3.8%	1.3%	2.5%	4.3%	10.5%	5.6%	14.0%
.....	100.0%	46.7%	53.3%	.0%	20.0%	40.0%	13.3%	26.7%	6.7%	40.0%	13.3%	40.0%
THIRD.....	12	2	10	0	1	4	5	2	3	3	2	4
.....	7.5%	3.0%	10.9%	.0%	.6%	2.5%	3.1%	1.3%	13.0%	5.3%	5.6%	9.3%
.....	100.0%	16.7%	83.3%	.0%	8.3%	33.3%	41.7%	16.7%	25.0%	25.0%	16.7%	33.3%
ISLAND SOUND												
NOT RANKED AMONG												
FIRST THREE.....	144	58	86	6	26	59	32	21	21	51	31	41
.....	90.6%	86.6%	93.5%	3.8%	16.4%	37.1%	20.1%	13.2%	91.3%	89.5%	86.1%	95.3%
.....	100.0%	40.3%	59.7%	4.2%	18.1%	41.0%	22.2%	14.6%	14.6%	35.4%	21.5%	28.5%
FIRST.....	6	5	1	1	0	1	2	2	1	2	2	1
.....	3.8%	7.5%	1.1%	.6%	.0%	.6%	1.3%	1.3%	4.3%	3.5%	5.6%	2.3%
.....	100.0%	83.3%	16.7%	16.7%	.0%	16.7%	33.3%	33.3%	16.7%	33.3%	33.3%	16.7%
SECOND.....	4	2	2	0	2	1	1	0	0	2	1	1
.....	2.5%	3.0%	2.2%	.0%	1.3%	.6%	.6%	.0%	.0%	3.5%	2.8%	2.3%
.....	100.0%	50.0%	50.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%
THIRD.....	5	2	3	1	1	3	0	0	1	2	2	0
.....	3.1%	3.0%	3.3%	.6%	.6%	1.9%	.0%	.0%	4.3%	3.5%	5.6%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE LOCAL NEWS BY LISTENING TO THE RADIO

(continued)

TABLE 6: RANKING OF BEST THREE RADIO STATIONS FOR LOCAL NEWS

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	40.0%	60.0%	20.0%	20.0%	60.0%	.0%	.0%	20.0%	40.0%	40.0%	.0%
BAY RADIO												
NOT RANKED AMONG												
FIRST THREE.....	134	52	82	6	23	53	30	22	21	45	30	38
.....	84.3%	77.6%	89.1%	3.8%	14.5%	33.3%	18.9%	13.8%	91.3%	78.9%	83.3%	88.4%
.....	100.0%	38.8%	61.2%	4.5%	17.2%	39.6%	22.4%	16.4%	15.7%	33.6%	22.4%	28.4%
FIRST.....	6	3	3	0	2	3	0	1	1	3	1	1
.....	3.8%	4.5%	3.3%	.0%	1.3%	1.9%	.0%	.6%	4.3%	5.3%	2.8%	2.3%
.....	100.0%	50.0%	50.0%	.0%	33.3%	50.0%	.0%	16.7%	16.7%	50.0%	16.7%	16.7%
SECOND.....	9	6	3	2	0	4	3	0	1	3	3	2
.....	5.7%	9.0%	3.3%	1.3%	.0%	2.5%	1.9%	.0%	4.3%	5.3%	8.3%	4.7%
.....	100.0%	66.7%	33.3%	22.2%	.0%	44.4%	33.3%	.0%	11.1%	33.3%	33.3%	22.2%
THIRD.....	10	6	4	0	4	4	2	0	0	6	2	2
.....	6.3%	9.0%	4.3%	.0%	2.5%	2.5%	1.3%	.0%	.0%	10.5%	5.6%	4.7%
.....	100.0%	60.0%	40.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	60.0%	20.0%	20.0%
SMASH RADIO												
NOT RANKED AMONG												
FIRST THREE.....	128	53	75	3	20	50	32	23	22	47	25	34
.....	80.5%	79.1%	81.5%	1.9%	12.6%	31.4%	20.1%	14.5%	95.7%	82.5%	69.4%	79.1%
.....	100.0%	41.4%	58.6%	2.3%	15.6%	39.1%	25.0%	18.0%	17.2%	36.7%	19.5%	26.6%
FIRST.....	8	3	5	4	2	2	0	0	0	2	4	2
.....	5.0%	4.5%	5.4%	2.5%	1.3%	1.3%	.0%	.0%	.0%	3.5%	11.1%	4.7%
.....	100.0%	37.5%	62.5%	50.0%	25.0%	25.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%
SECOND.....	11	8	3	1	4	4	2	0	0	6	1	4
.....	6.9%	11.9%	3.3%	.6%	2.5%	2.5%	1.3%	.0%	.0%	10.5%	2.8%	9.3%
.....	100.0%	72.7%	27.3%	9.1%	36.4%	36.4%	18.2%	.0%	.0%	54.5%	9.1%	36.4%
THIRD.....	12	3	9	0	3	8	1	0	1	2	6	3
.....	7.5%	4.5%	9.8%	.0%	1.9%	5.0%	.6%	.0%	4.3%	3.5%	16.7%	7.0%
.....	100.0%	25.0%	75.0%	.0%	25.0%	66.7%	8.3%	.0%	8.3%	16.7%	50.0%	25.0%
RADIO CALYPSO												
NOT RANKED AMONG												
FIRST THREE.....	149	62	87	8	29	58	34	20	22	54	33	40
.....	93.7%	92.5%	94.6%	5.0%	18.2%	36.5%	21.4%	12.6%	95.7%	94.7%	91.7%	93.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE LOCAL NEWS BY LISTENING TO THE RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 4: TV STATION MOST PREFERRED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K3												
NO SPECIAL PREFERENCE	24	9	15	0	5	10	5	4	1	8	5	10
.....	2.3%	1.8%	2.8%	.0%	1.8%	2.6%	2.6%	3.2%	.7%	2.0%	2.1%	3.5%
.....	100.0%	37.5%	62.5%	.0%	20.8%	41.7%	20.8%	16.7%	4.2%	33.3%	20.8%	41.7%
TVM.....	278	131	147	4	52	108	61	53	27	80	67	104
.....	26.5%	25.6%	27.3%	5.2%	19.0%	28.1%	32.3%	42.1%	20.1%	20.2%	28.3%	36.9%
.....	100.0%	47.1%	52.9%	1.4%	18.7%	38.8%	21.9%	19.1%	9.7%	28.8%	24.1%	37.4%
RAI.....	129	82	47	3	28	50	30	18	32	53	22	22
.....	12.3%	16.0%	8.7%	3.9%	10.3%	13.0%	15.9%	14.3%	23.9%	13.4%	9.3%	7.8%
.....	100.0%	63.6%	36.4%	2.3%	21.7%	38.8%	23.3%	14.0%	24.8%	41.1%	17.1%	17.1%
BERLUSCONE.....	532	238	294	60	154	187	84	47	64	211	135	122
.....	50.7%	46.6%	54.5%	77.9%	56.4%	48.6%	44.4%	37.3%	47.8%	53.1%	57.0%	43.3%
.....	100.0%	44.7%	55.3%	11.3%	28.9%	35.2%	15.8%	8.8%	12.0%	39.7%	25.4%	22.9%
OTHER ITALIAN												
STATIONS.....	49	32	17	7	22	14	3	3	4	27	4	14
.....	4.7%	6.3%	3.2%	9.1%	8.1%	3.6%	1.6%	2.4%	3.0%	6.8%	1.7%	5.0%
.....	100.0%	65.3%	34.7%	14.3%	44.9%	28.6%	6.1%	6.1%	8.2%	55.1%	8.2%	28.6%
SATELLITE STATIONS...	38	19	19	3	12	16	6	1	6	18	4	10
.....	3.6%	3.7%	3.5%	3.9%	4.4%	4.2%	3.2%	.8%	4.5%	4.5%	1.7%	3.5%
.....	100.0%	50.0%	50.0%	7.9%	31.6%	42.1%	15.8%	2.6%	15.8%	47.4%	10.5%	26.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6: RANKING OF BEST THREE RADIO STATIONS FOR LOCAL NEWS

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	41.6%	58.4%	5.4%	19.5%	38.9%	22.8%	13.4%	14.8%	36.2%	22.1%	26.8%
FIRST.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	1.3%	3.0%	.0%	.0%	.0%	1.3%	.0%	.0%	.0%	3.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SECOND.....	5	1	4	0	0	3	1	1	1	1	2	1
.....	3.1%	1.5%	4.3%	.0%	.0%	1.9%	.6%	.6%	4.3%	1.8%	5.6%	2.3%
.....	100.0%	20.0%	80.0%	.0%	.0%	60.0%	20.0%	20.0%	20.0%	20.0%	40.0%	20.0%
THIRD.....	3	2	1	0	0	1	0	2	0	0	1	2
.....	1.9%	3.0%	1.1%	.0%	.0%	.6%	.0%	1.3%	.0%	.0%	2.8%	4.7%
.....	100.0%	66.7%	33.3%	.0%	.0%	33.3%	.0%	66.7%	.0%	.0%	33.3%	66.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE LOCAL NEWS BY LISTENING TO THE RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 7A: WHY RADIO MALTA 1 RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP				SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	15	3	12	4	5	3	3	1	7	3	4
NO ANSWER.....	2	1	1	1	1	0	0	0	1	1	0
.....	13.3%	33.3%	8.3%	25.0%	20.0%	.0%	.0%	.0%	14.3%	33.3%	.0%
.....	100.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
FAIR/UNBIASED NEWS REPORTS.....	4	0	4	0	1	2	1	1	2	0	1
.....	26.7%	.0%	33.3%	.0%	20.0%	66.7%	33.3%	100.0%	28.6%	.0%	25.0%
.....	100.0%	.0%	100.0%	.0%	25.0%	50.0%	25.0%	25.0%	50.0%	.0%	25.0%
GOOD NEWS COVERAGE...	7	1	6	2	3	1	1	0	3	2	2
.....	46.7%	33.3%	50.0%	50.0%	60.0%	33.3%	33.3%	.0%	42.9%	66.7%	50.0%
.....	100.0%	14.3%	85.7%	28.6%	42.9%	14.3%	14.3%	.0%	42.9%	28.6%	28.6%
GOT USED TO LISTENING TO IT.....	2	1	1	1	0	0	1	0	1	0	1
.....	13.3%	33.3%	8.3%	25.0%	.0%	.0%	33.3%	.0%	14.3%	.0%	25.0%
.....	100.0%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO MALTA 1 FIRST FOR LOCAL NEWS

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 7B: WHY RADIO MALTA 2 RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP		SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	31 - 50	51 - 65	AB	C2	DE
TOTAL.....	3	1	2	2	1	1	1	1
NO ANSWER.....	2	1	1	1	1	1	0	1
.....	66.7%	100.0%	50.0%	50.0%	100.0%	100.0%	.0%	100.0%
.....	100.0%	50.0%	50.0%	50.0%	50.0%	50.0%	.0%	50.0%
GOOD NEWS COVERAGE...	1	0	1	1	0	0	1	0
.....	33.3%	.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	100.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO MALTA 2 FIRST FOR LOCAL NEWS

TABLE 7C: WHY RADIO SUPER 1 RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	70	30	40	2	12	26	20	10	6	22	17	25
NO ANSWER.....	8	2	6	0	0	6	2	0	0	3	3	2
.....	11.4%	6.7%	15.0%	.0%	.0%	23.1%	10.0%	.0%	.0%	13.6%	17.6%	8.0%
.....	100.0%	25.0%	75.0%	.0%	.0%	75.0%	25.0%	.0%	.0%	37.5%	37.5%	25.0%
FAIR/UNBIASED NEWS												
REPORTS.....	2	1	1	0	0	1	0	1	0	0	0	2
.....	2.9%	3.3%	2.5%	.0%	.0%	3.8%	.0%	10.0%	.0%	.0%	.0%	8.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100.0%
GOOD NEWS COVERAGE...	30	14	16	1	5	10	12	2	3	11	6	10
.....	42.9%	46.7%	40.0%	50.0%	41.7%	38.5%	60.0%	20.0%	50.0%	50.0%	35.3%	40.0%
.....	100.0%	46.7%	53.3%	3.3%	16.7%	33.3%	40.0%	6.7%	10.0%	36.7%	20.0%	33.3%
FOR POLITICAL REASONS	8	2	6	0	3	1	1	3	0	6	2	0
.....	11.4%	6.7%	15.0%	.0%	25.0%	3.8%	5.0%	30.0%	.0%	27.3%	11.8%	.0%
.....	100.0%	25.0%	75.0%	.0%	37.5%	12.5%	12.5%	37.5%	.0%	75.0%	25.0%	.0%
GOT USED TO LISTENING												
TO IT.....	3	1	2	0	0	2	0	1	0	0	1	2
.....	4.3%	3.3%	5.0%	.0%	.0%	7.7%	.0%	10.0%	.0%	.0%	5.9%	8.0%
.....	100.0%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%	33.3%	66.7%
INFORMATIVE &												
INTERESTING.....	5	2	3	1	0	2	1	1	2	1	0	2
.....	7.1%	6.7%	7.5%	50.0%	.0%	7.7%	5.0%	10.0%	33.3%	4.5%	.0%	8.0%
.....	100.0%	40.0%	60.0%	20.0%	.0%	40.0%	20.0%	20.0%	40.0%	20.0%	.0%	40.0%
BELIEVE IT REPORTS												
THE TRUTH.....	15	9	6	0	4	4	5	2	1	2	5	7
.....	21.4%	30.0%	15.0%	.0%	33.3%	15.4%	25.0%	20.0%	16.7%	9.1%	29.4%	28.0%
.....	100.0%	60.0%	40.0%	.0%	26.7%	26.7%	33.3%	13.3%	6.7%	13.3%	33.3%	46.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO SUPER 1 FIRST FOR LOCAL NEWS

TABLE 7D: WHY RADIO 101 RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP				SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	12	5	7	2	8	1	1	2	6	3	1
FAIR/UNBIASED NEWS REPORTS.....	1	1	0	0	0	0	1	0	0	0	1
.....	8.3%	20.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
GOOD NEWS COVERAGE...	6	2	4	1	4	1	0	2	3	1	0
.....	50.0%	40.0%	57.1%	50.0%	50.0%	100.0%	.0%	100.0%	50.0%	33.3%	.0%
.....	100.0%	33.3%	66.7%	16.7%	66.7%	16.7%	.0%	33.3%	50.0%	16.7%	.0%
FOR POLITICAL REASONS	2	1	1	0	2	0	0	0	2	0	0
.....	16.7%	20.0%	14.3%	.0%	25.0%	.0%	.0%	.0%	33.3%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
INFORMATIVE & INTERESTING.....	2	1	1	1	1	0	0	0	1	1	0
.....	16.7%	20.0%	14.3%	50.0%	12.5%	.0%	.0%	.0%	16.7%	33.3%	.0%
.....	100.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
GOOD PRESENTERS.....	1	0	1	0	1	0	0	0	0	1	0
.....	8.3%	.0%	14.3%	.0%	12.5%	.0%	.0%	.0%	.0%	33.3%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO 101 FIRST FOR LOCAL NEWS

TABLE 7E: WHY RTK RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP				SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	20	4	16	7	5	4	4	7	6	2	5
NO ANSWER.....	3	0	3	1	0	1	1	0	1	0	2
.....	15.0%	.0%	18.8%	14.3%	.0%	25.0%	25.0%	.0%	16.7%	.0%	40.0%
.....	100.0%	.0%	100.0%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	66.7%
FAIR/UNBIASED NEWS											
REPORTS.....	7	2	5	3	3	1	0	3	3	0	1
.....	35.0%	50.0%	31.3%	42.9%	60.0%	25.0%	.0%	42.9%	50.0%	.0%	20.0%
.....	100.0%	28.6%	71.4%	42.9%	42.9%	14.3%	.0%	42.9%	42.9%	.0%	14.3%
GOOD NEWS COVERAGE...	8	2	6	3	2	0	3	4	2	1	1
.....	40.0%	50.0%	37.5%	42.9%	40.0%	.0%	75.0%	57.1%	33.3%	50.0%	20.0%
.....	100.0%	25.0%	75.0%	37.5%	25.0%	.0%	37.5%	50.0%	25.0%	12.5%	12.5%
INFORMATIVE &											
INTERESTING.....	2	0	2	0	0	2	0	1	0	0	1
.....	10.0%	.0%	12.5%	.0%	.0%	50.0%	.0%	14.3%	.0%	.0%	20.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%
GOOD PRESENTERS.....	1	1	0	0	1	0	0	0	0	1	0
.....	5.0%	25.0%	.0%	.0%	20.0%	.0%	.0%	.0%	.0%	50.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RTK FIRST FOR LOCAL NEWS

TABLE 7F: WHY RADIO LIVE FM RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP			SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	31 - 50	51 - 65	AB	C1	C2	DE
TOTAL.....	11	8	3	1	7	3	2	6	1	2
NO ANSWER.....	1	1	0	0	1	0	0	1	0	0
.....	9.1%	12.5%	.0%	.0%	14.3%	.0%	.0%	16.7%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
FAIR/UNBIASED NEWS										
REPORTS.....	1	0	1	0	1	0	0	1	0	0
.....	9.1%	.0%	33.3%	.0%	14.3%	.0%	.0%	16.7%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
GOOD NEWS COVERAGE...	5	4	1	0	4	1	0	3	1	1
.....	45.5%	50.0%	33.3%	.0%	57.1%	33.3%	.0%	50.0%	100.0%	50.0%
.....	100.0%	80.0%	20.0%	.0%	80.0%	20.0%	.0%	60.0%	20.0%	20.0%
INFORMATIVE &										
INTERESTING.....	3	2	1	1	0	2	1	1	0	1
.....	27.3%	25.0%	33.3%	100.0%	.0%	66.7%	50.0%	16.7%	.0%	50.0%
.....	100.0%	66.7%	33.3%	33.3%	.0%	66.7%	33.3%	33.3%	.0%	33.3%
GOOD PRESENTERS.....	1	1	0	0	1	0	1	0	0	0
.....	9.1%	12.5%	.0%	.0%	14.3%	.0%	50.0%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO LIVE FM FIRST FOR LOCAL NEWS

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 76: WHY ISLAND SOUND RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP				SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	6	5	1	1	1	2	2	1	2	2	1
NO ANSWER.....	1	1	0	0	0	0	1	0	0	0	1
.....	16.7%	20.0%	.0%	.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
GOOD NEWS COVERAGE...	4	3	1	1	1	2	0	1	2	1	0
.....	66.7%	60.0%	100.0%	100.0%	100.0%	100.0%	.0%	100.0%	100.0%	50.0%	.0%
.....	100.0%	75.0%	25.0%	25.0%	25.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%
ENGLISH NEWS.....	1	1	0	0	0	0	1	0	0	1	0
.....	16.7%	20.0%	.0%	.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK ISLAND SOUND RADIO FIRST FOR LOCAL NEWS

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 7H: WHY BAY RADIO RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP			SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	18 - 30	31 - 50	OVER 65	AB	C1	C2	DE
TOTAL.....	6	3	3	2	3	1	1	3	1	1
GOOD NEWS COVERAGE...	1	1	0	0	1	0	0	1	0	0
.....	16.7%	33.3%	.0%	.0%	33.3%	.0%	.0%	33.3%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
INFORMATIVE & INTERESTING.....	1	0	1	0	0	1	0	1	0	0
.....	16.7%	.0%	33.3%	.0%	.0%	100.0%	.0%	33.3%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
GOOD PRESENTERS.....	1	0	1	1	0	0	0	1	0	0
.....	16.7%	.0%	33.3%	50.0%	.0%	.0%	.0%	33.3%	.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
BRIEF NEWS REPORTS...	3	2	1	1	2	0	1	0	1	1
.....	50.0%	66.7%	33.3%	50.0%	66.7%	.0%	100.0%	.0%	100.0%	100.0%
.....	100.0%	66.7%	33.3%	33.3%	66.7%	.0%	33.3%	.0%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK BAY RADIO FIRST FOR LOCAL NEWS

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 71: WHY SMASH RADIO RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP			SOCIO-ECONOMIC GROUP		
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	C1	C2	DE
TOTAL.....	8	3	5	4	2	2	2	4	2
NO ANSWER.....	1	0	1	0	1	0	1	0	0
.....	12.5%	.0%	20.0%	.0%	50.0%	.0%	50.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
FAIR/UNBIASED NEWS REPORTS.....	1	0	1	1	0	0	0	1	0
.....	12.5%	.0%	20.0%	25.0%	.0%	.0%	.0%	25.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%
GOT USED TO LISTENING TO IT.....	1	0	1	1	0	0	1	0	0
.....	12.5%	.0%	20.0%	25.0%	.0%	.0%	50.0%	.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
BRIEF NEWS REPORTS...	5	3	2	2	1	2	0	3	2
.....	62.5%	100.0%	40.0%	50.0%	50.0%	100.0%	.0%	75.0%	100.0%
.....	100.0%	60.0%	40.0%	40.0%	20.0%	40.0%	.0%	60.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK SMASH RADIO FIRST FOR LOCAL NEWS

TABLE 7J: WHY RADIO CALYPSO RANKS FIRST FOR LOCAL NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER	AGE GROUP	SOCIO-ECONOMIC GROUP
		MALE	31 - 50	C1
TOTAL.....	2	2	2	2
GOOD NEWS COVERAGE...	1	1	1	1
.....	50.0%	50.0%	50.0%	50.0%
.....	100.0%	100.0%	100.0%	100.0%
BRIEF NEWS REPORTS...	1	1	1	1
.....	50.0%	50.0%	50.0%	50.0%
.....	100.0%	100.0%	100.0%	100.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO RANK RADIO CALYPSO FIRST FOR LOCAL NEWS

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

**TABLE 8: PREFERRED SOURCE FOR FOREIGN NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K7												
LISTEN TO THEM ON THE RADIO.....	84	35	49	6	19	27	21	11	12	28	18	26
.....	8.0%	6.8%	9.1%	7.8%	7.0%	7.0%	11.1%	8.7%	9.0%	7.1%	7.6%	9.2%
.....	100.0%	41.7%	58.3%	7.1%	22.6%	32.1%	25.0%	13.1%	14.3%	33.3%	21.4%	31.0%
WATCH THEM ON TV.....	794	377	417	45	197	303	146	103	102	297	175	220
.....	75.6%	73.8%	77.4%	58.4%	72.2%	78.7%	77.2%	81.7%	76.1%	74.8%	73.8%	78.0%
.....	100.0%	47.5%	52.5%	5.7%	24.8%	38.2%	18.4%	13.0%	12.8%	37.4%	22.0%	27.7%
READ THEM IN A NEWSPAPER.....	79	48	31	7	27	31	9	5	16	38	16	9
.....	7.5%	9.4%	5.8%	9.1%	9.9%	8.1%	4.8%	4.0%	11.9%	9.6%	6.8%	3.2%
.....	100.0%	60.8%	39.2%	8.9%	34.2%	39.2%	11.4%	6.3%	20.3%	48.1%	20.3%	11.4%
NO SPECIAL PREFERENCE	93	51	42	19	30	24	13	7	4	34	28	27
.....	8.9%	10.0%	7.8%	24.7%	11.0%	6.2%	6.9%	5.6%	3.0%	8.6%	11.8%	9.6%
.....	100.0%	54.8%	45.2%	20.4%	32.3%	25.8%	14.0%	7.5%	4.3%	36.6%	30.1%	29.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 9: RADIO STATION MOST PREFERRED FOR FOREIGN NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	84	35	49	6	19	27	21	11	12	28	18	26
NAME OF STATION												
NO SPECIAL PREFERENCE												
FOR ANY ONE												
STATION.....	8	5	3	2	0	3	3	0	0	5	2	1
.....	9.5%	14.3%	6.1%	33.3%	.0%	11.1%	14.3%	.0%	.0%	17.9%	11.1%	3.8%
.....	100.0%	62.5%	37.5%	25.0%	.0%	37.5%	37.5%	.0%	.0%	62.5%	25.0%	12.5%
RADIO MALTA 1.....	10	3	7	0	2	3	3	2	0	2	3	5
.....	11.9%	8.6%	14.3%	.0%	10.5%	11.1%	14.3%	18.2%	.0%	7.1%	16.7%	19.2%
.....	100.0%	30.0%	70.0%	.0%	20.0%	30.0%	30.0%	20.0%	.0%	20.0%	30.0%	50.0%
RADIO MALTA 2.....	4	1	3	0	0	1	2	1	2	0	1	1
.....	4.8%	2.9%	6.1%	.0%	.0%	3.7%	9.5%	9.1%	16.7%	.0%	5.6%	3.8%
.....	100.0%	25.0%	75.0%	.0%	.0%	25.0%	50.0%	25.0%	50.0%	.0%	25.0%	25.0%
RADIO SUPER 1.....	30	12	18	2	6	11	6	5	3	9	5	13
.....	35.7%	34.3%	36.7%	33.3%	31.6%	40.7%	28.6%	45.5%	25.0%	32.1%	27.8%	50.0%
.....	100.0%	40.0%	60.0%	6.7%	20.0%	36.7%	20.0%	16.7%	10.0%	30.0%	16.7%	43.3%
RADIO 101.....	4	1	3	2	1	1	0	0	0	2	1	1
.....	4.8%	2.9%	6.1%	33.3%	5.3%	3.7%	.0%	.0%	.0%	7.1%	5.6%	3.8%
.....	100.0%	25.0%	75.0%	50.0%	25.0%	25.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
RTK.....	13	5	8	0	6	2	3	2	5	4	2	2
.....	15.5%	14.3%	16.3%	.0%	31.6%	7.4%	14.3%	18.2%	41.7%	14.3%	11.1%	7.7%
.....	100.0%	38.5%	61.5%	.0%	46.2%	15.4%	23.1%	15.4%	38.5%	30.8%	15.4%	15.4%
LIVE FM.....	3	0	3	0	0	0	3	0	0	2	0	1
.....	3.6%	.0%	6.1%	.0%	.0%	.0%	14.3%	.0%	.0%	7.1%	.0%	3.8%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	66.7%	.0%	33.3%
ISLAND SOUND.....	6	4	2	0	2	2	1	1	1	2	2	1
.....	7.1%	11.4%	4.1%	.0%	10.5%	7.4%	4.8%	9.1%	8.3%	7.1%	11.1%	3.8%
.....	100.0%	66.7%	33.3%	.0%	33.3%	33.3%	16.7%	16.7%	16.7%	33.3%	33.3%	16.7%
BAY RADIO.....	4	2	2	0	2	2	0	0	1	1	1	1
.....	4.8%	5.7%	4.1%	.0%	10.5%	7.4%	.0%	.0%	8.3%	3.6%	5.6%	3.8%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	25.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE FOREIGN NEWS BY LISTENING TO THE RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 9: RADIO STATION MOST PREFERRED FOR FOREIGN NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	1.2%	2.9%	.0%	.0%	.0%	3.7%	.0%	.0%	.0%	.0%	5.6%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
CALYPSO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	1.2%	2.9%	.0%	.0%	.0%	3.7%	.0%	.0%	.0%	3.6%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE FOREIGN NEWS BY LISTENING TO THE RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 10: REASONS WHY PARTICULAR STATION IS PREFERRED FOR FOREIGN NEWS
- BY RADIO STATION

	TOTAL	NAME OF STATION										
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
TOTAL.....	84	8	10	4	30	4	13	3	6	4	1	1
NO ANSWER.....	18	8	2	1	2	0	3	0	0	0	1	1
.....	21.4%	100.0%	20.0%	25.0%	6.7%	.0%	23.1%	.0%	.0%	.0%	100.0%	100.0%
.....	100.0%	44.4%	11.1%	5.6%	11.1%	.0%	16.7%	.0%	.0%	.0%	5.6%	5.6%
GOOD NEWS COVERAGE...	27	0	5	2	12	3	2	0	3	0	0	0
.....	32.1%	.0%	50.0%	50.0%	40.0%	75.0%	15.4%	.0%	50.0%	.0%	.0%	.0%
.....	100.0%	.0%	18.5%	7.4%	44.4%	11.1%	7.4%	.0%	11.1%	.0%	.0%	.0%
BBC NEWS IS RELAYED..	6	0	0	1	1	0	4	0	0	0	0	0
.....	7.1%	.0%	.0%	25.0%	3.3%	.0%	30.8%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	16.7%	16.7%	.0%	66.7%	.0%	.0%	.0%	.0%	.0%
FOR POLITICAL REASONS	2	0	0	0	2	0	0	0	0	0	0	0
.....	2.4%	.0%	.0%	.0%	6.7%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
INFORMATIVE & INTERESTING.....	5	0	1	0	2	0	1	1	0	0	0	0
.....	6.0%	.0%	10.0%	.0%	6.7%	.0%	7.7%	33.3%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	20.0%	.0%	40.0%	.0%	20.0%	20.0%	.0%	.0%	.0%	.0%
GOT USED TO LISTENING TO IT.....	5	0	1	0	3	0	0	1	0	0	0	0
.....	6.0%	.0%	10.0%	.0%	10.0%	.0%	.0%	33.3%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	20.0%	.0%	60.0%	.0%	.0%	20.0%	.0%	.0%	.0%	.0%
BELIEVE IT REPORTS THE TRUTH.....	6	0	0	0	6	0	0	0	0	0	0	0
.....	7.1%	.0%	.0%	.0%	20.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE FOREIGN NEWS BY LISTENING TO THE RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 10: REASONS WHY PARTICULAR STATION IS PREFERRED FOR FOREIGN NEWS
- BY RADIO STATION

	TOTAL	NAME OF STATION										
		NO SPECIA L PREFER ENCE FOR ANY ONE STATIO N	RADIO MALTA 1	RADIO MALTA 2	RADIO SUPER 1	RADIO 101	RTK	LIVE FM	ISLAND SOUND	BAY RADIO	SMASH	CALYPS O
GOOD PRESENTERS.....	4	0	0	0	1	1	0	0	1	1	0	0
.....	4.8%	.0%	.0%	.0%	3.3%	25.0%	.0%	.0%	16.7%	25.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	25.0%	25.0%	.0%	.0%	25.0%	25.0%	.0%	.0%
RADIO IS LEFT ON THE SAME STATION.....	4	0	1	0	0	0	2	1	0	0	0	0
.....	4.8%	.0%	10.0%	.0%	.0%	.0%	15.4%	33.3%	.0%	.0%	.0%	.0%
.....	100.0%	.0%	25.0%	.0%	.0%	.0%	50.0%	25.0%	.0%	.0%	.0%	.0%
UNBIASED.....	3	0	0	0	1	0	1	0	1	0	0	0
.....	3.6%	.0%	.0%	.0%	3.3%	.0%	7.7%	.0%	16.7%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	33.3%	.0%	33.3%	.0%	33.3%	.0%	.0%	.0%
BREIF NEWS REPORTS...	3	0	0	0	0	0	0	0	0	3	0	0
.....	3.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	75.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
ENGLISH SPEAKING.....	1	0	0	0	0	0	0	0	1	0	0	0
.....	1.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	16.7%	.0%	.0%	.0%
.....	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO PREFER TO SOURCE FOREIGN NEWS BY LISTENING TO THE RADIO

TABLE 11: TYPES OF RADIO PROGRAMMES LIKED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
NO ANSWER.....	32	16	16	0	10	14	3	5	5	7	8	12
.....	3.0%	3.1%	3.0%	.0%	3.7%	3.6%	1.6%	4.0%	3.7%	1.8%	3.4%	4.3%
.....	100.0%	50.0%	50.0%	.0%	31.3%	43.8%	9.4%	15.6%	15.6%	21.9%	25.0%	37.5%
MUSIC.....	709	370	339	73	227	264	99	46	85	284	162	178
.....	67.5%	72.4%	62.9%	94.8%	83.2%	68.6%	52.4%	36.5%	63.4%	71.5%	68.4%	63.1%
.....	100.0%	52.2%	47.8%	10.3%	32.0%	37.2%	14.0%	6.5%	12.0%	40.1%	22.8%	25.1%
NEWS.....	573	281	292	20	123	232	114	84	76	210	134	153
.....	54.6%	55.0%	54.2%	26.0%	45.1%	60.3%	60.3%	66.7%	56.7%	52.9%	56.5%	54.3%
.....	100.0%	49.0%	51.0%	3.5%	21.5%	40.5%	19.9%	14.7%	13.3%	36.6%	23.4%	26.7%
LOCAL NEWS ANALYSIS..	214	96	118	6	44	94	43	27	35	72	47	60
.....	20.4%	18.8%	21.9%	7.8%	16.1%	24.4%	22.8%	21.4%	26.1%	18.1%	19.8%	21.3%
.....	100.0%	44.9%	55.1%	2.8%	20.6%	43.9%	20.1%	12.6%	16.4%	33.6%	22.0%	28.0%
FOREIGN NEWS ANALYSIS	139	63	76	5	30	60	28	16	23	50	28	38
.....	13.2%	12.3%	14.1%	6.5%	11.0%	15.6%	14.8%	12.7%	17.2%	12.6%	11.8%	13.5%
.....	100.0%	45.3%	54.7%	3.6%	21.6%	43.2%	20.1%	11.5%	16.5%	36.0%	20.1%	27.3%
DISCUSSIONS WITH PHONE-INS.....	341	128	213	15	68	139	72	47	42	117	81	101
.....	32.5%	25.0%	39.5%	19.5%	24.9%	36.1%	38.1%	37.3%	31.3%	29.5%	34.2%	35.8%
.....	100.0%	37.5%	62.5%	4.4%	19.9%	40.8%	21.1%	13.8%	12.3%	34.3%	23.8%	29.6%
SPORTS.....	276	212	64	26	73	103	46	28	28	110	68	70
.....	26.3%	41.5%	11.9%	33.8%	26.7%	26.8%	24.3%	22.2%	20.9%	27.7%	28.7%	24.8%
.....	100.0%	76.8%	23.2%	9.4%	26.4%	37.3%	16.7%	10.1%	10.1%	39.9%	24.6%	25.4%
NOVELS.....	227	56	171	10	41	89	50	37	18	67	68	74
.....	21.6%	11.0%	31.7%	13.0%	15.0%	23.1%	26.5%	29.4%	13.4%	16.9%	28.7%	26.2%
.....	100.0%	24.7%	75.3%	4.4%	18.1%	39.2%	22.0%	16.3%	7.9%	29.5%	30.0%	32.6%
RELIGIOUS PROGRAMMES.	288	92	196	5	53	102	63	65	35	95	76	82
.....	27.4%	18.0%	36.4%	6.5%	19.4%	26.5%	33.3%	51.6%	26.1%	23.9%	32.1%	29.1%
.....	100.0%	31.9%	68.1%	1.7%	18.4%	35.4%	21.9%	22.6%	12.2%	33.0%	26.4%	28.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 11: TYPES OF RADIO PROGRAMMES LIKED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
HEALTH EDUCATION PROGRAMMES.....	410	149	261	9	93	169	89	50	49	157	105	99
.....	39.0%	29.2%	48.4%	11.7%	34.1%	43.9%	47.1%	39.7%	36.6%	39.5%	44.3%	35.1%
.....	100.0%	36.3%	63.7%	2.2%	22.7%	41.2%	21.7%	12.2%	12.0%	38.3%	25.6%	24.1%
LOCAL HISTORY PROGRAMMES.....	264	120	144	13	52	116	51	32	43	94	62	65
.....	25.1%	23.5%	26.7%	16.9%	19.0%	30.1%	27.0%	25.4%	32.1%	23.7%	26.2%	23.0%
.....	100.0%	45.5%	54.5%	4.9%	19.7%	43.9%	19.3%	12.1%	16.3%	35.6%	23.5%	24.6%
PROGRAMMES OF A POLITICAL NATURE..	178	95	83	5	34	76	39	24	25	65	45	43
.....	17.0%	18.6%	15.4%	6.5%	12.5%	19.7%	20.6%	19.0%	18.7%	16.4%	19.0%	15.2%
.....	100.0%	53.4%	46.6%	2.8%	19.1%	42.7%	21.9%	13.5%	14.0%	36.5%	25.3%	24.2%
PROGRAMMES ON FILMS TO BE SCREENED ON TV.....	115	59	56	11	39	47	11	7	14	40	27	34
.....	11.0%	11.5%	10.4%	14.3%	14.3%	12.2%	5.8%	5.6%	10.4%	10.1%	11.4%	12.1%
.....	100.0%	51.3%	48.7%	9.6%	33.9%	40.9%	9.6%	6.1%	12.2%	34.8%	23.5%	29.6%
REVIEWS OF VIDEOS AND CINEMA FILMS.....	64	34	30	7	30	19	4	4	9	27	12	16
.....	6.1%	6.7%	5.6%	9.1%	11.0%	4.9%	2.1%	3.2%	6.7%	6.8%	5.1%	5.7%
.....	100.0%	53.1%	46.9%	10.9%	46.9%	29.7%	6.3%	6.3%	14.1%	42.2%	18.8%	25.0%
PROGRAMMES ON THE ENVIRONMENT.....	178	76	102	11	46	66	36	19	33	72	39	34
.....	17.0%	14.9%	18.9%	14.3%	16.8%	17.1%	19.0%	15.1%	24.6%	18.1%	16.5%	12.1%
.....	100.0%	42.7%	57.3%	6.2%	25.8%	37.1%	20.2%	10.7%	18.5%	40.4%	21.9%	19.1%
DISCUSSIONS ON PERSONAL ISSUES...	385	147	238	13	76	162	76	58	49	141	93	102
.....	36.7%	28.8%	44.2%	16.9%	27.8%	42.1%	40.2%	46.0%	36.6%	35.5%	39.2%	36.2%
.....	100.0%	38.2%	61.8%	3.4%	19.7%	42.1%	19.7%	15.1%	12.7%	36.6%	24.2%	26.5%
DISCUSSIONS ON CURRENT AFFAIRS...	386	177	209	17	84	156	85	44	64	157	75	90
.....	36.8%	34.6%	38.8%	22.1%	30.8%	40.5%	45.0%	34.9%	47.8%	39.5%	31.6%	31.9%
.....	100.0%	45.9%	54.1%	4.4%	21.8%	40.4%	22.0%	11.4%	16.6%	40.7%	19.4%	23.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 11: TYPES OF RADIO PROGRAMMES LIKED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO PLAYS.....	6	0	6	1	0	1	3	1	1	2	3	0
.....	.6%	.0%	1.1%	1.3%	.0%	.3%	1.6%	.8%	.7%	.5%	1.3%	.0%
.....	100.0%	.0%	100.0%	16.7%	.0%	16.7%	50.0%	16.7%	16.7%	33.3%	50.0%	.0%
EDUCATIONAL PROGRAMMES.....	3	1	2	0	0	1	2	0	0	2	1	0
.....	.3%	.2%	.4%	.0%	.0%	.3%	1.1%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%
PROGRAMMES FOR WOMEN.	6	0	6	0	1	3	2	0	1	2	1	2
.....	.6%	.0%	1.1%	.0%	.4%	.8%	1.1%	.0%	.7%	.5%	.4%	.7%
.....	100.0%	.0%	100.0%	.0%	16.7%	50.0%	33.3%	.0%	16.7%	33.3%	16.7%	33.3%
OBITUARIES.....	3	2	1	0	1	1	0	1	0	2	0	1
.....	.3%	.4%	.2%	.0%	.4%	.3%	.0%	.8%	.0%	.5%	.0%	.4%
.....	100.0%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	66.7%	.0%	33.3%
RECITATION OF ROSARY.	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
COMEDY.....	3	1	2	1	0	1	1	0	0	0	2	1
.....	.3%	.2%	.4%	1.3%	.0%	.3%	.5%	.0%	.0%	.0%	.8%	.4%
.....	100.0%	33.3%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	.0%	.0%	66.7%	33.3%
QUIZZES.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.5%	.0%	.7%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

**TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
NEWS												
NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	147	77	70	23	46	44	18	16	16	59	39	33
.....	14.0%	15.1%	13.0%	29.9%	16.8%	11.4%	9.5%	12.7%	11.9%	14.9%	16.5%	11.7%
.....	100.0%	52.4%	47.6%	15.6%	31.3%	29.9%	12.2%	10.9%	10.9%	40.1%	26.5%	22.4%
RADIO MALTA 1.....	139	52	87	4	20	45	40	30	21	46	37	35
.....	13.2%	10.2%	16.1%	5.2%	7.3%	11.7%	21.2%	23.8%	15.7%	11.6%	15.6%	12.4%
.....	100.0%	37.4%	62.6%	2.9%	14.4%	32.4%	28.8%	21.6%	15.1%	33.1%	26.6%	25.2%
RADIO MALTA 2.....	49	18	31	1	11	12	10	15	3	20	15	11
.....	4.7%	3.5%	5.8%	1.3%	4.0%	3.1%	5.3%	11.9%	2.2%	5.0%	6.3%	3.9%
.....	100.0%	36.7%	63.3%	2.0%	22.4%	24.5%	20.4%	30.6%	6.1%	40.8%	30.6%	22.4%
RADIO SUPER 1.....	296	148	148	11	59	136	55	35	19	80	82	115
.....	28.2%	29.0%	27.5%	14.3%	21.6%	35.3%	29.1%	27.8%	14.2%	20.2%	34.6%	40.8%
.....	100.0%	50.0%	50.0%	3.7%	19.9%	45.9%	18.6%	11.8%	6.4%	27.0%	27.7%	38.9%
RADIO 101.....	95	54	41	8	39	28	16	4	16	43	21	15
.....	9.0%	10.6%	7.6%	10.4%	14.3%	7.3%	8.5%	3.2%	11.9%	10.8%	8.9%	5.3%
.....	100.0%	56.8%	43.2%	8.4%	41.1%	29.5%	16.8%	4.2%	16.8%	45.3%	22.1%	15.8%
ISLAND SOUND.....	32	17	15	1	10	13	7	1	11	17	1	3
.....	3.0%	3.3%	2.8%	1.3%	3.7%	3.4%	3.7%	.8%	8.2%	4.3%	.4%	1.1%
.....	100.0%	53.1%	46.9%	3.1%	31.3%	40.6%	21.9%	3.1%	34.4%	53.1%	3.1%	9.4%
BAY RADIO.....	59	33	26	6	25	20	6	2	10	35	4	10
.....	5.6%	6.5%	4.8%	7.8%	9.2%	5.2%	3.2%	1.6%	7.5%	8.8%	1.7%	3.5%
.....	100.0%	55.9%	44.1%	10.2%	42.4%	33.9%	10.2%	3.4%	16.9%	59.3%	6.8%	16.9%
RTK.....	122	51	71	3	24	46	31	18	27	48	15	32
.....	11.6%	10.0%	13.2%	3.9%	8.8%	11.9%	16.4%	14.3%	20.1%	12.1%	6.3%	11.3%
.....	100.0%	41.8%	58.2%	2.5%	19.7%	37.7%	25.4%	14.8%	22.1%	39.3%	12.3%	26.2%
LIVE FM.....	57	34	23	2	18	27	5	5	9	26	13	9
.....	5.4%	6.7%	4.3%	2.6%	6.6%	7.0%	2.6%	4.0%	6.7%	6.5%	5.5%	3.2%
.....	100.0%	59.6%	40.4%	3.5%	31.6%	47.4%	8.8%	8.8%	15.8%	45.6%	22.8%	15.8%
SMASH.....	44	22	22	18	21	5	0	0	2	18	9	15

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	4.2%	4.3%	4.1%	23.4%	7.7%	1.3%	.0%	.0%	1.5%	4.5%	3.8%	5.3%
.....	100.0%	50.0%	50.0%	40.9%	47.7%	11.4%	.0%	.0%	4.5%	40.9%	20.5%	34.1%
CALYPSO.....	10	5	5	0	0	9	1	0	0	5	1	4
.....	1.0%	1.0%	.9%	.0%	.0%	2.3%	.5%	.0%	.0%	1.3%	.4%	1.4%
.....	100.0%	50.0%	50.0%	.0%	.0%	90.0%	10.0%	.0%	.0%	50.0%	10.0%	40.0%
CULTURAL PROGRAMMES												
NO SPECIAL PREFERENCE												
FOR ANY ONE												
STATION.....	262	131	131	29	76	89	41	27	29	106	68	59
.....	25.0%	25.6%	24.3%	37.7%	27.8%	23.1%	21.7%	21.4%	21.6%	26.7%	28.7%	20.9%
.....	100.0%	50.0%	50.0%	11.1%	29.0%	34.0%	15.6%	10.3%	11.1%	40.5%	26.0%	22.5%
RADIO MALTA 1.....	146	58	88	3	25	49	40	29	18	56	33	39
.....	13.9%	11.4%	16.3%	3.9%	9.2%	12.7%	21.2%	23.0%	13.4%	14.1%	13.9%	13.8%
.....	100.0%	39.7%	60.3%	2.1%	17.1%	33.6%	27.4%	19.9%	12.3%	38.4%	22.6%	26.7%
RADIO MALTA 2.....	65	30	35	2	15	23	14	11	5	25	21	14
.....	6.2%	5.9%	6.5%	2.6%	5.5%	6.0%	7.4%	8.7%	3.7%	6.3%	8.9%	5.0%
.....	100.0%	46.2%	53.8%	3.1%	23.1%	35.4%	21.5%	16.9%	7.7%	38.5%	32.3%	21.5%
RADIO SUPER 1.....	199	95	104	13	43	80	37	26	12	53	54	80
.....	19.0%	18.6%	19.3%	16.9%	15.8%	20.8%	19.6%	20.6%	9.0%	13.4%	22.8%	28.4%
.....	100.0%	47.7%	52.3%	6.5%	21.6%	40.2%	18.6%	13.1%	6.0%	26.6%	27.1%	40.2%
RADIO 101.....	51	30	21	6	21	13	10	1	8	21	11	11
.....	4.9%	5.9%	3.9%	7.8%	7.7%	3.4%	5.3%	.8%	6.0%	5.3%	4.6%	3.9%
.....	100.0%	58.8%	41.2%	11.8%	41.2%	25.5%	19.6%	2.0%	15.7%	41.2%	21.6%	21.6%
ISLAND SOUND.....	25	14	11	0	7	10	5	3	9	9	2	5
.....	2.4%	2.7%	2.0%	.0%	2.6%	2.6%	2.6%	2.4%	6.7%	2.3%	.8%	1.8%
.....	100.0%	56.0%	44.0%	.0%	28.0%	40.0%	20.0%	12.0%	36.0%	36.0%	8.0%	20.0%
BAY RADIO.....	41	22	19	6	15	17	3	0	7	23	5	6
.....	3.9%	4.3%	3.5%	7.8%	5.5%	4.4%	1.6%	.0%	5.2%	5.8%	2.1%	2.1%
.....	100.0%	53.7%	46.3%	14.6%	36.6%	41.5%	7.3%	.0%	17.1%	56.1%	12.2%	14.6%
RTK.....	171	75	96	6	36	71	31	27	28	70	25	48
.....	16.3%	14.7%	17.8%	7.8%	13.2%	18.4%	16.4%	21.4%	20.9%	17.6%	10.5%	17.0%
.....	100.0%	43.9%	56.1%	3.5%	21.1%	41.5%	18.1%	15.8%	16.4%	40.9%	14.6%	28.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
LIVE FM.....	63	41	22	5	25	26	5	2	13	24	11	15
.....	6.0%	8.0%	4.1%	6.5%	9.2%	6.8%	2.6%	1.6%	9.7%	6.0%	4.6%	5.3%
.....	100.0%	65.1%	34.9%	7.9%	39.7%	41.3%	7.9%	3.2%	20.6%	38.1%	17.5%	23.8%
SMASH.....	19	11	8	7	10	2	0	0	4	6	5	4
.....	1.8%	2.2%	1.5%	9.1%	3.7%	.5%	.0%	.0%	3.0%	1.5%	2.1%	1.4%
.....	100.0%	57.9%	42.1%	36.8%	52.6%	10.5%	.0%	.0%	21.1%	31.6%	26.3%	21.1%
CALYPSO.....	8	4	4	0	0	5	3	0	1	4	2	1
.....	.8%	.8%	.7%	.0%	.0%	1.3%	1.6%	.0%	.7%	1.0%	.8%	.4%
.....	100.0%	50.0%	50.0%	.0%	.0%	62.5%	37.5%	.0%	12.5%	50.0%	25.0%	12.5%
SPORTS												
NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	342	134	208	29	79	121	66	47	44	139	81	78
.....	32.6%	26.2%	38.6%	37.7%	28.9%	31.4%	34.9%	37.3%	32.8%	35.0%	34.2%	27.7%
.....	100.0%	39.2%	60.8%	8.5%	23.1%	35.4%	19.3%	13.7%	12.9%	40.6%	23.7%	22.8%
RADIO MALTA 1.....	80	33	47	3	13	25	26	13	9	29	23	19
.....	7.6%	6.5%	8.7%	3.9%	4.8%	6.5%	13.8%	10.3%	6.7%	7.3%	9.7%	6.7%
.....	100.0%	41.3%	58.8%	3.8%	16.3%	31.3%	32.5%	16.3%	11.3%	36.3%	28.8%	23.8%
RADIO MALTA 2.....	42	20	22	1	14	16	6	5	7	15	11	9
.....	4.0%	3.9%	4.1%	1.3%	5.1%	4.2%	3.2%	4.0%	5.2%	3.8%	4.6%	3.2%
.....	100.0%	47.6%	52.4%	2.4%	33.3%	38.1%	14.3%	11.9%	16.7%	35.7%	26.2%	21.4%
RADIO SUPER 1.....	217	119	98	11	45	97	36	28	15	57	63	82
.....	20.7%	23.3%	18.2%	14.3%	16.5%	25.2%	19.0%	22.2%	11.2%	14.4%	26.6%	29.1%
.....	100.0%	54.8%	45.2%	5.1%	20.7%	44.7%	16.6%	12.9%	6.9%	26.3%	29.0%	37.8%
RADIO 101.....	65	38	27	7	20	22	12	4	12	27	14	12
.....	6.2%	7.4%	5.0%	9.1%	7.3%	5.7%	6.3%	3.2%	9.0%	6.8%	5.9%	4.3%
.....	100.0%	58.5%	41.5%	10.8%	30.8%	33.8%	18.5%	6.2%	18.5%	41.5%	21.5%	18.5%
ISLAND SOUND.....	45	28	17	0	14	17	8	6	9	21	5	10
.....	4.3%	5.5%	3.2%	.0%	5.1%	4.4%	4.2%	4.8%	6.7%	5.3%	2.1%	3.5%
.....	100.0%	62.2%	37.8%	.0%	31.1%	37.8%	17.8%	13.3%	20.0%	46.7%	11.1%	22.2%
BAY RADIO.....	52	32	20	3	26	16	3	4	7	31	6	8
.....	5.0%	6.3%	3.7%	3.9%	9.5%	4.2%	1.6%	3.2%	5.2%	7.8%	2.5%	2.8%
.....	100.0%	61.5%	38.5%	5.8%	50.0%	30.8%	5.8%	7.7%	13.5%	59.6%	11.5%	15.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RTK.....	96	43	53	4	15	39	23	15	19	35	13	29
.....	9.1%	8.4%	9.8%	5.2%	5.5%	10.1%	12.2%	11.9%	14.2%	8.8%	5.5%	10.3%
.....	100.0%	44.8%	55.2%	4.2%	15.6%	40.6%	24.0%	15.6%	19.8%	36.5%	13.5%	30.2%
LIVE FM.....	48	28	20	4	18	18	5	3	6	17	9	16
.....	4.6%	5.5%	3.7%	5.2%	6.6%	4.7%	2.6%	2.4%	4.5%	4.3%	3.8%	5.7%
.....	100.0%	58.3%	41.7%	8.3%	37.5%	37.5%	10.4%	6.3%	12.5%	35.4%	18.8%	33.3%
SMASH.....	52	29	23	15	26	9	1	1	3	21	12	16
.....	5.0%	5.7%	4.3%	19.5%	9.5%	2.3%	.5%	.8%	2.2%	5.3%	5.1%	5.7%
.....	100.0%	55.8%	44.2%	28.8%	50.0%	17.3%	1.9%	1.9%	5.8%	40.4%	23.1%	30.8%
CALYPSO.....	11	7	4	0	3	5	3	0	3	5	0	3
.....	1.0%	1.4%	.7%	.0%	1.1%	1.3%	1.6%	.0%	2.2%	1.3%	.0%	1.1%
.....	100.0%	63.6%	36.4%	.0%	27.3%	45.5%	27.3%	.0%	27.3%	45.5%	.0%	27.3%
MUSIC NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	188	83	105	6	41	57	43	41	24	71	46	47
.....	17.9%	16.2%	19.5%	7.8%	15.0%	14.8%	22.8%	32.5%	17.9%	17.9%	19.4%	16.7%
.....	100.0%	44.1%	55.9%	3.2%	21.8%	30.3%	22.9%	21.8%	12.8%	37.8%	24.5%	25.0%
RADIO MALTA 1.....	79	30	49	1	7	26	30	15	9	26	18	26
.....	7.5%	5.9%	9.1%	1.3%	2.6%	6.8%	15.9%	11.9%	6.7%	6.5%	7.6%	9.2%
.....	100.0%	38.0%	62.0%	1.3%	8.9%	32.9%	38.0%	19.0%	11.4%	32.9%	22.8%	32.9%
RADIO MALTA 2.....	25	15	10	1	4	9	5	6	3	10	7	5
.....	2.4%	2.9%	1.9%	1.3%	1.5%	2.3%	2.6%	4.8%	2.2%	2.5%	3.0%	1.8%
.....	100.0%	60.0%	40.0%	4.0%	16.0%	36.0%	20.0%	24.0%	12.0%	40.0%	28.0%	20.0%
RADIO SUPER 1.....	184	85	99	5	31	80	39	29	8	44	60	72
.....	17.5%	16.6%	18.4%	6.5%	11.4%	20.8%	20.6%	23.0%	6.0%	11.1%	25.3%	25.5%
.....	100.0%	46.2%	53.8%	2.7%	16.8%	43.5%	21.2%	15.8%	4.3%	23.9%	32.6%	39.1%
RADIO 101.....	54	29	25	3	21	18	8	4	7	25	11	11
.....	5.1%	5.7%	4.6%	3.9%	7.7%	4.7%	4.2%	3.2%	5.2%	6.3%	4.6%	3.9%
.....	100.0%	53.7%	46.3%	5.6%	38.9%	33.3%	14.8%	7.4%	13.0%	46.3%	20.4%	20.4%
ISLAND SOUND.....	38	20	18	1	12	14	7	4	10	18	4	6
.....	3.6%	3.9%	3.3%	1.3%	4.4%	3.6%	3.7%	3.2%	7.5%	4.5%	1.7%	2.1%
.....	100.0%	52.6%	47.4%	2.6%	31.6%	36.8%	18.4%	10.5%	26.3%	47.4%	10.5%	15.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY RADIO.....	79	49	30	3	29	31	12	4	15	38	10	16
.....	7.5%	9.6%	5.6%	3.9%	10.6%	8.1%	6.3%	3.2%	11.2%	9.6%	4.2%	5.7%
.....	100.0%	62.0%	38.0%	3.8%	36.7%	39.2%	15.2%	5.1%	19.0%	48.1%	12.7%	20.3%
RTK.....	90	35	55	0	11	40	24	15	21	34	14	21
.....	8.6%	6.8%	10.2%	.0%	4.0%	10.4%	12.7%	11.9%	15.7%	8.6%	5.9%	7.4%
.....	100.0%	38.9%	61.1%	.0%	12.2%	44.4%	26.7%	16.7%	23.3%	37.8%	15.6%	23.3%
LIVE FM.....	25	16	9	0	7	11	3	4	3	9	7	6
.....	2.4%	3.1%	1.7%	.0%	2.6%	2.9%	1.6%	3.2%	2.2%	2.3%	3.0%	2.1%
.....	100.0%	64.0%	36.0%	.0%	28.0%	44.0%	12.0%	16.0%	12.0%	36.0%	28.0%	24.0%
SMASH.....	224	115	109	57	98	58	9	2	27	97	45	55
.....	21.3%	22.5%	20.2%	74.0%	35.9%	15.1%	4.8%	1.6%	20.1%	24.4%	19.0%	19.5%
.....	100.0%	51.3%	48.7%	25.4%	43.8%	25.9%	4.0%	.9%	12.1%	43.3%	20.1%	24.6%
CALYPSO.....	64	34	30	0	12	41	9	2	7	25	15	17
.....	6.1%	6.7%	5.6%	.0%	4.4%	10.6%	4.8%	1.6%	5.2%	6.3%	6.3%	6.0%
.....	100.0%	53.1%	46.9%	.0%	18.8%	64.1%	14.1%	3.1%	10.9%	39.1%	23.4%	26.6%
DISCUSSIONS ON CURRENT AFFAIRS NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	226	118	108	27	60	78	37	24	20	92	55	59
.....	21.5%	23.1%	20.0%	35.1%	22.0%	20.3%	19.6%	19.0%	14.9%	23.2%	23.2%	20.9%
.....	100.0%	52.2%	47.8%	11.9%	26.5%	34.5%	16.4%	10.6%	8.8%	40.7%	24.3%	26.1%
RADIO MALTA 1.....	115	47	68	5	15	37	28	30	15	40	26	34
.....	11.0%	9.2%	12.6%	6.5%	5.5%	9.6%	14.8%	23.8%	11.2%	10.1%	11.0%	12.1%
.....	100.0%	40.9%	59.1%	4.3%	13.0%	32.2%	24.3%	26.1%	13.0%	34.8%	22.6%	29.6%
RADIO MALTA 2.....	42	21	21	2	12	10	7	11	0	21	11	10
.....	4.0%	4.1%	3.9%	2.6%	4.4%	2.6%	3.7%	8.7%	.0%	5.3%	4.6%	3.5%
.....	100.0%	50.0%	50.0%	4.8%	28.6%	23.8%	16.7%	26.2%	.0%	50.0%	26.2%	23.8%
RADIO SUPER 1.....	223	109	114	14	46	97	36	30	13	60	68	82
.....	21.2%	21.3%	21.2%	18.2%	16.8%	25.2%	19.0%	23.8%	9.7%	15.1%	28.7%	29.1%
.....	100.0%	48.9%	51.1%	6.3%	20.6%	43.5%	16.1%	13.5%	5.8%	26.9%	30.5%	36.8%
RADIO 101.....	49	31	18	3	24	14	7	1	7	24	12	6
.....	4.7%	6.1%	3.3%	3.9%	8.8%	3.6%	3.7%	.8%	5.2%	6.0%	5.1%	2.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	63.3%	36.7%	6.1%	49.0%	28.6%	14.3%	2.0%	14.3%	49.0%	24.5%	12.2%
ISLAND SOUND.....	17	9	8	0	6	5	5	1	5	8	2	2
.....	1.6%	1.8%	1.5%	.0%	2.2%	1.3%	2.6%	.8%	3.7%	2.0%	.8%	.7%
.....	100.0%	52.9%	47.1%	.0%	35.3%	29.4%	29.4%	5.9%	29.4%	47.1%	11.8%	11.8%
BAY RADIO.....	36	20	16	4	15	14	3	0	7	18	6	5
.....	3.4%	3.9%	3.0%	5.2%	5.5%	3.6%	1.6%	.0%	5.2%	4.5%	2.5%	1.8%
.....	100.0%	55.6%	44.4%	11.1%	41.7%	38.9%	8.3%	.0%	19.4%	50.0%	16.7%	13.9%
RTK.....	159	62	97	6	37	62	34	20	27	67	24	41
.....	15.1%	12.1%	18.0%	7.8%	13.6%	16.1%	18.0%	15.9%	20.1%	16.9%	10.1%	14.5%
.....	100.0%	39.0%	61.0%	3.8%	23.3%	39.0%	21.4%	12.6%	17.0%	42.1%	15.1%	25.8%
LIVE FM.....	156	80	76	11	46	62	28	9	34	57	27	38
.....	14.9%	15.7%	14.1%	14.3%	16.8%	16.1%	14.8%	7.1%	25.4%	14.4%	11.4%	13.5%
.....	100.0%	51.3%	48.7%	7.1%	29.5%	39.7%	17.9%	5.8%	21.8%	36.5%	17.3%	24.4%
SMASH.....	18	11	7	4	10	3	1	0	4	5	5	4
.....	1.7%	2.2%	1.3%	5.2%	3.7%	.8%	.5%	.0%	3.0%	1.3%	2.1%	1.4%
.....	100.0%	61.1%	38.9%	22.2%	55.6%	16.7%	5.6%	.0%	22.2%	27.8%	27.8%	22.2%
CALYPSO.....	9	3	6	1	2	3	3	0	2	5	1	1
.....	.9%	.6%	1.1%	1.3%	.7%	.8%	1.6%	.0%	1.5%	1.3%	.4%	.4%
.....	100.0%	33.3%	66.7%	11.1%	22.2%	33.3%	33.3%	.0%	22.2%	55.6%	11.1%	11.1%
DISCUSSIONS ON GENERIC TOPICS NO SPECIAL PREFERENCE FOR ANY ONE STATION.....	167	95	72	23	52	54	22	16	19	62	43	43
.....	15.9%	18.6%	13.4%	29.9%	19.0%	14.0%	11.6%	12.7%	14.2%	15.6%	18.1%	15.2%
.....	100.0%	56.9%	43.1%	13.8%	31.1%	32.3%	13.2%	9.6%	11.4%	37.1%	25.7%	25.7%
RADIO MALTA 1.....	123	50	73	4	15	39	34	31	14	43	28	38
.....	11.7%	9.8%	13.5%	5.2%	5.5%	10.1%	18.0%	24.6%	10.4%	10.8%	11.8%	13.5%
.....	100.0%	40.7%	59.3%	3.3%	12.2%	31.7%	27.6%	25.2%	11.4%	35.0%	22.8%	30.9%
RADIO MALTA 2.....	41	19	22	2	10	9	7	13	0	20	12	9
.....	3.9%	3.7%	4.1%	2.6%	3.7%	2.3%	3.7%	10.3%	.0%	5.0%	5.1%	3.2%
.....	100.0%	46.3%	53.7%	4.9%	24.4%	22.0%	17.1%	31.7%	.0%	48.8%	29.3%	22.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 12: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO SUPER 1.....	239	115	124	15	53	99	41	31	14	71	66	88
.....	22.8%	22.5%	23.0%	19.5%	19.4%	25.7%	21.7%	24.6%	10.4%	17.9%	27.8%	31.2%
.....	100.0%	48.1%	51.9%	6.3%	22.2%	41.4%	17.2%	13.0%	5.9%	29.7%	27.6%	36.8%
RADIO 101.....	51	33	18	3	20	19	8	1	8	25	12	6
.....	4.9%	6.5%	3.3%	3.9%	7.3%	4.9%	4.2%	.8%	6.0%	6.3%	5.1%	2.1%
.....	100.0%	64.7%	35.3%	5.9%	39.2%	37.3%	15.7%	2.0%	15.7%	49.0%	23.5%	11.8%
ISLAND SOUND.....	21	12	9	1	7	7	5	1	5	10	3	3
.....	2.0%	2.3%	1.7%	1.3%	2.6%	1.8%	2.6%	.8%	3.7%	2.5%	1.3%	1.1%
.....	100.0%	57.1%	42.9%	4.8%	33.3%	33.3%	23.8%	4.8%	23.8%	47.6%	14.3%	14.3%
BAY RADIO.....	36	21	15	4	15	14	3	0	6	19	6	5
.....	3.4%	4.1%	2.8%	5.2%	5.5%	3.6%	1.6%	.0%	4.5%	4.8%	2.5%	1.8%
.....	100.0%	58.3%	41.7%	11.1%	41.7%	38.9%	8.3%	.0%	16.7%	52.8%	16.7%	13.9%
RTK.....	174	62	112	7	38	71	35	23	29	72	31	42
.....	16.6%	12.1%	20.8%	9.1%	13.9%	18.4%	18.5%	18.3%	21.6%	18.1%	13.1%	14.9%
.....	100.0%	35.6%	64.4%	4.0%	21.8%	40.8%	20.1%	13.2%	16.7%	41.4%	17.8%	24.1%
LIVE FM.....	171	92	79	12	51	68	30	10	33	63	32	43
.....	16.3%	18.0%	14.7%	15.6%	18.7%	17.7%	15.9%	7.9%	24.6%	15.9%	13.5%	15.2%
.....	100.0%	53.8%	46.2%	7.0%	29.8%	39.8%	17.5%	5.8%	19.3%	36.8%	18.7%	25.1%
SMASH.....	17	9	8	5	9	2	1	0	4	6	3	4
.....	1.6%	1.8%	1.5%	6.5%	3.3%	.5%	.5%	.0%	3.0%	1.5%	1.3%	1.4%
.....	100.0%	52.9%	47.1%	29.4%	52.9%	11.8%	5.9%	.0%	23.5%	35.3%	17.6%	23.5%
CALYPSO.....	10	3	7	1	3	3	3	0	2	6	1	1
.....	1.0%	.6%	1.3%	1.3%	1.1%	.8%	1.6%	.0%	1.5%	1.5%	.4%	.4%
.....	100.0%	30.0%	70.0%	10.0%	30.0%	30.0%	30.0%	.0%	20.0%	60.0%	10.0%	10.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**TABLE 13: VIEWS ON WHETHER NEWS ON RADIO STATIONS
IS GENERALLY FAIR AND IMPARTIAL
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K17												
DO NOT KNOW.....	73	32	41	9	15	23	16	10	6	20	24	23
.....	7.0%	6.3%	7.6%	11.7%	5.5%	6.0%	8.5%	7.9%	4.5%	5.0%	10.1%	8.2%
.....	100.0%	43.8%	56.2%	12.3%	20.5%	31.5%	21.9%	13.7%	8.2%	27.4%	32.9%	31.5%
YES.....	474	214	260	42	128	159	88	57	61	193	93	127
.....	45.1%	41.9%	48.2%	54.5%	46.9%	41.3%	46.6%	45.2%	45.5%	48.6%	39.2%	45.0%
.....	100.0%	45.1%	54.9%	8.9%	27.0%	33.5%	18.6%	12.0%	12.9%	40.7%	19.6%	26.8%
NO.....	503	265	238	26	130	203	85	59	67	184	120	132
.....	47.9%	51.9%	44.2%	33.8%	47.6%	52.7%	45.0%	46.8%	50.0%	46.3%	50.6%	46.8%
.....	100.0%	52.7%	47.3%	5.2%	25.8%	40.4%	16.9%	11.7%	13.3%	36.6%	23.9%	26.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 14: WHICH RADIO STATION IS THOUGHT TO HAVE NEWS
BEST FAIRLY AND IMPARTIALLY REPORTED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
DO NOT KNOW.....	119	59	60	11	29	44	19	16	15	38	35	31
.....	11.3%	11.5%	11.1%	14.3%	10.6%	11.4%	10.1%	12.7%	11.2%	9.6%	14.8%	11.0%
.....	100.0%	49.6%	50.4%	9.2%	24.4%	37.0%	16.0%	13.4%	12.6%	31.9%	29.4%	26.1%
RADIO MALTA 1.....	135	57	78	4	19	40	42	30	15	52	37	31
.....	12.9%	11.2%	14.5%	5.2%	7.0%	10.4%	22.2%	23.8%	11.2%	13.1%	15.6%	11.0%
.....	100.0%	42.2%	57.8%	3.0%	14.1%	29.6%	31.1%	22.2%	11.1%	38.5%	27.4%	23.0%
RADIO MALTA 2.....	45	17	28	1	8	14	10	12	4	15	13	13
.....	4.3%	3.3%	5.2%	1.3%	2.9%	3.6%	5.3%	9.5%	3.0%	3.8%	5.5%	4.6%
.....	100.0%	37.8%	62.2%	2.2%	17.8%	31.1%	22.2%	26.7%	8.9%	33.3%	28.9%	28.9%
RADIO SUPER 1.....	204	95	109	7	41	84	46	26	11	55	59	79
.....	19.4%	18.6%	20.2%	9.1%	15.0%	21.8%	24.3%	20.6%	8.2%	13.9%	24.9%	28.0%
.....	100.0%	46.6%	53.4%	3.4%	20.1%	41.2%	22.5%	12.7%	5.4%	27.0%	28.9%	38.7%
RADIO 101.....	42	21	21	5	17	13	7	0	5	18	11	8
.....	4.0%	4.1%	3.9%	6.5%	6.2%	3.4%	3.7%	.0%	3.7%	4.5%	4.6%	2.8%
.....	100.0%	50.0%	50.0%	11.9%	40.5%	31.0%	16.7%	.0%	11.9%	42.9%	26.2%	19.0%
ISLAND SOUND.....	50	30	20	3	17	18	9	3	12	27	7	4
.....	4.8%	5.9%	3.7%	3.9%	6.2%	4.7%	4.8%	2.4%	9.0%	6.8%	3.0%	1.4%
.....	100.0%	60.0%	40.0%	6.0%	34.0%	36.0%	18.0%	6.0%	24.0%	54.0%	14.0%	8.0%
BAYA RADIO.....	57	39	18	7	25	18	5	2	8	37	5	7
.....	5.4%	7.6%	3.3%	9.1%	9.2%	4.7%	2.6%	1.6%	6.0%	9.3%	2.1%	2.5%
.....	100.0%	68.4%	31.6%	12.3%	43.9%	31.6%	8.8%	3.5%	14.0%	64.9%	8.8%	12.3%
RTK.....	229	96	133	6	50	99	42	32	45	90	38	56
.....	21.8%	18.8%	24.7%	7.8%	18.3%	25.7%	22.2%	25.4%	33.6%	22.7%	16.0%	19.9%
.....	100.0%	41.9%	58.1%	2.6%	21.8%	43.2%	18.3%	14.0%	19.7%	39.3%	16.6%	24.5%
LIVE FM.....	67	41	26	4	18	35	6	4	9	26	11	21
.....	6.4%	8.0%	4.8%	5.2%	6.6%	9.1%	3.2%	3.2%	6.7%	6.5%	4.6%	7.4%
.....	100.0%	61.2%	38.8%	6.0%	26.9%	52.2%	9.0%	6.0%	13.4%	38.8%	16.4%	31.3%
SMASH.....	80	42	38	29	40	8	2	1	8	31	16	25

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

**TABLE 14: WHICH RADIO STATION IS THOUGHT TO HAVE NEWS
BEST FAIRLY AND IMPARTIALLY REPORTED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	7.6%	8.2%	7.1%	37.7%	14.7%	2.1%	1.1%	.8%	6.0%	7.8%	6.8%	8.9%
.....	100.0%	52.5%	47.5%	36.3%	50.0%	10.0%	2.5%	1.3%	10.0%	38.8%	20.0%	31.3%
CALYPSO.....	22	14	8	0	9	12	1	0	2	8	5	7
.....	2.1%	2.7%	1.5%	.0%	3.3%	3.1%	.5%	.0%	1.5%	2.0%	2.1%	2.5%
.....	100.0%	63.6%	36.4%	.0%	40.9%	54.5%	4.5%	.0%	9.1%	36.4%	22.7%	31.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 15: VIEWS ON WHETHER NEWS ON TVM IS GENERALLY FAIR AND IMPARTIAL
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
K19												
DO NOT KNOW.....	44	19	25	9	5	10	10	10	0	22	11	11
.....	4.2%	3.7%	4.6%	11.7%	1.8%	2.6%	5.3%	7.9%	.0%	5.5%	4.6%	3.9%
.....	100.0%	43.2%	56.8%	20.5%	11.4%	22.7%	22.7%	22.7%	.0%	50.0%	25.0%	25.0%
YES.....	547	255	292	49	159	170	96	73	81	201	115	150
.....	52.1%	49.9%	54.2%	63.6%	58.2%	44.2%	50.8%	57.9%	60.4%	50.6%	48.5%	53.2%
.....	100.0%	46.6%	53.4%	9.0%	29.1%	31.1%	17.6%	13.3%	14.8%	36.7%	21.0%	27.4%
NO.....	459	237	222	19	109	205	83	43	53	174	111	121
.....	43.7%	46.4%	41.2%	24.7%	39.9%	53.2%	43.9%	34.1%	39.6%	43.8%	46.8%	42.9%
.....	100.0%	51.6%	48.4%	4.1%	23.7%	44.7%	18.1%	9.4%	11.5%	37.9%	24.2%	26.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - FEBRUARY 1994

TABLE 16: AREA IN WHICH TVM IS MOST FAIR AND IMPARTIAL
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	547	255	292	49	159	170	96	73	81	201	115	150
NO ANSWER.....	15	8	7	3	4	5	3	0	2	11	0	2
.....	2.7%	3.1%	2.4%	6.1%	2.5%	2.9%	3.1%	.0%	2.5%	5.5%	.0%	1.3%
.....	100.0%	53.3%	46.7%	20.0%	26.7%	33.3%	20.0%	.0%	13.3%	73.3%	.0%	13.3%
POLITICS.....	276	126	150	21	93	87	38	37	47	97	54	78
.....	50.5%	49.4%	51.4%	42.9%	58.5%	51.2%	39.6%	50.7%	58.0%	48.3%	47.0%	52.0%
.....	100.0%	45.7%	54.3%	7.6%	33.7%	31.5%	13.8%	13.4%	17.0%	35.1%	19.6%	28.3%
TRADE UNION ACTIVITY.....	39	25	14	3	10	14	8	4	5	19	6	9
.....	7.1%	9.8%	4.8%	6.1%	6.3%	8.2%	8.3%	5.5%	6.2%	9.5%	5.2%	6.0%
.....	100.0%	64.1%	35.9%	7.7%	25.6%	35.9%	20.5%	10.3%	12.8%	48.7%	15.4%	23.1%
RELIGIOUS ACTIVITIES.....	79	34	45	2	20	18	17	22	13	22	24	20
.....	14.4%	13.3%	15.4%	4.1%	12.6%	10.6%	17.7%	30.1%	16.0%	10.9%	20.9%	13.3%
.....	100.0%	43.0%	57.0%	2.5%	25.3%	22.8%	21.5%	27.8%	16.5%	27.8%	30.4%	25.3%
HUMAN RIGHTS ISSUES.....	81	36	45	13	20	26	16	6	9	29	22	21
.....	14.8%	14.1%	15.4%	26.5%	12.6%	15.3%	16.7%	8.2%	11.1%	14.4%	19.1%	14.0%
.....	100.0%	44.4%	55.6%	16.0%	24.7%	32.1%	19.8%	7.4%	11.1%	35.8%	27.2%	25.9%
MINORITY RIGHTS.....	14	4	10	3	4	4	1	2	1	6	0	7
.....	2.6%	1.6%	3.4%	6.1%	2.5%	2.4%	1.0%	2.7%	1.2%	3.0%	.0%	4.7%
.....	100.0%	28.6%	71.4%	21.4%	28.6%	28.6%	7.1%	14.3%	7.1%	42.9%	.0%	50.0%
CURRENT EVENTS.....	26	13	13	3	4	11	7	1	3	8	7	8
.....	4.8%	5.1%	4.5%	6.1%	2.5%	6.5%	7.3%	1.4%	3.7%	4.0%	6.1%	5.3%
.....	100.0%	50.0%	50.0%	11.5%	15.4%	42.3%	26.9%	3.8%	11.5%	30.8%	26.9%	30.8%
LOCAL NEWS REPORTS.....	15	7	8	1	4	4	5	1	0	8	2	5
.....	2.7%	2.7%	2.7%	2.0%	2.5%	2.4%	5.2%	1.4%	.0%	4.0%	1.7%	3.3%
.....	100.0%	46.7%	53.3%	6.7%	26.7%	26.7%	33.3%	6.7%	.0%	53.3%	13.3%	33.3%
FOREIGN NEWS REPORTS.....	2	2	0	0	0	1	1	0	1	1	0	0
.....	.4%	.8%	.0%	.0%	.0%	.6%	1.0%	.0%	1.2%	.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 17: AREA IN WHICH TVM IS LEAST FAIR AND IMPARTIAL
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	459	237	222	19	109	205	83	43	53	174	111	121
NO ANSWER.....	33	14	19	2	10	10	8	3	9	12	7	5
.....	7.2%	5.9%	8.6%	10.5%	9.2%	4.9%	9.6%	7.0%	17.0%	6.9%	6.3%	4.1%
.....	100.0%	42.4%	57.6%	6.1%	30.3%	30.3%	24.2%	9.1%	27.3%	36.4%	21.2%	15.2%
POLITICS.....	358	193	165	15	82	169	63	29	38	134	87	99
.....	78.0%	81.4%	74.3%	78.9%	75.2%	82.4%	75.9%	67.4%	71.7%	77.0%	78.4%	81.8%
.....	100.0%	53.9%	46.1%	4.2%	22.9%	47.2%	17.6%	8.1%	10.6%	37.4%	24.3%	27.7%
TRADE UNION ACTIVITY..	7	4	3	0	3	1	1	2	2	1	1	3
.....	1.5%	1.7%	1.4%	.0%	2.8%	.5%	1.2%	4.7%	3.8%	.6%	.9%	2.5%
.....	100.0%	57.1%	42.9%	.0%	42.9%	14.3%	14.3%	28.6%	28.6%	14.3%	14.3%	42.9%
RELIGIOUS ACTIVITIES..	9	1	8	1	0	3	1	4	0	5	3	1
.....	2.0%	.4%	3.6%	5.3%	.0%	1.5%	1.2%	9.3%	.0%	2.9%	2.7%	.8%
.....	100.0%	11.1%	88.9%	11.1%	.0%	33.3%	11.1%	44.4%	.0%	55.6%	33.3%	11.1%
HUMAN RIGHTS ISSUES..	8	2	6	0	2	4	1	1	0	5	1	2
.....	1.7%	.8%	2.7%	.0%	1.8%	2.0%	1.2%	2.3%	.0%	2.9%	.9%	1.7%
.....	100.0%	25.0%	75.0%	.0%	25.0%	50.0%	12.5%	12.5%	.0%	62.5%	12.5%	25.0%
MINORITY RIGHTS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.4%	.4%	.5%	.0%	.9%	.5%	.0%	.0%	.0%	1.1%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	.0%
CURRENT EVENTS.....	15	7	8	1	4	6	2	2	0	7	4	4
.....	3.3%	3.0%	3.6%	5.3%	3.7%	2.9%	2.4%	4.7%	.0%	4.0%	3.6%	3.3%
.....	100.0%	46.7%	53.3%	6.7%	26.7%	40.0%	13.3%	13.3%	.0%	46.7%	26.7%	26.7%
LOCAL NEWS REPORTS...	15	7	8	0	4	6	4	1	2	3	5	5
.....	3.3%	3.0%	3.6%	.0%	3.7%	2.9%	4.8%	2.3%	3.8%	1.7%	4.5%	4.1%
.....	100.0%	46.7%	53.3%	.0%	26.7%	40.0%	26.7%	6.7%	13.3%	20.0%	33.3%	33.3%
SPORTS.....	7	6	1	0	3	2	2	0	2	3	1	1
.....	1.5%	2.5%	.5%	.0%	2.8%	1.0%	2.4%	.0%	3.8%	1.7%	.9%	.8%
.....	100.0%	85.7%	14.3%	.0%	42.9%	28.6%	28.6%	.0%	28.6%	42.9%	14.3%	14.3%
DISCUSSION PROGRAMMES	1	1	0	0	0	1	0	0	0	1	0	0
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 17: AREA IN WHICH TVM IS LEAST FAIR AND IMPARTIAL
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
FILMS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.2%	.0%	.5%	.0%	.0%	.0%	1.2%	.0%	.0%	.6%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
CRIMINAL OFFENCES....	3	1	2	0	0	2	0	1	0	0	2	1
.....	.7%	.4%	.9%	.0%	.0%	1.0%	.0%	2.3%	.0%	.0%	1.8%	.8%
.....	100.0%	33.3%	66.7%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%	66.7%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 18: MAIN TASKS OF BROADCASTING AUTHORITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
DO NOT KNOW.....	171	56	115	15	36	53	32	35	13	48	45	65
.....	16.3%	11.0%	21.3%	19.5%	13.2%	13.8%	16.9%	27.8%	9.7%	12.1%	19.0%	23.0%
.....	100.0%	32.7%	67.3%	8.8%	21.1%	31.0%	18.7%	20.5%	7.6%	28.1%	26.3%	38.0%
MANAGE XANDIR MALTA (PBS LTD.).....	374	184	190	31	105	132	65	41	40	155	91	88
.....	35.6%	36.0%	35.3%	40.3%	38.5%	34.3%	34.4%	32.5%	29.9%	39.0%	38.4%	31.2%
.....	100.0%	49.2%	50.8%	8.3%	28.1%	35.3%	17.4%	11.0%	10.7%	41.4%	24.3%	23.5%
REGULATE THE IMPARTIALITY & BALANCE IN BROADCASTING.....	598	317	281	30	163	226	115	64	88	240	127	143
.....	57.0%	62.0%	52.1%	39.0%	59.7%	58.7%	60.8%	50.8%	65.7%	60.5%	53.6%	50.7%
.....	100.0%	53.0%	47.0%	5.0%	27.3%	37.8%	19.2%	10.7%	14.7%	40.1%	21.2%	23.9%
ISSUES LICENCES FOR TV & RADIO BROADCASTING.....	345	185	160	20	94	130	67	34	45	139	84	77
.....	32.9%	36.2%	29.7%	26.0%	34.4%	33.8%	35.4%	27.0%	33.6%	35.0%	35.4%	27.3%
.....	100.0%	53.6%	46.4%	5.8%	27.2%	37.7%	19.4%	9.9%	13.0%	40.3%	24.3%	22.3%
ENSURES HIGH LEVEL IN BROADCASTING.....	634	322	312	38	179	233	116	68	100	251	141	142
.....	60.4%	63.0%	57.9%	49.4%	65.6%	60.5%	61.4%	54.0%	74.6%	63.2%	59.5%	50.4%
.....	100.0%	50.8%	49.2%	6.0%	28.2%	36.8%	18.3%	10.7%	15.8%	39.6%	22.2%	22.4%
PREPARES NEWS FOR BROADCASTING.....	410	201	209	32	115	141	74	48	42	169	97	102
.....	39.0%	39.3%	38.8%	41.6%	42.1%	36.6%	39.2%	38.1%	31.3%	42.6%	40.9%	36.2%
.....	100.0%	49.0%	51.0%	7.8%	28.0%	34.4%	18.0%	11.7%	10.2%	41.2%	23.7%	24.9%
PRODUCES POLITICAL BROADCASTS.....	248	130	118	13	69	92	47	27	29	100	59	60
.....	23.6%	25.4%	21.9%	16.9%	25.3%	23.9%	24.9%	21.4%	21.6%	25.2%	24.9%	21.3%
.....	100.0%	52.4%	47.6%	5.2%	27.8%	37.1%	19.0%	10.9%	11.7%	40.3%	23.8%	24.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 19: MOST IMPORTANT TASK OF BROADCASTING AUTHORITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1050	511	539	77	273	385	189	126	134	397	237	282
DO NOT KNOW.....	173	55	118	15	34	55	33	36	11	52	46	64
.....	16.5%	10.8%	21.9%	19.5%	12.5%	14.3%	17.5%	28.6%	8.2%	13.1%	19.4%	22.7%
.....	100.0%	31.8%	68.2%	8.7%	19.7%	31.8%	19.1%	20.8%	6.4%	30.1%	26.6%	37.0%
MANAGE XANDIR MALTA (PBS LTD.).....	103	52	51	12	33	33	15	10	10	44	20	29
.....	9.8%	10.2%	9.5%	15.6%	12.1%	8.6%	7.9%	7.9%	7.5%	11.1%	8.4%	10.3%
.....	100.0%	50.5%	49.5%	11.7%	32.0%	32.0%	14.6%	9.7%	9.7%	42.7%	19.4%	28.2%
REGULATE THE IMPARTIALITY & BALANCE IN BROADCASTING.....	300	178	122	14	82	116	57	31	44	115	64	77
.....	28.6%	34.8%	22.6%	18.2%	30.0%	30.1%	30.2%	24.6%	32.8%	29.0%	27.0%	27.3%
.....	100.0%	59.3%	40.7%	4.7%	27.3%	38.7%	19.0%	10.3%	14.7%	38.3%	21.3%	25.7%
ISSUES LICENCES FOR TV & RADIO BROADCASTING.....	54	22	32	4	12	22	9	7	3	20	16	15
.....	5.1%	4.3%	5.9%	5.2%	4.4%	5.7%	4.8%	5.6%	2.2%	5.0%	6.8%	5.3%
.....	100.0%	40.7%	59.3%	7.4%	22.2%	40.7%	16.7%	13.0%	5.6%	37.0%	29.6%	27.8%
ENSURES HIGH LEVEL IN BROADCASTING.....	326	155	171	23	92	119	58	34	59	128	64	75
.....	31.0%	30.3%	31.7%	29.9%	33.7%	30.9%	30.7%	27.0%	44.0%	32.2%	27.0%	26.6%
.....	100.0%	47.5%	52.5%	7.1%	28.2%	36.5%	17.8%	10.4%	18.1%	39.3%	19.6%	23.0%
PREPARES NEWS FOR BROADCASTING.....	77	38	39	7	19	31	12	8	5	32	22	18
.....	7.3%	7.4%	7.2%	9.1%	7.0%	8.1%	6.3%	6.3%	3.7%	8.1%	9.3%	6.4%
.....	100.0%	49.4%	50.6%	9.1%	24.7%	40.3%	15.6%	10.4%	6.5%	41.6%	28.6%	23.4%
PRODUCES POLITICAL BROADCASTS.....	17	11	6	2	1	9	5	0	2	6	5	4
.....	1.6%	2.2%	1.1%	2.6%	.4%	2.3%	2.6%	.0%	1.5%	1.5%	2.1%	1.4%
.....	100.0%	64.7%	35.3%	11.8%	5.9%	52.9%	29.4%	.0%	11.8%	35.3%	29.4%	23.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL