

A Report

on A Study of

TV and Radio Audience in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

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TABLE 3.1-2: SAMPLE PROFILE
- AGE BY GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	AB	C1	C2	DE
TOTAL.....	1001	482	519	185	273	322	221
AGE GROUP							
12 - 17.....	114	57	57	18	33	42	21
.....	11.4%	11.8%	11.0%	9.7%	12.1%	13.0%	9.5%
.....	100.0%	50.0%	50.0%	15.8%	28.9%	36.8%	18.4%
18 - 30.....	225	113	112	47	69	60	49
.....	22.5%	23.4%	21.6%	25.4%	25.3%	18.6%	22.2%
.....	100.0%	50.2%	49.8%	20.9%	30.7%	26.7%	21.8%
31 - 50.....	362	181	181	68	103	120	71
.....	36.2%	37.6%	34.9%	36.8%	37.7%	37.3%	32.1%
.....	100.0%	50.0%	50.0%	18.8%	28.5%	33.1%	19.6%
51 - 65.....	166	76	90	32	45	50	39
.....	16.6%	15.8%	17.3%	17.3%	16.5%	15.5%	17.6%
.....	100.0%	45.8%	54.2%	19.3%	27.1%	30.1%	23.5%
OVER 65.....	134	55	79	20	23	50	41
.....	13.4%	11.4%	15.2%	10.8%	8.4%	15.5%	18.6%
.....	100.0%	41.0%	59.0%	14.9%	17.2%	37.3%	30.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	185	273	322	221
	%	%	%	%	%
12-17	11.4	9.7	12.1	13.0	9.5
18-30	22.5	25.4	25.3	18.6	22.2
30-51	36.2	36.8	37.7	37.3	32.1
51-65	16.6	17.3	16.5	15.5	17.6
over 65	13.4	10.8	8.4	15.5	18.6
TOTAL	100.0	100.0	100.0	100.0	100.0

TABLE 4.5: AVERAGE NUMBER OF HOURS TV IS WATCHED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
K17A												
VARIES CONSIDERABLY..	22	11	11	4	8	5	1	4	8	5	4	5
.....	2.3%	2.4%	2.3%	3.7%	3.7%	1.4%	.6%	3.3%	4.6%	1.9%	1.3%	2.4%
.....	100.0%	50.0%	50.0%	18.2%	36.4%	22.7%	4.5%	18.2%	36.4%	22.7%	18.2%	22.7%
ONE.....	149	67	82	9	33	54	29	24	36	31	48	34
.....	15.7%	14.4%	16.9%	8.3%	15.2%	15.7%	18.6%	19.7%	20.6%	12.0%	15.6%	16.4%
.....	100.0%	45.0%	55.0%	6.0%	22.1%	36.2%	19.5%	16.1%	24.2%	20.8%	32.2%	22.8%
TWO.....	307	147	160	35	75	104	49	44	57	98	87	65
.....	32.3%	31.6%	33.1%	32.1%	34.6%	30.1%	31.4%	36.1%	32.6%	37.8%	28.2%	31.4%
.....	100.0%	47.9%	52.1%	11.4%	24.4%	33.9%	16.0%	14.3%	18.6%	31.9%	28.3%	21.2%
THREE.....	256	133	123	33	64	97	43	19	42	69	94	51
.....	27.0%	28.6%	25.4%	30.3%	29.5%	28.1%	27.6%	15.6%	24.0%	26.6%	30.5%	24.6%
.....	100.0%	52.0%	48.0%	12.9%	25.0%	37.9%	16.8%	7.4%	16.4%	27.0%	36.7%	19.9%
FOUR.....	113	68	45	15	18	45	18	17	18	30	41	24
.....	11.9%	14.6%	9.3%	13.8%	8.3%	13.0%	11.5%	13.9%	10.3%	11.6%	13.3%	11.6%
.....	100.0%	60.2%	39.8%	13.3%	15.9%	39.8%	15.9%	15.0%	15.9%	26.3%	36.3%	21.2%
FIVE.....	61	18	43	9	13	24	11	4	6	14	21	20
.....	6.4%	3.9%	8.9%	8.3%	6.0%	7.0%	7.1%	3.3%	3.4%	5.4%	6.8%	9.7%
.....	100.0%	29.5%	70.5%	14.8%	21.3%	39.3%	18.0%	6.6%	9.8%	23.0%	34.4%	32.8%
SIX.....	23	12	11	3	2	9	4	5	6	6	6	5
.....	2.4%	2.6%	2.3%	2.8%	.9%	2.6%	2.6%	4.1%	3.4%	2.3%	1.9%	2.4%
.....	100.0%	52.2%	47.8%	13.0%	8.7%	39.1%	17.4%	21.7%	26.1%	26.1%	26.1%	21.7%
SEVEN.....	6	3	3	0	1	5	0	0	1	1	1	3
.....	.6%	.6%	.6%	.0%	.5%	1.4%	.0%	.0%	.6%	.4%	.3%	1.4%
.....	100.0%	50.0%	50.0%	.0%	16.7%	83.3%	.0%	.0%	16.7%	16.7%	16.7%	50.0%
EIGHT.....	7	3	4	0	2	2	1	2	0	2	5	0
.....	.7%	.6%	.8%	.0%	.9%	.6%	.6%	1.6%	.0%	.8%	1.6%	.0%
.....	100.0%	42.9%	57.1%	.0%	28.6%	28.6%	14.3%	28.6%	.0%	28.6%	71.4%	.0%
NINE.....	5	3	2	1	1	0	0	3	1	3	1	0
.....	.5%	.6%	.4%	.9%	.5%	.0%	.0%	2.5%	.6%	1.2%	.3%	.0%
.....	100.0%	60.0%	40.0%	20.0%	20.0%	.0%	.0%	60.0%	20.0%	60.0%	20.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
IN THE SITTING ROOM..	419	212	207	55	87	152	69	56	99	117	131	72
.....	44.2%	45.6%	42.8%	50.5%	40.1%	44.1%	44.2%	45.9%	56.6%	45.2%	42.5%	34.8%
.....	100.0%	50.6%	49.4%	13.1%	20.8%	36.3%	16.5%	13.4%	23.6%	27.9%	31.3%	17.2%
IN THE DINING ROOM...	72	39	33	8	13	22	22	7	14	24	24	10
.....	7.6%	8.4%	6.8%	7.3%	6.0%	6.4%	14.1%	5.7%	8.0%	9.3%	7.8%	4.8%
.....	100.0%	54.2%	45.8%	11.1%	18.1%	30.6%	30.6%	9.7%	19.4%	33.3%	33.3%	13.9%
IN THE KITCHEN.....	140	61	79	18	29	54	26	13	20	36	50	34
.....	14.8%	13.1%	16.3%	16.5%	13.4%	15.7%	16.7%	10.7%	11.4%	13.9%	16.2%	16.4%
.....	100.0%	43.6%	56.4%	12.9%	20.7%	38.6%	18.6%	9.3%	14.3%	25.7%	35.7%	24.3%
IN THE BEDROOM.....	303	144	159	28	85	110	39	41	37	77	101	88
.....	31.9%	31.0%	32.9%	25.7%	39.2%	31.9%	25.0%	33.6%	21.1%	29.7%	32.8%	42.5%
.....	100.0%	47.5%	52.5%	9.2%	28.1%	36.3%	12.9%	13.5%	12.2%	25.4%	33.3%	29.0%
AT ANOTHER PLACE.....	15	9	6	0	3	7	0	5	5	5	2	3
.....	1.6%	1.9%	1.2%	.0%	1.4%	2.0%	.0%	4.1%	2.9%	1.9%	.6%	1.4%
.....	100.0%	60.0%	40.0%	.0%	20.0%	46.7%	.0%	33.3%	33.3%	33.3%	13.3%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 4.7: CABLE TV FACILITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
NOT CONNECTED.....	516	243	273	55	114	185	88	74	87	116	186	127
.....	51.5%	50.4%	52.6%	48.2%	50.7%	51.1%	53.0%	55.2%	47.0%	42.5%	57.8%	57.5%
.....	100.0%	47.1%	52.9%	10.7%	22.1%	35.9%	17.1%	14.3%	16.9%	22.5%	36.0%	24.6%
CONNECTED: BASIC.....	180	88	92	20	39	68	27	26	37	47	64	32
.....	18.0%	18.3%	17.7%	17.5%	17.3%	18.8%	16.3%	19.4%	20.0%	17.2%	19.9%	14.5%
.....	100.0%	48.9%	51.1%	11.1%	21.7%	37.8%	15.0%	14.4%	20.6%	26.1%	35.6%	17.8%
CONNECTED: RECEPTION.	141	62	79	19	28	49	21	24	17	50	42	32
.....	14.1%	12.9%	15.2%	16.7%	12.4%	13.5%	12.7%	17.9%	9.2%	18.3%	13.0%	14.5%
.....	100.0%	44.0%	56.0%	13.5%	19.9%	34.8%	14.9%	17.0%	12.1%	35.5%	29.8%	22.7%
CONNECTED: TV PLUS...	96	49	47	8	29	41	13	5	24	34	17	21
.....	9.6%	10.2%	9.1%	7.0%	12.9%	11.3%	7.8%	3.7%	13.0%	12.5%	5.3%	9.5%
.....	100.0%	51.0%	49.0%	8.3%	30.2%	42.7%	13.5%	5.2%	25.0%	35.4%	17.7%	21.9%
CONNECTED: PREMIERE..	68	40	28	12	15	19	17	5	20	26	13	9
.....	6.8%	8.3%	5.4%	10.5%	6.7%	5.2%	10.2%	3.7%	10.8%	9.5%	4.0%	4.1%
.....	100.0%	58.8%	41.2%	17.6%	22.1%	27.9%	25.0%	7.4%	29.4%	38.2%	19.1%	13.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**TABLE 4.8: WHO IS MOST INFLUENTIAL PERSON IN THE FAMILY
ON WHICH CHANNEL IS CHOSEN
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
PROBLEM DOES NOT ARISE.....	249	112	137	19	59	81	48	42	51	60	77	61
.....	24.9%	23.2%	26.4%	16.7%	26.2%	22.4%	28.9%	31.3%	27.6%	22.0%	23.9%	27.6%
.....	100.0%	45.0%	55.0%	7.6%	23.7%	32.5%	19.3%	16.9%	20.5%	24.1%	30.9%	24.5%
THE HUSBAND.....	357	208	149	33	81	147	59	37	67	99	123	68
.....	35.7%	43.2%	28.7%	28.9%	36.0%	40.6%	35.5%	27.6%	36.2%	36.3%	38.2%	30.8%
.....	100.0%	58.3%	41.7%	9.2%	22.7%	41.2%	16.5%	10.4%	18.8%	27.7%	34.5%	19.0%
THE WIFE.....	179	52	127	6	26	66	38	43	29	53	49	48
.....	17.9%	10.8%	24.5%	5.3%	11.6%	18.2%	22.9%	32.1%	15.7%	19.4%	15.2%	21.7%
.....	100.0%	29.1%	70.9%	3.4%	14.5%	36.9%	21.2%	24.0%	16.2%	29.6%	27.4%	26.8%
THE CHILDREN.....	216	110	106	56	59	68	21	12	38	61	73	44
.....	21.6%	22.8%	20.4%	49.1%	26.2%	18.8%	12.7%	9.0%	20.5%	22.3%	22.7%	19.9%
.....	100.0%	50.9%	49.1%	25.9%	27.3%	31.5%	9.7%	5.6%	17.6%	28.2%	33.8%	20.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.1: PREFERRED SOURCE FOR NEWS ON MALTA
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
NO PARTICULAR PREFERENCE.....	29	13	16	7	4	11	4	3	5	8	11	5
.....	2.9%	2.7%	3.1%	6.1%	1.8%	3.0%	2.4%	2.2%	2.7%	2.9%	3.4%	2.3%
.....	100.0%	44.8%	55.2%	24.1%	13.8%	37.9%	13.8%	10.3%	17.2%	27.6%	37.9%	17.2%
LISTEN TO THEM ON THE RADIO.....	152	62	90	7	34	61	21	29	28	40	45	39
.....	15.2%	12.9%	17.3%	6.1%	15.1%	16.9%	12.7%	21.6%	15.1%	14.7%	14.0%	17.6%
.....	100.0%	40.8%	59.2%	4.6%	22.4%	40.1%	13.8%	19.1%	18.4%	26.3%	29.6%	25.7%
WATCH THEM ON TV.....	681	333	348	77	152	241	121	90	113	186	231	151
.....	68.0%	69.1%	67.1%	67.5%	67.6%	66.6%	72.9%	67.2%	61.1%	68.1%	71.7%	68.3%
.....	100.0%	48.9%	51.1%	11.3%	22.3%	35.4%	17.8%	13.2%	16.6%	27.3%	33.9%	22.2%
READ THEM IN A NEWSPAPER.....	84	44	40	1	25	33	18	7	35	26	11	12
.....	8.4%	9.1%	7.7%	.9%	11.1%	9.1%	10.8%	5.2%	18.9%	9.5%	3.4%	5.4%
.....	100.0%	52.4%	47.6%	1.2%	29.8%	39.3%	21.4%	8.3%	41.7%	31.0%	13.1%	14.3%
PICK THEM UP FROM OTHER PERSONS.....	55	30	25	22	10	16	2	5	4	13	24	14
.....	5.5%	6.2%	4.8%	19.3%	4.4%	4.4%	1.2%	3.7%	2.2%	4.8%	7.5%	6.3%
.....	100.0%	54.5%	45.5%	40.0%	18.2%	29.1%	3.6%	9.1%	7.3%	23.6%	43.6%	25.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.2: PREFERRED SOURCE FOR FOREIGN NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
NO PARTICULAR												
PREFERENCE.....	46	23	23	10	11	16	4	5	8	13	15	10
.....	4.6%	4.8%	4.4%	8.8%	4.9%	4.4%	2.4%	3.7%	4.3%	4.8%	4.7%	4.5%
.....	100.0%	50.0%	50.0%	21.7%	23.9%	34.8%	8.7%	10.9%	17.4%	28.3%	32.6%	21.7%
LISTEN TO THEM ON THE												
RADIO.....	125	53	72	2	25	48	23	27	26	30	38	31
.....	12.5%	11.0%	13.9%	1.8%	11.1%	13.3%	13.9%	20.1%	14.1%	11.0%	11.8%	14.0%
.....	100.0%	42.4%	57.6%	1.6%	20.0%	38.4%	18.4%	21.6%	20.8%	24.0%	30.4%	24.8%
WATCH THEM ON TV.....	705	337	368	77	157	256	124	91	116	196	239	154
.....	70.4%	69.9%	70.9%	67.5%	69.8%	70.7%	74.7%	67.9%	62.7%	71.8%	74.2%	69.7%
.....	100.0%	47.8%	52.2%	10.9%	22.3%	36.3%	17.6%	12.9%	16.5%	27.8%	33.9%	21.8%
READ THEM IN A												
NEWSPAPER.....	72	37	35	3	22	28	13	6	32	22	7	11
.....	7.2%	7.7%	6.7%	2.6%	9.8%	7.7%	7.8%	4.5%	17.3%	8.1%	2.2%	5.0%
.....	100.0%	51.4%	48.6%	4.2%	30.6%	38.9%	18.1%	8.3%	44.4%	30.6%	9.7%	15.3%
PICK THEM UP FROM												
OTHER PERSONS.....	53	32	21	22	10	14	2	5	3	12	23	15
.....	5.3%	6.6%	4.0%	19.3%	4.4%	3.9%	1.2%	3.7%	1.6%	4.4%	7.1%	6.8%
.....	100.0%	60.4%	39.6%	41.5%	18.9%	26.4%	3.8%	9.4%	5.7%	22.6%	43.4%	28.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 6.1 General Preferences for Radio Programme Sectors (1996 & 1997)

PROGRAMME SECTOR	%	%
	1996	1997
Music	82.5	78.9
Local News	74.7	70.6
Foreign News	68.1	63.9
Discussions	61.2	58.1
Religion	50.6	34.7
Health/Beauty/Home/Law	46.7	31.6
Current Affairs	42.2	31.2
Culture	36.4	29.1
Sports	37.5	29.0
Novels/Plays	35.6	27.9
Money/Business	19.0	16.7
Children	20.3	15.9

Table 6.2 General Preferences for TV Programme Sectors (1996 & 1997)

PROGRAMME SECTOR	%	%
	1996	1997
Local News	89.3	84.2
Foreign News	85.3	79.8
Feature Films	72.0	60.5
Quizzes/Fame Shows/Variety Prog.	60.4	51.6
Weather	78.2	50.5
Documentaries	63.1	50.3
Sports	55.3	45.1
Discussions	56.1	43.8
Plays	35.0	31.4
Music Video-Clips	33.7	24.7
Current Affairs	36.3	23.4
Religion	39.3	22.4
Serials/Soap Operas	32.5	22.9
Art & Culture	33.5	22.1
Women's Programmes	36.8	20.9
Children's Programmes	29.0	18.3
Business & Finance	18.1	11.9

Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors (1996)

	R RM 1 M1	RM2	SUPER 1 SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.90	2.40	13.80	4.80	5.00	10.20	8.90	1.50	17.70	8.10	0.90	2.30	17.50	100.00
Discussions	8.70	3.10	19.20	2.60	0.50	0.50	19.90	4.90	0.40	0.60	0.40	0.40	38.80	100.00
Sport	5.40	3.00	13.90	3.10	1.00	1.80	4.00	1.90	1.90	1.30	0.00	0.30	62.40	100.00
Money & Business	4.60	1.70	7.10	1.00	0.40	0.50	2.30	0.60	0.10	0.40	0.30	0.00	81.00	100.00
Culture	6.30	2.40	11.80	2.20	0.10	0.30	10.80	1.00	0.10	0.50	0.60	0.10	63.80	100.00
Health/Beau- ty/home/Law	7.30	2.80	15.70	2.80	0.30	0.80	15.00	1.40	0.40	0.40	0.00	0.10	53.40	100.00
Religion	6.80	2.20	9.60	1.20	0.00	0.80	29.20	0.60	0.10	0.30	0.00	0.00	49.40	100.00
Novels & Plays	10.00	2.80	14.70	2.20	0.00	0.10	5.30	0.50	0.10	0.30	0.00	0.00	64.00	100.00
Children	3.50	1.80	7.30	0.80	0.10	0.40	5.00	0.80	0.40	0.30	0.00	0.00	79.60	100.00
Local News	11.80	4.10	23.70	7.10	1.80	5.40	12.80	1.00	4.60	1.80	0.10	0.60	25.40	100.00
Foreign News	11.70	3.30	19.50	5.80	3.00	4.90	12.00	1.20	4.10	1.90	0.30	0.50	31.80	100.00
Current Affairs	6.70	2.60	14.40	4.50	0.90	2.10	7.80	1.40	0.80	0.90	0.10	0.00	57.80	100.00

Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors (1997)

	R RM 1 M1	RM2	SUPER 1 SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	1.3	14.0	6.2	2.2	7.6	4.2	2.4	23.7	6.1	0.3	2.4	21.1	100.00
Discussions	8.8	2.2	14.4	5.5	0.0	0.5	15.0	9.7	1.1	0.3	0.1	0.4	41.9	100.00
Sport	3.3	2.1	9.9	3.6	0.0	2.4	1.7	1.4	3.0	0.9	0.0	0.7	71.0	100.00
Money & Business	1.8	2.5	5.7	2.0	0.0	0.1	1.7	2.5	0.1	0.1	0.0	0.1	83.3	100.00
Culture	5.3	4.0	8.7	3.0	0.0	0.1	4.5	2.1	0.1	0.5	0.5	0.3	70.9	100.00
Health/Beau- ty/home/Law	4.6	2.5	11.3	4.0	0.0	0.0	6.2	2.1	0.5	0.4	0.0	0.0	68.4	100.00
Religion	4.9	1.4	5.9	0.9	0.0	0.0	20.6	0.5	0.0	0.4	0.0	0.0	65.3	100.00
Novels & Plays	7.4	2.6	10.3	2.1	0.0	0.0	4.2	0.5	0.1	0.3	0.0	0.3	72.1	100.00
Children	2.1	2.1	5.8	0.9	0.0	0.0	4.3	0.3	0.1	0.3	0.0	0.0	84.1	100.00
Local News	13.3	3.2	22.7	11.6	1.1	2.4	7.0	2.9	5.0	1.4	0.0	0.1	29.4	100.00
Foreign News	11.2	3.4	20.4	10.0	1.4	2.4	6.1	2.9	4.6	1.4	0.0	0.0	36.1	100.00
Current Affairs	4.1	0.9	11.2	4.0	0.1	0.5	3.0	5.4	1.2	0.5	0.0	0.4	68.6	100.00

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
MUSIC												
NONE.....	160	63	97	6	9	58	46	41	34	44	49	33
.....	21.1%	18.2%	23.5%	7.6%	5.2%	20.6%	36.5%	41.4%	25.8%	21.7%	19.8%	18.8%
.....	100.0%	39.4%	60.6%	3.8%	5.6%	36.3%	28.8%	25.6%	21.3%	27.5%	30.6%	20.6%
RADIO MALTA 1.....	50	18	32	0	4	15	11	20	8	7	21	14
.....	6.6%	5.2%	7.8%	.0%	2.3%	5.3%	8.7%	20.2%	6.1%	3.4%	8.5%	8.0%
.....	100.0%	36.0%	64.0%	.0%	8.0%	30.0%	22.0%	40.0%	16.0%	14.0%	42.0%	28.0%
RADIO MALTA 2.....	10	3	7	0	2	4	3	1	0	3	3	4
.....	1.3%	.9%	1.7%	.0%	1.1%	1.4%	2.4%	1.0%	.0%	1.5%	1.2%	2.3%
.....	100.0%	30.0%	70.0%	.0%	20.0%	40.0%	30.0%	10.0%	.0%	30.0%	30.0%	40.0%
RADIO SUPER 1.....	106	49	57	6	18	42	23	17	8	19	46	33
.....	14.0%	14.1%	13.8%	7.6%	10.3%	14.9%	18.3%	17.2%	6.1%	9.4%	18.5%	18.8%
.....	100.0%	46.2%	53.8%	5.7%	17.0%	39.6%	21.7%	16.0%	7.5%	17.9%	43.4%	31.1%
RADIO 101.....	62	27	35	2	14	25	13	8	13	17	23	9
.....	8.2%	7.8%	8.5%	2.5%	8.0%	8.9%	10.3%	8.1%	9.8%	8.4%	9.3%	5.1%
.....	100.0%	43.5%	56.5%	3.2%	22.6%	40.3%	21.0%	12.9%	21.0%	27.4%	37.1%	14.5%
ISLAND SOUND.....	17	12	5	3	5	8	0	1	7	4	4	2
.....	2.2%	3.5%	1.2%	3.8%	2.9%	2.8%	.0%	1.0%	5.3%	2.0%	1.6%	1.1%
.....	100.0%	70.6%	29.4%	17.6%	29.4%	47.1%	.0%	5.9%	41.2%	23.5%	23.5%	11.8%
BAY RADIO.....	58	30	28	13	27	17	0	1	13	21	18	6
.....	7.6%	8.6%	6.8%	16.5%	15.5%	6.0%	.0%	1.0%	9.8%	10.3%	7.3%	3.4%
.....	100.0%	51.7%	48.3%	22.4%	46.6%	29.3%	.0%	1.7%	22.4%	36.2%	31.0%	10.3%
RTK.....	32	9	23	0	3	15	10	4	5	5	13	9
.....	4.2%	2.6%	5.6%	.0%	1.7%	5.3%	7.9%	4.0%	3.8%	2.5%	5.2%	5.1%
.....	100.0%	28.1%	71.9%	.0%	9.4%	46.9%	31.3%	12.5%	15.6%	15.6%	40.6%	28.1%
LIVE FM.....	18	9	9	0	4	11	0	3	5	2	6	5
.....	2.4%	2.6%	2.2%	.0%	2.3%	3.9%	.0%	3.0%	3.8%	1.0%	2.4%	2.8%
.....	100.0%	50.0%	50.0%	.0%	22.2%	61.1%	.0%	16.7%	27.8%	11.1%	33.3%	27.8%
SMASH.....	180	94	86	46	61	59	11	3	28	58	50	44
.....	23.7%	27.1%	20.9%	58.2%	35.1%	21.0%	8.7%	3.0%	21.2%	28.6%	20.2%	25.0%
.....	100.0%	52.2%	47.8%	25.6%	33.9%	32.8%	6.1%	1.7%	15.6%	32.2%	27.8%	24.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO CALYPSO.....	46	26	20	1	12	25	8	0	8	19	10	9
.....	6.1%	7.5%	4.9%	1.3%	6.9%	8.9%	6.3%	.0%	6.1%	9.4%	4.0%	5.1%
.....	100.0%	56.5%	43.5%	2.2%	26.1%	54.3%	17.4%	.0%	17.4%	41.3%	21.7%	19.6%
UNIVERSITY RADIO.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.6%	.0%	.8%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
RADJU MAS.....	18	6	12	2	14	2	0	0	3	3	4	8
.....	2.4%	1.7%	2.9%	2.5%	8.0%	.7%	.0%	.0%	2.3%	1.5%	1.6%	4.5%
.....	100.0%	33.3%	66.7%	11.1%	77.8%	11.1%	.0%	.0%	16.7%	16.7%	22.2%	44.4%
DISCUSSIONS ON												
PERSONAL PROBLEMS												
NONE.....	318	168	150	55	83	108	42	30	65	92	95	66
.....	41.9%	48.4%	36.4%	69.6%	47.7%	38.4%	33.3%	30.3%	49.2%	45.3%	38.3%	37.5%
.....	100.0%	52.8%	47.2%	17.3%	26.1%	34.0%	13.2%	9.4%	20.4%	28.9%	29.9%	20.8%
RADIO MALTA 1.....	67	19	48	0	5	23	19	20	12	11	21	23
.....	8.8%	5.5%	11.7%	.0%	2.9%	8.2%	15.1%	20.2%	9.1%	5.4%	8.5%	13.1%
.....	100.0%	28.4%	71.6%	.0%	7.5%	34.3%	28.4%	29.9%	17.9%	16.4%	31.3%	34.3%
RADIO MALTA 2.....	17	7	10	0	4	8	4	1	2	7	4	4
.....	2.2%	2.0%	2.4%	.0%	2.3%	2.8%	3.2%	1.0%	1.5%	3.4%	1.6%	2.3%
.....	100.0%	41.2%	58.8%	.0%	23.5%	47.1%	23.5%	5.9%	11.8%	41.2%	23.5%	23.5%
RADIO SUPER 1.....	109	44	65	7	25	37	20	20	9	28	47	25
.....	14.4%	12.7%	15.8%	8.9%	14.4%	13.2%	15.9%	20.2%	6.8%	13.8%	19.0%	14.2%
.....	100.0%	40.4%	59.6%	6.4%	22.9%	33.9%	18.3%	18.3%	8.3%	25.7%	43.1%	22.9%
RADIO 101.....	42	14	28	3	10	13	7	9	9	10	15	8
.....	5.5%	4.0%	6.8%	3.8%	5.7%	4.6%	5.6%	9.1%	6.8%	4.9%	6.0%	4.5%
.....	100.0%	33.3%	66.7%	7.1%	23.8%	31.0%	16.7%	21.4%	21.4%	23.8%	35.7%	19.0%
BAY RADIO.....	4	2	2	0	1	2	0	1	0	2	2	0
.....	.5%	.6%	.5%	.0%	.6%	.7%	.0%	1.0%	.0%	1.0%	.8%	.0%
.....	100.0%	50.0%	50.0%	.0%	25.0%	50.0%	.0%	25.0%	.0%	50.0%	50.0%	.0%
RTK.....	114	40	74	4	14	60	23	13	23	28	32	31
.....	15.0%	11.5%	18.0%	5.1%	8.0%	21.4%	18.3%	13.1%	17.4%	13.8%	12.9%	17.6%
.....	100.0%	35.1%	64.9%	3.5%	12.3%	52.6%	20.2%	11.4%	20.2%	24.6%	28.1%	27.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
LIVE FM.....	74	44	30	8	27	23	11	5	10	21	26	17
.....	9.7%	12.7%	7.3%	10.1%	15.5%	8.2%	8.7%	5.1%	7.6%	10.3%	10.5%	9.7%
.....	100.0%	59.5%	40.5%	10.8%	36.5%	31.1%	14.9%	6.8%	13.5%	28.4%	35.1%	23.0%
SMASH.....	8	6	2	1	2	5	0	0	2	2	3	1
.....	1.1%	1.7%	.5%	1.3%	1.1%	1.8%	.0%	.0%	1.5%	1.0%	1.2%	.6%
.....	100.0%	75.0%	25.0%	12.5%	25.0%	62.5%	.0%	.0%	25.0%	25.0%	37.5%	12.5%
RADIO CALYPSO.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
UNIVERSITY RADIO.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.6%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RADJU MAS.....	3	1	2	1	2	0	0	0	0	1	2	0
.....	.4%	.3%	.5%	1.3%	1.1%	.0%	.0%	.0%	.0%	.5%	.8%	.0%
.....	100.0%	33.3%	66.7%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%	.0%
SPORT												
NONE.....	539	210	329	52	119	193	98	77	103	139	166	131
.....	71.0%	60.5%	79.9%	65.8%	68.4%	68.7%	77.8%	77.8%	78.0%	68.5%	66.9%	74.4%
.....	100.0%	39.0%	61.0%	9.6%	22.1%	35.8%	18.2%	14.3%	19.1%	25.8%	30.8%	24.3%
RADIO MALTA 1.....	25	14	11	0	0	11	9	5	3	6	8	8
.....	3.3%	4.0%	2.7%	.0%	.0%	3.9%	7.1%	5.1%	2.3%	3.0%	3.2%	4.5%
.....	100.0%	56.0%	44.0%	.0%	.0%	44.0%	36.0%	20.0%	12.0%	24.0%	32.0%	32.0%
RADIO MALTA 2.....	16	9	7	0	5	8	2	1	2	6	6	2
.....	2.1%	2.6%	1.7%	.0%	2.9%	2.8%	1.6%	1.0%	1.5%	3.0%	2.4%	1.1%
.....	100.0%	56.3%	43.8%	.0%	31.3%	50.0%	12.5%	6.3%	12.5%	37.5%	37.5%	12.5%
RADIO SUPER 1.....	75	45	30	7	16	32	10	10	6	20	33	16
.....	9.9%	13.0%	7.3%	8.9%	9.2%	11.4%	7.9%	10.1%	4.5%	9.9%	13.3%	9.1%
.....	100.0%	60.0%	40.0%	9.3%	21.3%	42.7%	13.3%	13.3%	8.0%	26.7%	44.0%	21.3%
RADIO 101.....	27	18	9	4	7	11	2	3	8	8	10	1
.....	3.6%	5.2%	2.2%	5.1%	4.0%	3.9%	1.6%	3.0%	6.1%	3.9%	4.0%	.6%
.....	100.0%	66.7%	33.3%	14.8%	25.9%	40.7%	7.4%	11.1%	29.6%	29.6%	37.0%	3.7%
BAY RADIO.....	18	14	4	7	5	6	0	0	2	3	8	5

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	2.4%	4.0%	1.0%	8.9%	2.9%	2.1%	.0%	.0%	1.5%	1.5%	3.2%	2.8%
.....	100.0%	77.8%	22.2%	38.9%	27.8%	33.3%	.0%	.0%	11.1%	16.7%	44.4%	27.8%
RTK.....	13	5	8	0	2	7	2	2	2	6	2	3
.....	1.7%	1.4%	1.9%	.0%	1.1%	2.5%	1.6%	2.0%	1.5%	3.0%	.8%	1.7%
.....	100.0%	38.5%	61.5%	.0%	15.4%	53.8%	15.4%	15.4%	15.4%	46.2%	15.4%	23.1%
LIVE FM.....	11	7	4	1	2	6	1	1	1	4	3	3
.....	1.4%	2.0%	1.0%	1.3%	1.1%	2.1%	.8%	1.0%	.8%	2.0%	1.2%	1.7%
.....	100.0%	63.6%	36.4%	9.1%	18.2%	54.5%	9.1%	9.1%	9.1%	36.4%	27.3%	27.3%
SMASH.....	23	16	7	7	10	4	2	0	5	8	5	5
.....	3.0%	4.6%	1.7%	8.9%	5.7%	1.4%	1.6%	.0%	3.8%	3.9%	2.0%	2.8%
.....	100.0%	69.6%	30.4%	30.4%	43.5%	17.4%	8.7%	.0%	21.7%	34.8%	21.7%	21.7%
RADIO CALYPSO.....	7	5	2	0	5	2	0	0	0	2	3	2
.....	.9%	1.4%	.5%	.0%	2.9%	.7%	.0%	.0%	.0%	1.0%	1.2%	1.1%
.....	100.0%	71.4%	28.6%	.0%	71.4%	28.6%	.0%	.0%	.0%	28.6%	42.9%	28.6%
RADJU MAS.....	5	4	1	1	3	1	0	0	0	1	4	0
.....	.7%	1.2%	.2%	1.3%	1.7%	.4%	.0%	.0%	.0%	.5%	1.6%	.0%
.....	100.0%	80.0%	20.0%	20.0%	60.0%	20.0%	.0%	.0%	.0%	20.0%	80.0%	.0%
MONEY & BUSINESS												
NONE.....	632	283	349	69	138	237	102	86	119	173	191	149
.....	83.3%	81.6%	84.7%	87.3%	79.3%	84.3%	81.0%	86.9%	90.2%	85.2%	77.0%	84.7%
.....	100.0%	44.8%	55.2%	10.9%	21.8%	37.5%	16.1%	13.6%	18.8%	27.4%	30.2%	23.6%
RADIO MALTA 1.....	14	8	6	0	1	3	4	6	1	3	6	4
.....	1.8%	2.3%	1.5%	.0%	.6%	1.1%	3.2%	6.1%	.8%	1.5%	2.4%	2.3%
.....	100.0%	57.1%	42.9%	.0%	7.1%	21.4%	28.6%	42.9%	7.1%	21.4%	42.9%	28.6%
RADIO MALTA 2.....	19	9	10	0	8	8	3	0	2	7	7	3
.....	2.5%	2.6%	2.4%	.0%	4.6%	2.8%	2.4%	.0%	1.5%	3.4%	2.8%	1.7%
.....	100.0%	47.4%	52.6%	.0%	42.1%	42.1%	15.8%	.0%	10.5%	36.8%	36.8%	15.8%
RADIO SUPER 1.....	43	20	23	6	13	12	7	5	2	10	21	10
.....	5.7%	5.8%	5.6%	7.6%	7.5%	4.3%	5.6%	5.1%	1.5%	4.9%	8.5%	5.7%
.....	100.0%	46.5%	53.5%	14.0%	30.2%	27.9%	16.3%	11.6%	4.7%	23.3%	48.8%	23.3%
RADIO 101.....	15	7	8	1	4	7	2	1	2	2	9	2
.....	2.0%	2.0%	1.9%	1.3%	2.3%	2.5%	1.6%	1.0%	1.5%	1.0%	3.6%	1.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	46.7%	53.3%	6.7%	26.7%	46.7%	13.3%	6.7%	13.3%	13.3%	60.0%	13.3%
BAY RADIO.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RTK.....	13	8	5	1	0	7	4	1	3	3	5	2
.....	1.7%	2.3%	1.2%	1.3%	.0%	2.5%	3.2%	1.0%	2.3%	1.5%	2.0%	1.1%
.....	100.0%	61.5%	38.5%	7.7%	.0%	53.8%	30.8%	7.7%	23.1%	23.1%	38.5%	15.4%
LIVE FM.....	19	12	7	2	8	6	3	0	2	5	6	6
.....	2.5%	3.5%	1.7%	2.5%	4.6%	2.1%	2.4%	.0%	1.5%	2.5%	2.4%	3.4%
.....	100.0%	63.2%	36.8%	10.5%	42.1%	31.6%	15.8%	.0%	10.5%	26.3%	31.6%	31.6%
SMASH.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.8%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
RADIO CALYPSO.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%
CULTURE												
NONE.....	538	240	298	65	128	191	87	67	101	149	163	125
.....	70.9%	69.2%	72.3%	82.3%	73.6%	68.0%	69.0%	67.7%	76.5%	73.4%	65.7%	71.0%
.....	100.0%	44.6%	55.4%	12.1%	23.8%	35.5%	16.2%	12.5%	18.8%	27.7%	30.3%	23.2%
RADIO MALTA 1.....	40	22	18	0	1	16	7	16	7	9	15	9
.....	5.3%	6.3%	4.4%	.0%	.6%	5.7%	5.6%	16.2%	5.3%	4.4%	6.0%	5.1%
.....	100.0%	55.0%	45.0%	.0%	2.5%	40.0%	17.5%	40.0%	17.5%	22.5%	37.5%	22.5%
RADIO MALTA 2.....	30	20	10	2	13	11	3	1	3	9	12	6
.....	4.0%	5.8%	2.4%	2.5%	7.5%	3.9%	2.4%	1.0%	2.3%	4.4%	4.8%	3.4%
.....	100.0%	66.7%	33.3%	6.7%	43.3%	36.7%	10.0%	3.3%	10.0%	30.0%	40.0%	20.0%
RADIO SUPER 1.....	66	30	36	6	16	24	12	8	3	16	27	20
.....	8.7%	8.6%	8.7%	7.6%	9.2%	8.5%	9.5%	8.1%	2.3%	7.9%	10.9%	11.4%
.....	100.0%	45.5%	54.5%	9.1%	24.2%	36.4%	18.2%	12.1%	4.5%	24.2%	40.9%	30.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO 101.....	23	8	15	3	5	12	3	0	4	6	10	3
.....	3.0%	2.3%	3.6%	3.8%	2.9%	4.3%	2.4%	.0%	3.0%	3.0%	4.0%	1.7%
.....	100.0%	34.8%	65.2%	13.0%	21.7%	52.2%	13.0%	.0%	17.4%	26.1%	43.5%	13.0%
BAY RADIO.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RTK.....	34	13	21	0	2	19	9	4	5	11	12	6
.....	4.5%	3.7%	5.1%	.0%	1.1%	6.8%	7.1%	4.0%	3.8%	5.4%	4.8%	3.4%
.....	100.0%	38.2%	61.8%	.0%	5.9%	55.9%	26.5%	11.8%	14.7%	32.4%	35.3%	17.6%
LIVE FM.....	16	8	8	1	3	5	5	2	4	2	5	5
.....	2.1%	2.3%	1.9%	1.3%	1.7%	1.8%	4.0%	2.0%	3.0%	1.0%	2.0%	2.8%
.....	100.0%	50.0%	50.0%	6.3%	18.8%	31.3%	31.3%	12.5%	25.0%	12.5%	31.3%	31.3%
SMASH.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
RADIO CALYPSO.....	4	2	2	0	2	1	0	1	2	0	2	0
.....	.5%	.6%	.5%	.0%	1.1%	.4%	.0%	1.0%	1.5%	.0%	.8%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	25.0%	.0%	25.0%	50.0%	.0%	50.0%	.0%
UNIVERSITY RADIO.....	4	2	2	0	3	1	0	0	3	0	0	1
.....	.5%	.6%	.5%	.0%	1.7%	.4%	.0%	.0%	2.3%	.0%	.0%	.6%
.....	100.0%	50.0%	50.0%	.0%	75.0%	25.0%	.0%	.0%	75.0%	.0%	.0%	25.0%
RADJU MAS.....	2	1	1	2	0	0	0	0	0	0	1	1
.....	.3%	.3%	.2%	2.5%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.6%
.....	100.0%	50.0%	50.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
HEALTH/BEAUTY/HOME/LA M												
NONE.....	519	259	260	61	121	182	79	76	98	147	161	113
.....	68.4%	74.6%	63.1%	77.2%	69.5%	64.8%	62.7%	76.8%	74.2%	72.4%	64.9%	64.2%
.....	100.0%	49.9%	50.1%	11.8%	23.3%	35.1%	15.2%	14.6%	18.9%	28.3%	31.0%	21.8%
RADIO MALTA 1.....	35	10	25	3	3	13	9	7	7	7	8	13
.....	4.6%	2.9%	6.1%	3.8%	1.7%	4.6%	7.1%	7.1%	5.3%	3.4%	3.2%	7.4%
.....	100.0%	28.6%	71.4%	8.6%	8.6%	37.1%	25.7%	20.0%	20.0%	20.0%	22.9%	37.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO MALTA 2.....	19	12	7	1	10	4	3	1	2	7	7	3
.....	2.5%	3.5%	1.7%	1.3%	5.7%	1.4%	2.4%	1.0%	1.5%	3.4%	2.8%	1.7%
.....	100.0%	63.2%	36.8%	5.3%	52.6%	21.1%	15.8%	5.3%	10.5%	36.8%	36.8%	15.8%
RADIO SUPER 1.....	86	33	53	9	21	31	17	8	6	15	35	30
.....	11.3%	9.5%	12.9%	11.4%	12.1%	11.0%	13.5%	8.1%	4.5%	7.4%	14.1%	17.0%
.....	100.0%	38.4%	61.6%	10.5%	24.4%	36.0%	19.8%	9.3%	7.0%	17.4%	40.7%	34.9%
RADIO 101.....	30	11	19	3	7	16	3	1	5	8	14	3
.....	4.0%	3.2%	4.6%	3.8%	4.0%	5.7%	2.4%	1.0%	3.8%	3.9%	5.6%	1.7%
.....	100.0%	36.7%	63.3%	10.0%	23.3%	53.3%	10.0%	3.3%	16.7%	26.7%	46.7%	10.0%
RTK.....	47	14	33	2	4	24	12	5	8	14	18	7
.....	6.2%	4.0%	8.0%	2.5%	2.3%	8.5%	9.5%	5.1%	6.1%	6.9%	7.3%	4.0%
.....	100.0%	29.8%	70.2%	4.3%	8.5%	51.1%	25.5%	10.6%	17.0%	29.8%	38.3%	14.9%
LIVE FM.....	16	7	9	0	4	9	2	1	3	2	4	7
.....	2.1%	2.0%	2.2%	.0%	2.3%	3.2%	1.6%	1.0%	2.3%	1.0%	1.6%	4.0%
.....	100.0%	43.8%	56.3%	.0%	25.0%	56.3%	12.5%	6.3%	18.8%	12.5%	25.0%	43.8%
SMASH.....	4	0	4	0	3	1	0	0	2	2	0	0
.....	.5%	.0%	1.0%	.0%	1.7%	.4%	.0%	.0%	1.5%	1.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	75.0%	25.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RADIO CALYPSO.....	3	1	2	0	1	1	1	0	1	1	1	0
.....	.4%	.3%	.5%	.0%	.6%	.4%	.8%	.0%	.8%	.5%	.4%	.0%
.....	100.0%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
RELIGION												
NONE.....	496	241	255	64	135	183	67	47	98	146	148	104
.....	65.3%	69.5%	61.9%	81.0%	77.6%	65.1%	53.2%	47.5%	74.2%	71.9%	59.7%	59.1%
.....	100.0%	48.6%	51.4%	12.9%	27.2%	36.9%	13.5%	9.5%	19.8%	29.4%	29.8%	21.0%
RADIO MALTA 1.....	37	8	29	0	1	10	9	17	3	4	13	17
.....	4.9%	2.3%	7.0%	.0%	.6%	3.6%	7.1%	17.2%	2.3%	2.0%	5.2%	9.7%
.....	100.0%	21.6%	78.4%	.0%	2.7%	27.0%	24.3%	45.9%	8.1%	10.8%	35.1%	45.9%
RADIO MALTA 2.....	11	7	4	0	3	6	2	0	2	3	3	3
.....	1.4%	2.0%	1.0%	.0%	1.7%	2.1%	1.6%	.0%	1.5%	1.5%	1.2%	1.7%
.....	100.0%	63.6%	36.4%	.0%	27.3%	54.5%	18.2%	.0%	18.2%	27.3%	27.3%	27.3%
RADIO SUPER 1.....	45	17	28	4	9	12	12	8	2	7	20	16
.....	5.9%	4.9%	6.8%	5.1%	5.2%	4.3%	9.5%	8.1%	1.5%	3.4%	8.1%	9.1%
.....	100.0%	37.8%	62.2%	8.9%	20.0%	26.7%	26.7%	17.8%	4.4%	15.6%	44.4%	35.6%
RADIO 101.....	7	1	6	0	3	4	0	0	1	1	3	2
.....	.9%	.3%	1.5%	.0%	1.7%	1.4%	.0%	.0%	.8%	.5%	1.2%	1.1%
.....	100.0%	14.3%	85.7%	.0%	42.9%	57.1%	.0%	.0%	14.3%	14.3%	42.9%	28.6%
RTK.....	156	72	84	11	22	63	34	26	24	41	59	32
.....	20.6%	20.7%	20.4%	13.9%	12.6%	22.4%	27.0%	26.3%	18.2%	20.2%	23.8%	18.2%
.....	100.0%	46.2%	53.8%	7.1%	14.1%	40.4%	21.8%	16.7%	15.4%	26.3%	37.8%	20.5%
LIVE FM.....	4	0	4	0	0	1	2	1	1	0	1	2
.....	.5%	.0%	1.0%	.0%	.0%	.4%	1.6%	1.0%	.8%	.0%	.4%	1.1%
.....	100.0%	.0%	100.0%	.0%	.0%	25.0%	50.0%	25.0%	25.0%	.0%	25.0%	50.0%
RADIO CALYPSO.....	3	1	2	0	1	2	0	0	1	1	1	0
.....	.4%	.3%	.5%	.0%	.6%	.7%	.0%	.0%	.8%	.5%	.4%	.0%
.....	100.0%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%
NOVELS & PLAYS												
NONE.....	547	264	283	59	128	203	90	67	111	164	156	116
.....	72.1%	76.1%	68.7%	74.7%	73.6%	72.2%	71.4%	67.7%	84.1%	80.8%	62.9%	65.9%
.....	100.0%	48.3%	51.7%	10.8%	23.4%	37.1%	16.5%	12.2%	20.3%	30.0%	28.5%	21.2%
RADIO MALTA 1.....	56	18	38	0	5	22	14	15	7	8	23	18
.....	7.4%	5.2%	9.2%	.0%	2.9%	7.8%	11.1%	15.2%	5.3%	3.9%	9.3%	10.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	32.1%	67.9%	.0%	8.9%	39.3%	25.0%	26.8%	12.5%	14.3%	41.1%	32.1%
RADIO MALTA 2.....	21	13	8	2	9	9	1	0	2	5	6	8
.....	2.8%	3.7%	1.9%	2.5%	5.2%	3.2%	.8%	.0%	1.5%	2.5%	2.4%	4.5%
.....	100.0%	61.9%	38.1%	9.5%	42.9%	42.9%	4.8%	.0%	9.5%	23.8%	28.6%	38.1%
RADIO SUPER 1.....	78	32	46	10	20	24	12	12	7	12	35	24
.....	10.3%	9.2%	11.2%	12.7%	11.5%	8.5%	9.5%	12.1%	5.3%	5.9%	14.1%	13.6%
.....	100.0%	41.0%	59.0%	12.8%	25.6%	30.8%	15.4%	15.4%	9.0%	15.4%	44.9%	30.8%
RADIO 101.....	16	6	10	3	3	7	1	2	3	4	7	2
.....	2.1%	1.7%	2.4%	3.8%	1.7%	2.5%	.8%	2.0%	2.3%	2.0%	2.8%	1.1%
.....	100.0%	37.5%	62.5%	18.8%	18.8%	43.8%	6.3%	12.5%	18.8%	25.0%	43.8%	12.5%
RTK.....	32	12	20	4	7	12	7	2	2	8	15	7
.....	4.2%	3.5%	4.9%	5.1%	4.0%	4.3%	5.6%	2.0%	1.5%	3.9%	6.0%	4.0%
.....	100.0%	37.5%	62.5%	12.5%	21.9%	37.5%	21.9%	6.3%	6.3%	25.0%	46.9%	21.9%
LIVE FM.....	4	1	3	0	0	3	0	1	0	0	3	1
.....	.5%	.3%	.7%	.0%	.0%	1.1%	.0%	1.0%	.0%	.0%	1.2%	.6%
.....	100.0%	25.0%	75.0%	.0%	.0%	75.0%	.0%	25.0%	.0%	.0%	75.0%	25.0%
SMASH.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
RADIO CALYPSO.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RADJU MAS.....	2	0	2	1	0	0	1	0	0	0	2	0
.....	.3%	.0%	.5%	1.3%	.0%	.0%	.8%	.0%	.0%	.0%	.8%	.0%
.....	100.0%	.0%	100.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100.0%	.0%
CHILDREN'S PROGRAMMES												
NONE.....	638	287	351	63	143	235	107	90	122	177	197	142
.....	84.1%	82.7%	85.2%	79.7%	82.2%	83.6%	84.9%	90.9%	92.4%	87.2%	79.4%	80.7%
.....	100.0%	45.0%	55.0%	9.9%	22.4%	36.8%	16.8%	14.1%	19.1%	27.7%	30.9%	22.3%
RADIO MALTA 1.....	16	9	7	1	2	7	3	3	2	3	5	6
.....	2.1%	2.6%	1.7%	1.3%	1.1%	2.5%	2.4%	3.0%	1.5%	1.5%	2.0%	3.4%
.....	100.0%	56.3%	43.8%	6.3%	12.5%	43.8%	18.8%	18.8%	12.5%	18.8%	31.3%	37.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO MALTA 2.....	16	12	4	2	7	5	1	1	2	4	6	4
.....	2.1%	3.5%	1.0%	2.5%	4.0%	1.8%	.8%	1.0%	1.5%	2.0%	2.4%	2.3%
.....	100.0%	75.0%	25.0%	12.5%	43.8%	31.3%	6.3%	6.3%	12.5%	25.0%	37.5%	25.0%
RADIO SUPER 1.....	44	19	25	5	11	15	9	4	1	9	19	15
.....	5.8%	5.5%	6.1%	6.3%	6.3%	5.3%	7.1%	4.0%	.8%	4.4%	7.7%	8.5%
.....	100.0%	43.2%	56.8%	11.4%	25.0%	34.1%	20.5%	9.1%	2.3%	20.5%	43.2%	34.1%
RADIO 101.....	7	3	4	1	3	2	1	0	1	2	3	1
.....	.9%	.9%	1.0%	1.3%	1.7%	.7%	.8%	.0%	.8%	1.0%	1.2%	.6%
.....	100.0%	42.9%	57.1%	14.3%	42.9%	28.6%	14.3%	.0%	14.3%	28.6%	42.9%	14.3%
RTK.....	33	15	18	6	7	14	5	1	3	8	15	7
.....	4.3%	4.3%	4.4%	7.6%	4.0%	5.0%	4.0%	1.0%	2.3%	3.9%	6.0%	4.0%
.....	100.0%	45.5%	54.5%	18.2%	21.2%	42.4%	15.2%	3.0%	9.1%	24.2%	45.5%	21.2%
LIVE FM.....	2	1	1	0	0	2	0	0	1	0	1	0
.....	.3%	.3%	.2%	.0%	.0%	.7%	.0%	.0%	.8%	.0%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
SMASH.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADIO CALYPSO.....	2	0	2	1	1	0	0	0	0	0	1	1
.....	.3%	.0%	.5%	1.3%	.6%	.0%	.0%	.0%	.0%	.0%	.4%	.6%
.....	100.0%	.0%	100.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
LOCAL NEWS												
NONE.....	223	102	121	36	58	82	29	18	43	64	61	55
.....	29.4%	29.4%	29.4%	45.6%	33.3%	29.2%	23.0%	18.2%	32.6%	31.5%	24.6%	31.3%
.....	100.0%	45.7%	54.3%	16.1%	26.0%	36.8%	13.0%	8.1%	19.3%	28.7%	27.4%	24.7%
RADIO MALTA 1.....	101	35	66	3	8	34	23	33	21	19	32	29
.....	13.3%	10.1%	16.0%	3.8%	4.6%	12.1%	18.3%	33.3%	15.9%	9.4%	12.9%	16.5%
.....	100.0%	34.7%	65.3%	3.0%	7.9%	33.7%	22.8%	32.7%	20.8%	18.8%	31.7%	28.7%
RADIO MALTA 2.....	24	13	11	2	9	8	4	1	4	8	7	5
.....	3.2%	3.7%	2.7%	2.5%	5.2%	2.8%	3.2%	1.0%	3.0%	3.9%	2.8%	2.8%
.....	100.0%	54.2%	45.8%	8.3%	37.5%	33.3%	16.7%	4.2%	16.7%	33.3%	29.2%	20.8%
RADIO SUPER 1.....	172	83	89	10	37	63	35	27	13	47	69	43

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	22.7%	23.9%	21.6%	12.7%	21.3%	22.4%	27.8%	27.3%	9.8%	23.2%	27.8%	24.4%
.....	100.0%	48.3%	51.7%	5.8%	21.5%	36.6%	20.3%	15.7%	7.6%	27.3%	40.1%	25.0%
RADIO 101.....	88	41	47	9	21	32	16	10	25	21	27	15
.....	11.6%	11.8%	11.4%	11.4%	12.1%	11.4%	12.7%	10.1%	18.9%	10.3%	10.9%	8.5%
.....	100.0%	46.6%	53.4%	10.2%	23.9%	36.4%	18.2%	11.4%	28.4%	23.9%	30.7%	17.0%
ISLAND SOUND.....	8	4	4	1	4	2	0	1	3	3	2	0
.....	1.1%	1.2%	1.0%	1.3%	2.3%	.7%	.0%	1.0%	2.3%	1.5%	.8%	.0%
.....	100.0%	50.0%	50.0%	12.5%	50.0%	25.0%	.0%	12.5%	37.5%	37.5%	25.0%	.0%
BAY RADIO.....	18	12	6	7	7	4	0	0	2	6	7	3
.....	2.4%	3.5%	1.5%	8.9%	4.0%	1.4%	.0%	.0%	1.5%	3.0%	2.8%	1.7%
.....	100.0%	66.7%	33.3%	38.9%	38.9%	22.2%	.0%	.0%	11.1%	33.3%	38.9%	16.7%
RTK.....	53	21	32	0	2	31	13	7	9	15	20	9
.....	7.0%	6.1%	7.8%	.0%	1.1%	11.0%	10.3%	7.1%	6.8%	7.4%	8.1%	5.1%
.....	100.0%	39.6%	60.4%	.0%	3.8%	58.5%	24.5%	13.2%	17.0%	28.3%	37.7%	17.0%
LIVE FM.....	22	12	10	2	4	10	4	2	3	3	8	8
.....	2.9%	3.5%	2.4%	2.5%	2.3%	3.6%	3.2%	2.0%	2.3%	1.5%	3.2%	4.5%
.....	100.0%	54.5%	45.5%	9.1%	18.2%	45.5%	18.2%	9.1%	13.6%	13.6%	36.4%	36.4%
SMASH.....	38	18	20	8	20	9	1	0	7	12	13	6
.....	5.0%	5.2%	4.9%	10.1%	11.5%	3.2%	.8%	.0%	5.3%	5.9%	5.2%	3.4%
.....	100.0%	47.4%	52.6%	21.1%	52.6%	23.7%	2.6%	.0%	18.4%	31.6%	34.2%	15.8%
RADIO CALYPSO.....	11	6	5	1	4	6	0	0	2	5	1	3
.....	1.4%	1.7%	1.2%	1.3%	2.3%	2.1%	.0%	.0%	1.5%	2.5%	.4%	1.7%
.....	100.0%	54.5%	45.5%	9.1%	36.4%	54.5%	.0%	.0%	18.2%	45.5%	9.1%	27.3%
RADJU MAS.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%
FOREIGN NEWS												
NONE.....	274	124	150	41	68	102	38	25	53	74	82	65
.....	36.1%	35.7%	36.4%	51.9%	39.1%	36.3%	30.2%	25.3%	40.2%	36.5%	33.1%	36.9%
.....	100.0%	45.3%	54.7%	15.0%	24.8%	37.2%	13.9%	9.1%	19.3%	27.0%	29.9%	23.7%
RADIO MALTA 1.....	85	30	55	3	6	28	20	28	15	16	28	26
.....	11.2%	8.6%	13.3%	3.8%	3.4%	10.0%	15.9%	28.3%	11.4%	7.9%	11.3%	14.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	35.3%	64.7%	3.5%	7.1%	32.9%	23.5%	32.9%	17.6%	18.8%	32.9%	30.6%
RADIO MALTA 2.....	26	13	13	2	9	9	5	1	4	10	7	5
.....	3.4%	3.7%	3.2%	2.5%	5.2%	3.2%	4.0%	1.0%	3.0%	4.9%	2.8%	2.8%
.....	100.0%	50.0%	50.0%	7.7%	34.6%	34.6%	19.2%	3.8%	15.4%	38.5%	26.9%	19.2%
RADIO SUPER 1.....	155	75	80	9	31	57	32	26	11	42	61	41
.....	20.4%	21.6%	19.4%	11.4%	17.8%	20.3%	25.4%	26.3%	8.3%	20.7%	24.6%	23.3%
.....	100.0%	48.4%	51.6%	5.8%	20.0%	36.8%	20.6%	16.8%	7.1%	27.1%	39.4%	26.5%
RADIO 101.....	76	33	43	8	18	26	14	10	20	17	25	14
.....	10.0%	9.5%	10.4%	10.1%	10.3%	9.3%	11.1%	10.1%	15.2%	8.4%	10.1%	8.0%
.....	100.0%	43.4%	56.6%	10.5%	23.7%	34.2%	18.4%	13.2%	26.3%	22.4%	32.9%	18.4%
ISLAND SOUND.....	11	5	6	1	6	3	0	1	3	4	3	1
.....	1.4%	1.4%	1.5%	1.3%	3.4%	1.1%	.0%	1.0%	2.3%	2.0%	1.2%	.6%
.....	100.0%	45.5%	54.5%	9.1%	54.5%	27.3%	.0%	9.1%	27.3%	36.4%	27.3%	9.1%
BAY RADIO.....	18	11	7	7	7	4	0	0	2	6	7	3
.....	2.4%	3.2%	1.7%	8.9%	4.0%	1.4%	.0%	.0%	1.5%	3.0%	2.8%	1.7%
.....	100.0%	61.1%	38.9%	38.9%	38.9%	22.2%	.0%	.0%	11.1%	33.3%	38.9%	16.7%
RTK.....	46	21	25	0	2	27	12	5	12	13	15	6
.....	6.1%	6.1%	6.1%	.0%	1.1%	9.6%	9.5%	5.1%	9.1%	6.4%	6.0%	3.4%
.....	100.0%	45.7%	54.3%	.0%	4.3%	58.7%	26.1%	10.9%	26.1%	28.3%	32.6%	13.0%
LIVE FM.....	22	12	10	1	4	10	4	3	3	4	7	8
.....	2.9%	3.5%	2.4%	1.3%	2.3%	3.6%	3.2%	3.0%	2.3%	2.0%	2.8%	4.5%
.....	100.0%	54.5%	45.5%	4.5%	18.2%	45.5%	18.2%	13.6%	13.6%	18.2%	31.8%	36.4%
SMASH.....	35	17	18	6	19	9	1	0	7	12	12	4
.....	4.6%	4.9%	4.4%	7.6%	10.9%	3.2%	.8%	.0%	5.3%	5.9%	4.8%	2.3%
.....	100.0%	48.6%	51.4%	17.1%	54.3%	25.7%	2.9%	.0%	20.0%	34.3%	34.3%	11.4%
RADIO CALYPSO.....	11	6	5	1	4	6	0	0	2	5	1	3
.....	1.4%	1.7%	1.2%	1.3%	2.3%	2.1%	.0%	.0%	1.5%	2.5%	.4%	1.7%
.....	100.0%	54.5%	45.5%	9.1%	36.4%	54.5%	.0%	.0%	18.2%	45.5%	9.1%	27.3%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	521	225	296	60	115	189	85	72	99	135	164	123

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	68.6%	64.8%	71.8%	75.9%	66.1%	67.3%	67.5%	72.7%	75.0%	66.5%	66.1%	69.9%
.....	100.0%	43.2%	56.8%	11.5%	22.1%	36.3%	16.3%	13.8%	19.0%	25.9%	31.5%	23.6%
RADIO MALTA 1.....	31	18	13	0	3	12	9	7	6	7	9	9
.....	4.1%	5.2%	3.2%	.0%	1.7%	4.3%	7.1%	7.1%	4.5%	3.4%	3.6%	5.1%
.....	100.0%	58.1%	41.9%	.0%	9.7%	38.7%	29.0%	22.6%	19.4%	22.6%	29.0%	29.0%
RADIO MALTA 2.....	7	5	2	0	3	1	2	1	1	2	2	2
.....	.9%	1.4%	.5%	.0%	1.7%	.4%	1.6%	1.0%	.8%	1.0%	.8%	1.1%
.....	100.0%	71.4%	28.6%	.0%	42.9%	14.3%	28.6%	14.3%	14.3%	28.6%	28.6%	28.6%
RADIO SUPER 1.....	85	43	42	6	18	32	18	11	6	25	34	20
.....	11.2%	12.4%	10.2%	7.6%	10.3%	11.4%	14.3%	11.1%	4.5%	12.3%	13.7%	11.4%
.....	100.0%	50.6%	49.4%	7.1%	21.2%	37.6%	21.2%	12.9%	7.1%	29.4%	40.0%	23.5%
RADIO 101.....	30	9	21	3	7	12	4	4	9	8	10	3
.....	4.0%	2.6%	5.1%	3.8%	4.0%	4.3%	3.2%	4.0%	6.8%	3.9%	4.0%	1.7%
.....	100.0%	30.0%	70.0%	10.0%	23.3%	40.0%	13.3%	13.3%	30.0%	26.7%	33.3%	10.0%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.6%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
BAY RADIO.....	4	4	0	1	2	1	0	0	0	2	0	2
.....	.5%	1.2%	.0%	1.3%	1.1%	.4%	.0%	.0%	.0%	1.0%	.0%	1.1%
.....	100.0%	100.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
RTK.....	23	11	12	0	2	15	4	2	3	8	7	5
.....	3.0%	3.2%	2.9%	.0%	1.1%	5.3%	3.2%	2.0%	2.3%	3.9%	2.8%	2.8%
.....	100.0%	47.8%	52.2%	.0%	8.7%	65.2%	17.4%	8.7%	13.0%	34.8%	30.4%	21.7%
LIVE FM.....	41	24	17	6	15	14	4	2	5	9	18	9
.....	5.4%	6.9%	4.1%	7.6%	8.6%	5.0%	3.2%	2.0%	3.8%	4.4%	7.3%	5.1%
.....	100.0%	58.5%	41.5%	14.6%	36.6%	34.1%	9.8%	4.9%	12.2%	22.0%	43.9%	22.0%
SMASH.....	9	4	5	2	4	3	0	0	3	5	1	0
.....	1.2%	1.2%	1.2%	2.5%	2.3%	1.1%	.0%	.0%	2.3%	2.5%	.4%	.0%
.....	100.0%	44.4%	55.6%	22.2%	44.4%	33.3%	.0%	.0%	33.3%	55.6%	11.1%	.0%
RADIO CALYPSO.....	4	2	2	0	2	2	0	0	0	2	1	1
.....	.5%	.6%	.5%	.0%	1.1%	.7%	.0%	.0%	.0%	1.0%	.4%	.6%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADJU MAS.....	3	2	1	1	2	0	0	0	0	0	2	1
.....	.4%	.6%	.2%	1.3%	1.1%	.0%	.0%	.0%	.0%	.0%	.8%	.6%
.....	100.0%	66.7%	33.3%	33.3%	66.7%	.0%	.0%	.0%	.0%	.0%	66.7%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

Table 6.4-1.1: TV Channel Preferences for Different Programme Sectors (1996)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.80	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.50	8.80	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature Films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Serials/Soap Operas	3.60	1.20	0.40	3.60	20.10	0.60	2.90	67.60	100.00
Documentaries	11.40	5.80	0.10	25.90	6.50	0.40	13.00	38.90	100.00
Current Affairs	12.20	4.80	0.20	6.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.80	10.90	0.20	4.20	4.10	0.20	1.70	43.90	100.00
Quizzes/Game Shows/Variety Prog.	10.00	1.30	0.10	7.60	36.00	0.30	5.00	39.70	100.00
Music Video-Clips	6.50	2.80	1.50	3.70	6.30	4.10	8.80	66.30	100.00
Plays	24.30	4.00	0.10	2.60	2.40	0.40	1.40	64.80	100.00
Art & Culture	17.80	5.80	0.00	4.50	3.00	0.20	2.20	66.50	100.00
Women	21.40	6.00	0.10	2.00	4.30	0.20	2.80	63.20	100.00
Children	9.60	2.70	0.00	3.30	9.00	0.50	3.80	71.10	100.00
Religion	28.60	5.10	0.00	2.50	2.20	0.20	0.60	60.80	100.00
Business & Finance	7.40	2.80	0.00	1.80	3.20	0.20	2.70	81.90	100.00

Table 6.4-2: TV Channel Preferences for Different Programme Sectors (1997)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	60.2	23.5	0.1	0.2	0.1	0.0	0.1	15.8	100.00
Foreign News	31.5	12.4	0.0	17.7	9.4	0.0	8.7	20.2	100.00
Sports	9.7	5.4	0.8	10.0	7.6	1.6	10.0	54.9	100.00
Weather	31.1	7.7		5.5	2.0	0.0	4.2	49.5	100.00
Feature Films	2.5	0.7	0.1	11.9	38.8	0.5	5.9	39.5	100.00
Serials/Soap Operas	1.2	0.2		3.7	16.3	0.3	1.2	77.1	100.00
Documentaries	5.6	7.7	0.3	21.0	2.2	0.2	13.3	49.7	100.00
Current Affairs	7.0	1.3	0.1	7.2	2.4	0.1	5.4	76.6	100.00
Discussions	21.1	11.4	0.9	3.0	3.6	0.1	3.8	56.2	100.00
Quizzes/Game Shows/Variety Prog.	2.1	3.8	0.2	8.9	27.3	0.5	5.6	51.6	100.00
Music Video-Clips	0.6	1.1	5.6	1.3	3.6	3.2	9.4	75.3	100.00
Plays	26.6	3.2	0.0	0.5	0.4	0.1	0.6	68.6	100.00
Art & Culture	11.3	5.8	0.0	3.0	0.2	0.0	1.9	77.9	100.00
Women	12.1	5.6	0.1	0.9	0.5	0.0	1.6	79.1	100.00
Children	5.9	4.7	0.1	1.4	3.4	0.2	2.6	81.7	100.00
Religion	17.3	3.7	0.0	1.3	0.0	0.0	0.2	77.6	100.00
Business & Finance	5.7	0.7	0.0	2.6	0.7	0.2	1.9	88.1	100.00

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
LOCAL NEWS												
NONE.....	150	78	72	29	36	63	16	6	28	44	44	34
.....	15.8%	16.8%	14.9%	26.6%	16.6%	18.3%	10.3%	4.9%	16.0%	17.0%	14.3%	16.4%
.....	100.0%	52.0%	48.0%	19.3%	24.0%	42.0%	10.7%	4.0%	18.7%	29.3%	29.3%	22.7%
TVM.....	571	263	308	61	118	207	103	82	124	161	175	111
.....	60.2%	56.6%	63.6%	56.0%	54.4%	60.0%	66.0%	67.2%	70.9%	62.2%	56.8%	53.6%
.....	100.0%	46.1%	53.9%	10.7%	20.7%	36.3%	18.0%	14.4%	21.7%	28.2%	30.6%	19.4%
SUPER 1 TV.....	223	120	103	19	61	74	37	32	22	52	87	62
.....	23.5%	25.8%	21.3%	17.4%	28.1%	21.4%	23.7%	26.2%	12.6%	20.1%	28.2%	30.0%
.....	100.0%	53.8%	46.2%	8.5%	27.4%	33.2%	16.6%	14.3%	9.9%	23.3%	39.0%	27.8%
SMASH TV.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
RAI STATIONS.....	2	1	1	0	1	0	0	1	0	2	0	0
.....	.2%	.2%	.2%	.0%	.5%	.0%	.0%	.8%	.0%	.8%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	100.0%	.0%	.0%
MEDIASET CHANNELS....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%
FOREIGN NEWS												
NONE.....	192	102	90	33	47	77	23	12	35	52	60	45
.....	20.2%	21.9%	18.6%	30.3%	21.7%	22.3%	14.7%	9.8%	20.0%	20.1%	19.5%	21.7%
.....	100.0%	53.1%	46.9%	17.2%	24.5%	40.1%	12.0%	6.3%	18.2%	27.1%	31.3%	23.4%
TVM.....	299	125	174	26	63	99	52	59	46	70	107	76
.....	31.5%	26.9%	36.0%	23.9%	29.0%	28.7%	33.3%	48.4%	26.3%	27.0%	34.7%	36.7%
.....	100.0%	41.8%	58.2%	8.7%	21.1%	33.1%	17.4%	19.7%	15.4%	23.4%	35.8%	25.4%
SUPER 1 TV.....	118	52	66	7	20	40	28	23	7	21	52	38
.....	12.4%	11.2%	13.6%	6.4%	9.2%	11.6%	17.9%	18.9%	4.0%	8.1%	16.9%	18.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	44.1%	55.9%	5.9%	16.9%	33.9%	23.7%	19.5%	5.9%	17.8%	44.1%	32.2%
RAI STATIONS.....	168	89	79	16	34	70	29	19	50	53	44	21
.....	17.7%	19.1%	16.3%	14.7%	15.7%	20.3%	18.6%	15.6%	28.6%	20.5%	14.3%	10.1%
.....	100.0%	53.0%	47.0%	9.5%	20.2%	41.7%	17.3%	11.3%	29.8%	31.5%	26.2%	12.5%
MEDIASET CHANNELS....	89	47	42	16	36	20	13	4	15	28	28	18
.....	9.4%	10.1%	8.7%	14.7%	16.6%	5.8%	8.3%	3.3%	8.6%	10.8%	9.1%	8.7%
.....	100.0%	52.8%	47.2%	18.0%	40.4%	22.5%	14.6%	4.5%	16.9%	31.5%	31.5%	20.2%
SATELLITE STATIONS...	83	50	33	11	17	39	11	5	22	35	17	9
.....	8.7%	10.8%	6.8%	10.1%	7.8%	11.3%	7.1%	4.1%	12.6%	13.5%	5.5%	4.3%
.....	100.0%	60.2%	39.8%	13.3%	20.5%	47.0%	13.3%	6.0%	26.5%	42.2%	20.5%	10.8%
SPORTS												
NONE.....	521	170	351	52	104	184	95	86	87	129	175	130
.....	54.9%	36.6%	72.5%	47.7%	47.9%	53.3%	60.9%	70.5%	49.7%	49.8%	56.8%	62.8%
.....	100.0%	32.6%	67.4%	10.0%	20.0%	35.3%	18.2%	16.5%	16.7%	24.8%	33.6%	25.0%
TVM.....	92	54	38	9	26	35	13	9	16	26	27	23
.....	9.7%	11.6%	7.9%	8.3%	12.0%	10.1%	8.3%	7.4%	9.1%	10.0%	8.8%	11.1%
.....	100.0%	58.7%	41.3%	9.8%	28.3%	38.0%	14.1%	9.8%	17.4%	28.3%	29.3%	25.0%
SUPER 1 TV.....	51	27	24	6	16	15	9	5	4	12	28	7
.....	5.4%	5.8%	5.0%	5.5%	7.4%	4.3%	5.8%	4.1%	2.3%	4.6%	9.1%	3.4%
.....	100.0%	52.9%	47.1%	11.8%	31.4%	29.4%	17.6%	9.8%	7.8%	23.5%	54.9%	13.7%
SMASH TV.....	8	3	5	1	2	4	1	0	2	0	4	2
.....	.8%	.6%	1.0%	.9%	.9%	1.2%	.6%	.0%	1.1%	.0%	1.3%	1.0%
.....	100.0%	37.5%	62.5%	12.5%	25.0%	50.0%	12.5%	.0%	25.0%	.0%	50.0%	25.0%
RAI STATIONS.....	95	75	20	9	19	42	14	11	21	35	25	14
.....	10.0%	16.1%	4.1%	8.3%	8.8%	12.2%	9.0%	9.0%	12.0%	13.5%	8.1%	6.8%
.....	100.0%	78.9%	21.1%	9.5%	20.0%	44.2%	14.7%	11.6%	22.1%	36.8%	26.3%	14.7%
MEDIASET CHANNELS....	72	55	17	16	23	23	6	4	13	18	25	16
.....	7.6%	11.8%	3.5%	14.7%	10.6%	6.7%	3.8%	3.3%	7.4%	6.9%	8.1%	7.7%
.....	100.0%	76.4%	23.6%	22.2%	31.9%	31.9%	8.3%	5.6%	18.1%	25.0%	34.7%	22.2%
OTHER ITALIAN STATIONS.....	15	11	4	3	4	5	2	1	5	7	2	1
.....	1.6%	2.4%	.8%	2.8%	1.8%	1.4%	1.3%	.8%	2.9%	2.7%	.6%	.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	73.3%	26.7%	20.0%	26.7%	33.3%	13.3%	6.7%	33.3%	46.7%	13.3%	6.7%
SATELLITE STATIONS...	95	70	25	13	23	37	16	6	27	32	22	14
.....	10.0%	15.1%	5.2%	11.9%	10.6%	10.7%	10.3%	4.9%	15.4%	12.4%	7.1%	6.8%
.....	100.0%	73.7%	26.3%	13.7%	24.2%	38.9%	16.8%	6.3%	28.4%	33.7%	23.2%	14.7%
WEATHER												
NONE.....	470	232	238	63	106	166	77	58	92	134	144	100
.....	49.5%	49.9%	49.2%	57.8%	48.8%	48.1%	49.4%	47.5%	52.6%	51.7%	46.8%	48.3%
.....	100.0%	49.4%	50.6%	13.4%	22.6%	35.3%	16.4%	12.3%	19.6%	28.5%	30.6%	21.3%
TVM.....	295	135	160	25	57	109	54	50	57	67	100	71
.....	31.1%	29.0%	33.1%	22.9%	26.3%	31.6%	34.6%	41.0%	32.6%	25.9%	32.5%	34.3%
.....	100.0%	45.8%	54.2%	8.5%	19.3%	36.9%	18.3%	16.9%	19.3%	22.7%	33.9%	24.1%
SUPER 1 TV.....	73	32	41	7	19	28	12	7	6	12	33	22
.....	7.7%	6.9%	8.5%	6.4%	8.8%	8.1%	7.7%	5.7%	3.4%	4.6%	10.7%	10.6%
.....	100.0%	43.8%	56.2%	9.6%	26.0%	38.4%	16.4%	9.6%	8.2%	16.4%	45.2%	30.1%
RAI STATIONS.....	52	30	22	6	19	18	5	4	8	21	18	5
.....	5.5%	6.5%	4.5%	5.5%	8.8%	5.2%	3.2%	3.3%	4.6%	8.1%	5.8%	2.4%
.....	100.0%	57.7%	42.3%	11.5%	36.5%	34.6%	9.6%	7.7%	15.4%	40.4%	34.6%	9.6%
MEDIASET CHANNELS....	19	10	9	4	7	5	1	2	6	2	6	5
.....	2.0%	2.2%	1.9%	3.7%	3.2%	1.4%	.6%	1.6%	3.4%	.8%	1.9%	2.4%
.....	100.0%	52.6%	47.4%	21.1%	36.8%	26.3%	5.3%	10.5%	31.6%	10.5%	31.6%	26.3%
SATELLITE STATIONS...	40	26	14	4	9	19	7	1	6	23	7	4
.....	4.2%	5.6%	2.9%	3.7%	4.1%	5.5%	4.5%	.8%	3.4%	8.9%	2.3%	1.9%
.....	100.0%	65.0%	35.0%	10.0%	22.5%	47.5%	17.5%	2.5%	15.0%	57.5%	17.5%	10.0%
FEATURE FILMS												
NONE.....	375	179	196	34	58	131	68	84	86	92	111	86
.....	39.5%	38.5%	40.5%	31.2%	26.7%	38.0%	43.6%	68.9%	49.1%	35.5%	36.0%	41.5%
.....	100.0%	47.7%	52.3%	9.1%	15.5%	34.9%	18.1%	22.4%	22.9%	24.5%	29.6%	22.9%
TVM.....	24	12	12	0	3	14	6	1	2	4	10	8
.....	2.5%	2.6%	2.5%	.0%	1.4%	4.1%	3.8%	.8%	1.1%	1.5%	3.2%	3.9%
.....	100.0%	50.0%	50.0%	.0%	12.5%	58.3%	25.0%	4.2%	8.3%	16.7%	41.7%	33.3%
SUPER 1 TV.....	7	4	3	1	0	1	2	3	1	0	3	3
.....	.7%	.9%	.6%	.9%	.0%	.3%	1.3%	2.5%	.6%	.0%	1.0%	1.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	57.1%	42.9%	14.3%	.0%	14.3%	28.6%	42.9%	14.3%	.0%	42.9%	42.9%
SMASH TV.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RAI STATIONS.....	113	55	58	8	24	46	20	15	16	33	40	24
.....	11.9%	11.8%	12.0%	7.3%	11.1%	13.3%	12.8%	12.3%	9.1%	12.7%	13.0%	11.6%
.....	100.0%	48.7%	51.3%	7.1%	21.2%	40.7%	17.7%	13.3%	14.2%	29.2%	35.4%	21.2%
MEDIASET CHANNELS....	368	185	183	58	117	127	47	19	57	107	127	77
.....	38.8%	39.8%	37.8%	53.2%	53.9%	36.8%	30.1%	15.6%	32.6%	41.3%	41.2%	37.2%
.....	100.0%	50.3%	49.7%	15.8%	31.8%	34.5%	12.8%	5.2%	15.5%	29.1%	34.5%	20.9%
OTHER ITALIAN STATIONS.....	5	3	2	2	0	1	2	0	0	0	2	3
.....	.5%	.6%	.4%	1.8%	.0%	.3%	1.3%	.0%	.0%	.0%	.6%	1.4%
.....	100.0%	60.0%	40.0%	40.0%	.0%	20.0%	40.0%	.0%	.0%	.0%	40.0%	60.0%
SATELLITE STATIONS...	56	26	30	6	15	24	11	0	13	23	15	5
.....	5.9%	5.6%	6.2%	5.5%	6.9%	7.0%	7.1%	.0%	7.4%	8.9%	4.9%	2.4%
.....	100.0%	46.4%	53.6%	10.7%	26.8%	42.9%	19.6%	.0%	23.2%	41.1%	26.8%	8.9%
SERIALS/SOAP OPERAS NONE.....	732	390	342	76	164	269	119	104	147	197	230	158
.....	77.1%	83.9%	70.7%	69.7%	75.6%	78.0%	76.3%	85.2%	84.0%	76.1%	74.7%	76.3%
.....	100.0%	53.3%	46.7%	10.4%	22.4%	36.7%	16.3%	14.2%	20.1%	26.9%	31.4%	21.6%
TVM.....	11	2	9	1	0	6	4	0	1	2	4	4
.....	1.2%	.4%	1.9%	.9%	.0%	1.7%	2.6%	.0%	.6%	.8%	1.3%	1.9%
.....	100.0%	18.2%	81.8%	9.1%	.0%	54.5%	36.4%	.0%	9.1%	18.2%	36.4%	36.4%
SUPER 1 TV.....	2	2	0	0	0	1	0	1	0	0	1	1
.....	.2%	.4%	.0%	.0%	.0%	.3%	.0%	.8%	.0%	.0%	.3%	.5%
.....	100.0%	100.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
RAI STATIONS.....	35	15	20	4	8	13	4	6	4	8	11	12
.....	3.7%	3.2%	4.1%	3.7%	3.7%	3.8%	2.6%	4.9%	2.3%	3.1%	3.6%	5.8%
.....	100.0%	42.9%	57.1%	11.4%	22.9%	37.1%	11.4%	17.1%	11.4%	22.9%	31.4%	34.3%
MEDIASET CHANNELS....	155	49	106	27	43	48	26	11	21	43	59	32
.....	16.3%	10.5%	21.9%	24.8%	19.8%	13.9%	16.7%	9.0%	12.0%	16.6%	19.2%	15.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	31.6%	68.4%	17.4%	27.7%	31.0%	16.8%	7.1%	13.5%	27.7%	38.1%	20.6%
OTHER ITALIAN												
STATIONS.....	3	1	2	0	2	1	0	0	0	2	1	0
.....	.3%	.2%	.4%	.0%	.9%	.3%	.0%	.0%	.0%	.8%	.3%	.0%
.....	100.0%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%
SATELLITE STATIONS...	11	6	5	1	0	7	3	0	2	7	2	0
.....	1.2%	1.3%	1.0%	.9%	.0%	2.0%	1.9%	.0%	1.1%	2.7%	.6%	.0%
.....	100.0%	54.5%	45.5%	9.1%	.0%	63.6%	27.3%	.0%	18.2%	63.6%	18.2%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
WATCH TV.....	949	465	484	109	217	345	156	122	175	259	308	207
.....	94.8%	96.5%	93.3%	95.6%	96.4%	95.3%	94.0%	91.0%	94.6%	94.9%	95.7%	93.7%
.....	100.0%	49.0%	51.0%	11.5%	22.9%	36.4%	16.4%	12.9%	18.4%	27.3%	32.5%	21.8%
DO NOT WATCH TV.....	52	17	35	5	8	17	10	12	10	14	14	14
.....	5.2%	3.5%	6.7%	4.4%	3.6%	4.7%	6.0%	9.0%	5.4%	5.1%	4.3%	6.3%
.....	100.0%	32.7%	67.3%	9.6%	15.4%	32.7%	19.2%	23.1%	19.2%	26.9%	26.9%	26.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
DOCUMENTARIES												
NONE.....	472	204	268	69	108	166	63	66	74	124	160	114
.....	49.7%	43.9%	55.4%	63.3%	49.8%	48.1%	40.4%	54.1%	42.3%	47.9%	51.9%	55.1%
.....	100.0%	43.2%	56.8%	14.6%	22.9%	35.2%	13.3%	14.0%	15.7%	26.3%	33.9%	24.2%
TVM.....	53	27	26	3	8	21	12	9	8	9	21	15
.....	5.6%	5.8%	5.4%	2.8%	3.7%	6.1%	7.7%	7.4%	4.6%	3.5%	6.8%	7.2%
.....	100.0%	50.9%	49.1%	5.7%	15.1%	39.6%	22.6%	17.0%	15.1%	17.0%	39.6%	28.3%
SUPER 1 TV.....	73	33	40	4	12	30	14	13	10	19	20	24
.....	7.7%	7.1%	8.3%	3.7%	5.5%	8.7%	9.0%	10.7%	5.7%	7.3%	6.5%	11.6%
.....	100.0%	45.2%	54.8%	5.5%	16.4%	41.1%	19.2%	17.8%	13.7%	26.0%	27.4%	32.9%
SMASH TV.....	3	2	1	0	1	2	0	0	0	0	1	2
.....	.3%	.4%	.2%	.0%	.5%	.6%	.0%	.0%	.0%	.0%	.3%	1.0%
.....	100.0%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%
RAI STATIONS.....	199	106	93	17	48	73	36	25	41	50	69	39
.....	21.0%	22.8%	19.2%	15.6%	22.1%	21.2%	23.1%	20.5%	23.4%	19.3%	22.4%	18.8%
.....	100.0%	53.3%	46.7%	8.5%	24.1%	36.7%	18.1%	12.6%	20.6%	25.1%	34.7%	19.6%
MEDIASET CHANNELS....	21	12	9	4	4	8	3	2	1	8	9	3
.....	2.2%	2.6%	1.9%	3.7%	1.8%	2.3%	1.9%	1.6%	.6%	3.1%	2.9%	1.4%
.....	100.0%	57.1%	42.9%	19.0%	19.0%	38.1%	14.3%	9.5%	4.8%	38.1%	42.9%	14.3%
OTHER ITALIAN												
STATIONS.....	2	2	0	1	0	0	1	0	0	0	2	0
.....	.2%	.4%	.0%	.9%	.0%	.0%	.6%	.0%	.0%	.0%	.6%	.0%
.....	100.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	126	79	47	11	36	45	27	7	41	49	26	10
.....	13.3%	17.0%	9.7%	10.1%	16.6%	13.0%	17.3%	5.7%	23.4%	18.9%	8.4%	4.8%
.....	100.0%	62.7%	37.3%	8.7%	28.6%	35.7%	21.4%	5.6%	32.5%	38.9%	20.6%	7.9%
CURRENT AFFAIRS												
NONE.....	727	331	396	89	157	260	116	105	131	191	236	169
.....	76.6%	71.2%	81.8%	81.7%	72.4%	75.4%	74.4%	86.1%	74.9%	73.7%	76.6%	81.6%
.....	100.0%	45.5%	54.5%	12.2%	21.6%	35.8%	16.0%	14.4%	18.0%	26.3%	32.5%	23.2%
TVM.....	66	38	28	1	5	35	16	9	16	12	24	14

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	7.0%	8.2%	5.8%	.9%	2.3%	10.1%	10.3%	7.4%	9.1%	4.6%	7.8%	6.8%
.....	100.0%	57.6%	42.4%	1.5%	7.6%	53.0%	24.2%	13.6%	24.2%	18.2%	36.4%	21.2%
SUPER 1 TV.....	12	8	4	1	2	5	3	1	1	1	7	3
.....	1.3%	1.7%	.8%	.9%	.9%	1.4%	1.9%	.8%	.6%	.4%	2.3%	1.4%
.....	100.0%	66.7%	33.3%	8.3%	16.7%	41.7%	25.0%	8.3%	8.3%	8.3%	58.3%	25.0%
SMASH TV.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
RAI STATIONS.....	68	40	28	7	24	22	9	6	11	19	23	15
.....	7.2%	8.6%	5.8%	6.4%	11.1%	6.4%	5.8%	4.9%	6.3%	7.3%	7.5%	7.2%
.....	100.0%	58.8%	41.2%	10.3%	35.3%	32.4%	13.2%	8.8%	16.2%	27.9%	33.8%	22.1%
MEDIASET CHANNELS....	23	11	12	4	9	7	2	1	1	9	10	3
.....	2.4%	2.4%	2.5%	3.7%	4.1%	2.0%	1.3%	.8%	.6%	3.5%	3.2%	1.4%
.....	100.0%	47.8%	52.2%	17.4%	39.1%	30.4%	8.7%	4.3%	4.3%	39.1%	43.5%	13.0%
OTHER ITALIAN STATIONS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
SATELLITE STATIONS...	51	35	16	7	19	15	10	0	13	27	8	3
.....	5.4%	7.5%	3.3%	6.4%	8.8%	4.3%	6.4%	.0%	7.4%	10.4%	2.6%	1.4%
.....	100.0%	68.6%	31.4%	13.7%	37.3%	29.4%	19.6%	.0%	25.5%	52.9%	15.7%	5.9%
DISCUSSIONS												
NONE.....	533	248	285	75	110	197	75	76	98	152	159	124
.....	56.2%	53.3%	58.9%	68.8%	50.7%	57.1%	48.1%	62.3%	56.0%	58.7%	51.6%	59.9%
.....	100.0%	46.5%	53.5%	14.1%	20.6%	37.0%	14.1%	14.3%	18.4%	28.5%	29.8%	23.3%
TVM.....	200	109	91	9	38	78	48	27	42	45	71	42
.....	21.1%	23.4%	18.8%	8.3%	17.5%	22.6%	30.8%	22.1%	24.0%	17.4%	23.1%	20.3%
.....	100.0%	54.5%	45.5%	4.5%	19.0%	39.0%	24.0%	13.5%	21.0%	22.5%	35.5%	21.0%
SUPER 1 TV.....	108	53	55	11	36	35	15	11	10	20	46	32
.....	11.4%	11.4%	11.4%	10.1%	16.6%	10.1%	9.6%	9.0%	5.7%	7.7%	14.9%	15.5%
.....	100.0%	49.1%	50.9%	10.2%	33.3%	32.4%	13.9%	10.2%	9.3%	18.5%	42.6%	29.6%
SMASH TV.....	9	3	6	1	3	3	1	1	1	4	3	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.9%	.6%	1.2%	.9%	1.4%	.9%	.6%	.8%	.6%	1.5%	1.0%	.5%
.....	100.0%	33.3%	66.7%	11.1%	33.3%	33.3%	11.1%	11.1%	11.1%	44.4%	33.3%	11.1%
RAI STATIONS.....	28	14	14	0	10	4	11	3	8	10	8	2
.....	3.0%	3.0%	2.9%	.0%	4.6%	1.2%	7.1%	2.5%	4.6%	3.9%	2.6%	1.0%
.....	100.0%	50.0%	50.0%	.0%	35.7%	14.3%	39.3%	10.7%	28.6%	35.7%	28.6%	7.1%
MEDIASET CHANNELS....	34	15	19	7	8	15	1	3	6	13	13	2
.....	3.6%	3.2%	3.9%	6.4%	3.7%	4.3%	.6%	2.5%	3.4%	5.0%	4.2%	1.0%
.....	100.0%	44.1%	55.9%	20.6%	23.5%	44.1%	2.9%	8.8%	17.6%	38.2%	38.2%	5.9%
OTHER ITALIAN STATIONS.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	36	22	14	6	11	13	5	1	10	14	8	4
.....	3.8%	4.7%	2.9%	5.5%	5.1%	3.8%	3.2%	.8%	5.7%	5.4%	2.6%	1.9%
.....	100.0%	61.1%	38.9%	16.7%	30.6%	36.1%	13.9%	2.8%	27.8%	38.9%	22.2%	11.1%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	490	253	237	45	107	181	80	77	102	121	156	111
.....	51.6%	54.4%	49.0%	41.3%	49.3%	52.5%	51.3%	63.1%	58.3%	46.7%	50.6%	53.6%
.....	100.0%	51.6%	48.4%	9.2%	21.8%	36.9%	16.3%	15.7%	20.8%	24.7%	31.8%	22.7%
TVM.....	20	12	8	2	3	10	5	0	3	4	8	5
.....	2.1%	2.6%	1.7%	1.8%	1.4%	2.9%	3.2%	.0%	1.7%	1.5%	2.6%	2.4%
.....	100.0%	60.0%	40.0%	10.0%	15.0%	50.0%	25.0%	.0%	15.0%	20.0%	40.0%	25.0%
SUPER 1 TV.....	36	15	21	0	11	13	8	4	3	8	10	15
.....	3.8%	3.2%	4.3%	.0%	5.1%	3.8%	5.1%	3.3%	1.7%	3.1%	3.2%	7.2%
.....	100.0%	41.7%	58.3%	.0%	30.6%	36.1%	22.2%	11.1%	8.3%	22.2%	27.8%	41.7%
SMASH TV.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.2%	.2%	.2%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.3%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	84	45	39	12	19	29	14	10	12	23	34	15
.....	8.9%	9.7%	8.1%	11.0%	8.8%	8.4%	9.0%	8.2%	6.9%	8.9%	11.0%	7.2%
.....	100.0%	53.6%	46.4%	14.3%	22.6%	34.5%	16.7%	11.9%	14.3%	27.4%	40.5%	17.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MEDIASET CHANNELS....	259	114	145	41	63	90	39	26	38	77	91	53
.....	27.3%	24.5%	30.0%	37.6%	29.0%	26.1%	25.0%	21.3%	21.7%	29.7%	29.5%	25.6%
.....	100.0%	44.0%	56.0%	15.8%	24.3%	34.7%	15.1%	10.0%	14.7%	29.7%	35.1%	20.5%
OTHER ITALIAN STATIONS.....	5	0	5	2	0	2	0	1	2	2	0	1
.....	.5%	.0%	1.0%	1.8%	.0%	.6%	.0%	.8%	1.1%	.8%	.0%	.5%
.....	100.0%	.0%	100.0%	40.0%	.0%	40.0%	.0%	20.0%	40.0%	40.0%	.0%	20.0%
SATELLITE STATIONS....	53	25	28	7	14	18	10	4	15	23	8	7
.....	5.6%	5.4%	5.8%	6.4%	6.5%	5.2%	6.4%	3.3%	8.6%	8.9%	2.6%	3.4%
.....	100.0%	47.2%	52.8%	13.2%	26.4%	34.0%	18.9%	7.5%	28.3%	43.4%	15.1%	13.2%
MUSIC VIDEO-CLIPS NONE.....	715	339	376	56	137	270	138	114	138	186	227	164
.....	75.3%	72.9%	77.7%	51.4%	63.1%	78.3%	88.5%	93.4%	78.9%	71.8%	73.7%	79.2%
.....	100.0%	47.4%	52.6%	7.8%	19.2%	37.8%	19.3%	15.9%	19.3%	26.0%	31.7%	22.9%
TVM.....	6	4	2	0	0	6	0	0	1	3	1	1
.....	.6%	.9%	.4%	.0%	.0%	1.7%	.0%	.0%	.6%	1.2%	.3%	.5%
.....	100.0%	66.7%	33.3%	.0%	.0%	100.0%	.0%	.0%	16.7%	50.0%	16.7%	16.7%
SUPER 1 TV.....	10	4	6	1	3	3	2	1	1	2	5	2
.....	1.1%	.9%	1.2%	.9%	1.4%	.9%	1.3%	.8%	.6%	.8%	1.6%	1.0%
.....	100.0%	40.0%	60.0%	10.0%	30.0%	30.0%	20.0%	10.0%	10.0%	20.0%	50.0%	20.0%
SMASH TV.....	53	31	22	13	19	19	2	0	7	18	19	9
.....	5.6%	6.7%	4.5%	11.9%	8.8%	5.5%	1.3%	.0%	4.0%	6.9%	6.2%	4.3%
.....	100.0%	58.5%	41.5%	24.5%	35.8%	35.8%	3.8%	.0%	13.2%	34.0%	35.8%	17.0%
RAI STATIONS.....	12	6	6	2	2	5	1	2	1	1	7	3
.....	1.3%	1.3%	1.2%	1.8%	.9%	1.4%	.6%	1.6%	.6%	.4%	2.3%	1.4%
.....	100.0%	50.0%	50.0%	16.7%	16.7%	41.7%	8.3%	16.7%	8.3%	8.3%	58.3%	25.0%
MEDIASET CHANNELS....	34	21	13	3	7	15	5	4	1	8	16	9
.....	3.6%	4.5%	2.7%	2.8%	3.2%	4.3%	3.2%	3.3%	.6%	3.1%	5.2%	4.3%
.....	100.0%	61.8%	38.2%	8.8%	20.6%	44.1%	14.7%	11.8%	2.9%	23.5%	47.1%	26.5%
OTHER ITALIAN STATIONS.....	30	17	13	9	13	8	0	0	4	7	15	4
.....	3.2%	3.7%	2.7%	8.3%	6.0%	2.3%	.0%	.0%	2.3%	2.7%	4.9%	1.9%
.....	100.0%	56.7%	43.3%	30.0%	43.3%	26.7%	.0%	.0%	13.3%	23.3%	50.0%	13.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SATELLITE STATIONS...	89	43	46	25	36	19	8	1	22	34	18	15
.....	9.4%	9.2%	9.5%	22.9%	16.6%	5.5%	5.1%	.8%	12.6%	13.1%	5.8%	7.2%
.....	100.0%	48.3%	51.7%	28.1%	40.4%	21.3%	9.0%	1.1%	24.7%	38.2%	20.2%	16.9%
PLAYS												
NONE.....	651	336	315	77	150	231	105	88	142	185	187	137
.....	68.6%	72.3%	65.1%	70.6%	69.1%	67.0%	67.3%	72.1%	81.1%	71.4%	60.7%	66.2%
.....	100.0%	51.6%	48.4%	11.8%	23.0%	35.5%	16.1%	13.5%	21.8%	28.4%	28.7%	21.0%
TVM.....	252	103	149	21	61	98	46	26	26	66	104	56
.....	26.6%	22.2%	30.8%	19.3%	28.1%	28.4%	29.5%	21.3%	14.9%	25.5%	33.8%	27.1%
.....	100.0%	40.9%	59.1%	8.3%	24.2%	38.9%	18.3%	10.3%	10.3%	26.2%	41.3%	22.2%
SUPER 1 TV.....	30	16	14	8	5	9	3	5	2	5	15	8
.....	3.2%	3.4%	2.9%	7.3%	2.3%	2.6%	1.9%	4.1%	1.1%	1.9%	4.9%	3.9%
.....	100.0%	53.3%	46.7%	26.7%	16.7%	30.0%	10.0%	16.7%	6.7%	16.7%	50.0%	26.7%
RAI STATIONS.....	5	4	1	1	1	1	0	2	2	0	1	2
.....	.5%	.9%	.2%	.9%	.5%	.3%	.0%	1.6%	1.1%	.0%	.3%	1.0%
.....	100.0%	80.0%	20.0%	20.0%	20.0%	20.0%	.0%	40.0%	40.0%	.0%	20.0%	40.0%
MEDIASET CHANNELS....	4	1	3	2	0	1	0	1	1	0	0	3
.....	.4%	.2%	.6%	1.8%	.0%	.3%	.0%	.8%	.6%	.0%	.0%	1.4%
.....	100.0%	25.0%	75.0%	50.0%	.0%	25.0%	.0%	25.0%	25.0%	.0%	.0%	75.0%
OTHER ITALIAN STATIONS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	6	4	2	0	0	4	2	0	2	2	1	1
.....	.6%	.9%	.4%	.0%	.0%	1.2%	1.3%	.0%	1.1%	.8%	.3%	.5%
.....	100.0%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%	33.3%	33.3%	16.7%	16.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
ART & CULTURE												
NONE.....	739	360	379	90	161	270	115	103	138	198	242	161
.....	77.9%	77.4%	78.3%	82.6%	74.2%	78.3%	73.7%	84.4%	78.9%	76.4%	78.6%	77.8%
.....	100.0%	48.7%	51.3%	12.2%	21.8%	36.5%	15.6%	13.9%	18.7%	26.8%	32.7%	21.8%
TVM.....	107	56	51	11	27	39	21	9	14	33	36	24
.....	11.3%	12.0%	10.5%	10.1%	12.4%	11.3%	13.5%	7.4%	8.0%	12.7%	11.7%	11.6%
.....	100.0%	52.3%	47.7%	10.3%	25.2%	36.4%	19.6%	8.4%	13.1%	30.8%	33.6%	22.4%
SUPER 1 TV.....	55	27	28	6	13	20	9	7	5	14	22	14
.....	5.8%	5.8%	5.8%	5.5%	6.0%	5.8%	5.8%	5.7%	2.9%	5.4%	7.1%	6.8%
.....	100.0%	49.1%	50.9%	10.9%	23.6%	36.4%	16.4%	12.7%	9.1%	25.5%	40.0%	25.5%
RAI STATIONS.....	28	14	14	2	7	9	7	3	11	6	6	5
.....	3.0%	3.0%	2.9%	1.8%	3.2%	2.6%	4.5%	2.5%	6.3%	2.3%	1.9%	2.4%
.....	100.0%	50.0%	50.0%	7.1%	25.0%	32.1%	25.0%	10.7%	39.3%	21.4%	21.4%	17.9%
MEDIASET CHANNELS....	2	1	1	0	1	0	1	0	2	0	0	0
.....	.2%	.2%	.2%	.0%	.5%	.0%	.6%	.0%	1.1%	.0%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	100.0%	.0%	.0%	.0%
SATELLITE STATIONS...	18	7	11	0	8	7	3	0	5	8	2	3
.....	1.9%	1.5%	2.3%	.0%	3.7%	2.0%	1.9%	.0%	2.9%	3.1%	.6%	1.4%
.....	100.0%	38.9%	61.1%	.0%	44.4%	38.9%	16.7%	.0%	27.8%	44.4%	11.1%	16.7%
WOMEN'S PROGRAMMES												
NONE.....	751	403	348	95	165	274	113	104	155	209	225	162
.....	79.1%	86.7%	71.9%	87.2%	76.0%	79.4%	72.4%	85.2%	88.6%	80.7%	73.1%	78.3%
.....	100.0%	53.7%	46.3%	12.6%	22.0%	36.5%	15.0%	13.8%	20.6%	27.8%	30.0%	21.6%
TVM.....	115	30	85	3	26	47	27	12	11	31	46	27
.....	12.1%	6.5%	17.6%	2.8%	12.0%	13.6%	17.3%	9.8%	6.3%	12.0%	14.9%	13.0%
.....	100.0%	26.1%	73.9%	2.6%	22.6%	40.9%	23.5%	10.4%	9.6%	27.0%	40.0%	23.5%
SUPER 1 TV.....	53	22	31	7	16	14	11	5	4	9	28	12
.....	5.6%	4.7%	6.4%	6.4%	7.4%	4.1%	7.1%	4.1%	2.3%	3.5%	9.1%	5.8%
.....	100.0%	41.5%	58.5%	13.2%	30.2%	26.4%	20.8%	9.4%	7.5%	17.0%	52.8%	22.6%
SMASH TV.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
RAI STATIONS.....	9	3	6	2	3	3	1	0	2	1	4	2
.....	.9%	.6%	1.2%	1.8%	1.4%	.9%	.6%	.0%	1.1%	.4%	1.3%	1.0%
.....	100.0%	33.3%	66.7%	22.2%	33.3%	33.3%	11.1%	.0%	22.2%	11.1%	44.4%	22.2%
MEDIASET CHANNELS....	5	2	3	0	1	2	2	0	1	2	2	0
.....	.5%	.4%	.6%	.0%	.5%	.6%	1.3%	.0%	.6%	.8%	.6%	.0%
.....	100.0%	40.0%	60.0%	.0%	20.0%	40.0%	40.0%	.0%	20.0%	40.0%	40.0%	.0%
SATELLITE STATIONS...	15	5	10	2	6	5	2	0	2	7	3	3
.....	1.6%	1.1%	2.1%	1.8%	2.8%	1.4%	1.3%	.0%	1.1%	2.7%	1.0%	1.4%
.....	100.0%	33.3%	66.7%	13.3%	40.0%	33.3%	13.3%	.0%	13.3%	46.7%	20.0%	20.0%
CHILDREN'S PROGRAMMES												
NONE.....	775	386	389	68	177	289	128	113	151	213	243	168
.....	81.7%	83.0%	80.4%	62.4%	81.6%	83.8%	82.1%	92.6%	86.3%	82.2%	78.9%	81.2%
.....	100.0%	49.8%	50.2%	8.8%	22.8%	37.3%	16.5%	14.6%	19.5%	27.5%	31.4%	21.7%
TVM.....	56	26	30	10	14	19	9	4	10	16	13	17
.....	5.9%	5.6%	6.2%	9.2%	6.5%	5.5%	5.8%	3.3%	5.7%	6.2%	4.2%	8.2%
.....	100.0%	46.4%	53.6%	17.9%	25.0%	33.9%	16.1%	7.1%	17.9%	28.6%	23.2%	30.4%
SUPER 1 TV.....	45	21	24	8	14	11	9	3	2	9	25	9
.....	4.7%	4.5%	5.0%	7.3%	6.5%	3.2%	5.8%	2.5%	1.1%	3.5%	8.1%	4.3%
.....	100.0%	46.7%	53.3%	17.8%	31.1%	24.4%	20.0%	6.7%	4.4%	20.0%	55.6%	20.0%
SMASH TV.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
RAI STATIONS.....	13	7	6	2	3	5	3	0	2	2	6	3
.....	1.4%	1.5%	1.2%	1.8%	1.4%	1.4%	1.9%	.0%	1.1%	.8%	1.9%	1.4%
.....	100.0%	53.8%	46.2%	15.4%	23.1%	38.5%	23.1%	.0%	15.4%	15.4%	46.2%	23.1%
MEDIASET CHANNELS....	32	15	17	12	4	13	2	1	4	11	13	4
.....	3.4%	3.2%	3.5%	11.0%	1.8%	3.8%	1.3%	.8%	2.3%	4.2%	4.2%	1.9%
.....	100.0%	46.9%	53.1%	37.5%	12.5%	40.6%	6.3%	3.1%	12.5%	34.4%	40.6%	12.5%
OTHER ITALIAN STATIONS.....	2	1	1	2	0	0	0	0	0	0	2	0
.....	.2%	.2%	.2%	1.8%	.0%	.0%	.0%	.0%	.0%	.0%	.6%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	50.0%	50.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	25	9	16	7	5	8	4	1	6	7	6	6
.....	2.6%	1.9%	3.3%	6.4%	2.3%	2.3%	2.6%	.8%	3.4%	2.7%	1.9%	2.9%
.....	100.0%	36.0%	64.0%	28.0%	20.0%	32.0%	16.0%	4.0%	24.0%	28.0%	24.0%	24.0%
RELIGION												
NONE.....	736	368	368	95	177	263	111	90	138	205	233	160
.....	77.6%	79.1%	76.0%	87.2%	81.6%	76.2%	71.2%	73.8%	78.9%	79.2%	75.6%	77.3%
.....	100.0%	50.0%	50.0%	12.9%	24.0%	35.7%	15.1%	12.2%	18.8%	27.9%	31.7%	21.7%
TVM.....	164	75	89	8	32	70	32	22	30	43	55	36
.....	17.3%	16.1%	18.4%	7.3%	14.7%	20.3%	20.5%	18.0%	17.1%	16.6%	17.9%	17.4%
.....	100.0%	45.7%	54.3%	4.9%	19.5%	42.7%	19.5%	13.4%	18.3%	26.2%	33.5%	22.0%
SUPER 1 TV.....	35	16	19	6	8	9	8	4	2	8	16	9
.....	3.7%	3.4%	3.9%	5.5%	3.7%	2.6%	5.1%	3.3%	1.1%	3.1%	5.2%	4.3%
.....	100.0%	45.7%	54.3%	17.1%	22.9%	25.7%	22.9%	11.4%	5.7%	22.9%	45.7%	25.7%
RAI STATIONS.....	12	5	7	0	0	1	5	6	4	3	3	2
.....	1.3%	1.1%	1.4%	.0%	.0%	.3%	3.2%	4.9%	2.3%	1.2%	1.0%	1.0%
.....	100.0%	41.7%	58.3%	.0%	.0%	8.3%	41.7%	50.0%	33.3%	25.0%	25.0%	16.7%
SATELLITE STATIONS...	2	1	1	0	0	2	0	0	1	0	1	0
.....	.2%	.2%	.2%	.0%	.0%	.6%	.0%	.0%	.6%	.0%	.3%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
BUSINESS/FINANCE												
NONE.....	836	399	437	95	182	309	137	113	155	229	264	188
.....	88.1%	85.8%	90.3%	87.2%	83.9%	89.6%	87.8%	92.6%	88.6%	88.4%	85.7%	90.8%
.....	100.0%	47.7%	52.3%	11.4%	21.8%	37.0%	16.4%	13.5%	18.5%	27.4%	31.6%	22.5%
TVM.....	54	32	22	3	13	21	10	7	11	13	25	5
.....	5.7%	6.9%	4.5%	2.8%	6.0%	6.1%	6.4%	5.7%	6.3%	5.0%	8.1%	2.4%
.....	100.0%	59.3%	40.7%	5.6%	24.1%	38.9%	18.5%	13.0%	20.4%	24.1%	46.3%	9.3%
SUPER 1 TV.....	7	3	4	1	3	0	2	1	1	1	2	3
.....	.7%	.6%	.8%	.9%	1.4%	.0%	1.3%	.8%	.6%	.4%	.6%	1.4%
.....	100.0%	42.9%	57.1%	14.3%	42.9%	.0%	28.6%	14.3%	14.3%	14.3%	28.6%	42.9%
RAI STATIONS.....	25	14	11	4	12	8	1	0	2	6	10	7
.....	2.6%	3.0%	2.3%	3.7%	5.5%	2.3%	.6%	.0%	1.1%	2.3%	3.2%	3.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 4.1: WHO LISTENS TO RADIO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
LISTEN TO THE RADIO..	759	347	412	79	174	281	126	99	132	203	248	176
.....	75.8%	72.0%	79.4%	69.3%	77.3%	77.6%	75.9%	73.9%	71.4%	74.4%	77.0%	79.6%
.....	100.0%	45.7%	54.3%	10.4%	22.9%	37.0%	16.6%	13.0%	17.4%	26.7%	32.7%	23.2%
DO NOT LISTEN TO THE												
RADIO.....	242	135	107	35	51	81	40	35	53	70	74	45
.....	24.2%	28.0%	20.6%	30.7%	22.7%	22.4%	24.1%	26.1%	28.6%	25.6%	23.0%	20.4%
.....	100.0%	55.8%	44.2%	14.5%	21.1%	33.5%	16.5%	14.5%	21.9%	28.9%	30.6%	18.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
K3A												
VARIES CONSIDERABLY..	37	10	27	4	9	12	4	8	5	13	12	7
.....	4.9%	2.9%	6.6%	5.1%	5.2%	4.3%	3.2%	8.1%	3.8%	6.4%	4.8%	4.0%
.....	100.0%	27.0%	73.0%	10.8%	24.3%	32.4%	10.8%	21.6%	13.5%	35.1%	32.4%	18.9%
ONE.....	211	120	91	30	54	72	31	24	47	58	64	42
.....	27.8%	34.6%	22.1%	38.0%	31.0%	25.6%	24.6%	24.2%	35.6%	28.6%	25.8%	23.9%
.....	100.0%	56.9%	43.1%	14.2%	25.6%	34.1%	14.7%	11.4%	22.3%	27.5%	30.3%	19.9%
TWO.....	128	69	59	21	28	52	18	9	20	40	38	30
.....	16.9%	19.9%	14.3%	26.6%	16.1%	18.5%	14.3%	9.1%	15.2%	19.7%	15.3%	17.0%
.....	100.0%	53.9%	46.1%	16.4%	21.9%	40.6%	14.1%	7.0%	15.6%	31.3%	29.7%	23.4%
THREE.....	109	50	59	12	26	42	19	10	23	32	30	24
.....	14.4%	14.4%	14.3%	15.2%	14.9%	14.9%	15.1%	10.1%	17.4%	15.8%	12.1%	13.6%
.....	100.0%	45.9%	54.1%	11.0%	23.9%	38.5%	17.4%	9.2%	21.1%	29.4%	27.5%	22.0%
FOUR.....	86	37	49	7	18	35	13	13	9	16	40	21
.....	11.3%	10.7%	11.9%	8.9%	10.3%	12.5%	10.3%	13.1%	6.8%	7.9%	16.1%	11.9%
.....	100.0%	43.0%	57.0%	8.1%	20.9%	40.7%	15.1%	15.1%	10.5%	18.6%	46.5%	24.4%
FIVE.....	39	16	23	2	3	14	13	7	7	8	13	11
.....	5.1%	4.6%	5.6%	2.5%	1.7%	5.0%	10.3%	7.1%	5.3%	3.9%	5.2%	6.3%
.....	100.0%	41.0%	59.0%	5.1%	7.7%	35.9%	33.3%	17.9%	17.9%	20.5%	33.3%	28.2%
SIX.....	29	10	19	2	6	9	8	4	7	7	8	7
.....	3.8%	2.9%	4.6%	2.5%	3.4%	3.2%	6.3%	4.0%	5.3%	3.4%	3.2%	4.0%
.....	100.0%	34.5%	65.5%	6.9%	20.7%	31.0%	27.6%	13.8%	24.1%	24.1%	27.6%	24.1%
SEVEN.....	29	8	21	0	8	13	5	3	4	4	13	8
.....	3.8%	2.3%	5.1%	.0%	4.6%	4.6%	4.0%	3.0%	3.0%	2.0%	5.2%	4.5%
.....	100.0%	27.6%	72.4%	.0%	27.6%	44.8%	17.2%	10.3%	13.8%	13.8%	44.8%	27.6%
EIGHT.....	28	9	19	0	9	10	5	4	1	9	6	12
.....	3.7%	2.6%	4.6%	.0%	5.2%	3.6%	4.0%	4.0%	.8%	4.4%	2.4%	6.8%
.....	100.0%	32.1%	67.9%	.0%	32.1%	35.7%	17.9%	14.3%	3.6%	32.1%	21.4%	42.9%
NINE.....	13	4	9	0	3	5	0	5	3	3	4	3
.....	1.7%	1.2%	2.2%	.0%	1.7%	1.8%	.0%	5.1%	2.3%	1.3%	1.6%	1.7%
.....	100.0%	30.8%	69.2%	.0%	23.1%	38.5%	.0%	38.5%	23.1%	23.1%	30.8%	23.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	22	8	14	0	7	7	4	4	3	8	7	4
.....	2.9%	2.3%	3.4%	.0%	4.0%	2.5%	3.2%	4.0%	2.3%	3.9%	2.8%	2.3%
.....	100.0%	36.4%	63.6%	.0%	31.8%	31.8%	18.2%	18.2%	13.6%	36.4%	31.8%	18.2%
ELEVEN.....	3	0	3	0	1	1	0	1	0	1	1	1
.....	.4%	.0%	.7%	.0%	.6%	.4%	.0%	1.0%	.0%	.5%	.4%	.6%
.....	100.0%	.0%	100.0%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	33.3%
TWELVE.....	16	3	13	1	2	8	4	1	3	2	8	3
.....	2.1%	.9%	3.2%	1.3%	1.1%	2.8%	3.2%	1.0%	2.3%	1.0%	3.2%	1.7%
.....	100.0%	18.8%	81.3%	6.3%	12.5%	50.0%	25.0%	6.3%	18.8%	12.5%	50.0%	18.8%
THIRTEEN.....	3	0	3	0	0	1	0	2	0	0	2	1
.....	.4%	.0%	.7%	.0%	.0%	.4%	.0%	2.0%	.0%	.0%	.8%	.6%
.....	100.0%	.0%	100.0%	.0%	.0%	33.3%	.0%	66.7%	.0%	.0%	66.7%	33.3%
FOURTEEN.....	3	1	2	0	0	0	2	1	0	0	2	1
.....	.4%	.3%	.5%	.0%	.0%	.0%	1.6%	1.0%	.0%	.0%	.8%	.6%
.....	100.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%	66.7%	33.3%
FIFTEEN.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	1.0%	.0%	.5%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
SIXTEEN.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
EIGHTEEN.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.6%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 4.3: WHERE DO PEOPLE LISTEN TO THE RADIO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
NO ANSWER.....	32	14	18	3	4	15	3	7	6	13	8	5
.....	4.2%	4.0%	4.4%	3.8%	2.3%	5.3%	2.4%	7.1%	4.5%	6.4%	3.2%	2.8%
.....	100.0%	43.8%	56.3%	9.4%	12.5%	46.9%	9.4%	21.9%	18.8%	40.6%	25.0%	15.6%
AT HOME.....	640	271	369	73	129	234	116	88	107	162	216	155
.....	84.3%	78.1%	89.6%	92.4%	74.1%	83.3%	92.1%	88.9%	81.1%	79.8%	87.1%	88.1%
.....	100.0%	42.3%	57.7%	11.4%	20.2%	36.6%	18.1%	13.8%	16.7%	25.3%	33.8%	24.2%
AT WORK.....	87	58	29	3	41	27	14	2	11	27	25	24
.....	11.5%	16.7%	7.0%	3.8%	23.6%	9.6%	11.1%	2.0%	8.3%	13.3%	10.1%	13.6%
.....	100.0%	66.7%	33.3%	3.4%	47.1%	31.0%	16.1%	2.3%	12.6%	31.0%	28.7%	27.6%
IN THE CAR.....	148	104	44	6	63	55	18	6	42	42	40	24
.....	19.5%	30.0%	10.7%	7.6%	36.2%	19.6%	14.3%	6.1%	31.8%	20.7%	16.1%	13.6%
.....	100.0%	70.3%	29.7%	4.1%	42.6%	37.2%	12.2%	4.1%	28.4%	28.4%	27.0%	16.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	56.0%	44.0%	16.0%	48.0%	32.0%	4.0%	.0%	8.0%	24.0%	40.0%	28.0%
MEDIASET CHANNELS....	7	4	3	3	1	1	1	1	1	0	4	2
.....	.7%	.9%	.6%	2.8%	.5%	.3%	.6%	.8%	.6%	.0%	1.3%	1.0%
.....	100.0%	57.1%	42.9%	42.9%	14.3%	14.3%	14.3%	14.3%	14.3%	.0%	57.1%	28.6%
OTHER ITALIAN												
STATIONS.....	2	2	0	0	1	1	0	0	1	0	1	0
.....	.2%	.4%	.0%	.0%	.5%	.3%	.0%	.0%	.6%	.0%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
SATELLITE STATIONS...	18	11	7	3	5	5	5	0	4	10	2	2
.....	1.9%	2.4%	1.4%	2.8%	2.3%	1.4%	3.2%	.0%	2.3%	3.9%	.6%	1.0%
.....	100.0%	61.1%	38.9%	16.7%	27.8%	27.8%	27.8%	.0%	22.2%	55.6%	11.1%	11.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.5: INTEREST IN BROADCASTING AUTHORITY POLITICAL PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
NO ANSWER.....	41	17	24	7	6	13	5	10	6	15	13	7
.....	4.1%	3.5%	4.6%	6.1%	2.7%	3.6%	3.0%	7.5%	3.2%	5.5%	4.0%	3.2%
.....	100.0%	41.5%	58.5%	17.1%	14.6%	31.7%	12.2%	24.4%	14.6%	36.6%	31.7%	17.1%
ALWAYS.....	183	97	86	3	25	76	45	34	29	51	64	39
.....	18.3%	20.1%	16.6%	2.6%	11.1%	21.0%	27.1%	25.4%	15.7%	18.7%	19.9%	17.6%
.....	100.0%	53.0%	47.0%	1.6%	13.7%	41.5%	24.6%	18.6%	15.8%	27.9%	35.0%	21.3%
SOMETIMES.....	442	224	218	35	113	162	80	52	86	108	149	99
.....	44.2%	46.5%	42.0%	30.7%	50.2%	44.8%	48.2%	38.8%	46.5%	39.6%	46.3%	44.8%
.....	100.0%	50.7%	49.3%	7.9%	25.6%	36.7%	18.1%	11.8%	19.5%	24.4%	33.7%	22.4%
NEVER.....	335	144	191	69	81	111	36	38	64	99	96	76
.....	33.5%	29.9%	36.8%	60.5%	36.0%	30.7%	21.7%	28.4%	34.6%	36.3%	29.8%	34.4%
.....	100.0%	43.0%	57.0%	20.6%	24.2%	33.1%	10.7%	11.3%	19.1%	29.6%	28.7%	22.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6.6: SUGGESTIONS FOR NEW RADIO PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
NO ANSWER.....	651	297	354	65	154	240	106	86	114	173	208	156
.....	85.8%	85.6%	85.9%	82.3%	88.5%	85.4%	84.1%	86.9%	86.4%	85.2%	83.9%	88.6%
.....	100.0%	45.6%	54.4%	10.0%	23.7%	36.9%	16.3%	13.2%	17.5%	26.6%	32.0%	24.0%
PLAYS IN MALTESE.....	26	7	19	1	1	11	9	4	2	5	11	8
.....	3.4%	2.0%	4.6%	1.3%	.6%	3.9%	7.1%	4.0%	1.5%	2.5%	4.4%	4.5%
.....	100.0%	26.9%	73.1%	3.8%	3.8%	42.3%	34.6%	15.4%	7.7%	19.2%	42.3%	30.8%
MALTESE LANGUAGE PROGRAMMES.....	3	1	2	2	0	1	0	0	0	1	2	0
.....	.4%	.3%	.5%	2.5%	.0%	.4%	.0%	.0%	.0%	.5%	.8%	.0%
.....	100.0%	33.3%	66.7%	66.7%	.0%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%
MORE CHILDREN'S PROGRAMMES.....	2	1	1	0	0	1	0	1	0	1	1	0
.....	.3%	.3%	.2%	.0%	.0%	.4%	.0%	1.0%	.0%	.5%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
MALTESE GHANA.....	24	13	11	4	7	8	1	4	5	7	7	5
.....	3.2%	3.7%	2.7%	5.1%	4.0%	2.8%	.8%	4.0%	3.8%	3.4%	2.8%	2.8%
.....	100.0%	54.2%	45.8%	16.7%	29.2%	33.3%	4.2%	16.7%	20.8%	29.2%	29.2%	20.8%
MORE MUSIC.....	4	2	2	0	1	1	2	0	1	1	0	2
.....	.5%	.6%	.5%	.0%	.6%	.4%	1.6%	.0%	.8%	.5%	.0%	1.1%
.....	100.0%	50.0%	50.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	25.0%	.0%	50.0%
MALTESE NOVELS.....	7	7	0	2	1	4	0	0	0	2	5	0
.....	.9%	2.0%	.0%	2.5%	.6%	1.4%	.0%	.0%	.0%	1.0%	2.0%	.0%
.....	100.0%	100.0%	.0%	28.6%	14.3%	57.1%	.0%	.0%	.0%	28.6%	71.4%	.0%
MORE SPORTS.....	7	3	4	0	2	2	3	0	2	3	1	1
.....	.9%	.9%	1.0%	.0%	1.1%	.7%	2.4%	.0%	1.5%	1.5%	.4%	.6%
.....	100.0%	42.9%	57.1%	.0%	28.6%	28.6%	42.9%	.0%	28.6%	42.9%	14.3%	14.3%
MORE PROGRAMMES ON MALTESE CULTURE....	23	11	12	2	3	12	5	1	7	7	6	3
.....	3.0%	3.2%	2.9%	2.5%	1.7%	4.3%	4.0%	1.0%	5.3%	3.4%	2.4%	1.7%
.....	100.0%	47.8%	52.2%	8.7%	13.0%	52.2%	21.7%	4.3%	30.4%	30.4%	26.1%	13.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.6: SUGGESTIONS FOR NEW RADIO PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
OLD FILMS.....	9	6	3	3	2	3	1	0	2	3	3	1
.....	1.2%	1.7%	.7%	3.8%	1.1%	1.1%	.8%	.0%	1.5%	1.5%	1.2%	.6%
.....	100.0%	66.7%	33.3%	33.3%	22.2%	33.3%	11.1%	.0%	22.2%	33.3%	33.3%	11.1%
MORE VARIETY SHOWS...	3	2	1	0	1	1	1	0	1	1	1	0
.....	.4%	.6%	.2%	.0%	.6%	.4%	.8%	.0%	.8%	.5%	.4%	.0%
.....	100.0%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
MORE DISCUSSION PROGRAMMES.....	2	2	0	0	1	1	0	0	0	1	1	0
.....	.3%	.6%	.0%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
MORE MODERN FILMS....	2	1	1	0	0	0	2	0	2	0	0	0
.....	.3%	.3%	.2%	.0%	.0%	.0%	1.6%	.0%	1.5%	.0%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%
EDUCATIONAL PROGRAMMES.....	5	0	5	0	0	2	0	3	0	2	3	0
.....	.7%	.0%	1.2%	.0%	.0%	.7%	.0%	3.0%	.0%	1.0%	1.2%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	40.0%	.0%	60.0%	.0%	40.0%	60.0%	.0%
DOCUMENTAARIES IN MALTESE.....	4	1	3	2	2	0	0	0	1	1	2	0
.....	.5%	.3%	.7%	2.5%	1.1%	.0%	.0%	.0%	.8%	.5%	.8%	.0%
.....	100.0%	25.0%	75.0%	50.0%	50.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
QUIZZES.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	2	1	1	0	1	0	1	0	1	1	0	0
.....	.3%	.3%	.2%	.0%	.6%	.0%	.8%	.0%	.8%	.5%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
PHONE-INS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.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 LISTEN TO RADIO

TABLE 6.7: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
NO ANSWER.....	543	271	272	74	118	190	85	76	100	142	172	129
.....	57.2%	58.3%	56.2%	67.9%	54.4%	55.1%	54.5%	62.3%	57.1%	54.8%	55.8%	62.3%
.....	100.0%	49.9%	50.1%	13.6%	21.7%	35.0%	15.7%	14.0%	18.4%	26.2%	31.7%	23.8%
PLAYS IN MALTESE.....	130	41	89	6	22	51	32	19	18	28	51	33
.....	13.7%	8.8%	18.4%	5.5%	10.1%	14.8%	20.5%	15.6%	10.3%	10.8%	16.6%	15.9%
.....	100.0%	31.5%	68.5%	4.6%	16.9%	39.2%	24.6%	14.6%	13.8%	21.5%	39.2%	25.4%
MALTESE LANGUAGE PROGRAMMES.....	15	6	9	0	3	9	2	1	2	4	4	5
.....	1.6%	1.3%	1.9%	.0%	1.4%	2.6%	1.3%	.8%	1.1%	1.5%	1.3%	2.4%
.....	100.0%	40.0%	60.0%	.0%	20.0%	60.0%	13.3%	6.7%	13.3%	26.7%	26.7%	33.3%
MORE CHILDREN'S PROGRAMMES.....	20	5	15	4	3	11	2	0	5	7	4	4
.....	2.1%	1.1%	3.1%	3.7%	1.4%	3.2%	1.3%	.0%	2.9%	2.7%	1.3%	1.9%
.....	100.0%	25.0%	75.0%	20.0%	15.0%	55.0%	10.0%	.0%	25.0%	35.0%	20.0%	20.0%
MALTESE GHANA.....	8	4	4	1	1	3	0	3	1	1	5	1
.....	.8%	.9%	.8%	.9%	.5%	.9%	.0%	2.5%	.6%	.4%	1.6%	.5%
.....	100.0%	50.0%	50.0%	12.5%	12.5%	37.5%	.0%	37.5%	12.5%	12.5%	62.5%	12.5%
MORE MUSIC.....	31	18	13	7	13	9	1	1	6	7	14	4
.....	3.3%	3.9%	2.7%	6.4%	6.0%	2.6%	.6%	.8%	3.4%	2.7%	4.5%	1.9%
.....	100.0%	58.1%	41.9%	22.6%	41.9%	29.0%	3.2%	3.2%	19.4%	22.6%	45.2%	12.9%
MALTESE NOVELS.....	6	2	4	1	0	1	2	2	2	2	1	1
.....	.6%	.4%	.8%	.9%	.0%	.3%	1.3%	1.6%	1.1%	.8%	.3%	.5%
.....	100.0%	33.3%	66.7%	16.7%	.0%	16.7%	33.3%	33.3%	33.3%	33.3%	16.7%	16.7%
MORE SPORTS.....	30	27	3	5	8	14	1	2	7	8	10	5
.....	3.2%	5.8%	.6%	4.6%	3.7%	4.1%	.6%	1.6%	4.0%	3.1%	3.2%	2.4%
.....	100.0%	90.0%	10.0%	16.7%	26.7%	46.7%	3.3%	6.7%	23.3%	26.7%	33.3%	16.7%
MORE PROGRAMMES ON MALTESE CULTURE....	10	7	3	1	2	5	2	0	2	3	3	2
.....	1.1%	1.5%	.6%	.9%	.9%	1.4%	1.3%	.0%	1.1%	1.2%	1.0%	1.0%
.....	100.0%	70.0%	30.0%	10.0%	20.0%	50.0%	20.0%	.0%	20.0%	30.0%	30.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.7: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
OLD FILMS.....	27	17	10	1	7	10	5	4	4	9	10	4
.....	2.8%	3.7%	2.1%	.9%	3.2%	2.9%	3.2%	3.3%	2.3%	3.5%	3.2%	1.9%
.....	100.0%	63.0%	37.0%	3.7%	25.9%	37.0%	18.5%	14.8%	14.8%	33.3%	37.0%	14.8%
MORE VARIETY SHOWS...	8	4	4	0	3	2	1	2	0	4	2	2
.....	.8%	.9%	.8%	.0%	1.4%	.6%	.6%	1.6%	.0%	1.5%	.6%	1.0%
.....	100.0%	50.0%	50.0%	.0%	37.5%	25.0%	12.5%	25.0%	.0%	50.0%	25.0%	25.0%
MORE DISCUSSION PROGRAMMES.....	26	11	15	0	8	8	8	2	8	9	8	1
.....	2.7%	2.4%	3.1%	.0%	3.7%	2.3%	5.1%	1.6%	4.6%	3.5%	2.6%	.5%
.....	100.0%	42.3%	57.7%	.0%	30.8%	30.8%	30.8%	7.7%	30.8%	34.6%	30.8%	3.8%
MORE MODERN FILMS....	37	21	16	1	19	12	3	2	8	9	15	5
.....	3.9%	4.5%	3.3%	.9%	8.8%	3.5%	1.9%	1.6%	4.6%	3.5%	4.9%	2.4%
.....	100.0%	56.8%	43.2%	2.7%	51.4%	32.4%	8.1%	5.4%	21.6%	24.3%	40.5%	13.5%
EDUCATIONAL PROGRAMMES.....	40	18	22	2	10	18	6	4	10	19	7	4
.....	4.2%	3.9%	4.5%	1.8%	4.6%	5.2%	3.8%	3.3%	5.7%	7.3%	2.3%	1.9%
.....	100.0%	45.0%	55.0%	5.0%	25.0%	45.0%	15.0%	10.0%	25.0%	47.5%	17.5%	10.0%
DOCUMENTAARIES IN MALTESE.....	37	23	14	0	6	17	11	3	10	16	8	3
.....	3.9%	4.9%	2.9%	.0%	2.8%	4.9%	7.1%	2.5%	5.7%	6.2%	2.6%	1.4%
.....	100.0%	62.2%	37.8%	.0%	16.2%	45.9%	29.7%	8.1%	27.0%	43.2%	21.6%	8.1%
QUIZZES.....	16	7	9	1	2	7	5	1	1	6	5	4
.....	1.7%	1.5%	1.9%	.9%	.9%	2.0%	3.2%	.8%	.6%	2.3%	1.6%	1.9%
.....	100.0%	43.8%	56.3%	6.3%	12.5%	43.8%	31.3%	6.3%	6.3%	37.5%	31.3%	25.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	6	3	3	0	1	2	3	0	3	3	0	0
.....	.6%	.6%	.6%	.0%	.5%	.6%	1.9%	.0%	1.7%	1.2%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	16.7%	33.3%	50.0%	.0%	50.0%	50.0%	.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	6	4	2	0	2	0	0	4	1	1	1	3
.....	.6%	.9%	.4%	.0%	.9%	.0%	.0%	3.3%	.6%	.4%	.3%	1.4%
.....	100.0%	66.7%	33.3%	.0%	33.3%	.0%	.0%	66.7%	16.7%	16.7%	16.7%	50.0%
SOAP OPERAS.....	5	0	5	0	2	2	1	0	0	1	4	0

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

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
DOCUMENTARIES												
NONE.....	472	204	268	69	108	166	63	66	74	124	160	114
.....	49.7%	43.9%	55.4%	63.3%	49.8%	48.1%	40.4%	54.1%	42.3%	47.9%	51.9%	55.1%
.....	100.0%	43.2%	56.8%	14.6%	22.9%	35.2%	13.3%	14.0%	15.7%	26.3%	33.9%	24.2%
TVM.....	53	27	26	3	8	21	12	9	8	9	21	15
.....	5.6%	5.8%	5.4%	2.8%	3.7%	6.1%	7.7%	7.4%	4.6%	3.5%	6.8%	7.2%
.....	100.0%	50.9%	49.1%	5.7%	15.1%	39.6%	22.6%	17.0%	15.1%	17.0%	39.6%	28.3%
SUPER 1 TV.....	73	33	40	4	12	30	14	13	10	19	20	24
.....	7.7%	7.1%	8.3%	3.7%	5.5%	8.7%	9.0%	10.7%	5.7%	7.3%	6.5%	11.6%
.....	100.0%	45.2%	54.8%	5.5%	16.4%	41.1%	19.2%	17.8%	13.7%	26.0%	27.4%	32.9%
SMASH TV.....	3	2	1	0	1	2	0	0	0	0	1	2
.....	.3%	.4%	.2%	.0%	.5%	.6%	.0%	.0%	.0%	.0%	.3%	1.0%
.....	100.0%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%
RAI STATIONS.....	199	106	93	17	48	73	36	25	41	50	69	39
.....	21.0%	22.8%	19.2%	15.6%	22.1%	21.2%	23.1%	20.5%	23.4%	19.3%	22.4%	18.8%
.....	100.0%	53.3%	46.7%	8.5%	24.1%	36.7%	18.1%	12.6%	20.6%	25.1%	34.7%	19.6%
MEDIASET CHANNELS....	21	12	9	4	4	8	3	2	1	8	9	3
.....	2.2%	2.6%	1.9%	3.7%	1.8%	2.3%	1.9%	1.6%	.6%	3.1%	2.9%	1.4%
.....	100.0%	57.1%	42.9%	19.0%	19.0%	38.1%	14.3%	9.5%	4.8%	38.1%	42.9%	14.3%
OTHER ITALIAN STATIONS.....	2	2	0	1	0	0	1	0	0	0	2	0
.....	.2%	.4%	.0%	.9%	.0%	.0%	.6%	.0%	.0%	.0%	.6%	.0%
.....	100.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	126	79	47	11	36	45	27	7	41	49	26	10
.....	13.3%	17.0%	9.7%	10.1%	16.6%	13.0%	17.3%	5.7%	23.4%	18.9%	8.4%	4.8%
.....	100.0%	62.7%	37.3%	8.7%	28.6%	35.7%	21.4%	5.6%	32.5%	38.9%	20.6%	7.9%
CURRENT AFFAIRS												
NONE.....	727	331	396	89	157	260	116	105	131	191	236	169
.....	76.6%	71.2%	81.8%	81.7%	72.4%	75.4%	74.4%	86.1%	74.9%	73.7%	76.6%	81.6%
.....	100.0%	45.5%	54.5%	12.2%	21.6%	35.8%	16.0%	14.4%	18.0%	26.3%	32.5%	23.2%
TVM.....	66	38	28	1	5	35	16	9	16	12	24	14

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	7.0%	8.2%	5.8%	.9%	2.3%	10.1%	10.3%	7.4%	9.1%	4.6%	7.8%	6.8%
.....	100.0%	57.6%	42.4%	1.5%	7.6%	53.0%	24.2%	13.6%	24.2%	18.2%	36.4%	21.2%
SUPER 1 TV.....	12	8	4	1	2	5	3	1	1	1	7	3
.....	1.3%	1.7%	.8%	.9%	.9%	1.4%	1.9%	.8%	.6%	.4%	2.3%	1.4%
.....	100.0%	66.7%	33.3%	8.3%	16.7%	41.7%	25.0%	8.3%	8.3%	8.3%	58.3%	25.0%
SMASH TV.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
RAI STATIONS.....	68	40	28	7	24	22	9	6	11	19	23	15
.....	7.2%	8.6%	5.8%	6.4%	11.1%	6.4%	5.8%	4.9%	6.3%	7.3%	7.5%	7.2%
.....	100.0%	58.8%	41.2%	10.3%	35.3%	32.4%	13.2%	8.8%	16.2%	27.9%	33.8%	22.1%
MEDIASET CHANNELS....	23	11	12	4	9	7	2	1	1	9	10	3
.....	2.4%	2.4%	2.5%	3.7%	4.1%	2.0%	1.3%	.8%	.6%	3.5%	3.2%	1.4%
.....	100.0%	47.8%	52.2%	17.4%	39.1%	30.4%	8.7%	4.3%	4.3%	39.1%	43.5%	13.0%
OTHER ITALIAN STATIONS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.6%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
SATELLITE STATIONS...	51	35	16	7	19	15	10	0	13	27	8	3
.....	5.4%	7.5%	3.3%	6.4%	8.8%	4.3%	6.4%	.0%	7.4%	10.4%	2.6%	1.4%
.....	100.0%	68.6%	31.4%	13.7%	37.3%	29.4%	19.6%	.0%	25.5%	52.9%	15.7%	5.9%
DISCUSSIONS												
NONE.....	533	248	285	75	110	197	75	76	98	152	159	124
.....	56.2%	53.3%	58.9%	68.8%	50.7%	57.1%	48.1%	62.3%	56.0%	58.7%	51.6%	59.9%
.....	100.0%	46.5%	53.5%	14.1%	20.6%	37.0%	14.1%	14.3%	18.4%	28.5%	29.8%	23.3%
TVM.....	200	109	91	9	38	78	48	27	42	45	71	42
.....	21.1%	23.4%	18.8%	8.3%	17.5%	22.6%	30.8%	22.1%	24.0%	17.4%	23.1%	20.3%
.....	100.0%	54.5%	45.5%	4.5%	19.0%	39.0%	24.0%	13.5%	21.0%	22.5%	35.5%	21.0%
SUPER 1 TV.....	108	53	55	11	36	35	15	11	10	20	46	32
.....	11.4%	11.4%	11.4%	10.1%	16.6%	10.1%	9.6%	9.0%	5.7%	7.7%	14.9%	15.5%
.....	100.0%	49.1%	50.9%	10.2%	33.3%	32.4%	13.9%	10.2%	9.3%	18.5%	42.6%	29.6%
SMASH TV.....	9	3	6	1	3	3	1	1	1	4	3	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.9%	.6%	1.2%	.9%	1.4%	.9%	.6%	.8%	.6%	1.5%	1.0%	.5%
.....	100.0%	33.3%	66.7%	11.1%	33.3%	33.3%	11.1%	11.1%	11.1%	44.4%	33.3%	11.1%
RAI STATIONS.....	28	14	14	0	10	4	11	3	8	10	8	2
.....	3.0%	3.0%	2.9%	.0%	4.6%	1.2%	7.1%	2.5%	4.6%	3.9%	2.6%	1.0%
.....	100.0%	50.0%	50.0%	.0%	35.7%	14.3%	39.3%	10.7%	28.6%	35.7%	28.6%	7.1%
MEDIASET CHANNELS....	34	15	19	7	8	15	1	3	6	13	13	2
.....	3.6%	3.2%	3.9%	6.4%	3.7%	4.3%	.6%	2.5%	3.4%	5.0%	4.2%	1.0%
.....	100.0%	44.1%	55.9%	20.6%	23.5%	44.1%	2.9%	8.8%	17.6%	38.2%	38.2%	5.9%
OTHER ITALIAN STATIONS.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	36	22	14	6	11	13	5	1	10	14	8	4
.....	3.8%	4.7%	2.9%	5.5%	5.1%	3.8%	3.2%	.8%	5.7%	5.4%	2.6%	1.9%
.....	100.0%	61.1%	38.9%	16.7%	30.6%	36.1%	13.9%	2.8%	27.8%	38.9%	22.2%	11.1%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	490	253	237	45	107	181	80	77	102	121	156	111
.....	51.6%	54.4%	49.0%	41.3%	49.3%	52.5%	51.3%	63.1%	58.3%	46.7%	50.6%	53.6%
.....	100.0%	51.6%	48.4%	9.2%	21.8%	36.9%	16.3%	15.7%	20.8%	24.7%	31.8%	22.7%
TVM.....	20	12	8	2	3	10	5	0	3	4	8	5
.....	2.1%	2.6%	1.7%	1.8%	1.4%	2.9%	3.2%	.0%	1.7%	1.5%	2.6%	2.4%
.....	100.0%	60.0%	40.0%	10.0%	15.0%	50.0%	25.0%	.0%	15.0%	20.0%	40.0%	25.0%
SUPER 1 TV.....	36	15	21	0	11	13	8	4	3	8	10	15
.....	3.8%	3.2%	4.3%	.0%	5.1%	3.8%	5.1%	3.3%	1.7%	3.1%	3.2%	7.2%
.....	100.0%	41.7%	58.3%	.0%	30.6%	36.1%	22.2%	11.1%	8.3%	22.2%	27.8%	41.7%
SMASH TV.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.2%	.2%	.2%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.3%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	84	45	39	12	19	29	14	10	12	23	34	15
.....	8.9%	9.7%	8.1%	11.0%	8.8%	8.4%	9.0%	8.2%	6.9%	8.9%	11.0%	7.2%
.....	100.0%	53.6%	46.4%	14.3%	22.6%	34.5%	16.7%	11.9%	14.3%	27.4%	40.5%	17.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MEDIASET CHANNELS....	259	114	145	41	63	90	39	26	38	77	91	53
.....	27.3%	24.5%	30.0%	37.6%	29.0%	26.1%	25.0%	21.3%	21.7%	29.7%	29.5%	25.6%
.....	100.0%	44.0%	56.0%	15.8%	24.3%	34.7%	15.1%	10.0%	14.7%	29.7%	35.1%	20.5%
OTHER ITALIAN STATIONS.....	5	0	5	2	0	2	0	1	2	2	0	1
.....	.5%	.0%	1.0%	1.8%	.0%	.6%	.0%	.8%	1.1%	.8%	.0%	.5%
.....	100.0%	.0%	100.0%	40.0%	.0%	40.0%	.0%	20.0%	40.0%	40.0%	.0%	20.0%
SATELLITE STATIONS...	53	25	28	7	14	18	10	4	15	23	8	7
.....	5.6%	5.4%	5.8%	6.4%	6.5%	5.2%	6.4%	3.3%	8.6%	8.9%	2.6%	3.4%
.....	100.0%	47.2%	52.8%	13.2%	26.4%	34.0%	18.9%	7.5%	28.3%	43.4%	15.1%	13.2%
MUSIC VIDEO-CLIPS NONE.....	715	339	376	56	137	270	138	114	138	186	227	164
.....	75.3%	72.9%	77.7%	51.4%	63.1%	78.3%	88.5%	93.4%	78.9%	71.8%	73.7%	79.2%
.....	100.0%	47.4%	52.6%	7.8%	19.2%	37.8%	19.3%	15.9%	19.3%	26.0%	31.7%	22.9%
TVM.....	6	4	2	0	0	6	0	0	1	3	1	1
.....	.6%	.9%	.4%	.0%	.0%	1.7%	.0%	.0%	.6%	1.2%	.3%	.5%
.....	100.0%	66.7%	33.3%	.0%	.0%	100.0%	.0%	.0%	16.7%	50.0%	16.7%	16.7%
SUPER 1 TV.....	10	4	6	1	3	3	2	1	1	2	5	2
.....	1.1%	.9%	1.2%	.9%	1.4%	.9%	1.3%	.8%	.6%	.8%	1.6%	1.0%
.....	100.0%	40.0%	60.0%	10.0%	30.0%	30.0%	20.0%	10.0%	10.0%	20.0%	50.0%	20.0%
SMASH TV.....	53	31	22	13	19	19	2	0	7	18	19	9
.....	5.6%	6.7%	4.5%	11.9%	8.8%	5.5%	1.3%	.0%	4.0%	6.9%	6.2%	4.3%
.....	100.0%	58.5%	41.5%	24.5%	35.8%	35.8%	3.8%	.0%	13.2%	34.0%	35.8%	17.0%
RAI STATIONS.....	12	6	6	2	2	5	1	2	1	1	7	3
.....	1.3%	1.3%	1.2%	1.8%	.9%	1.4%	.6%	1.6%	.6%	.4%	2.3%	1.4%
.....	100.0%	50.0%	50.0%	16.7%	16.7%	41.7%	8.3%	16.7%	8.3%	8.3%	58.3%	25.0%
MEDIASET CHANNELS....	34	21	13	3	7	15	5	4	1	8	16	9
.....	3.6%	4.5%	2.7%	2.8%	3.2%	4.3%	3.2%	3.3%	.6%	3.1%	5.2%	4.3%
.....	100.0%	61.8%	38.2%	8.8%	20.6%	44.1%	14.7%	11.8%	2.9%	23.5%	47.1%	26.5%
OTHER ITALIAN STATIONS.....	30	17	13	9	13	8	0	0	4	7	15	4
.....	3.2%	3.7%	2.7%	8.3%	6.0%	2.3%	.0%	.0%	2.3%	2.7%	4.9%	1.9%
.....	100.0%	56.7%	43.3%	30.0%	43.3%	26.7%	.0%	.0%	13.3%	23.3%	50.0%	13.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SATELLITE STATIONS...	89	43	46	25	36	19	8	1	22	34	18	15
.....	9.4%	9.2%	9.5%	22.9%	16.6%	5.5%	5.1%	.8%	12.6%	13.1%	5.8%	7.2%
.....	100.0%	48.3%	51.7%	28.1%	40.4%	21.3%	9.0%	1.1%	24.7%	38.2%	20.2%	16.9%
PLAYS												
NONE.....	651	336	315	77	150	231	105	88	142	185	187	137
.....	68.6%	72.3%	65.1%	70.6%	69.1%	67.0%	67.3%	72.1%	81.1%	71.4%	60.7%	66.2%
.....	100.0%	51.6%	48.4%	11.8%	23.0%	35.5%	16.1%	13.5%	21.8%	28.4%	28.7%	21.0%
TVM.....	252	103	149	21	61	98	46	26	26	66	104	56
.....	26.6%	22.2%	30.8%	19.3%	28.1%	28.4%	29.5%	21.3%	14.9%	25.5%	33.8%	27.1%
.....	100.0%	40.9%	59.1%	8.3%	24.2%	38.9%	18.3%	10.3%	10.3%	26.2%	41.3%	22.2%
SUPER 1 TV.....	30	16	14	8	5	9	3	5	2	5	15	8
.....	3.2%	3.4%	2.9%	7.3%	2.3%	2.6%	1.9%	4.1%	1.1%	1.9%	4.9%	3.9%
.....	100.0%	53.3%	46.7%	26.7%	16.7%	30.0%	10.0%	16.7%	6.7%	16.7%	50.0%	26.7%
RAI STATIONS.....	5	4	1	1	1	1	0	2	2	0	1	2
.....	.5%	.9%	.2%	.9%	.5%	.3%	.0%	1.6%	1.1%	.0%	.3%	1.0%
.....	100.0%	80.0%	20.0%	20.0%	20.0%	20.0%	.0%	40.0%	40.0%	.0%	20.0%	40.0%
MEDIASET CHANNELS....	4	1	3	2	0	1	0	1	1	0	0	3
.....	.4%	.2%	.6%	1.8%	.0%	.3%	.0%	.8%	.6%	.0%	.0%	1.4%
.....	100.0%	25.0%	75.0%	50.0%	.0%	25.0%	.0%	25.0%	25.0%	.0%	.0%	75.0%
OTHER ITALIAN STATIONS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	6	4	2	0	0	4	2	0	2	2	1	1
.....	.6%	.9%	.4%	.0%	.0%	1.2%	1.3%	.0%	1.1%	.8%	.3%	.5%
.....	100.0%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%	33.3%	33.3%	16.7%	16.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
ART & CULTURE												
NONE.....	739	360	379	90	161	270	115	103	138	198	242	161
.....	77.9%	77.4%	78.3%	82.6%	74.2%	78.3%	73.7%	84.4%	78.9%	76.4%	78.6%	77.8%
.....	100.0%	48.7%	51.3%	12.2%	21.8%	36.5%	15.6%	13.9%	18.7%	26.8%	32.7%	21.8%
TVM.....	107	56	51	11	27	39	21	9	14	33	36	24
.....	11.3%	12.0%	10.5%	10.1%	12.4%	11.3%	13.5%	7.4%	8.0%	12.7%	11.7%	11.6%
.....	100.0%	52.3%	47.7%	10.3%	25.2%	36.4%	19.6%	8.4%	13.1%	30.8%	33.6%	22.4%
SUPER 1 TV.....	55	27	28	6	13	20	9	7	5	14	22	14
.....	5.8%	5.8%	5.8%	5.5%	6.0%	5.8%	5.8%	5.7%	2.9%	5.4%	7.1%	6.8%
.....	100.0%	49.1%	50.9%	10.9%	23.6%	36.4%	16.4%	12.7%	9.1%	25.5%	40.0%	25.5%
RAI STATIONS.....	28	14	14	2	7	9	7	3	11	6	6	5
.....	3.0%	3.0%	2.9%	1.8%	3.2%	2.6%	4.5%	2.5%	6.3%	2.3%	1.9%	2.4%
.....	100.0%	50.0%	50.0%	7.1%	25.0%	32.1%	25.0%	10.7%	39.3%	21.4%	21.4%	17.9%
MEDIASET CHANNELS....	2	1	1	0	1	0	1	0	2	0	0	0
.....	.2%	.2%	.2%	.0%	.5%	.0%	.6%	.0%	1.1%	.0%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	100.0%	.0%	.0%	.0%
SATELLITE STATIONS...	18	7	11	0	8	7	3	0	5	8	2	3
.....	1.9%	1.5%	2.3%	.0%	3.7%	2.0%	1.9%	.0%	2.9%	3.1%	.6%	1.4%
.....	100.0%	38.9%	61.1%	.0%	44.4%	38.9%	16.7%	.0%	27.8%	44.4%	11.1%	16.7%
WOMEN'S PROGRAMMES												
NONE.....	751	403	348	95	165	274	113	104	155	209	225	162
.....	79.1%	86.7%	71.9%	87.2%	76.0%	79.4%	72.4%	85.2%	88.6%	80.7%	73.1%	78.3%
.....	100.0%	53.7%	46.3%	12.6%	22.0%	36.5%	15.0%	13.8%	20.6%	27.8%	30.0%	21.6%
TVM.....	115	30	85	3	26	47	27	12	11	31	46	27
.....	12.1%	6.5%	17.6%	2.8%	12.0%	13.6%	17.3%	9.8%	6.3%	12.0%	14.9%	13.0%
.....	100.0%	26.1%	73.9%	2.6%	22.6%	40.9%	23.5%	10.4%	9.6%	27.0%	40.0%	23.5%
SUPER 1 TV.....	53	22	31	7	16	14	11	5	4	9	28	12
.....	5.6%	4.7%	6.4%	6.4%	7.4%	4.1%	7.1%	4.1%	2.3%	3.5%	9.1%	5.8%
.....	100.0%	41.5%	58.5%	13.2%	30.2%	26.4%	20.8%	9.4%	7.5%	17.0%	52.8%	22.6%
SMASH TV.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
RAI STATIONS.....	9	3	6	2	3	3	1	0	2	1	4	2
.....	.9%	.6%	1.2%	1.8%	1.4%	.9%	.6%	.0%	1.1%	.4%	1.3%	1.0%
.....	100.0%	33.3%	66.7%	22.2%	33.3%	33.3%	11.1%	.0%	22.2%	11.1%	44.4%	22.2%
MEDIASET CHANNELS....	5	2	3	0	1	2	2	0	1	2	2	0
.....	.5%	.4%	.6%	.0%	.5%	.6%	1.3%	.0%	.6%	.8%	.6%	.0%
.....	100.0%	40.0%	60.0%	.0%	20.0%	40.0%	40.0%	.0%	20.0%	40.0%	40.0%	.0%
SATELLITE STATIONS...	15	5	10	2	6	5	2	0	2	7	3	3
.....	1.6%	1.1%	2.1%	1.8%	2.8%	1.4%	1.3%	.0%	1.1%	2.7%	1.0%	1.4%
.....	100.0%	33.3%	66.7%	13.3%	40.0%	33.3%	13.3%	.0%	13.3%	46.7%	20.0%	20.0%
CHILDREN'S PROGRAMMES												
NONE.....	775	386	389	68	177	289	128	113	151	213	243	168
.....	81.7%	83.0%	80.4%	62.4%	81.6%	83.8%	82.1%	92.6%	86.3%	82.2%	78.9%	81.2%
.....	100.0%	49.8%	50.2%	8.8%	22.8%	37.3%	16.5%	14.6%	19.5%	27.5%	31.4%	21.7%
TVM.....	56	26	30	10	14	19	9	4	10	16	13	17
.....	5.9%	5.6%	6.2%	9.2%	6.5%	5.5%	5.8%	3.3%	5.7%	6.2%	4.2%	8.2%
.....	100.0%	46.4%	53.6%	17.9%	25.0%	33.9%	16.1%	7.1%	17.9%	28.6%	23.2%	30.4%
SUPER 1 TV.....	45	21	24	8	14	11	9	3	2	9	25	9
.....	4.7%	4.5%	5.0%	7.3%	6.5%	3.2%	5.8%	2.5%	1.1%	3.5%	8.1%	4.3%
.....	100.0%	46.7%	53.3%	17.8%	31.1%	24.4%	20.0%	6.7%	4.4%	20.0%	55.6%	20.0%
SMASH TV.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
RAI STATIONS.....	13	7	6	2	3	5	3	0	2	2	6	3
.....	1.4%	1.5%	1.2%	1.8%	1.4%	1.4%	1.9%	.0%	1.1%	.8%	1.9%	1.4%
.....	100.0%	53.8%	46.2%	15.4%	23.1%	38.5%	23.1%	.0%	15.4%	15.4%	46.2%	23.1%
MEDIASET CHANNELS....	32	15	17	12	4	13	2	1	4	11	13	4
.....	3.4%	3.2%	3.5%	11.0%	1.8%	3.8%	1.3%	.8%	2.3%	4.2%	4.2%	1.9%
.....	100.0%	46.9%	53.1%	37.5%	12.5%	40.6%	6.3%	3.1%	12.5%	34.4%	40.6%	12.5%
OTHER ITALIAN												
STATIONS.....	2	1	1	2	0	0	0	0	0	0	2	0
.....	.2%	.2%	.2%	1.8%	.0%	.0%	.0%	.0%	.0%	.0%	.6%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	50.0%	50.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	25	9	16	7	5	8	4	1	6	7	6	6
.....	2.6%	1.9%	3.3%	6.4%	2.3%	2.3%	2.6%	.8%	3.4%	2.7%	1.9%	2.9%
.....	100.0%	36.0%	64.0%	28.0%	20.0%	32.0%	16.0%	4.0%	24.0%	28.0%	24.0%	24.0%
RELIGION												
NONE.....	736	368	368	95	177	263	111	90	138	205	233	160
.....	77.6%	79.1%	76.0%	87.2%	81.6%	76.2%	71.2%	73.8%	78.9%	79.2%	75.6%	77.3%
.....	100.0%	50.0%	50.0%	12.9%	24.0%	35.7%	15.1%	12.2%	18.8%	27.9%	31.7%	21.7%
TVM.....	164	75	89	8	32	70	32	22	30	43	55	36
.....	17.3%	16.1%	18.4%	7.3%	14.7%	20.3%	20.5%	18.0%	17.1%	16.6%	17.9%	17.4%
.....	100.0%	45.7%	54.3%	4.9%	19.5%	42.7%	19.5%	13.4%	18.3%	26.2%	33.5%	22.0%
SUPER 1 TV.....	35	16	19	6	8	9	8	4	2	8	16	9
.....	3.7%	3.4%	3.9%	5.5%	3.7%	2.6%	5.1%	3.3%	1.1%	3.1%	5.2%	4.3%
.....	100.0%	45.7%	54.3%	17.1%	22.9%	25.7%	22.9%	11.4%	5.7%	22.9%	45.7%	25.7%
RAI STATIONS.....	12	5	7	0	0	1	5	6	4	3	3	2
.....	1.3%	1.1%	1.4%	.0%	.0%	.3%	3.2%	4.9%	2.3%	1.2%	1.0%	1.0%
.....	100.0%	41.7%	58.3%	.0%	.0%	8.3%	41.7%	50.0%	33.3%	25.0%	25.0%	16.7%
SATELLITE STATIONS...	2	1	1	0	0	2	0	0	1	0	1	0
.....	.2%	.2%	.2%	.0%	.0%	.6%	.0%	.0%	.6%	.0%	.3%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
BUSINESS/FINANCE												
NONE.....	836	399	437	95	182	309	137	113	155	229	264	188
.....	88.1%	85.8%	90.3%	87.2%	83.9%	89.6%	87.8%	92.6%	88.6%	88.4%	85.7%	90.8%
.....	100.0%	47.7%	52.3%	11.4%	21.8%	37.0%	16.4%	13.5%	18.5%	27.4%	31.6%	22.5%
TVM.....	54	32	22	3	13	21	10	7	11	13	25	5
.....	5.7%	6.9%	4.5%	2.8%	6.0%	6.1%	6.4%	5.7%	6.3%	5.0%	8.1%	2.4%
.....	100.0%	59.3%	40.7%	5.6%	24.1%	38.9%	18.5%	13.0%	20.4%	24.1%	46.3%	9.3%
SUPER 1 TV.....	7	3	4	1	3	0	2	1	1	1	2	3
.....	.7%	.6%	.8%	.9%	1.4%	.0%	1.3%	.8%	.6%	.4%	.6%	1.4%
.....	100.0%	42.9%	57.1%	14.3%	42.9%	.0%	28.6%	14.3%	14.3%	14.3%	28.6%	42.9%
RAI STATIONS.....	25	14	11	4	12	8	1	0	2	6	10	7
.....	2.6%	3.0%	2.3%	3.7%	5.5%	2.3%	.6%	.0%	1.1%	2.3%	3.2%	3.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 4.1: WHO LISTENS TO RADIO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
LISTEN TO THE RADIO..	759	347	412	79	174	281	126	99	132	203	248	176
.....	75.8%	72.0%	79.4%	69.3%	77.3%	77.6%	75.9%	73.9%	71.4%	74.4%	77.0%	79.6%
.....	100.0%	45.7%	54.3%	10.4%	22.9%	37.0%	16.6%	13.0%	17.4%	26.7%	32.7%	23.2%
DO NOT LISTEN TO THE												
RADIO.....	242	135	107	35	51	81	40	35	53	70	74	45
.....	24.2%	28.0%	20.6%	30.7%	22.7%	22.4%	24.1%	26.1%	28.6%	25.6%	23.0%	20.4%
.....	100.0%	55.8%	44.2%	14.5%	21.1%	33.5%	16.5%	14.5%	21.9%	28.9%	30.6%	18.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
K3A												
VARIES CONSIDERABLY..	37	10	27	4	9	12	4	8	5	13	12	7
.....	4.9%	2.9%	6.6%	5.1%	5.2%	4.3%	3.2%	8.1%	3.8%	6.4%	4.8%	4.0%
.....	100.0%	27.0%	73.0%	10.8%	24.3%	32.4%	10.8%	21.6%	13.5%	35.1%	32.4%	18.9%
ONE.....	211	120	91	30	54	72	31	24	47	58	64	42
.....	27.8%	34.6%	22.1%	38.0%	31.0%	25.6%	24.6%	24.2%	35.6%	28.6%	25.8%	23.9%
.....	100.0%	56.9%	43.1%	14.2%	25.6%	34.1%	14.7%	11.4%	22.3%	27.5%	30.3%	19.9%
TWO.....	128	69	59	21	28	52	18	9	20	40	38	30
.....	16.9%	19.9%	14.3%	26.6%	16.1%	18.5%	14.3%	9.1%	15.2%	19.7%	15.3%	17.0%
.....	100.0%	53.9%	46.1%	16.4%	21.9%	40.6%	14.1%	7.0%	15.6%	31.3%	29.7%	23.4%
THREE.....	109	50	59	12	26	42	19	10	23	32	30	24
.....	14.4%	14.4%	14.3%	15.2%	14.9%	14.9%	15.1%	10.1%	17.4%	15.8%	12.1%	13.6%
.....	100.0%	45.9%	54.1%	11.0%	23.9%	38.5%	17.4%	9.2%	21.1%	29.4%	27.5%	22.0%
FOUR.....	86	37	49	7	18	35	13	13	9	16	40	21
.....	11.3%	10.7%	11.9%	8.9%	10.3%	12.5%	10.3%	13.1%	6.8%	7.9%	16.1%	11.9%
.....	100.0%	43.0%	57.0%	8.1%	20.9%	40.7%	15.1%	15.1%	10.5%	18.6%	46.5%	24.4%
FIVE.....	39	16	23	2	3	14	13	7	7	8	13	11
.....	5.1%	4.6%	5.6%	2.5%	1.7%	5.0%	10.3%	7.1%	5.3%	3.9%	5.2%	6.3%
.....	100.0%	41.0%	59.0%	5.1%	7.7%	35.9%	33.3%	17.9%	17.9%	20.5%	33.3%	28.2%
SIX.....	29	10	19	2	6	9	8	4	7	7	8	7
.....	3.8%	2.9%	4.6%	2.5%	3.4%	3.2%	6.3%	4.0%	5.3%	3.4%	3.2%	4.0%
.....	100.0%	34.5%	65.5%	6.9%	20.7%	31.0%	27.6%	13.8%	24.1%	24.1%	27.6%	24.1%
SEVEN.....	29	8	21	0	8	13	5	3	4	4	13	8
.....	3.8%	2.3%	5.1%	.0%	4.6%	4.6%	4.0%	3.0%	3.0%	2.0%	5.2%	4.5%
.....	100.0%	27.6%	72.4%	.0%	27.6%	44.8%	17.2%	10.3%	13.8%	13.8%	44.8%	27.6%
EIGHT.....	28	9	19	0	9	10	5	4	1	9	6	12
.....	3.7%	2.6%	4.6%	.0%	5.2%	3.6%	4.0%	4.0%	.8%	4.4%	2.4%	6.8%
.....	100.0%	32.1%	67.9%	.0%	32.1%	35.7%	17.9%	14.3%	3.6%	32.1%	21.4%	42.9%
NINE.....	13	4	9	0	3	5	0	5	3	3	4	3
.....	1.7%	1.2%	2.2%	.0%	1.7%	1.8%	.0%	5.1%	2.3%	1.3%	1.6%	1.7%
.....	100.0%	30.8%	69.2%	.0%	23.1%	38.5%	.0%	38.5%	23.1%	23.1%	30.8%	23.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	22	8	14	0	7	7	4	4	3	8	7	4
.....	2.9%	2.3%	3.4%	.0%	4.0%	2.5%	3.2%	4.0%	2.3%	3.9%	2.8%	2.3%
.....	100.0%	36.4%	63.6%	.0%	31.8%	31.8%	18.2%	18.2%	13.6%	36.4%	31.8%	18.2%
ELEVEN.....	3	0	3	0	1	1	0	1	0	1	1	1
.....	.4%	.0%	.7%	.0%	.6%	.4%	.0%	1.0%	.0%	.5%	.4%	.6%
.....	100.0%	.0%	100.0%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	33.3%
TWELVE.....	16	3	13	1	2	8	4	1	3	2	8	3
.....	2.1%	.9%	3.2%	1.3%	1.1%	2.8%	3.2%	1.0%	2.3%	1.0%	3.2%	1.7%
.....	100.0%	18.8%	81.3%	6.3%	12.5%	50.0%	25.0%	6.3%	18.8%	12.5%	50.0%	18.8%
THIRTEEN.....	3	0	3	0	0	1	0	2	0	0	2	1
.....	.4%	.0%	.7%	.0%	.0%	.4%	.0%	2.0%	.0%	.0%	.8%	.6%
.....	100.0%	.0%	100.0%	.0%	.0%	33.3%	.0%	66.7%	.0%	.0%	66.7%	33.3%
FOURTEEN.....	3	1	2	0	0	0	2	1	0	0	2	1
.....	.4%	.3%	.5%	.0%	.0%	.0%	1.6%	1.0%	.0%	.0%	.8%	.6%
.....	100.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%	66.7%	33.3%
FIFTEEN.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	1.0%	.0%	.5%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
SIXTEEN.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
EIGHTEEN.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.6%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 4.3: WHERE DO PEOPLE LISTEN TO THE RADIO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
NO ANSWER.....	32	14	18	3	4	15	3	7	6	13	8	5
.....	4.2%	4.0%	4.4%	3.8%	2.3%	5.3%	2.4%	7.1%	4.5%	6.4%	3.2%	2.8%
.....	100.0%	43.8%	56.3%	9.4%	12.5%	46.9%	9.4%	21.9%	18.8%	40.6%	25.0%	15.6%
AT HOME.....	640	271	369	73	129	234	116	88	107	162	216	155
.....	84.3%	78.1%	89.6%	92.4%	74.1%	83.3%	92.1%	88.9%	81.1%	79.8%	87.1%	88.1%
.....	100.0%	42.3%	57.7%	11.4%	20.2%	36.6%	18.1%	13.8%	16.7%	25.3%	33.8%	24.2%
AT WORK.....	87	58	29	3	41	27	14	2	11	27	25	24
.....	11.5%	16.7%	7.0%	3.8%	23.6%	9.6%	11.1%	2.0%	8.3%	13.3%	10.1%	13.6%
.....	100.0%	66.7%	33.3%	3.4%	47.1%	31.0%	16.1%	2.3%	12.6%	31.0%	28.7%	27.6%
IN THE CAR.....	148	104	44	6	63	55	18	6	42	42	40	24
.....	19.5%	30.0%	10.7%	7.6%	36.2%	19.6%	14.3%	6.1%	31.8%	20.7%	16.1%	13.6%
.....	100.0%	70.3%	29.7%	4.1%	42.6%	37.2%	12.2%	4.1%	28.4%	28.4%	27.0%	16.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.4-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	56.0%	44.0%	16.0%	48.0%	32.0%	4.0%	.0%	8.0%	24.0%	40.0%	28.0%
MEDIASET CHANNELS....	7	4	3	3	1	1	1	1	1	0	4	2
.....	.7%	.9%	.6%	2.8%	.5%	.3%	.6%	.8%	.6%	.0%	1.3%	1.0%
.....	100.0%	57.1%	42.9%	42.9%	14.3%	14.3%	14.3%	14.3%	14.3%	.0%	57.1%	28.6%
OTHER ITALIAN												
STATIONS.....	2	2	0	0	1	1	0	0	1	0	1	0
.....	.2%	.4%	.0%	.0%	.5%	.3%	.0%	.0%	.6%	.0%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
SATELLITE STATIONS...	18	11	7	3	5	5	5	0	4	10	2	2
.....	1.9%	2.4%	1.4%	2.8%	2.3%	1.4%	3.2%	.0%	2.3%	3.9%	.6%	1.0%
.....	100.0%	61.1%	38.9%	16.7%	27.8%	27.8%	27.8%	.0%	22.2%	55.6%	11.1%	11.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.5: INTEREST IN BROADCASTING AUTHORITY POLITICAL PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	482	519	114	225	362	166	134	185	273	322	221
NO ANSWER.....	41	17	24	7	6	13	5	10	6	15	13	7
.....	4.1%	3.5%	4.6%	6.1%	2.7%	3.6%	3.0%	7.5%	3.2%	5.5%	4.0%	3.2%
.....	100.0%	41.5%	58.5%	17.1%	14.6%	31.7%	12.2%	24.4%	14.6%	36.6%	31.7%	17.1%
ALWAYS.....	183	97	86	3	25	76	45	34	29	51	64	39
.....	18.3%	20.1%	16.6%	2.6%	11.1%	21.0%	27.1%	25.4%	15.7%	18.7%	19.9%	17.6%
.....	100.0%	53.0%	47.0%	1.6%	13.7%	41.5%	24.6%	18.6%	15.8%	27.9%	35.0%	21.3%
SOMETIMES.....	442	224	218	35	113	162	80	52	86	108	149	99
.....	44.2%	46.5%	42.0%	30.7%	50.2%	44.8%	48.2%	38.8%	46.5%	39.6%	46.3%	44.8%
.....	100.0%	50.7%	49.3%	7.9%	25.6%	36.7%	18.1%	11.8%	19.5%	24.4%	33.7%	22.4%
NEVER.....	335	144	191	69	81	111	36	38	64	99	96	76
.....	33.5%	29.9%	36.8%	60.5%	36.0%	30.7%	21.7%	28.4%	34.6%	36.3%	29.8%	34.4%
.....	100.0%	43.0%	57.0%	20.6%	24.2%	33.1%	10.7%	11.3%	19.1%	29.6%	28.7%	22.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6.6: SUGGESTIONS FOR NEW RADIO PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	759	347	412	79	174	281	126	99	132	203	248	176
NO ANSWER.....	651	297	354	65	154	240	106	86	114	173	208	156
.....	85.8%	85.6%	85.9%	82.3%	88.5%	85.4%	84.1%	86.9%	86.4%	85.2%	83.9%	88.6%
.....	100.0%	45.6%	54.4%	10.0%	23.7%	36.9%	16.3%	13.2%	17.5%	26.6%	32.0%	24.0%
PLAYS IN MALTESE.....	26	7	19	1	1	11	9	4	2	5	11	8
.....	3.4%	2.0%	4.6%	1.3%	.6%	3.9%	7.1%	4.0%	1.5%	2.5%	4.4%	4.5%
.....	100.0%	26.9%	73.1%	3.8%	3.8%	42.3%	34.6%	15.4%	7.7%	19.2%	42.3%	30.8%
MALTESE LANGUAGE												
PROGRAMMES.....	3	1	2	2	0	1	0	0	0	1	2	0
.....	.4%	.3%	.5%	2.5%	.0%	.4%	.0%	.0%	.0%	.5%	.8%	.0%
.....	100.0%	33.3%	66.7%	66.7%	.0%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%
MORE CHILDREN'S												
PROGRAMMES.....	2	1	1	0	0	1	0	1	0	1	1	0
.....	.3%	.3%	.2%	.0%	.0%	.4%	.0%	1.0%	.0%	.5%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
MALTESE GHANA.....	24	13	11	4	7	8	1	4	5	7	7	5
.....	3.2%	3.7%	2.7%	5.1%	4.0%	2.8%	.8%	4.0%	3.8%	3.4%	2.8%	2.8%
.....	100.0%	54.2%	45.8%	16.7%	29.2%	33.3%	4.2%	16.7%	20.8%	29.2%	29.2%	20.8%
MORE MUSIC.....	4	2	2	0	1	1	2	0	1	1	0	2
.....	.5%	.6%	.5%	.0%	.6%	.4%	1.6%	.0%	.8%	.5%	.0%	1.1%
.....	100.0%	50.0%	50.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	25.0%	.0%	50.0%
MALTESE NOVELS.....	7	7	0	2	1	4	0	0	0	2	5	0
.....	.9%	2.0%	.0%	2.5%	.6%	1.4%	.0%	.0%	.0%	1.0%	2.0%	.0%
.....	100.0%	100.0%	.0%	28.6%	14.3%	57.1%	.0%	.0%	.0%	28.6%	71.4%	.0%
MORE SPORTS.....	7	3	4	0	2	2	3	0	2	3	1	1
.....	.9%	.9%	1.0%	.0%	1.1%	.7%	2.4%	.0%	1.5%	1.5%	.4%	.6%
.....	100.0%	42.9%	57.1%	.0%	28.6%	28.6%	42.9%	.0%	28.6%	42.9%	14.3%	14.3%
MORE PROGRAMMES ON												
MALTESE CULTURE...	23	11	12	2	3	12	5	1	7	7	6	3
.....	3.0%	3.2%	2.9%	2.5%	1.7%	4.3%	4.0%	1.0%	5.3%	3.4%	2.4%	1.7%
.....	100.0%	47.8%	52.2%	8.7%	13.0%	52.2%	21.7%	4.3%	30.4%	30.4%	26.1%	13.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.6: SUGGESTIONS FOR NEW RADIO PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
OLD FILMS.....	9	6	3	3	2	3	1	0	2	3	3	1
.....	1.2%	1.7%	.7%	3.8%	1.1%	1.1%	.8%	.0%	1.5%	1.5%	1.2%	.6%
.....	100.0%	66.7%	33.3%	33.3%	22.2%	33.3%	11.1%	.0%	22.2%	33.3%	33.3%	11.1%
MORE VARIETY SHOWS...	3	2	1	0	1	1	1	0	1	1	1	0
.....	.4%	.6%	.2%	.0%	.6%	.4%	.8%	.0%	.8%	.5%	.4%	.0%
.....	100.0%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
MORE DISCUSSION PROGRAMMES.....	2	2	0	0	1	1	0	0	0	1	1	0
.....	.3%	.6%	.0%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
MORE MODERN FILMS....	2	1	1	0	0	0	2	0	2	0	0	0
.....	.3%	.3%	.2%	.0%	.0%	.0%	1.6%	.0%	1.5%	.0%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%
EDUCATIONAL PROGRAMMES.....	5	0	5	0	0	2	0	3	0	2	3	0
.....	.7%	.0%	1.2%	.0%	.0%	.7%	.0%	3.0%	.0%	1.0%	1.2%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	40.0%	.0%	60.0%	.0%	40.0%	60.0%	.0%
DOCUMENTAARIES IN MALTESE.....	4	1	3	2	2	0	0	0	1	1	2	0
.....	.5%	.3%	.7%	2.5%	1.1%	.0%	.0%	.0%	.8%	.5%	.8%	.0%
.....	100.0%	25.0%	75.0%	50.0%	50.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
QUIZZES.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	2	1	1	0	1	0	1	0	1	1	0	0
.....	.3%	.3%	.2%	.0%	.6%	.0%	.8%	.0%	.8%	.5%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
PHONE-INS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.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 LISTEN TO RADIO

TABLE 6.7: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	949	465	484	109	217	345	156	122	175	259	308	207
NO ANSWER.....	543	271	272	74	118	190	85	76	100	142	172	129
.....	57.2%	58.3%	56.2%	67.9%	54.4%	55.1%	54.5%	62.3%	57.1%	54.8%	55.8%	62.3%
.....	100.0%	49.9%	50.1%	13.6%	21.7%	35.0%	15.7%	14.0%	18.4%	26.2%	31.7%	23.8%
PLAYS IN MALTESE.....	130	41	89	6	22	51	32	19	18	28	51	33
.....	13.7%	8.8%	18.4%	5.5%	10.1%	14.8%	20.5%	15.6%	10.3%	10.8%	16.6%	15.9%
.....	100.0%	31.5%	68.5%	4.6%	16.9%	39.2%	24.6%	14.6%	13.8%	21.5%	39.2%	25.4%
MALTESE LANGUAGE PROGRAMMES.....	15	6	9	0	3	9	2	1	2	4	4	5
.....	1.6%	1.3%	1.9%	.0%	1.4%	2.6%	1.3%	.8%	1.1%	1.5%	1.3%	2.4%
.....	100.0%	40.0%	60.0%	.0%	20.0%	60.0%	13.3%	6.7%	13.3%	26.7%	26.7%	33.3%
MORE CHILDREN'S PROGRAMMES.....	20	5	15	4	3	11	2	0	5	7	4	4
.....	2.1%	1.1%	3.1%	3.7%	1.4%	3.2%	1.3%	.0%	2.9%	2.7%	1.3%	1.9%
.....	100.0%	25.0%	75.0%	20.0%	15.0%	55.0%	10.0%	.0%	25.0%	35.0%	20.0%	20.0%
MALTESE GHANA.....	8	4	4	1	1	3	0	3	1	1	5	1
.....	.8%	.9%	.8%	.9%	.5%	.9%	.0%	2.5%	.6%	.4%	1.6%	.5%
.....	100.0%	50.0%	50.0%	12.5%	12.5%	37.5%	.0%	37.5%	12.5%	12.5%	62.5%	12.5%
MORE MUSIC.....	31	18	13	7	13	9	1	1	6	7	14	4
.....	3.3%	3.9%	2.7%	6.4%	6.0%	2.6%	.6%	.8%	3.4%	2.7%	4.5%	1.9%
.....	100.0%	58.1%	41.9%	22.6%	41.9%	29.0%	3.2%	3.2%	19.4%	22.6%	45.2%	12.9%
MALTESE NOVELS.....	6	2	4	1	0	1	2	2	2	2	1	1
.....	.6%	.4%	.8%	.9%	.0%	.3%	1.3%	1.6%	1.1%	.8%	.3%	.5%
.....	100.0%	33.3%	66.7%	16.7%	.0%	16.7%	33.3%	33.3%	33.3%	33.3%	16.7%	16.7%
MORE SPORTS.....	30	27	3	5	8	14	1	2	7	8	10	5
.....	3.2%	5.8%	.6%	4.6%	3.7%	4.1%	.6%	1.6%	4.0%	3.1%	3.2%	2.4%
.....	100.0%	90.0%	10.0%	16.7%	26.7%	46.7%	3.3%	6.7%	23.3%	26.7%	33.3%	16.7%
MORE PROGRAMMES ON MALTESE CULTURE...	10	7	3	1	2	5	2	0	2	3	3	2
.....	1.1%	1.5%	.6%	.9%	.9%	1.4%	1.3%	.0%	1.1%	1.2%	1.0%	1.0%
.....	100.0%	70.0%	30.0%	10.0%	20.0%	50.0%	20.0%	.0%	20.0%	30.0%	30.0%	20.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1997

TABLE 6.7: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
OLD FILMS.....	27	17	10	1	7	10	5	4	4	9	10	4
.....	2.8%	3.7%	2.1%	.9%	3.2%	2.9%	3.2%	3.3%	2.3%	3.5%	3.2%	1.9%
.....	100.0%	63.0%	37.0%	3.7%	25.9%	37.0%	18.5%	14.8%	14.8%	33.3%	37.0%	14.8%
MORE VARIETY SHOWS...	8	4	4	0	3	2	1	2	0	4	2	2
.....	.8%	.9%	.8%	.0%	1.4%	.6%	.6%	1.6%	.0%	1.5%	.6%	1.0%
.....	100.0%	50.0%	50.0%	.0%	37.5%	25.0%	12.5%	25.0%	.0%	50.0%	25.0%	25.0%
MORE DISCUSSION PROGRAMMES.....	26	11	15	0	8	8	8	2	8	9	8	1
.....	2.7%	2.4%	3.1%	.0%	3.7%	2.3%	5.1%	1.6%	4.6%	3.5%	2.6%	.5%
.....	100.0%	42.3%	57.7%	.0%	30.8%	30.8%	30.8%	7.7%	30.8%	34.6%	30.8%	3.8%
MORE MODERN FILMS....	37	21	16	1	19	12	3	2	8	9	15	5
.....	3.9%	4.5%	3.3%	.9%	8.8%	3.5%	1.9%	1.6%	4.6%	3.5%	4.9%	2.4%
.....	100.0%	56.8%	43.2%	2.7%	51.4%	32.4%	8.1%	5.4%	21.6%	24.3%	40.5%	13.5%
EDUCATIONAL PROGRAMMES.....	40	18	22	2	10	18	6	4	10	19	7	4
.....	4.2%	3.9%	4.5%	1.8%	4.6%	5.2%	3.8%	3.3%	5.7%	7.3%	2.3%	1.9%
.....	100.0%	45.0%	55.0%	5.0%	25.0%	45.0%	15.0%	10.0%	25.0%	47.5%	17.5%	10.0%
DOCUMENTAARIES IN MALTESE.....	37	23	14	0	6	17	11	3	10	16	8	3
.....	3.9%	4.9%	2.9%	.0%	2.8%	4.9%	7.1%	2.5%	5.7%	6.2%	2.6%	1.4%
.....	100.0%	62.2%	37.8%	.0%	16.2%	45.9%	29.7%	8.1%	27.0%	43.2%	21.6%	8.1%
QUIZZES.....	16	7	9	1	2	7	5	1	1	6	5	4
.....	1.7%	1.5%	1.9%	.9%	.9%	2.0%	3.2%	.8%	.6%	2.3%	1.6%	1.9%
.....	100.0%	43.8%	56.3%	6.3%	12.5%	43.8%	31.3%	6.3%	6.3%	37.5%	31.3%	25.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	6	3	3	0	1	2	3	0	3	3	0	0
.....	.6%	.6%	.6%	.0%	.5%	.6%	1.9%	.0%	1.7%	1.2%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	16.7%	33.3%	50.0%	.0%	50.0%	50.0%	.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	6	4	2	0	2	0	0	4	1	1	1	3
.....	.6%	.9%	.4%	.0%	.9%	.0%	.0%	3.3%	.6%	.4%	.3%	1.4%
.....	100.0%	66.7%	33.3%	.0%	33.3%	.0%	.0%	66.7%	16.7%	16.7%	16.7%	50.0%
SOAP OPERAS.....	5	0	5	0	2	2	1	0	0	1	4	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.7: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.5%	.0%	1.0%	.0%	.9%	.6%	.6%	.0%	.0%	.4%	1.3%	.0%
.....	100.0%	.0%	100.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	20.0%	80.0%	.0%
CARTOONS.....	6	3	3	2	2	2	0	0	1	1	3	1
.....	.6%	.6%	.6%	1.8%	.9%	.6%	.0%	.0%	.6%	.4%	1.0%	.5%
.....	100.0%	50.0%	50.0%	33.3%	33.3%	33.3%	.0%	.0%	16.7%	16.7%	50.0%	16.7%
MORE YOUTH PROGRAMMES	16	5	11	6	5	5	0	0	2	8	1	5
.....	1.7%	1.1%	2.3%	5.5%	2.3%	1.4%	.0%	.0%	1.1%	3.1%	.3%	2.4%
.....	100.0%	31.3%	68.8%	37.5%	31.3%	31.3%	.0%	.0%	12.5%	50.0%	6.3%	31.3%
PHONE-INS.....	2	0	2	0	1	0	1	0	1	1	0	0
.....	.2%	.0%	.4%	.0%	.5%	.0%	.6%	.0%	.6%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
MORE DIVERSITY IN THE PROGRAMME SCHEDULE	4	2	2	1	1	1	1	0	2	0	1	1
.....	.4%	.4%	.4%	.9%	.5%	.3%	.6%	.0%	1.1%	.0%	.3%	.5%
.....	100.0%	50.0%	50.0%	25.0%	25.0%	25.0%	25.0%	.0%	50.0%	.0%	25.0%	25.0%
NEWS.....	4	3	1	0	1	1	2	0	0	2	2	0
.....	.4%	.6%	.2%	.0%	.5%	.3%	1.3%	.0%	.0%	.8%	.6%	.0%
.....	100.0%	75.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
NATURE PROGRAMMES....	13	5	8	3	4	3	1	2	4	5	3	1
.....	1.4%	1.1%	1.7%	2.8%	1.8%	.9%	.6%	1.6%	2.3%	1.9%	1.0%	.5%
.....	100.0%	38.5%	61.5%	23.1%	30.8%	23.1%	7.7%	15.4%	30.8%	38.5%	23.1%	7.7%
TELESERIALS.....	11	8	3	1	1	4	2	3	2	2	5	2
.....	1.2%	1.7%	.6%	.9%	.5%	1.2%	1.3%	2.5%	1.1%	.8%	1.6%	1.0%
.....	100.0%	72.7%	27.3%	9.1%	9.1%	36.4%	18.2%	27.3%	18.2%	18.2%	45.5%	18.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 7.1: Daily Average Audience Share

	R RM 1 M1	RM2	SUPER 1 SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NOHE	TOTAL
Monday	0.84	0.31	2.54	1.31	0.04	0.28	1.52	0.36	0.98	0.15	0.01	0.37	91.89	100
Tuesday	1.65	0.31	2.02	0.60	0.11	0.47	1.69	0.65	0.86	0.24	0.01	0.61	91.59	100
Wednesday	1.89	0.16	2.10	0.50	0.01	0.39	1.66	0.81	0.90	0.20	0.00	0.57	91.57	100
Thursday	1.25	0.23	1.89	1.24	0.23	0.22	1.88	0.57	1.13	0.44	0.00	0.99	90.98	100
Friday	1.09	0.09	2.29	1.54	0.32	0.20	1.68	0.31	1.28	0.77	0.00	1.40	90.28	100
Saturday	1.17	0.06	2.35	1.51	0.19	0.30	1.38	0.44	0.96	0.27	0.00	0.07	91.68	100
Sunday	0.84	0.33	2.11	1.36	0.04	0.42	1.19	0.58	0.87	0.10	0.00	0.23	92.37	100
Daily Average	1.25	0.21	2.19	1.15	0.13	0.33	1.57	0.53	1.00	0.31	0.00	0.61	91.48	100

Table 7.2: Daily Peak Radio Audience Share

	R RM 1 M1	RM2	SUPER 11 SUPER 1	1101 101	IS IS	BABAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS TOTAL
Monday	4.9	1.4	6.29	4.9	0.35	1.05	4.2	1.4	2.45	0.7	0.35	0.7
Tuesday	5.59	1.05	5.24	2.1	0.7	1.75	4.2	2.1	2.45	1.05	0.35	1.05
Wednesday	5.59	0.7	8.04	2.1	0.35	1.4	3.15	1.75	3.15	1.05	0	0.7
Thursday	3.85	1.05	7.69	4.2	0.7	0.7	3.85	2.1	3.85	1.4	0	1.4
Friday	3.85	0.7	8.39	4.2	1.4	1.05	3.85	2.1	4.55	2.45	0	1.75
Saturday	4.9	0.7	5.59	4.9	0.7	1.4	3.5	1.4	3.85	1.75	0	0.35
Sunday	3.15	0.7	5.59	4.9	0.35	2.45	4.2	3.15	3.5	0.35	0	0.7
Highest Peak	5.59	1.4	8.39	4.9	1.4	2.45	4.2	3.15	4.55	2.45	0.35	1.75

Table 7.3-1: Daily Average Audience Levels - Radio 1995-96
(computed on the basis of available time-slot for each station)

	R RM 1 M1	RM2	SUPER 1 SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO
1995: Daily Average	0.86	0.24	2.43	0.04	0.94	0.05	0.60	0.57	1.19	0.34	1.63	0.39
1996: Daily Average	1.56	0.47	3.16	0.06	0.72	0.59	0.40	0.88	2.22	0.22	1.09	0.56

Table 7.3-2: Daily Average Audience Levels - Radio 1997
*(computed on the basis of audiences between 6.00 a.m. - midnight; University Radio and Radju MAS
figures combined as directed by the Broadcasting Authority, as par. 2.4 above)*

	R RM 1 M1	RM2	SUPER 1 SUPER 1	10 1	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI/MAS
Daily Average	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.3

TABLE R1: RADIO LISTENERSHIP: MONDAY

(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NOTE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0530	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	0.35	0.00	1.40	1.40	0.00	0.00	0.70	0.35	0.35	0.00			95.45	100
0630	0.70	0.00	2.45	1.75	0.00	0.00	1.40	1.05	0.35	0.70			91.61	100
0700	1.40	0.00	3.85	3.50	0.00	0.35	1.40	1.05	0.70	0.70		0.70	86.36	100
0730	2.10	0.00	4.90	2.80	0.00	0.35	2.10	1.05	0.70	0.35		0.70	84.97	100
0800	2.80	0.35	5.24	3.15	0.35	0.70	2.10	0.70	1.05	0.00		0.70	82.87	100
0830	1.75	0.35	5.24	3.15	0.35	0.35	2.45	0.35	1.40	0.00		0.35	84.27	100
0900	2.10	0.00	6.29	3.85	0.35	0.00	3.50	0.35	2.10	0.00		0.70	80.77	100
0930	2.45	0.00	6.29	3.50	0.00	0.00	3.85	0.35	1.75	0.00		0.70	81.12	100
1000	2.45	0.00	5.94	2.80	0.00	0.35	4.20	0.00	2.10	0.35		0.70	81.12	100
1030	1.75	0.35	5.24	2.45	0.00	0.35	3.85	0.00	2.10	0.35		0.35	83.22	100
1100	1.75	0.35	5.24	2.80	0.00	0.35	3.85	0.00	2.10	0.35		0.35	82.87	100
1130	2.80	0.35	4.55	2.45	0.00	0.35	3.15	0.00	1.75	0.00		0.35	84.27	100
NOON	4.90	1.05	4.90	1.40	0.00	0.00	3.50	0.00	1.75	0.00		0.00	82.52	100
1230	2.10	1.40	3.15	1.40	0.00	0.00	2.10	0.00	1.40	0.00		0.00	88.46	100
1300	2.10	1.40	2.45	1.40	0.00	0.35	1.40	0.00	1.75	0.00		0.00	89.16	100
1330	1.40	1.05	2.80	1.05	0.00	0.35	0.70	0.35	1.40	0.00		0.00	90.91	100
1400	0.35	0.70	3.15	0.70	0.35	0.00	0.35	0.35	2.10	0.00		0.00	91.96	100
1430	1.05	0.70	3.85	0.70	0.35	0.00	1.05	0.35	1.75	0.00		0.35	89.86	100
1500	0.35	0.35	4.20	1.05	0.00	0.00	0.35	0.35	2.10	0.35		0.35	90.56	100
1530	0.35	0.35	4.20	0.70	0.00	0.35	0.70	0.35	2.45	0.35		0.35	89.86	100
1600	0.70	0.35	3.85	2.10	0.00	0.70	0.70	0.70	2.10	0.35		0.35	88.11	100
1630	1.05	0.35	4.20	2.45	0.00	1.05	1.05	0.35	1.75	0.35	0.00		87.41	100
1700	1.40	0.70	4.55	3.85	0.00	1.05	1.05	0.35	2.45	0.35	0.00		84.27	100
1730	1.05	0.70	3.85	3.85	0.00	1.05	1.05	0.35	2.45	0.35	0.00		85.31	100
1800	0.35	0.70	4.55	4.90	0.00	1.05	0.70	1.40	2.10	0.70	0.00		83.57	100
1830	0.35	1.05	2.80	2.10	0.00	1.05	0.70	1.05	2.10	0.70	0.00		88.11	100
1900	0.35	1.05	3.50	1.40	0.00	1.05	2.45	1.40	1.40	0.35	0.00		87.06	100
1930	0.00	0.35	2.80	0.00	0.00	1.05	1.75	0.35	1.05	0.35	0.00		92.31	100
2000	0.00	0.35	1.40	0.35	0.00	0.70	0.35	0.35	0.35	0.00	0.35		95.80	100
2030	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		98.25	100
2100	0.35	0.35	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.55	100
2130	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.70	0.35	0.00	0.00		97.20	100
2200	0.00	0.00	0.70	0.00	0.00	0.35	0.70	1.05	0.00	0.00	0.00		97.20	100
2230	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		98.60	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00		98.60	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	0.84	0.31	2.54	1.31	0.04	0.28	1.52	0.36	0.98	0.15	0.01	0.37	91.89	100
maximum	4.90	1.40	6.29	4.90	0.35	1.05	4.20	1.40	2.45	0.70	0.35	0.70	100.00	100
std. dev.	1.07	0.40	2.10	1.42	0.11	0.38	1.26	0.40	0.92	0.22	0.07	0.27	6.82	
average for 0600-2400 hrs	1.13	0.42	3.38	1.75	0.05	0.38	1.52	0.49	1.31	0.19	0.02	0.37	89.19	

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

TABLE R2: RADIO LISTENERSHIP: TUESDAY
(BASE=246*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0530	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.40	0.35	1.75	0.70	0.00	0.00	0.35	0.00	0.00	0.00			95.45	100
0630	1.05	0.35	2.45	1.05	0.35	0.00	1.05	0.00	0.00	0.00			93.71	100
0700	2.80	0.35	3.50	2.10	0.00	0.35	1.40	0.35	1.05	0.70		0.35	87.06	100
0730	3.85	0.00	2.80	1.40	0.00	0.70	2.80	0.35	1.05	0.70		0.35	86.01	100
0800	5.24	0.35	3.85	2.10	0.35	1.05	2.80	0.70	0.70	0.70		0.35	81.82	100
0830	3.85	0.00	3.85	1.75	0.35	0.70	2.80	0.70	0.70	0.35		0.00	84.97	100
0900	3.50	0.00	4.90	2.10	0.35	0.70	3.50	0.70	1.40	0.00		0.70	82.17	100
0930	3.50	0.00	5.24	2.10	0.35	0.70	3.50	0.70	1.40	0.00		1.05	81.47	100
1000	4.90	0.00	5.24	1.75	0.35	1.40	3.85	0.70	2.10	0.00		1.05	78.67	100
1030	4.55	0.35	4.90	1.05	0.35	1.40	4.20	0.70	1.75	0.00		1.05	79.72	100
1100	3.85	0.35	5.24	1.40	0.35	1.40	3.50	1.05	2.10	0.00		0.70	80.07	100
1130	3.15	0.35	4.90	1.05	0.00	1.05	3.85	1.40	1.75	0.35		0.70	81.47	100
NOON	5.59	0.35	4.55	1.40	0.00	0.70	3.85	1.75	1.75	0.00		0.70	79.37	100
1230	1.75	0.35	2.80	0.35	0.00	0.35	1.75	1.40	1.75	0.00		0.70	88.81	100
1300	2.10	0.35	2.45	0.70	0.00	0.35	1.40	0.70	1.75	0.00		0.35	89.86	100
1330	1.40	0.70	2.10	0.35	0.00	0.35	1.40	0.70	1.40	0.00		0.35	91.26	100
1400	1.05	0.70	2.10	0.35	0.35	0.35	1.40	0.70	1.40	0.35		0.35	90.91	100
1430	1.40	0.70	2.10	0.00	0.35	0.35	2.10	0.70	1.05	0.35		0.70	90.21	100
1500	2.10	0.35	1.75	0.00	0.70	0.35	1.40	0.70	1.05	1.05		0.70	89.86	100
1530	2.10	0.35	1.75	0.00	0.35	1.05	1.05	1.05	1.40	1.05		0.70	89.16	100
1600	2.80	0.35	1.75	1.05	0.35	1.75	1.75	1.05	1.05	1.05		0.70	86.36	100
1630	2.80	0.35	2.80	0.70	0.00	1.05	1.40	0.70	1.05	0.70	0.00		88.46	100
1700	2.80	0.35	3.15	1.05	0.00	0.70	1.40	0.70	1.75	0.70	0.35		87.06	100
1730	2.45	0.35	3.85	0.70	0.00	0.70	1.75	0.70	2.10	1.05	0.00		86.36	100
1800	2.10	0.70	2.80	1.05	0.00	0.70	0.70	0.70	2.45	1.05	0.00		87.76	100
1830	1.05	0.35	1.05	0.70	0.00	1.75	0.70	1.75	2.10	0.70	0.00		89.86	100
1900	1.05	0.70	1.05	0.35	0.00	1.05	1.75	2.10	2.10	0.70	0.00		89.16	100
1930	0.70	1.05	1.05	0.00	0.35	1.05	1.05	1.75	1.40	0.00	0.00		91.61	100
2000	1.40	0.35	1.40	0.70	0.00	0.70	0.00	0.35	0.35	0.00	0.00		94.76	100
2030	1.05	0.35	1.75	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00		95.45	100
2100	0.70	0.70	1.40	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.00		95.45	100
2130	0.35	0.70	1.40	0.00	0.00	0.00	0.70	1.05	0.35	0.00	0.00		94.76	100
2200	0.70	0.70	1.75	0.00	0.00	0.00	1.05	1.05	0.00	0.00	0.00		96.50	100
2230	0.00	0.70	1.40	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00		97.20	100
2300	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00		98.60	100
2330	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		91.59	100
average	1.65	0.31	2.02	0.60	0.11	0.47	1.69	0.65	0.86	0.24	0.01	0.61	100.00	100
maximum	5.59	1.05	5.24	2.10	0.70	1.75	4.20	2.10	2.45	1.05	0.35	1.05	100.00	100
std. dev.	1.61	0.27	1.67	0.69	0.18	0.52	1.25	0.55	0.80	0.37	0.07	0.27	6.82	
average for 0600-2400 hrs	2.20	0.41	2.68	0.80	0.15	0.63	1.69	0.85	1.15	0.32	0.02	0.61	88.80	

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

TABLE R3: RADIO LISTENERSHIP: WEDNESDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNIV RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.65	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.30	100
0530	0.35	0.00	0.00	0.00	0.00	0.00		0.35	0.00	0.00			99.30	100
0600	1.75	0.35	1.75	1.40	0.00	0.00	1.40	0.35	0.00	0.00			93.01	100
0630	1.75	0.35	2.80	1.40	0.00	0.00	2.10	0.35	0.00	0.00			91.26	100
0700	3.85	0.35	4.55	1.75	0.00	0.00	2.45	0.70	0.35	0.35		0.00	85.66	100
0730	4.20	0.35	3.50	1.40	0.00	0.70	2.45	0.70	1.05	0.35		0.00	85.31	100
0800	5.24	0.35	4.20	1.75	0.00	0.70	2.10	1.05	0.70	0.35		0.35	83.22	100
0830	4.55	0.00	4.20	1.40	0.00	0.35	2.45	1.40	0.35	0.00		0.35	84.97	100
0900	4.20	0.35	5.94	0.70	0.00	0.35	2.45	1.75	1.05	0.00		0.70	82.52	100
0930	3.85	0.35	8.04	1.05	0.00	0.70	2.80	1.40	2.10	0.35		0.70	78.67	100
1000	5.59	0.70	7.69	0.35	0.00	1.05	2.45	1.40	1.75	0.35		0.70	77.97	100
1030	5.59	0.35	6.99	0.00	0.00	1.05	1.75	1.75	1.75	0.35		0.70	79.72	100
1100	5.24	0.35	6.29	0.00	0.35	0.70	1.75	1.40	1.75	0.35		0.70	81.12	100
1130	4.55	0.35	6.64	0.35	0.35	0.35	2.10	1.75	1.75	0.00		0.70	81.12	100
NOON	4.90	0.35	5.94	2.10	0.00	0.35	3.15	1.40	1.05	0.00		0.70	80.07	100
1230	1.40	0.00	3.15	1.05	0.00	0.35	2.10	1.40	0.70	0.00		0.70	89.16	100
1300	1.05	0.00	2.80	0.35	0.00	0.35	1.40	1.40	1.05	0.00		0.70	90.91	100
1330	1.75	0.00	2.80	0.35	0.00	0.35	1.75	1.40	1.05	0.00		0.70	89.86	100
1400	1.75	0.00	2.45	0.70	0.00	0.70	1.75	1.40	1.40	0.35		0.70	88.81	100
1430	2.45	0.00	2.80	0.70	0.00	0.35	1.75	1.05	1.75	0.35		0.70	88.11	100
1500	2.80	0.00	1.75	0.35	0.00	1.40	2.10	1.05	1.75	0.70		0.70	87.41	100
1530	2.80	0.35	1.05	0.35	0.00	1.05	2.10	1.05	2.45	1.05		0.70	87.06	100
1600	3.50	0.35	2.10	0.00	0.00	1.05	1.40	1.05	2.80	1.05		0.35	86.36	100
1630	3.15	0.35	2.45	0.00	0.00	1.40	1.40	1.40	3.15	0.70	0.00		86.01	100
1700	3.15	0.70	2.10	1.75	0.00	1.40	2.10	1.05	2.80	0.35	0.00		84.62	100
1730	2.10	0.00	2.45	1.75	0.00	1.05	2.10	1.05	3.15	0.35	0.00		86.01	100
1800	2.45	0.35	2.10	1.40	0.00	0.70	1.40	0.70	2.80	0.35	0.00		87.76	100
1830	1.40	0.35	1.40	1.05	0.00	0.35	1.75	0.70	2.10	0.35	0.00		90.56	100
1900	1.05	0.35	1.05	0.35	0.00	0.00	1.75	0.35	1.40	0.35	0.00		93.36	100
1930	1.05	0.35	0.00	0.00	0.00	0.00	0.70	0.35	1.05	0.70	0.00		95.80	100
2000	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.35	0.00		97.20	100
2030	0.70	0.00	0.00	0.00	0.00	0.70	0.35	0.70	0.00	0.35	0.00		97.20	100
2100	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.00		98.25	100
2130	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00		98.25	100
2200	0.35	0.00	0.35	0.00	0.00	0.00	1.05	0.35	0.00	0.00	0.00		97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00		98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.70	0.00	0.00	0.00		98.25	100
average	1.89	0.16	2.10	0.50	0.01	0.39	1.66	0.81	0.90	0.20	0.00	0.57	91.57	100
maximum	5.59	0.70	8.04	2.10	0.35	1.40	3.15	1.75	3.15	1.05	0.00	0.70	99.65	100
std. dev.	1.84	0.20	2.36	0.65	0.07	0.44	0.72	0.48	1.01	0.27	0.00	0.23	7.16	
average for 0600-2400 hrs	2.50	0.21	2.80	0.66	0.02	0.51	1.66	0.96	1.20	0.27	0.00	0.57	88.90	

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

TABLE R4: RADIO LISTENERSHIP: THURSDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.75	0.35	2.10	1.05	0.00	0.00	1.40	0.00	0.00	0.00			93.36	100
0630	2.45	0.70	3.50	1.05	0.00	0.00	2.10	0.00	0.00	0.00			90.21	100
0700	3.85	0.70	4.55	3.15	0.00	0.00	2.45	0.35	0.70	0.00		0.35	83.92	100
0730	3.15	0.70	4.90	3.85	0.35	0.35	2.10	0.35	0.70	0.00		0.35	83.22	100
0800	3.50	1.05	6.64	3.50	0.70	0.00	2.10	1.05	1.40	0.70		1.05	78.32	100
0830	2.80	0.70	6.64	3.15	0.70	0.00	2.45	1.40	1.40	0.70		1.05	79.02	100
0900	2.80	0.35	6.64	4.20	0.35	0.00	2.80	1.75	2.45	0.70		1.05	76.92	100
0930	2.10	0.35	7.69	3.15	0.35	0.00	2.80	2.10	2.80	0.70		1.05	76.92	100
1000	3.15	0.35	6.64	2.45	0.35	0.35	2.80	1.75	2.80	0.70		1.40	77.27	100
1030	2.80	0.35	5.59	2.10	0.35	0.35	2.80	1.75	2.80	0.70		1.40	79.02	100
1100	2.80	0.70	4.20	2.45	0.35	0.35	3.15	1.40	2.80	0.70		1.40	79.72	100
1130	2.45	0.70	4.90	2.10	0.35	0.70	3.15	1.05	2.45	0.70		1.40	80.07	100
NOON	2.45	0.70	4.55	3.50	0.35	0.35	3.85	0.70	1.75	0.35		1.05	80.42	100
1230	2.10	0.35	3.15	2.10	0.70	0.35	2.10	0.00	1.75	0.35		1.05	86.01	100
1300	1.75	0.35	2.45	1.05	0.70	0.35	1.40	0.70	1.75	0.35		0.70	88.46	100
1330	2.10	0.35	2.45	0.70	0.70	0.35	1.05	0.70	2.10	0.70		0.70	88.11	100
1400	2.10	0.00	1.75	1.05	0.70	0.35	1.75	0.70	2.45	1.05		0.70	87.41	100
1430	2.10	0.00	2.10	1.05	0.35	0.35	2.45	0.70	2.45	1.05		1.05	86.36	100
1500	2.10	0.00	1.05	1.75	0.35	0.70	2.10	0.70	2.45	1.40		1.05	86.36	100
1530	1.75	0.00	0.70	1.40	0.35	0.35	2.10	0.70	2.10	1.05		1.05	88.46	100
1600	1.75	0.35	1.05	2.10	0.70	0.35	2.45	0.70	3.50	1.40		1.05	84.62	100
1630	1.05	0.35	1.05	1.05	0.70	0.35	1.40	0.70	3.85	1.40	0.00		88.11	100
1700	1.05	0.70	1.05	2.45	0.35	0.70	2.45	1.05	3.50	1.05	0.00		85.66	100
1730	0.70	0.35	1.05	2.45	0.35	0.35	1.75	1.05	3.15	1.05	0.00		87.76	100
1800	1.40	0.70	1.05	2.45	0.35	0.70	2.10	2.10	1.75	0.70	0.00		86.71	100
1830	0.70	0.00	1.75	1.75	0.35	0.70	2.45	1.05	0.35	1.05	0.00		89.86	100
1900	0.35	0.00	0.35	1.05	0.35	0.35	1.40	0.35	0.00	1.40	0.00		94.41	100
1930	0.35	0.00	0.35	1.40	0.00	0.35	1.75	0.35	0.00	1.05	0.00		94.41	100
2000	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00		98.60	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00		98.60	100
2100	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00		98.25	100
2130	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00		98.25	100
2200	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.70	0.35	0.00	0.00		97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.25	100
2300	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00		98.95	100
average	1.25	0.23	1.89	1.24	0.23	0.22	1.88	0.57	1.13	0.44	0.00	0.99	90.98	100
maximum	3.85	1.05	7.69	4.20	0.70	0.70	3.85	2.10	3.85	1.40	0.00	1.40	100.00	100
std. dev.	1.17	0.30	2.32	1.28	0.26	0.23	0.86	0.61	1.26	0.49	0.00	0.31	8.08	
average for 0800-2400 hrs	1.65	0.31	2.53	1.65	0.31	0.29	1.88	0.76	1.51	0.59	0.00	0.99	88.00	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNII RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.35	0.00	0.00		0.35	0.00	0.00	0.00		99.30	100
0030	0.00	0.00	0.00	0.35	0.00	0.00		0.35	0.00	0.00	0.00		99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			100.00	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0600	1.75	0.35	2.10	0.35	0.35	0.35	0.70	0.00	0.00	0.00			94.06	100
0630	1.75	0.00	3.85	0.70	0.35	0.35	1.75	0.00	0.00	0.35			90.91	100
0700	2.80	0.70	5.24	3.15	0.35	0.00	2.45	0.35	1.05	0.70		1.05	82.17	100
0730	2.80	0.35	5.59	3.50	0.35	0.00	1.75	0.35	1.05	0.70		1.05	82.52	100
0800	3.15	0.35	7.69	4.20	0.35	0.35	1.75	0.00	1.40	1.40		1.40	77.97	100
0830	3.15	0.00	7.34	4.20	0.70	0.35	1.75	0.00	2.10	1.75		1.40	77.27	100
0900	3.85	0.00	7.69	4.20	0.70	0.35	2.45	0.35	2.45	2.45		1.05	74.48	100
0930	3.50	0.00	8.39	3.85	0.35	0.35	3.15	0.35	2.80	2.10		1.40	73.78	100
1000	2.80	0.00	7.34	4.20	0.35	0.35	3.15	0.35	3.15	1.75		1.75	74.83	100
1030	2.45	0.00	6.99	3.85	0.35	0.35	3.50	0.35	2.80	2.45		1.75	75.17	100
1100	2.45	0.00	5.94	3.50	0.35	0.35	3.50	0.35	3.15	2.45		1.75	76.22	100
1130	2.45	0.00	6.64	3.15	0.35	0.35	2.80	0.35	2.10	2.45		1.75	77.62	100
NOON	2.80	0.00	4.55	2.10	0.35	0.00	3.85	0.00	1.75	1.40		1.40	81.82	100
1230	1.75	0.00	3.50	1.75	0.35	0.00	3.85	0.00	1.05	1.40		1.40	84.97	100
1300	1.40	0.00	3.15	1.40	0.70	0.00	2.45	0.35	1.40	0.70		1.05	87.41	100
1330	1.05	0.00	2.80	1.05	1.05	0.35	1.75	0.00	1.75	1.05		1.05	88.11	100
1400	1.40	0.00	1.75	1.05	1.05	0.35	1.75	0.00	1.75	1.40		1.40	88.11	100
1430	1.40	0.00	1.40	1.05	0.70	0.35	2.10	0.00	1.40	1.75		1.75	88.11	100
1500	1.40	0.00	2.10	1.75	1.05	0.70	2.80	0.00	1.75	1.75		1.75	84.97	100
1530	1.05	0.00	2.10	1.75	1.05	0.70	2.45	0.35	1.75	1.05		1.75	86.01	100
1600	1.40	0.00	2.80	2.80	1.05	1.05	1.40	0.70	3.50	1.40		0.70	83.22	100
1630	1.40	0.00	2.80	2.10	1.40	0.70	1.40	0.70	3.85	1.05	0.00		84.62	100
1700	1.05	0.00	2.10	2.80	0.35	0.35	1.40	0.70	4.20	1.05	0.00		86.01	100
1730	0.70	0.35	1.75	3.15	0.00	0.00	1.05	1.05	4.55	1.05	0.00		86.36	100
1800	0.70	0.35	0.70	3.15	0.00	0.35	1.40	1.75	3.85	1.05	0.00		86.71	100
1830	0.35	0.00	1.05	2.45	0.00	0.35	1.40	1.75	2.45	1.05	0.00		89.16	100
1900	0.00	0.35	0.35	1.40	0.35	0.35	1.40	2.10	1.40	1.05	0.00		91.26	100
1930	0.00	0.70	1.05	0.35	0.35	0.00	0.35	1.05	1.05	0.35	0.00		94.76	100
2000	0.70	0.70	0.35	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00		96.50	100
2030	0.00	0.35	0.00	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00		97.55	100
2100	0.00	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00		98.60	100
2130	0.00	0.00	0.00	1.05	0.00	0.35	0.00	0.00	0.35	0.00	0.00		98.25	100
2200	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00		98.60	100
2230	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.30	100
2300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		98.95	100
2330	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	1.09	0.09	2.29	1.54	0.32	0.20	1.68	0.31	1.28	0.77	0.00	1.40	90.28	100
maximum	3.85	0.70	8.39	4.20	1.40	1.05	3.85	2.10	4.55	2.45	0.00	1.75	100.00	100
std. dev.	1.16	0.20	2.67	1.46	0.37	0.25	1.16	0.49	1.34	0.82	0.00	0.32	8.84	
average for 0600-2400 hrs	1.46	0.13	3.03	2.04	0.43	0.26	1.68	0.40	1.71	1.03	0.00	1.40	87.10	

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

TABLE R6: RADIO LISTENERSHIP: SATURDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UJI RADIO	MAS	IONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0100	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0130	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0200	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0230	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0300	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0330	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00			99.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.30	100
0600	0.70	0.35	2.45	1.05	0.00	0.00	0.35	0.00	0.35	0.00			94.76	100
0630	0.70	0.35	3.15	1.40	0.00	0.00	0.70	0.00	0.35	0.00			93.36	100
0700	1.05	0.70	4.20	2.10	0.00	0.00	1.40	0.35	0.70	0.35		0.00	89.16	100
0730	2.10	0.70	4.20	2.80	0.35	0.00	1.40	0.35	1.05	0.35		0.00	86.71	100
0800	3.15	0.35	4.90	4.90	0.35	0.00	1.75	0.35	0.70	0.35		0.00	83.22	100
0830	3.85	0.00	4.90	4.90	0.35	0.00	1.40	0.70	1.05	0.35		0.00	82.52	100
0900	4.90	0.00	5.59	3.50	0.35	0.70	2.45	1.05	2.10	0.70		0.35	78.32	100
0930	4.90	0.00	4.90	3.85	0.70	1.05	2.10	1.05	2.45	0.70		0.35	77.97	100
1000	4.20	0.00	5.24	4.20	0.70	1.05	2.45	0.70	3.50	1.75		0.35	75.87	100
1030	3.50	0.00	5.59	3.50	0.70	1.40	2.45	0.70	3.85	1.75		0.00	76.57	100
1100	3.15	0.00	4.90	3.15	0.70	1.40	2.45	0.70	3.85	1.75		0.00	77.97	100
1130	3.15	0.00	5.24	3.15	0.35	1.05	2.45	0.70	3.15	1.75		0.00	79.02	100
NOON	3.50	0.00	5.59	3.15	0.00	0.35	3.50	0.70	2.80	1.05		0.00	79.37	100
1230	2.10	0.00	3.85	1.75	0.00	0.00	2.80	0.35	1.75	0.35		0.00	87.06	100
1300	2.10	0.00	3.15	1.40	0.35	0.00	2.10	1.05	1.05	0.35		0.00	88.46	100
1330	1.75	0.00	2.45	1.40	0.70	0.35	1.40	0.70	1.05	0.35		0.00	89.86	100
1400	1.40	0.00	2.80	1.40	0.70	0.35	1.40	0.35	1.05	0.35		0.00	90.21	100
1430	1.05	0.00	3.15	1.40	0.35	0.35	1.75	0.35	1.05	0.35	0.00		89.86	100
1500	1.40	0.00	3.50	1.05	0.35	0.35	1.40	0.35	1.40	0.35	0.00		89.51	100
1530	1.05	0.00	3.50	1.05	0.35	0.00	1.75	0.70	0.70	0.00	0.00		90.56	100
1600	1.40	0.00	4.20	1.05	0.35	0.70	1.40	0.70	2.45	0.00	0.00		87.76	100
1630	1.05	0.00	3.50	1.40	0.35	0.70	1.40	1.05	2.45	0.00	0.00		88.11	100
1700	1.05	0.00	3.50	2.80	0.35	0.70	1.40	1.05	1.40	0.00	0.00		87.76	100
1730	0.70	0.00	3.15	2.45	0.35	0.70	1.05	1.05	1.05	0.00	0.00		89.51	100
1800	0.70	0.00	3.15	2.10	0.35	0.70	1.05	1.40	1.40	0.00	0.00		89.16	100
1830	0.35	0.00	3.15	2.10	0.00	0.35	1.05	1.05	0.70	0.00	0.00		91.26	100
1900	0.35	0.00	1.75	0.70	0.00	0.35	2.10	0.70	0.70	0.00	0.00		93.36	100
1930	0.35	0.35	1.05	0.35	0.00	0.70	0.35	0.35	1.05	0.00	0.00		95.45	100
2000	0.35	0.00	0.35	0.70	0.00	0.35	0.70	0.00	0.35	0.00	0.00		97.20	100
2030	0.00	0.00	0.70	0.70	0.00	0.70	0.70	0.35	0.00	0.00	0.00		96.85	100
2100	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.35	0.00	0.00		97.55	100
2130	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		97.90	100
2200	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.90	100
2230	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		98.25	100
2300	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		98.60	100
2330	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		91.68	100
average	1.17	0.06	2.35	1.51	0.19	0.30	1.38	0.44	0.96	0.27	0.00	0.07	100.00	100
maximum	4.90	0.70	5.59	4.90	0.70	1.40	3.50	1.40	3.85	1.75	0.00	0.35	100.00	100
std. dev.	1.43	0.16	1.96	1.33	0.25	0.40	0.86	0.39	1.10	0.50	0.00	0.14	7.53	
average for 0800-2400 hrs	1.55	0.08	3.11	1.92	0.25	0.40	1.38	0.58	1.28	0.36	0.00	0.07	89.02	

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

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

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UJI RADIO	MAS	NOHE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		100.00	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		99.65	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			99.65	100
0530	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			99.30	100
0600	0.70	0.00	1.05	1.05	0.00	0.00	0.70	0.35	0.35	0.00			95.80	100
0630	1.05	0.35	1.40	1.05	0.00	0.00	0.70	0.70	0.35	0.35			94.06	100
0700	1.40	0.35	3.15	2.10	0.00	0.00	0.70	0.70	1.05	0.35		0.00	90.21	100
0730	1.05	0.70	3.15	1.75	0.35	0.00	0.70	1.40	1.05	0.35		0.00	89.51	100
0800	2.45	0.35	4.55	3.15	0.35	0.70	1.40	1.40	1.75	0.00		0.35	83.57	100
0830	2.45	0.35	4.20	3.85	0.35	0.70	1.40	1.40	1.40	0.35		0.70	82.87	100
0900	3.15	0.35	4.90	4.20	0.00	1.05	2.10	0.70	2.45	0.35		0.70	80.07	100
0930	2.10	0.35	4.55	4.20	0.00	1.75	2.80	0.70	2.80	0.00		0.70	80.07	100
1000	2.10	0.35	4.90	4.90	0.00	2.10	3.85	1.05	3.50	0.35		0.35	76.57	100
1030	2.80	0.35	4.90	4.90	0.00	1.75	4.20	1.40	3.15	0.35		0.00	76.22	100
1100	2.10	0.35	5.24	4.20	0.00	2.45	3.85	2.45	2.10	0.35		0.00	76.92	100
1130	2.45	0.35	5.59	3.85	0.00	2.10	3.15	3.15	2.45	0.35		0.00	76.57	100
NOON	2.80	0.35	4.90	2.45	0.00	1.05	3.15	3.15	2.45	0.35		0.35	79.02	100
1230	0.35	0.35	3.15	1.75	0.00	0.70	2.10	1.75	2.10	0.00		0.35	87.41	100
1300	0.35	0.70	2.45	2.10	0.00	0.35	0.70	0.00	1.75	0.00		0.00	91.61	100
1330	0.35	0.35	2.10	2.10	0.00	0.35	0.35	0.00	1.40	0.00		0.00	93.01	100
1400	0.70	0.70	2.45	1.75	0.00	0.35	0.35	0.35	0.70	0.00		0.00	92.66	100
1430	0.70	0.70	2.10	1.75	0.00	0.35	0.70	0.35	1.05	0.00	0.00		92.31	100
1500	0.70	0.70	1.75	1.75	0.00	0.70	0.70	0.35	1.75	0.00	0.00		91.61	100
1530	0.70	0.70	1.75	1.75	0.35	0.70	0.35	0.35	1.40	0.00	0.00		91.96	100
1600	1.05	0.70	2.10	1.40	0.35	0.70	0.70	0.35	1.05	0.00	0.00		91.61	100
1630	1.05	0.70	2.10	1.05	0.00	0.70	0.70	0.00	0.70	0.00	0.00		93.01	100
1700	1.05	0.70	2.10	1.40	0.00	0.70	1.05	0.00	0.70	0.35	0.00		91.96	100
1730	0.70	0.70	3.15	1.75	0.00	0.70	1.05	0.00	0.35	0.35	0.00		91.26	100
1800	0.70	0.70	4.55	1.75	0.00	0.35	0.70	0.00	1.05	0.35	0.00		89.86	100
1830	0.70	0.70	3.50	1.40	0.00	0.00	0.70	0.00	1.05	0.35	0.00		91.61	100
1900	0.35	0.70	3.50	1.05	0.00	0.00	0.70	0.35	1.05	0.00	0.00		92.31	100
1930	0.35	0.70	2.80	0.70	0.00	0.00	1.40	0.35	0.00	0.00	0.00		93.71	100
2000	0.35	0.70	1.75	0.00	0.00	0.00	0.70	0.35	0.35	0.00	0.00		95.80	100
2030	0.35	0.35	1.75	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00		96.15	100
2100	0.35	0.35	1.40	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00		96.85	100
2130	0.35	0.00	1.05	0.35	0.00	0.00	0.00	1.05	0.00	0.00	0.00		97.20	100
2200	0.35	0.00	1.05	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00		97.20	100
2230	0.35	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		97.90	100
2300	0.35	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		98.25	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		99.30	100
average	0.84	0.33	2.11	1.36	0.04	0.42	1.19	0.58	0.87	0.10	0.00	0.23	92.37	100
maximum	3.15	0.70	5.59	4.90	0.35	2.45	4.20	3.15	3.50	0.35	0.00	0.70	100.00	100
std. dev.	0.86	0.29	1.75	1.48	0.11	0.64	1.15	0.77	0.97	0.16	0.00	0.28	7.34	
average for 0600-2400 hrs	1.08	0.44	2.81	1.82	0.05	0.56	1.19	0.78	1.16	0.14	0.00	0.23	89.89	

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

Table 8.1 TV Audience Average Share

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	1.62	1.66	0.87	2.49	0.36	0.18	0.09	0.00	0.82	92.40	100
Tuesday	1.87	1.22	0.60	2.72	0.75	0.07	0.13	0.00	0.68	92.37	100
Wednesday	2.01	0.95	0.68	3.24	0.56	0.15	0.13	0.00	0.60	92.02	100
Thursday	1.42	1.02	1.02	2.98	0.25	0.15	0.00	0.00	0.71	92.71	100
Friday	1.89	0.74	1.03	2.50	0.42	0.08	0.00	0.00	0.80	92.72	100
Saturday	2.13	2.42	0.93	2.21	0.25	0.26	0.00	0.15	0.76	91.62	100
Sunday	2.43	3.31	0.85	2.26	0.45	0.09	0.00	0.00	0.58	90.85	100
Daily Average	1.91	1.62	0.85	2.63	0.43	0.14	0.05	0.02	0.71	92.10	100

Table 8.2 Daily Peak TV Audience Share

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	37.41	19.23	6.99	13.29	2.80	0.70	0.35	0.00	4.90
Tuesday	32.52	15.38	3.50	16.78	3.85	0.35	0.35	0.00	2.45
Wednesday	33.22	16.43	4.90	22.38	3.85	0.70	0.35	0.00	3.15
Thursday	38.46	15.73	6.99	21.33	1.75	0.70	0.00	0.00	3.15
Friday	43.01	15.73	8.39	17.83	3.85	0.70	0.00	0.00	3.15
Saturday	35.66	18.53	6.29	11.19	1.40	1.05	0.00	0.35	2.80
Sunday	34.27	23.08	3.85	15.38	2.80	0.70	0.00	0.00	3.15
Daily Average	43.01	23.08	8.39	22.38	3.85	1.05	0.35	0.35	4.90

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

NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35		0.00	0.00	0.00	0.00			0.35	99.30	100
0030	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0100	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0730	0.00	0.70	0.00	0.00	0.35	0.35			0.00	98.60	100
0800	2.10	0.35	0.00	0.35	0.35	0.35			0.00	96.50	100
0830	1.40	0.35	0.00	0.35	0.35	0.35			0.00	97.20	100
0900	0.35	0.70	0.00	0.35	0.35	0.70			0.00	97.55	100
0930	0.00	0.35	0.35	0.35	0.35	0.35			0.00	98.25	100
1000	0.00	0.35	0.35	0.35	0.00	0.70		0.00	0.00	98.25	100
1030	0.00	0.35	0.35	0.00	0.00	0.70		0.00	0.35	98.25	100
1100	0.00	0.35	0.35	0.00	0.00	0.35		0.00	1.05	97.90	100
1130	0.00	0.35	0.35	0.00	0.00	0.35			1.05	97.90	100
NOON	0.00	0.35	0.00	1.40	0.00	0.35			1.40	96.50	100
1230	0.00	0.35	0.70	1.05	0.00	0.35			0.70	96.85	100
1300	0.35	0.35	0.70	0.35	0.00	0.35			0.35	97.55	100
1330	0.00	0.35	0.35	0.35	0.35	0.35			0.35	97.90	100
1400	0.00	1.05	0.35	1.75	1.05	0.35			0.70	94.76	100
1430	0.00	1.05	0.35	2.45	0.70	0.35			0.35	94.76	100
1500	0.00	1.05	0.35	3.85	0.35	0.35			0.35	93.71	100
1530	0.00	0.70	0.00	3.85	0.70	0.35			0.35	94.06	100
1600	0.00	1.40	0.00	4.90	0.70	0.35			0.70	91.96	100
1630	0.00	1.40	0.00	3.85	0.70	0.35	0.00		0.35	93.36	100
1700	0.00	1.40	0.35	3.15	0.00	0.35	0.00	0.00	1.05	93.71	100
1730	0.35	1.75	0.70	3.50	0.00	0.35	0.00	0.00	1.40	91.96	100
1800	1.75	2.45	1.40	3.85	0.00	0.35	0.00	0.00	2.10	88.11	100
1830	0.70	1.75	1.05	3.15	0.00	0.00		0.00	2.45	90.91	100
1900	0.70	4.20	2.45	6.64	0.00	0.00		0.00	2.45	83.57	100
1930	1.05	18.23	2.10	5.59	0.35	0.00			1.75	69.93	100
2000	37.41	3.85	2.10	4.90	1.40	0.00			1.05	49.30	100
2030	15.73	3.50	4.20	10.14	2.80	0.00	0.35		3.50	59.79	100
2100	5.24	3.50	6.99	13.29	2.10	0.00	0.35		4.90	63.64	100
2130	3.50	2.45	5.94	13.29	1.75	0.00	0.00		3.85	69.23	100
2200	2.80	2.10	5.24	12.24	1.05	0.00	0.00		2.80	73.78	100
2230	1.40	1.40	3.85	8.74	1.05	0.00			1.40	82.17	100
2300	1.40	0.35	0.70	3.85	0.00	0.00			0.70	93.01	100
2330	0.70	0.00	0.00	1.40	0.35	0.00			0.70	96.85	100
average	1.62	1.66	0.87	2.49	0.36	0.18	0.09	0.00	0.82	92.40	
maximum	37.41	19.23	6.99	13.29	2.80	0.70	0.35	0.00	4.90	100.00	
std. dev.	5.75	3.18	1.64	3.62	0.60	0.21	0.15	0.00	1.12	11.70	

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

TABLE T2: TV VIEWING: TUESDAY
(BASE=246*)

NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0030	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0330	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0400	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00	0.35	0.35	0.00			0.00	98.95	100
0630	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0700	0.00	0.00	0.70	0.00	0.00	0.00			0.00	99.30	100
0730	0.35	1.05	0.35	0.00	0.00	0.00			0.00	98.25	100
0800	1.75	0.35	0.00	0.00	0.00	0.35			0.35	97.20	100
0830	1.40	0.35	0.35	1.05	0.00	0.35			0.35	96.15	100
0900	0.35	0.35	0.35	1.40	0.35	0.00			0.00	97.20	100
0930	0.70	0.35	0.35	1.05	0.35	0.35			0.00	96.85	100
1000	0.35	0.35	0.35	1.05	0.00	0.35		0.00	1.05	96.50	100
1030	0.35	0.35	0.00	1.05	0.00	0.35		0.00	0.70	97.20	100
1100	0.35	0.35	0.00	1.40	0.00	0.00		0.00	0.70	97.20	100
1130	0.35	0.35	0.35	1.05	0.00	0.00		0.00	0.35	97.55	100
NOON	0.00	0.35	0.35	1.75	0.00	0.00			0.70	96.85	100
1230	0.00	0.35	1.05	1.40	0.00	0.00			0.70	96.50	100
1300	0.35	0.70	0.00	1.05	0.00	0.00			1.05	96.85	100
1330	0.35	0.35	0.70	1.05	0.35	0.00			1.05	96.15	100
1400	0.00	0.35	0.00	2.10	0.35	0.00			1.05	96.15	100
1430	0.00	0.35	0.35	2.80	0.70	0.00			0.00	95.80	100
1500	0.00	0.35	0.35	2.80	1.05	0.00			0.00	95.45	100
1530	0.35	0.35	0.35	3.15	1.05	0.00			0.00	94.76	100
1600	0.00	1.05	0.00	2.80	1.05	0.35			0.35	94.41	100
1630	0.00	1.05	0.00	2.45	1.05	0.35	0.35		0.70	94.06	100
1700	0.00	1.05	0.35	2.45	1.05	0.35	0.00	0.00	0.70	94.06	100
1730	0.00	1.40	1.05	1.75	1.05	0.35	0.00	0.00	0.35	94.06	100
1800	1.05	2.80	1.40	2.80	1.75	0.35	0.00	0.00	2.45	87.41	100
1830	0.00	1.75	0.35	2.10	1.40	0.00		0.00	2.45	91.96	100
1900	1.05	2.80	1.75	6.99	1.40	0.00		0.00	2.10	83.92	100
1930	2.10	15.38	1.75	5.24	1.40	0.00			1.40	72.73	100
2000	32.52	4.55	1.05	5.24	2.10	0.00			1.75	52.80	100
2030	19.58	1.75	3.15	13.29	3.50	0.00	0.35		1.75	56.64	100
2100	10.49	1.75	3.50	16.78	3.50	0.00	0.35		2.45	61.19	100
2130	7.34	1.05	3.15	15.03	3.85	0.00	0.00		2.10	67.48	100
2200	4.90	0.00	2.80	13.64	3.50	0.00	0.00		1.75	73.43	100
2230	2.10	0.00	1.40	9.44	2.80	0.00			2.10	82.17	100
2300	1.05	0.35	0.70	3.85	0.70	0.00			1.40	91.96	100
2330	0.00	0.35	0.35	1.75	0.35	0.00			0.70	96.50	100
average	1.87	1.22	0.60	2.72	0.75	0.07	0.13	0.00	0.68	92.37	
maximum	32.52	15.38	3.50	16.78	3.85	0.35	0.35	0.00	2.45	100.00	
std. dev.	5.55	2.57	0.90	4.10	1.06	0.14	0.17	0.00	0.80	11.68	

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

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

NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0530	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0600	0.00	0.00	0.00	0.35	0.35	0.00			0.00	99.30	100
0630	0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0700	0.00	0.00	0.00	0.35	0.00	0.00			0.35	99.30	100
0730	0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0800	0.35	0.00	0.00	0.35	0.00	0.00			0.00	99.30	100
0830	0.35	0.00	0.00	0.70	0.00	0.00			0.00	98.95	100
0900	0.35	0.00	0.00	1.05	0.00	0.35			0.35	97.90	100
0930	0.35	0.00	0.00	1.05	0.00	0.35			0.70	97.55	100
1000	0.35	0.00	0.00	1.05	0.00	0.35		0.00	0.35	97.90	100
1030	0.35	0.00	0.00	0.70	0.00	0.35		0.00	0.35	98.25	100
1100	0.00	0.00	0.00	1.40	0.00	0.35		0.00	0.70	97.55	100
1130	0.00	0.00	0.00	1.40	0.00	0.35		0.00	0.70	97.55	100
NOON	0.00	0.00	0.35	0.70	0.00	0.35			0.35	98.25	100
1230	0.00	0.00	1.40	1.05	0.00	0.35			0.35	96.85	100
1300	0.00	0.00	0.35	0.70	0.00	0.35			0.35	98.25	100
1330	0.00	0.35	0.70	0.70	0.00	0.35			0.00	97.90	100
1400	0.35	0.35	1.05	2.10	0.00	0.35			0.00	95.80	100
1430	0.00	0.35	1.05	1.75	0.35	0.70			0.00	95.80	100
1500	0.00	0.00	0.70	2.10	0.35	0.70			0.00	96.15	100
1530	0.00	0.00	0.70	1.40	0.35	0.70			0.00	96.85	100
1600	0.00	0.00	0.35	3.15	0.70	0.70			1.05	94.06	100
1630	0.00	0.70	0.00	3.50	0.70	0.35	0.35		1.05	93.36	100
1700	0.35	0.35	0.00	3.15	0.70	0.00	0.35	0.00	1.05	94.06	100
1730	0.00	0.35	0.00	2.45	1.05	0.00	0.35	0.00	0.70	95.10	100
1800	0.70	1.05	0.00	4.90	0.70	0.00	0.00	0.00	1.05	91.61	100
1830	0.70	1.05	0.35	4.55	1.40	0.00		0.00	1.75	90.21	100
1900	0.70	2.45	1.40	5.24	1.40	0.00		0.00	1.40	87.41	100
1930	0.70	16.43	0.70	4.90	1.75	0.00			0.70	74.83	100
2000	33.22	3.15	1.05	5.24	2.10	0.00			2.10	53.15	100
2030	25.87	2.45	3.85	17.83	3.15	0.00	0.00		2.80	44.06	100
2100	12.59	2.45	4.55	22.38	3.85	0.00	0.00		3.15	51.05	100
2130	9.79	1.40	4.20	20.28	3.15	0.00	0.00		2.10	59.09	100
2200	6.64	1.40	4.90	19.23	2.10	0.00	0.00		2.45	63.29	100
2230	2.45	0.00	3.85	12.94	1.05	0.00			1.40	78.32	100
2300	0.35	0.00	0.70	3.15	0.70	0.00			1.40	93.71	100
2330	0.00	0.00	0.35	2.45	0.35	0.00			0.35	96.50	100
average	2.01	0.95	0.68	3.24	0.56	0.15	0.13	0.00	0.60	92.02	
maximum	33.22	16.43	4.90	22.38	3.85	0.70	0.35	0.00	3.15	100.00	
std. dev.	6.27	2.75	1.29	5.53	0.92	0.22	0.17	0.00	0.81	14.01	

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

TABLE T4: TV VIEWING: THURSDAY
(BASE=246*)

NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0800	0.00	0.00	0.00	0.00	0.00	0.00			0.70	99.30	100
0830	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0900	0.00	0.00	0.00	0.00	0.00	0.35			0.70	98.95	100
0930	0.00	0.00	0.00	0.00	0.00	0.70			0.70	98.60	100
1000	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.35	98.60	100
1030	0.00	0.35	0.35	0.00	0.00	0.70		0.00	0.35	98.25	100
1100	0.00	0.00	1.05	0.00	0.00	0.70		0.00	0.35	97.90	100
1130	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.35	98.25	100
NOON	0.00	0.00	1.05	0.35	0.00	0.35			0.70	97.55	100
1230	0.00	0.00	0.70	1.05	0.00	0.00			0.70	97.55	100
1300	0.00	0.00	0.70	1.40	0.00	0.00			1.05	96.85	100
1330	0.00	0.00	1.05	1.40	0.00	0.00			0.70	96.85	100
1400	0.35	0.70	1.40	2.45	0.00	0.00			0.70	94.41	100
1430	0.00	0.35	1.05	1.75	0.00	0.35			0.70	95.80	100
1500	0.00	0.35	0.35	2.45	0.00	0.35			1.05	95.45	100
1530	0.00	0.00	0.35	2.45	0.35	0.35			0.70	95.80	100
1600	0.00	0.00	0.35	4.55	0.70	0.70			1.05	92.66	100
1630	0.00	0.35	0.00	3.50	0.35	0.00	0.00		1.05	94.76	100
1700	0.00	0.35	0.00	4.90	0.35	0.00	0.00	0.00	1.05	93.36	100
1730	0.00	0.35	0.70	4.55	0.35	0.00	0.00	0.00	1.40	92.66	100
1800	1.75	0.35	1.40	5.59	0.35	0.00	0.00	0.00	1.75	88.81	100
1830	1.40	0.35	1.40	4.55	0.70	0.00		0.00	2.45	89.16	100
1900	1.75	0.35	2.80	4.90	0.70	0.00		0.00	2.10	87.41	100
1930	1.05	15.73	2.10	4.20	0.00	0.00			1.75	75.17	100
2000	38.46	2.10	2.10	3.50	0.70	0.35			2.10	50.70	100
2030	17.83	2.10	6.64	17.13	1.40	0.35	0.00		2.10	52.45	100
2100	3.50	4.55	6.99	20.98	1.75	0.35	0.00		3.15	58.74	100
2130	1.40	4.20	5.59	21.33	1.75	0.35	0.00		2.10	63.29	100
2200	0.35	3.50	4.90	18.53	1.05	0.00	0.00		1.05	70.63	100
2230	0.35	0.70	3.15	7.69	1.40	0.00			0.70	86.01	100
2300	0.00	0.00	1.05	2.45	0.00	0.00			0.35	86.15	100
2330	0.00	0.00	0.70	1.05	0.00	0.00			0.00	88.25	100
average	1.42	1.02	1.02	2.98	0.25	0.15	0.00	0.00	0.71	92.71	
maximum	38.46	15.73	6.99	21.33	1.75	0.70	0.00	0.00	3.15	100.00	
std. dev.	5.99	2.75	1.70	5.37	0.47	0.23	0.00	0.00	0.78	12.58	

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

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

	NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT		0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0030		0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0100		0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0130		0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0200		0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0230		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0430		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0500		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0530		0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600		0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0630		0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700		0.00	0.35	0.00	0.00	0.00	0.00			0.00	99.65	100
0730		0.00	0.35	0.00	0.00	0.00	0.00			0.00	99.65	100
0800		0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0830		0.00	0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0900		0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.65	100
0930		0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.65	100
1000		0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.35	99.30	100
1030		0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.35	99.30	100
1100		0.00	0.00	0.35	1.05	0.00	0.70		0.00	0.70	97.20	100
1130		0.00	0.00	0.70	1.05	0.00	0.35		0.00	0.70	97.20	100
NOON		0.70	0.00	0.70	1.05	0.00	0.00			0.70	96.85	100
1230		0.00	0.00	1.40	0.70	0.00	0.00			0.70	97.20	100
1300		0.00	0.00	1.40	1.40	0.00	0.00			0.70	96.50	100
1330		0.00	0.00	0.70	1.75	0.00	0.00			0.70	96.85	100
1400		0.00	0.00	0.35	3.15	0.00	0.00			0.70	95.80	100
1430		0.00	0.00	0.70	2.45	0.00	0.35			0.35	96.15	100
1500		0.00	0.00	1.05	3.15	0.35	0.35			0.70	94.41	100
1530		0.00	0.00	0.35	2.80	0.70	0.35			1.40	94.41	100
1600		0.00	0.35	0.00	3.15	0.70	0.35			1.75	93.71	100
1630		0.35	0.00	0.35	3.50	0.35	0.00	0.00		2.10	93.36	100
1700		0.00	0.35	0.00	2.45	0.35	0.00	0.00	0.00	2.10	94.76	100
1730		0.00	0.35	0.35	1.75	0.00	0.00	0.00	0.00	1.40	96.15	100
1800		1.75	1.40	0.00	1.75	0.00	0.00	0.00	0.00	1.75	93.36	100
1830		0.70	1.05	0.35	1.75	0.70	0.00		0.00	1.40	94.06	100
1900		2.45	1.05	0.70	4.90	0.70	0.00		0.00	2.10	88.11	100
1930		2.45	15.73	1.40	3.50	0.35	0.00		0.00	2.10	74.48	100
2000		43.01	1.40	2.10	1.75	0.70	0.00		0.00	1.40	49.65	100
2030		22.03	0.35	8.04	13.99	1.05	0.00	0.00	0.00	1.75	52.80	100
2100		6.64	1.05	8.39	17.83	3.85	0.00	0.00		3.15	59.09	100
2130		4.55	1.05	8.04	17.48	3.85	0.00	0.00		3.15	61.89	100
2200		3.15	1.40	6.29	12.59	3.50	0.00	0.00		2.80	70.28	100
2230		2.45	0.35	4.20	6.99	2.10	0.00			1.75	82.17	100
2300		0.35	0.00	1.05	3.85	0.70	0.00			0.35	93.71	100
2330		0.00	0.00	0.70	1.75	0.35	0.00			0.70	96.50	100
average		1.89	0.74	1.03	2.50	0.42	0.08	0.00	0.00	0.80	92.72	
maximum		43.01	15.73	8.39	17.83	3.85	0.70	0.00	0.00	3.15	100.00	
std. dev.		6.86	2.58	2.15	4.24	0.94	0.16	0.00	0.00	0.91	12.71	

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

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

NONE	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.35			0.00	99.30	100
0030	0.00		0.00	0.00	0.00	0.35			0.00	99.65	100
0100	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0330	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0400	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0430	0.00		0.35	0.00	0.00	0.00			0.00	99.65	100
0500	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.70	0.00	0.70	0.00	0.00			0.00	98.60	100
0730	0.00	0.70	0.00	0.70	0.00	0.00			0.00	98.60	100
0800	0.00	0.35	0.00	0.70	0.00	0.35			0.00	98.60	100
0830	0.00	0.35	0.00	0.70	0.00	0.35			0.00	98.60	100
0900	0.00	0.35	0.00	0.35	0.35	0.70			0.00	98.25	100
0930	0.00	0.35	0.00	0.00	0.35	0.70			0.00	98.60	100
1000	0.00	0.35	0.00	0.35	0.35	0.70		0.00	0.00	98.25	100
1030	0.00	0.35	0.00	0.35	0.35	0.35		0.35	0.00	98.25	100
1100	0.00	0.35	0.00	1.05	0.35	0.35		0.35	0.00	97.55	100
1130	0.00	0.35	0.00	1.05	0.35	0.35		0.35	0.00	97.55	100
NOON	0.35	0.35	0.00	0.70	0.35	0.35			0.70	97.20	100
1230	0.00	0.70	0.70	0.35	0.35	1.05			0.70	96.15	100
1300	0.35	0.70	0.35	0.70	0.35	1.05			1.05	95.45	100
1330	0.70	0.70	0.35	1.05	0.35	0.70			1.05	95.10	100
1400	3.15	3.85	0.35	2.45	0.00	0.00			1.05	89.16	100
1430	3.85	4.55	0.70	2.45	0.00	0.00			1.05	87.41	100
1500	4.90	3.15	1.05	2.10	0.00	0.00			1.40	87.41	100
1530	4.55	3.15	0.70	2.10	1.05	0.00			0.35	88.11	100
1600	2.80	6.29	1.05	4.20	1.05	0.00			1.05	83.57	100
1630	3.50	5.94	1.05	5.24	0.35	0.00	0.00		0.70	83.22	100
1700	3.15	6.29	1.40	4.90	0.00	0.35	0.00		2.45	81.47	100
1730	2.10	5.59	1.75	4.20	0.00	0.70	0.00		2.45	83.22	100
1800	3.85	6.29	0.70	4.20	0.00	0.70	0.00		2.80	81.47	100
1830	2.45	6.29	1.05	4.90	0.00	0.70			2.45	82.17	100
1900	1.75	6.99	1.75	4.90	0.35	0.35			1.75	82.17	100
1930	3.15	18.53	1.75	4.20	0.00	0.00			1.75	70.63	100
2000	35.66	2.10	0.70	3.50	0.00	0.35		0.00	1.75	55.94	100
2030	14.34	0.35	5.59	10.49	0.70	0.35	0.00	0.00	1.40	66.78	100
2100	4.55	0.35	6.29	11.19	1.40	0.35	0.00	0.00	2.80	73.08	100
2130	3.15	0.00	5.94	9.44	1.40	0.35	0.00		2.10	77.62	100
2200	1.75	0.35	5.24	7.34	0.70	0.00	0.00		1.40	83.22	100
2230	1.40	0.00	3.50	4.90	0.35	0.00			2.10	87.78	100
2300	0.70	0.35	0.70	3.15	0.35	0.35			1.40	93.01	100
2330	0.00	0.00	0.35	1.75	0.70	0.35			1.05	95.80	100
average	2.13	2.42	0.93	2.21	0.25	0.26	0.00	0.15	0.76	91.62	
maximum	35.66	18.53	6.29	11.19	1.40	1.05	0.00	0.35	2.80	100.00	
std. dev.	5.47	3.62	1.61	2.85	0.36	0.30	0.00	0.17	0.91	10.30	

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

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

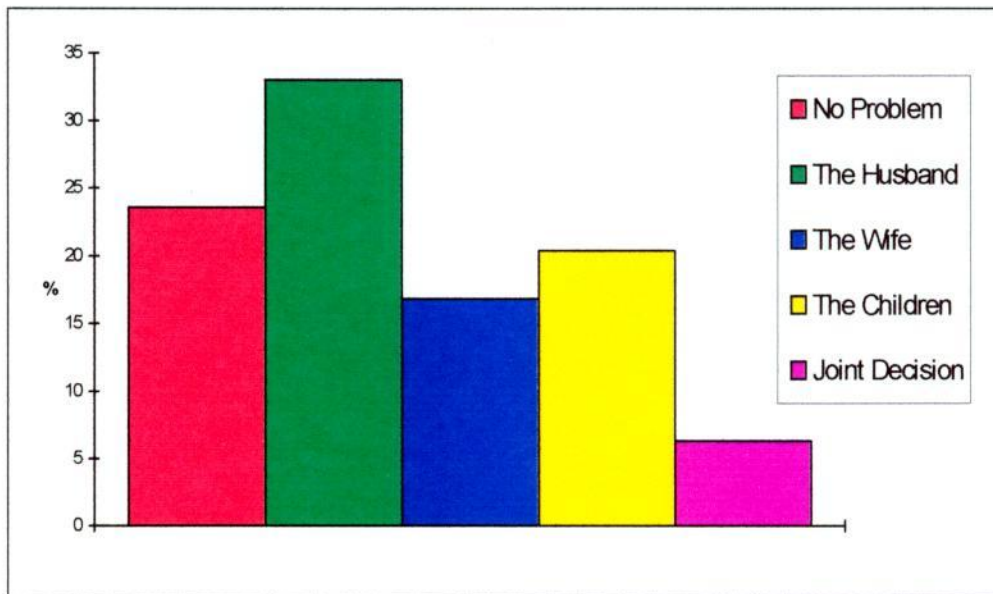
	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0030	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0430	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0500	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0530	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0830	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0900	0.00	0.00	0.00	0.00	0.00	0.00			0.00	100.00	100
0930	0.35	0.00	0.35	0.00	0.00	0.00			0.00	99.30	100
1000	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
1030	0.35	0.35	0.00	0.35	0.35	0.00			0.00	98.60	100
1100	0.35	0.00	0.35	0.35	0.35	0.00			0.00	98.60	100
1130	0.35	0.00	0.70	0.35	0.35	0.00			0.00	98.25	100
NOON	0.35	0.00	1.40	0.70	0.00	0.35			0.35	96.85	100
1230	0.35	0.00	1.05	0.00	0.35	0.35			0.35	97.55	100
1300	0.35	0.35	1.40	0.35	0.35	0.35			1.05	95.80	100
1330	0.35	1.05	1.75	0.70	0.00	0.35			1.05	94.76	100
1400	1.40	7.69	2.80	1.75	0.35	0.35			1.05	84.97	100
1430	1.05	8.09	2.45	2.10	0.35	0.00			1.05	83.92	100
1500	1.05	8.74	3.85	2.45	0.35	0.00			1.75	81.82	100
1530	1.05	8.74	3.50	1.75	0.35	0.35			0.35	83.92	100
1600	1.40	8.74	3.15	2.80	0.35	0.70			0.35	82.52	100
1630	0.70	8.39	3.50	2.45	0.35	0.70	0.00		0.70	83.22	100
1700	0.70	8.04	1.75	3.15	0.35	0.70	0.00		0.70	84.62	100
1730	1.05	7.69	1.40	2.10	0.00	0.35	0.00		1.05	86.36	100
1800	2.45	8.39	1.75	2.10	0.00	0.00	0.00		1.40	83.92	100
1830	1.40	7.69	1.40	2.45	0.00	0.00			1.40	85.66	100
1900	2.10	9.44	1.75	3.50	0.35	0.00			1.40	81.47	100
1930	2.80	23.08	1.75	3.50	0.35	0.00			1.05	67.48	100
2000	34.27	4.20	1.05	4.20	1.05	0.00			1.05	54.20	100
2030	24.48	1.75	1.40	10.49	1.75	0.00	0.00	0.00	2.10	58.04	100
2100	15.73	1.40	1.75	13.64	1.75	0.00	0.00	0.00	2.80	62.94	100
2130	10.49	1.40	1.05	15.38	2.10	0.00	0.00	0.00	3.15	66.43	100
2200	5.59	0.00	0.70	14.69	2.80	0.00	0.00		2.10	74.13	100
2230	2.45	0.00	0.70	11.54	2.10	0.00			0.70	82.52	100
2300	1.40	0.00	0.35	3.50	1.05	0.00			0.35	93.36	100
2330	0.70	0.35	0.70	1.05	0.70	0.00			0.35	96.15	100
average	2.41	3.53	0.91	2.27	0.41	0.09	0.00	0.00	0.58	90.69	
maximum	34.27	23.08	3.85	15.38	2.80	0.70	0.00	0.00	3.15	100.00	
std. dev.	6.33	4.99	1.09	3.94	0.64	0.20	0.00	0.00	0.78	12.29	

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

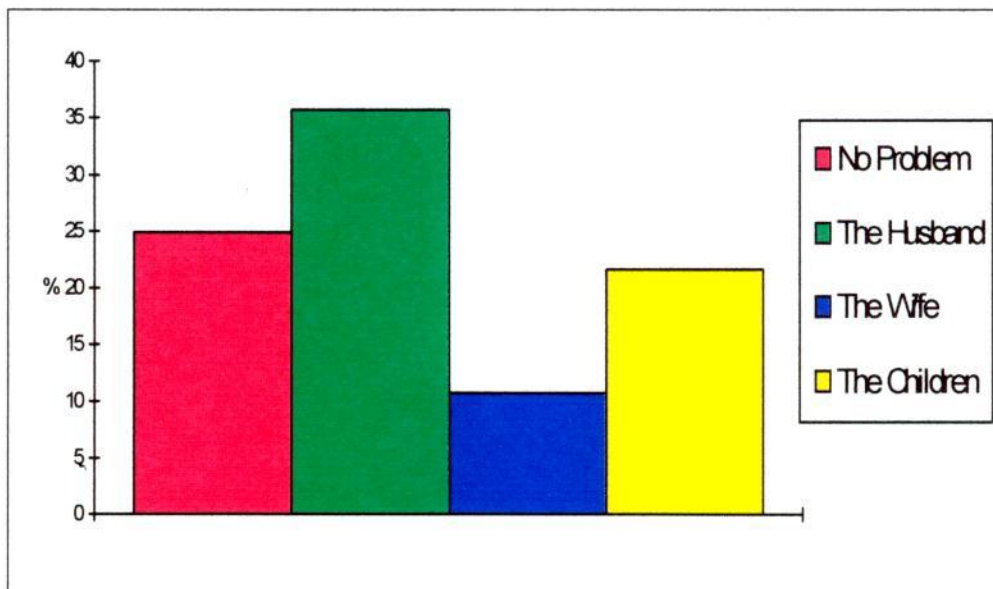
** Super 1 was on air during this half-hour: Saturday transmissions closed at 00.30 a.m. on Sunday.

Table 8.3: Daily Average Audience Levels for TV: 1995-96
(computed on the basis of available time-slot for each station)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
1995: Daily Average	2.7	0.5	1.1	2.9	0.3	0.1			0.8
1996: Daily Average	3.14	1.18	1.73	3.16	0.23	0.10			0.82
1997: Daily Average	1.91	1.62	0.85	2.63	0.43	0.14	0.05	0.02	0.71



a: 1996



b: 1997

Figure 4.1: Who Decides on which Channel is Selected in the Family

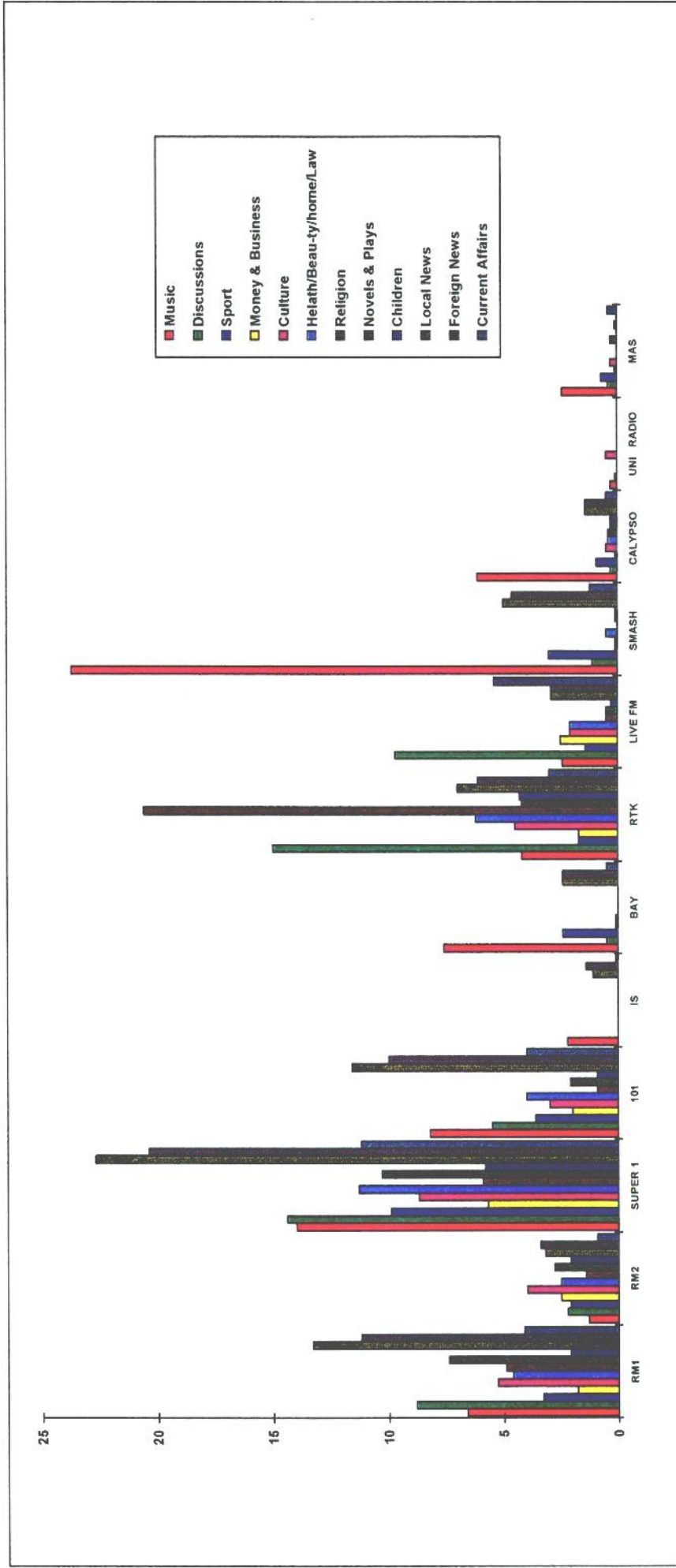


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

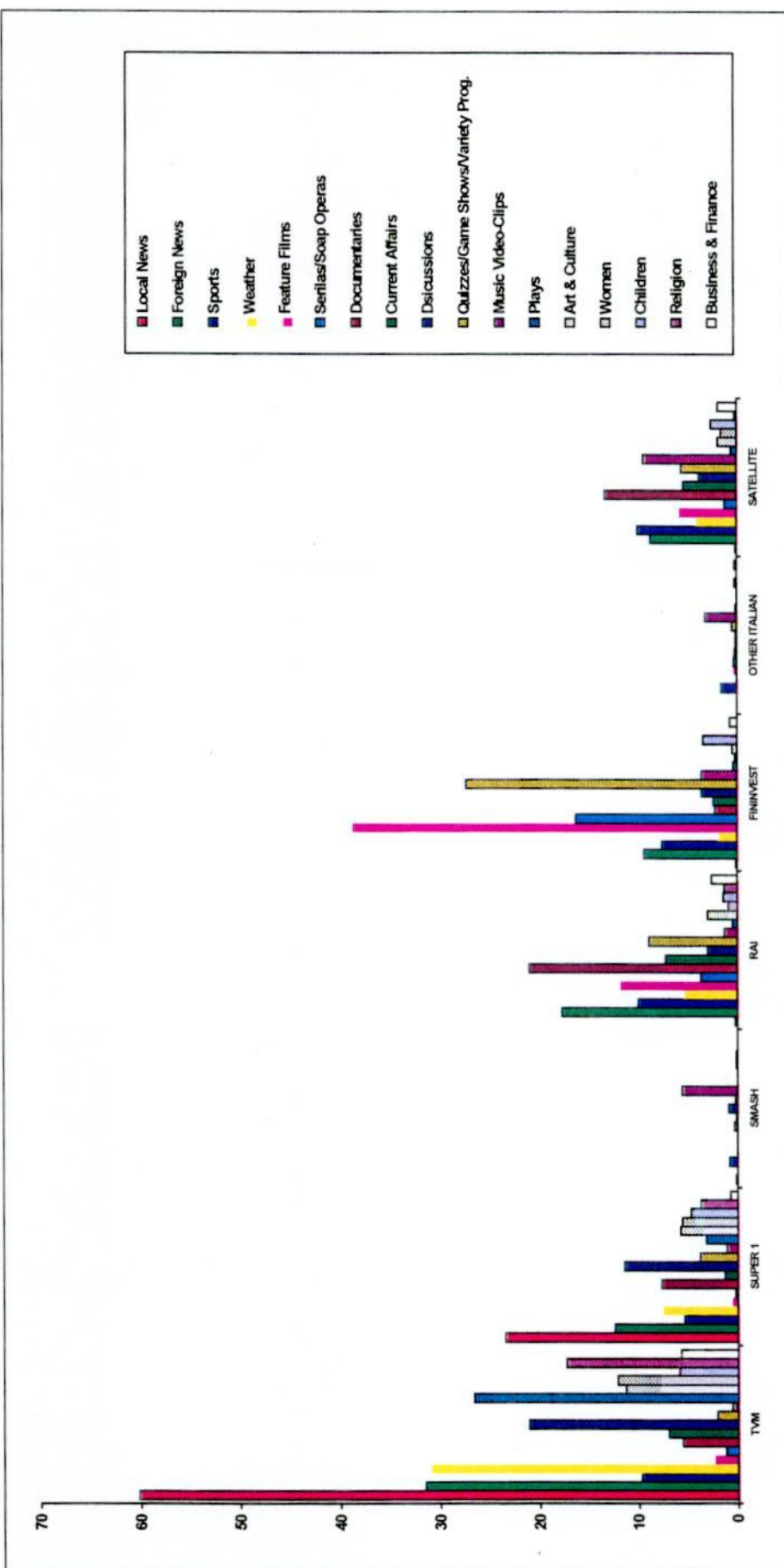
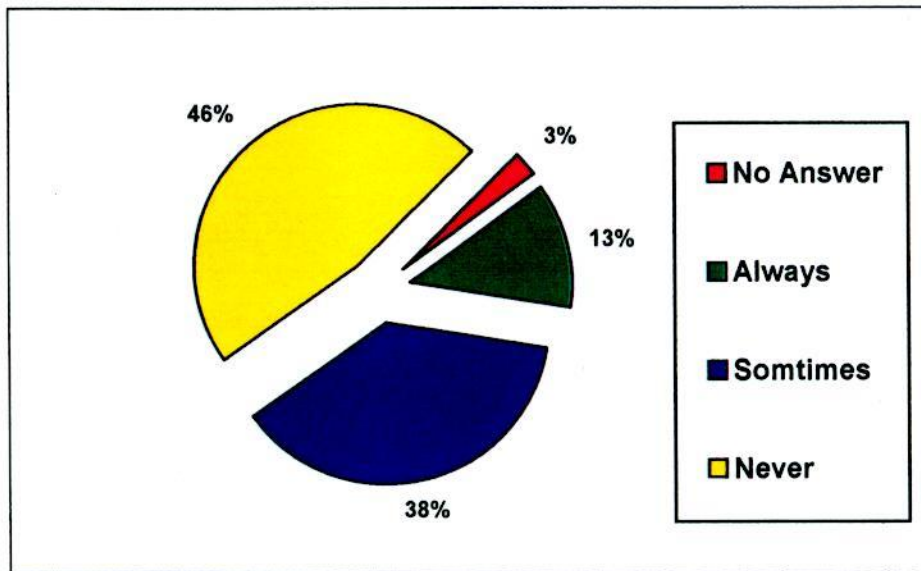
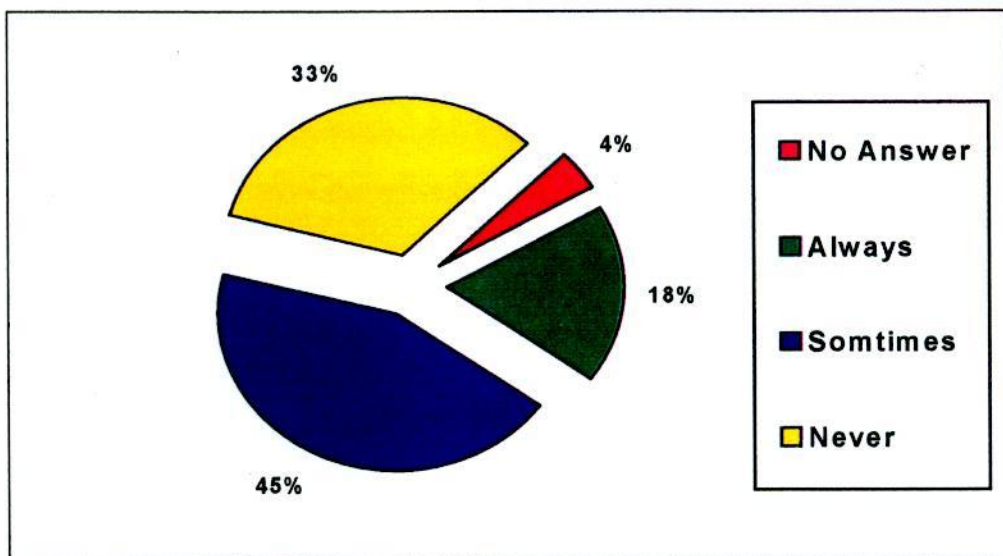


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments



1996



1997

Fig 6.3: Extent of Interest in Political Broadcasts 1996 and 1997

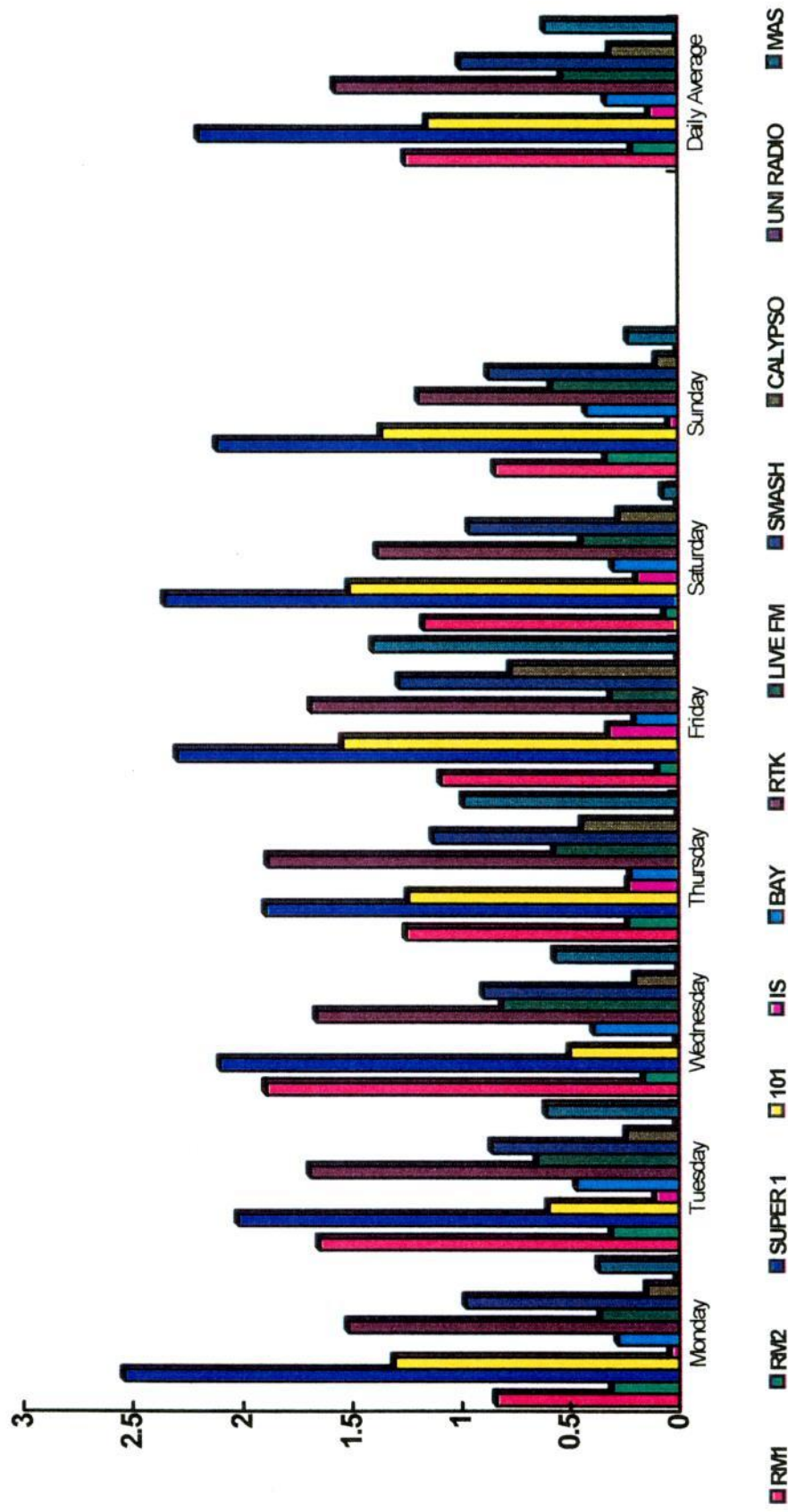


Figure 7.1: Daily Radio Average Audience Share

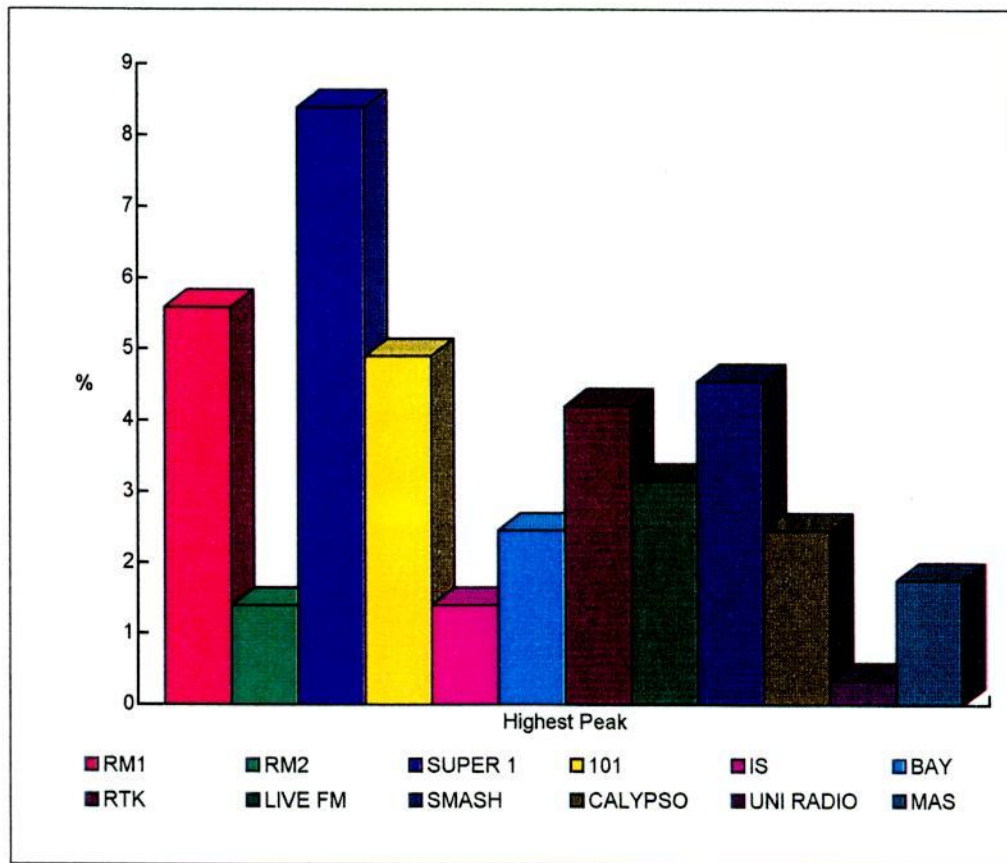


Figure 7.2: Highest Radio Station Peak Audience Share

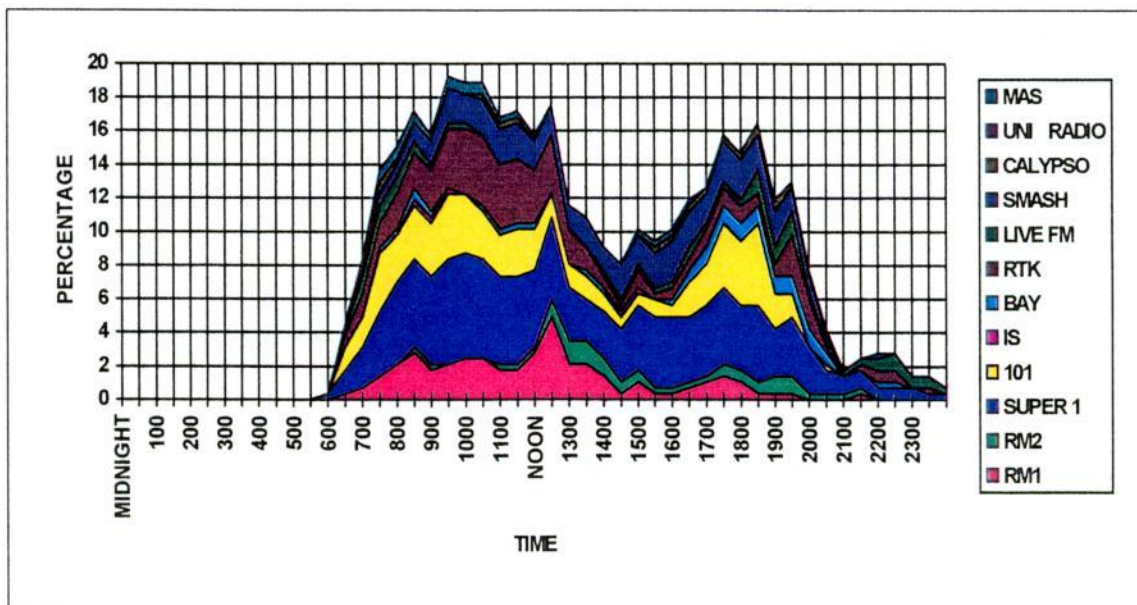


Fig 7.3: Radio Audiences - Monday

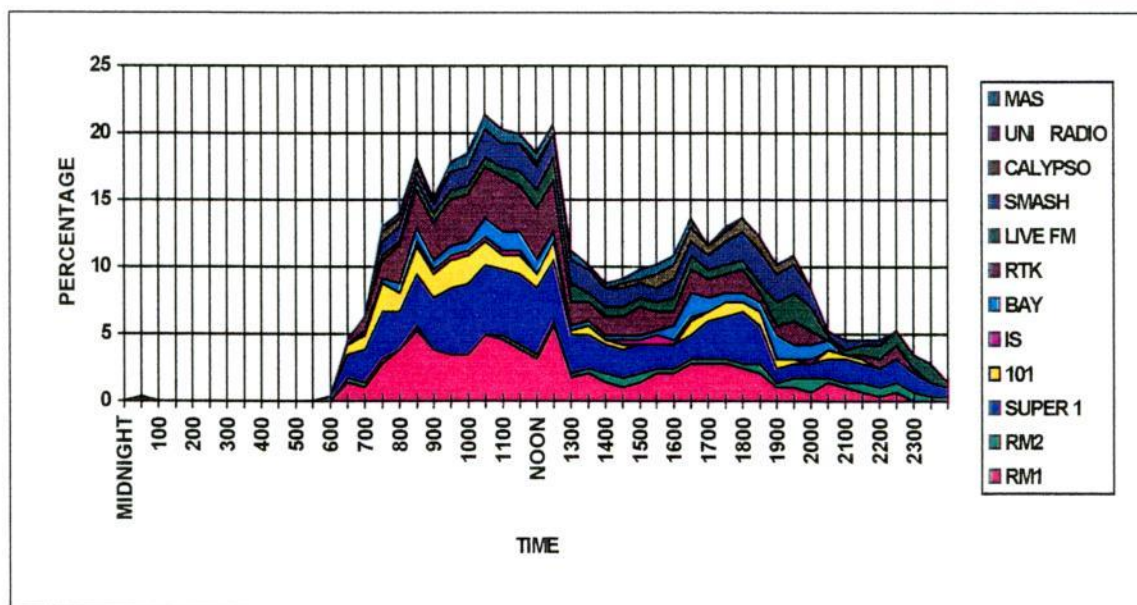


Fig 7.4: Radio Audiences - Tuesday

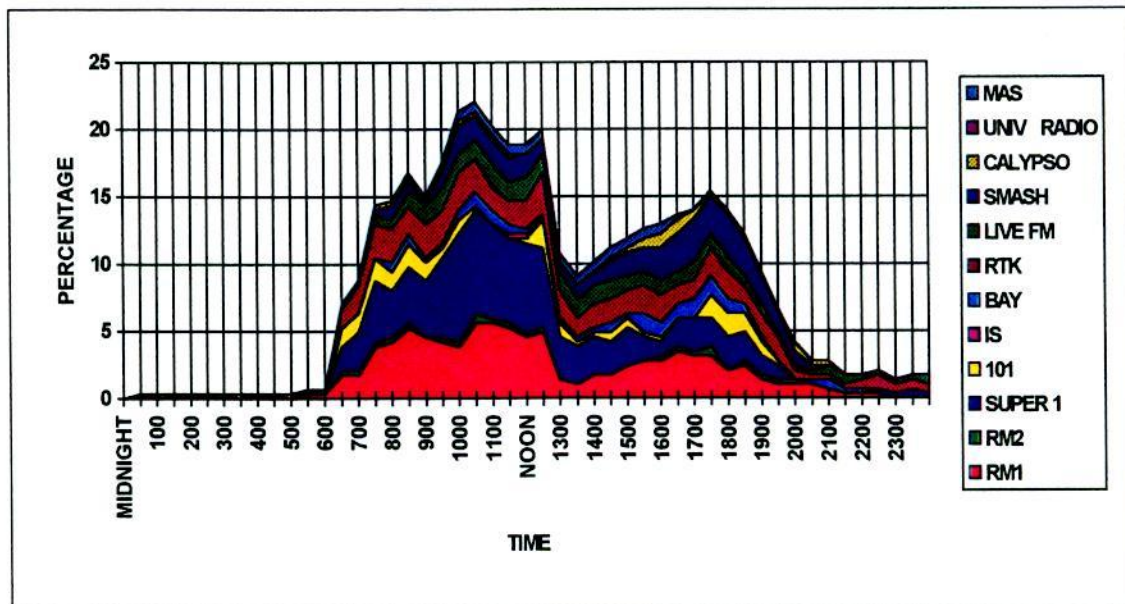


Fig 7.5: Radio Audiences - Wednesday

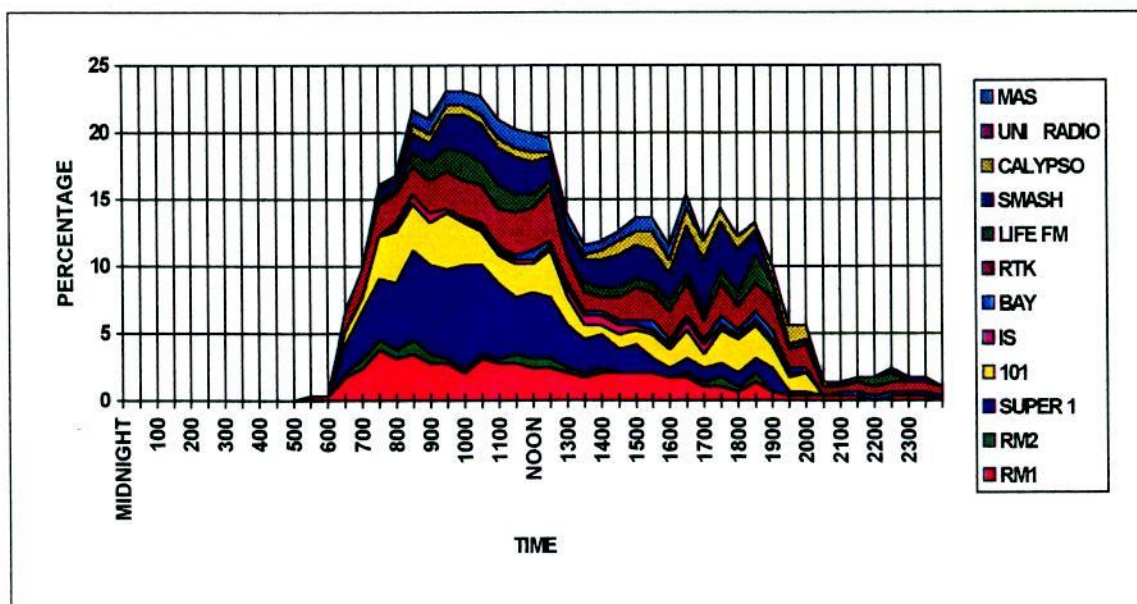


Fig 7.6: Radio Audiences - Thursday

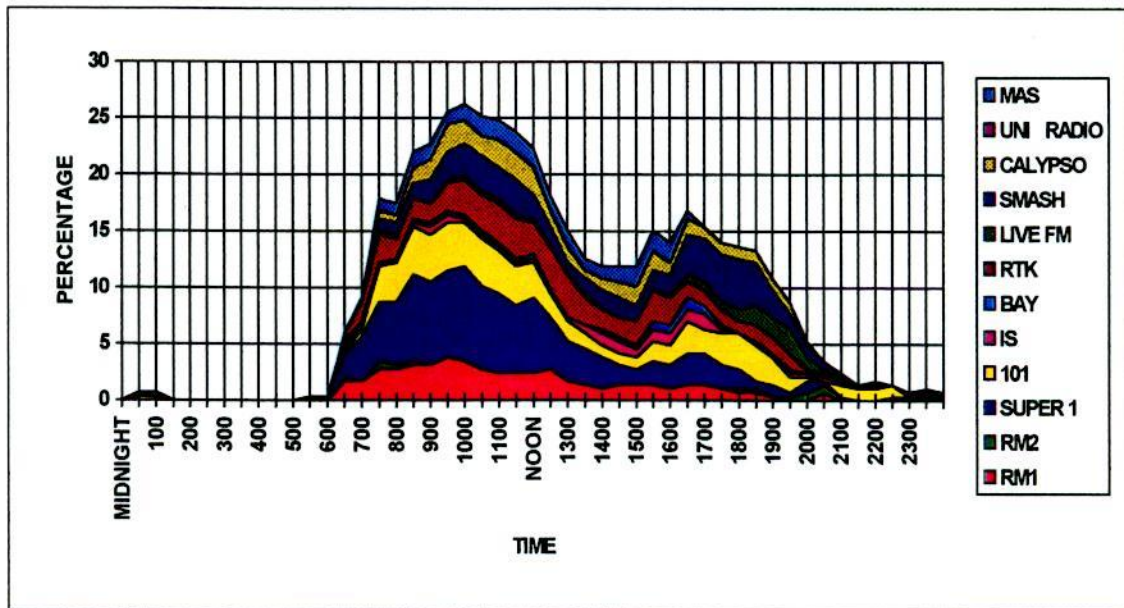


Fig 7.7: Radio Audiences - Friday

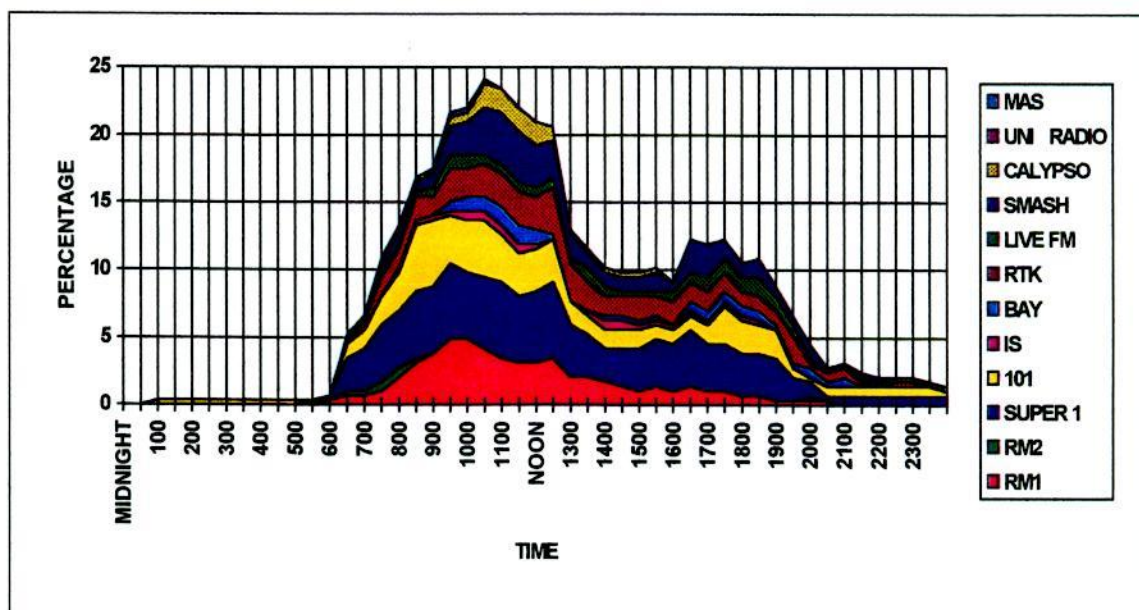


Fig 7.8: Radio Audiences - Saturday

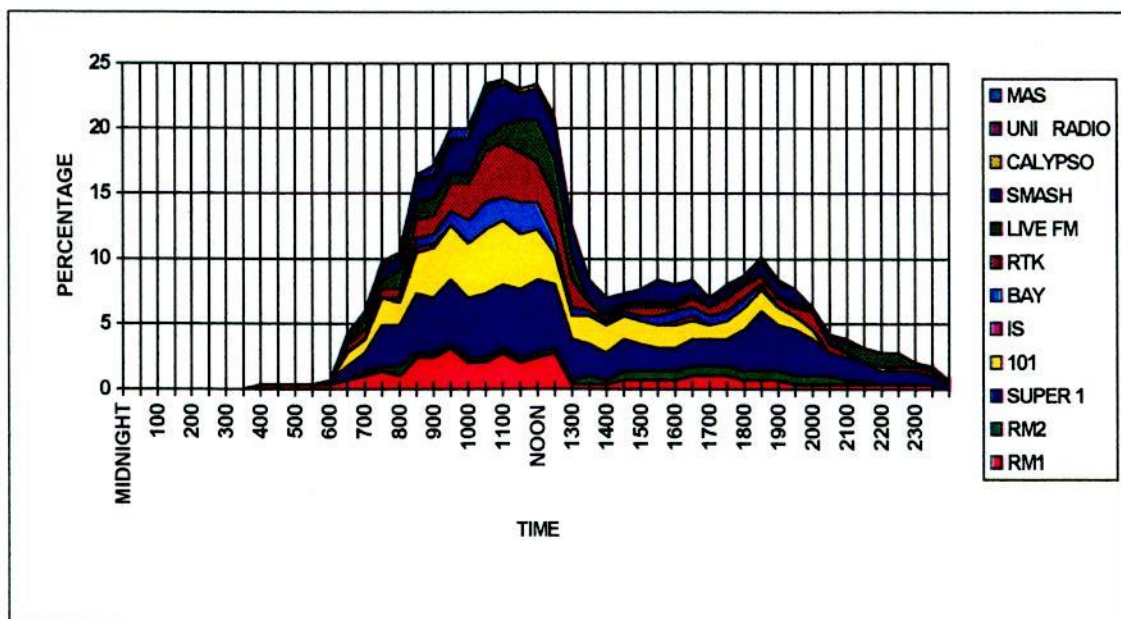
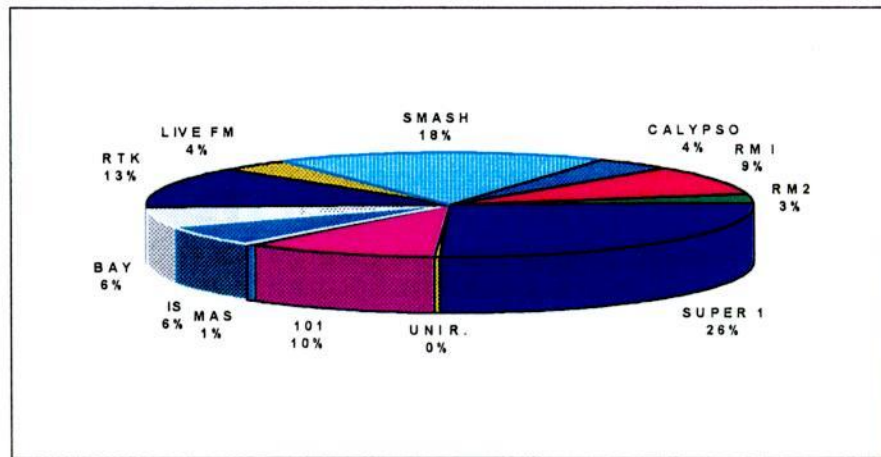


Fig 7.9: RadioAudiences - Sunday



1995

1996

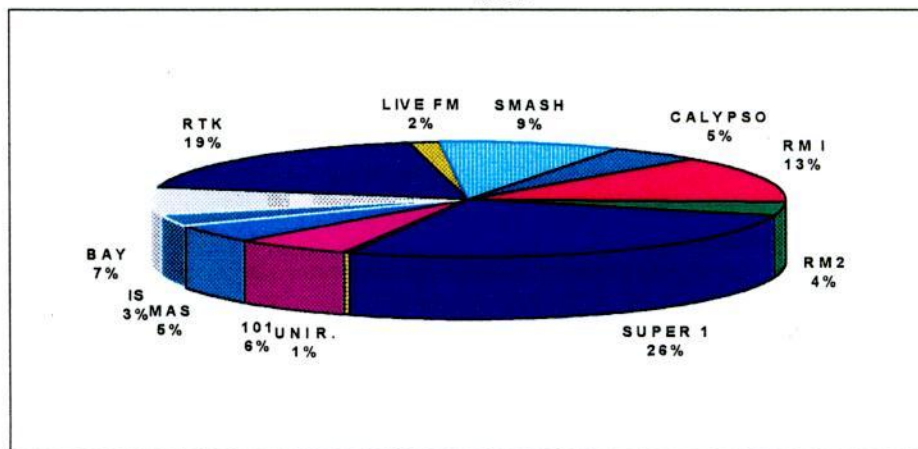


Fig. 7.10: Daily Average Audience Radio Levels: 1995 & 1996

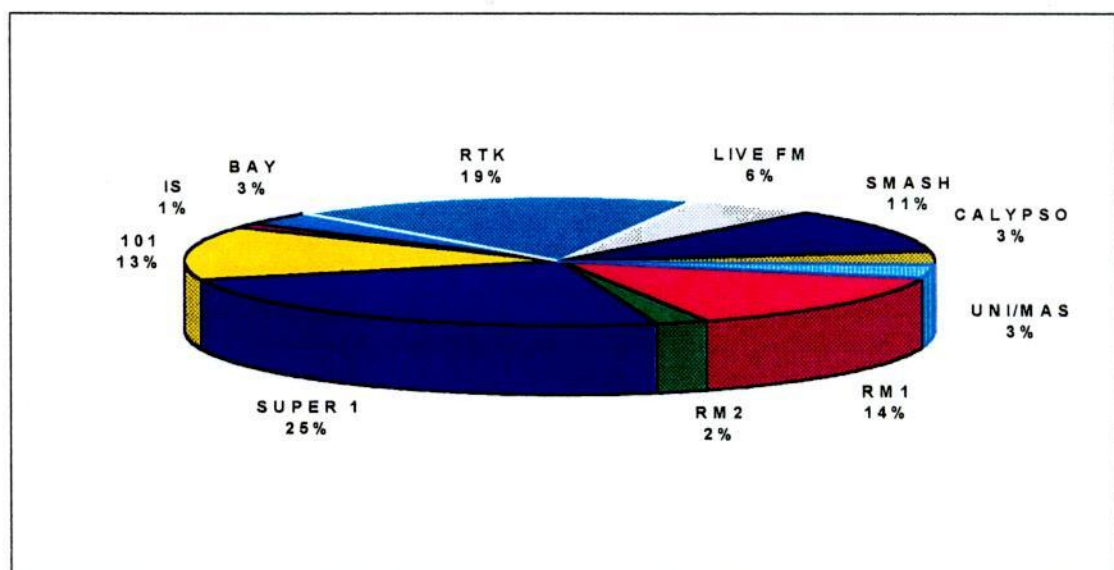


Fig. 7.11: Daily Average Audience Radio Levels - 1997

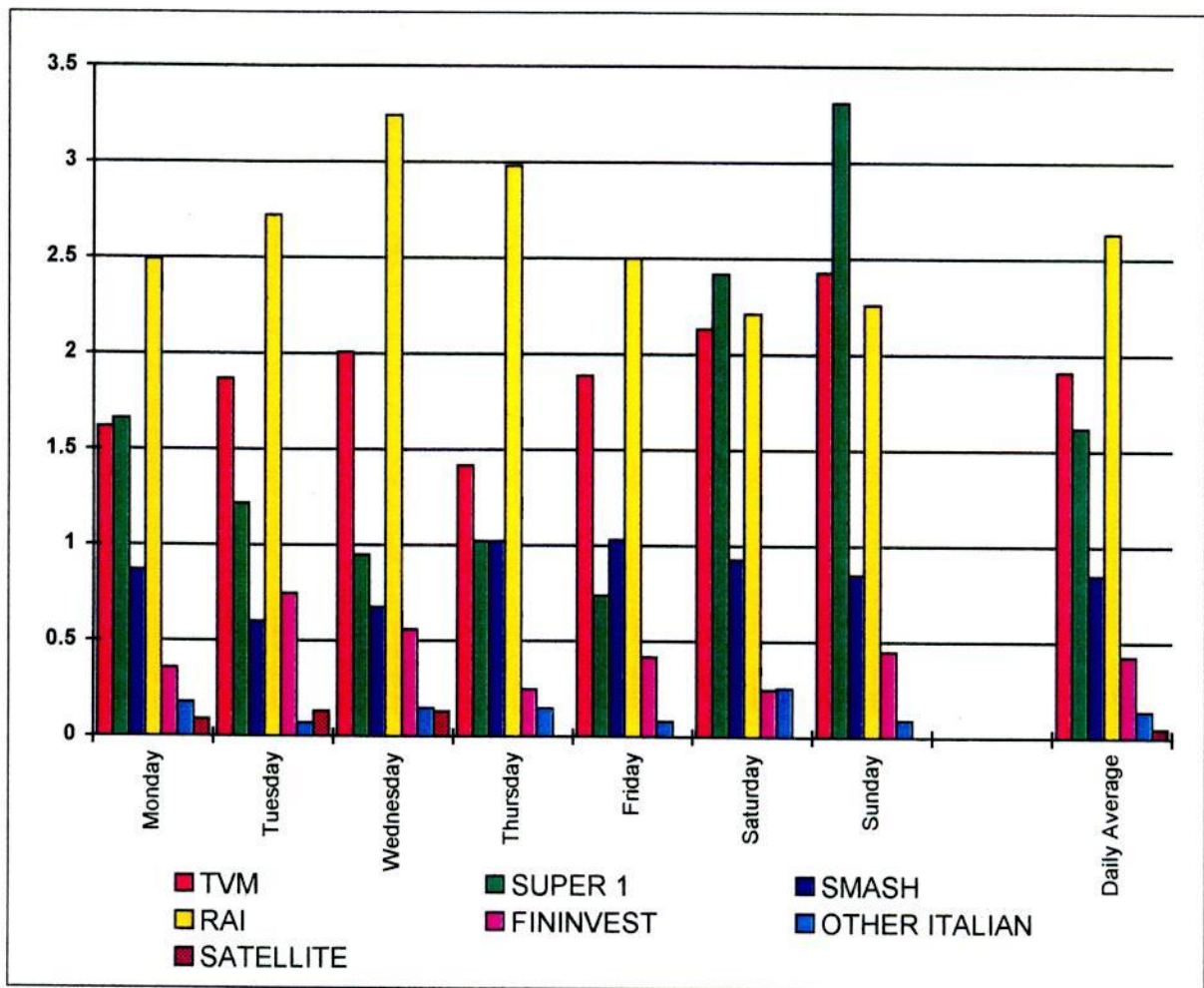


Figure 8.1: Daily TV Average Audience Share

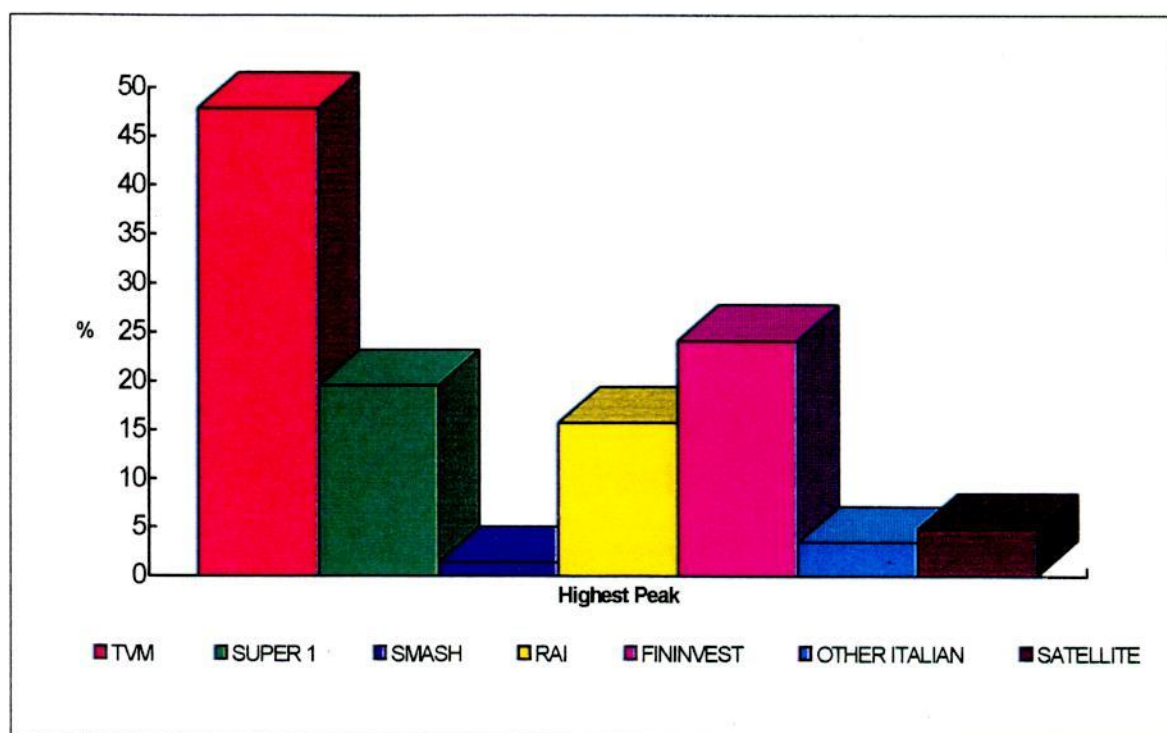


Figure 8.2: Highest TV Channel Peak Audience Share

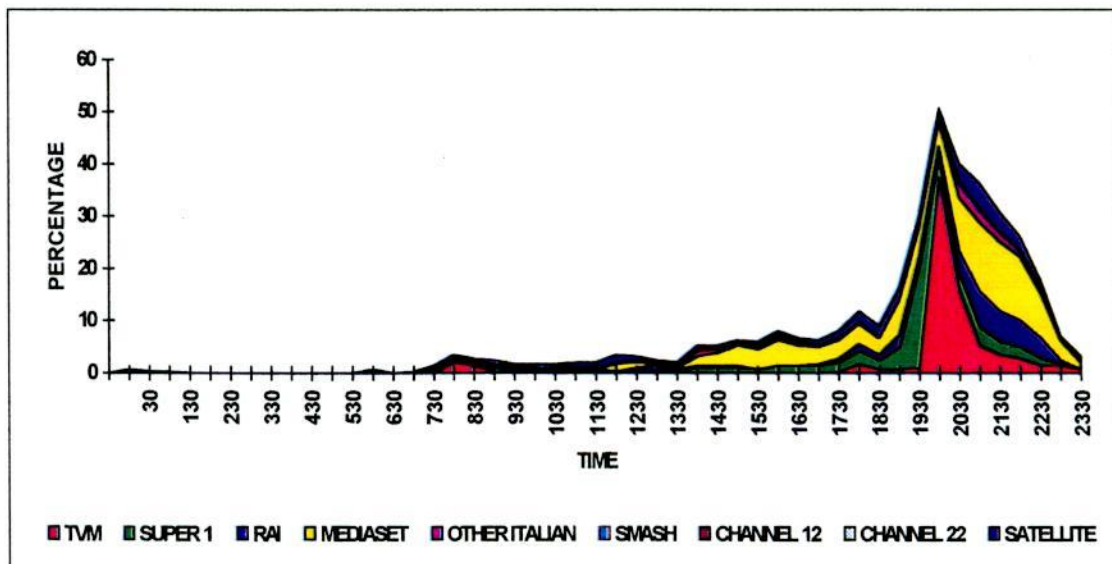


Fig 8.3: TV Audience Shares: Monday

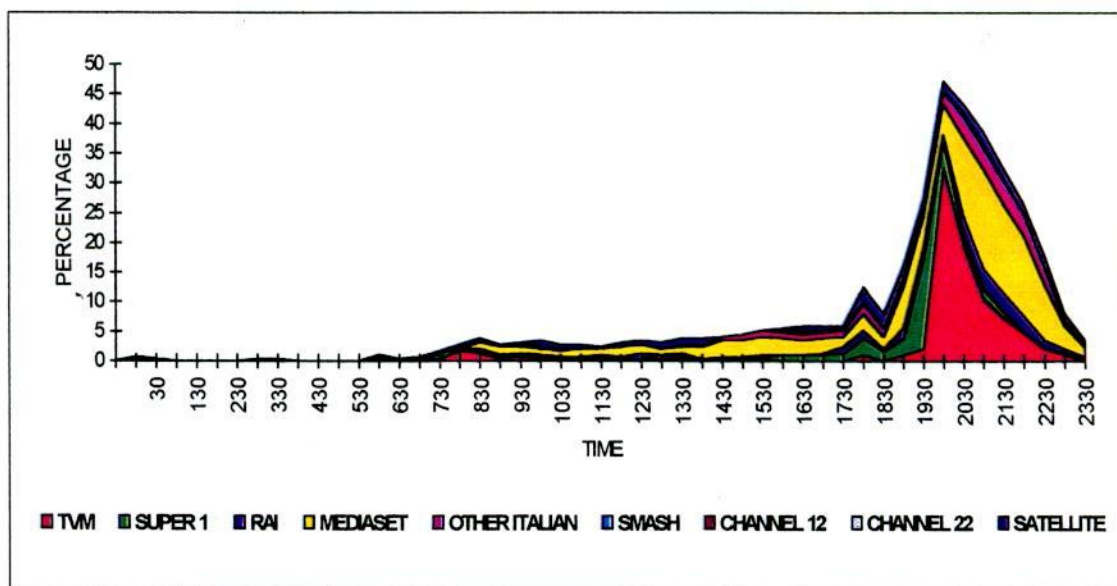


Fig 8.4: TV Audience Shares: Tuesday

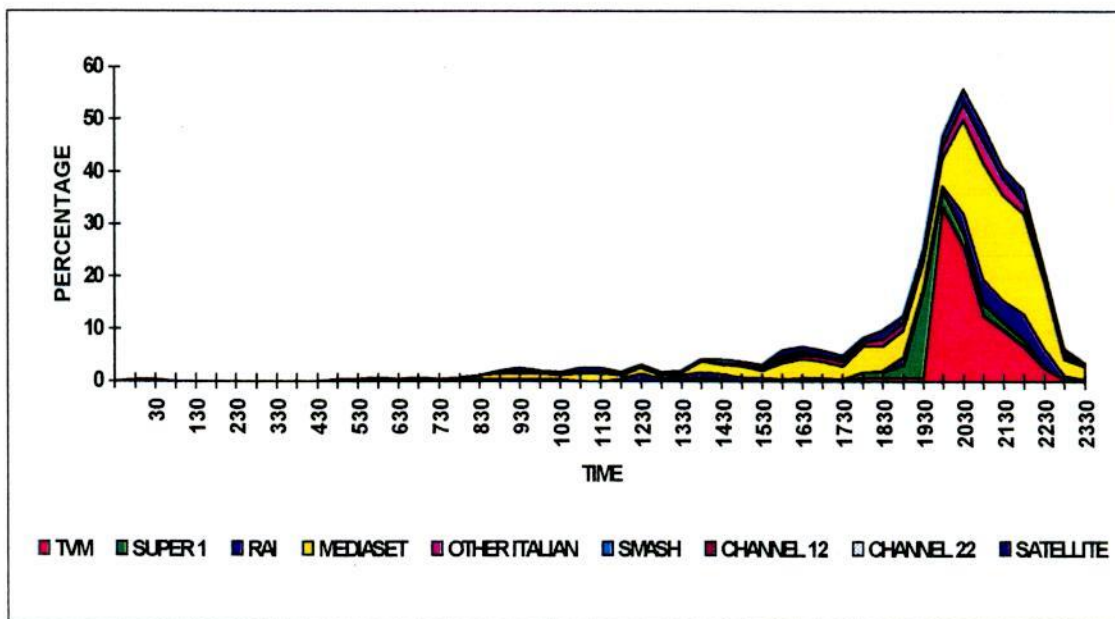


Fig 8.5: TV Audience Shares: Wednesday

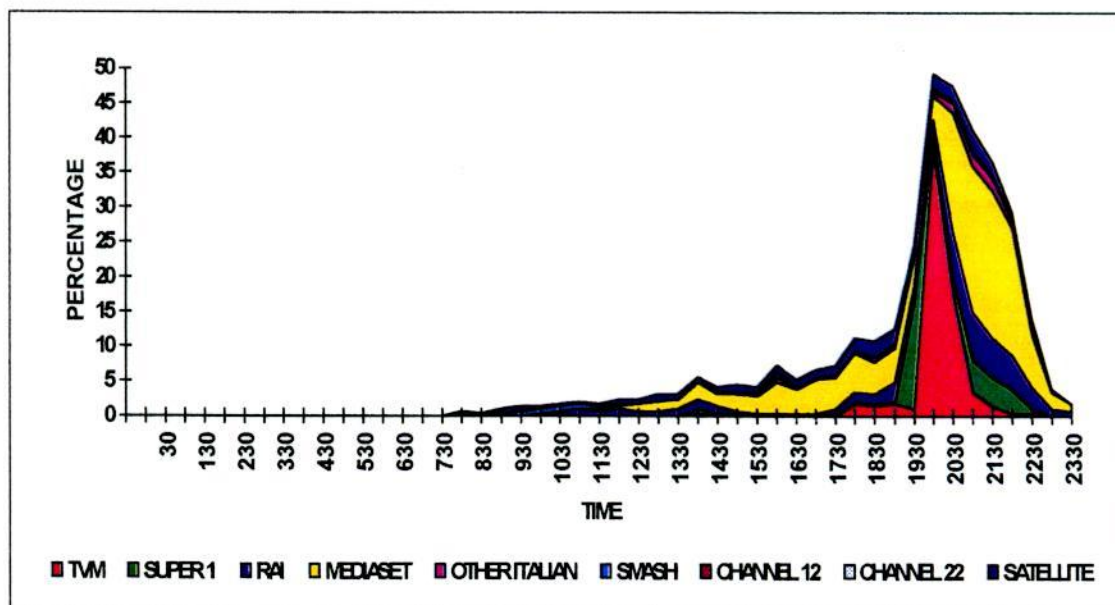


Fig 8.6: TV Audience Shares: Thursday

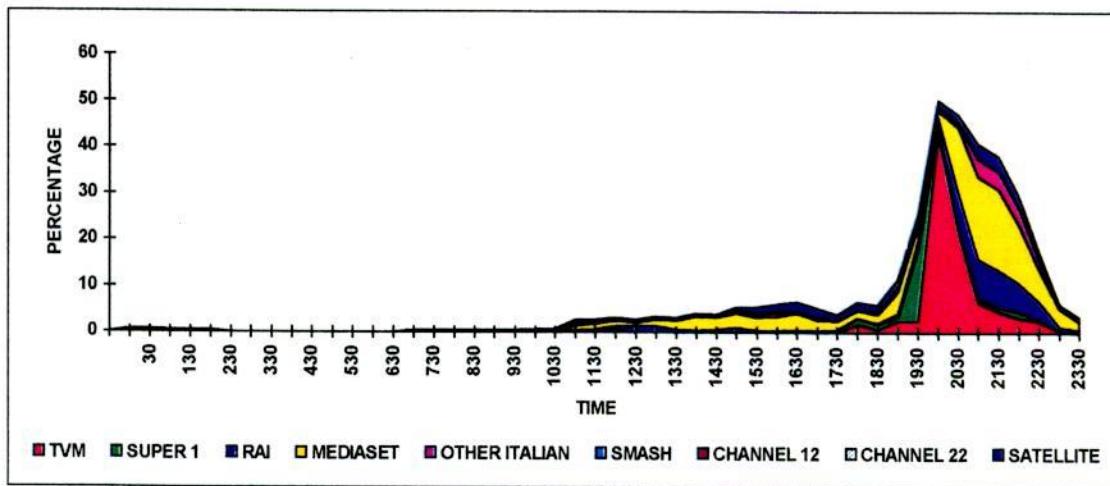


Fig 8.7: TV Audience Shares: Friday

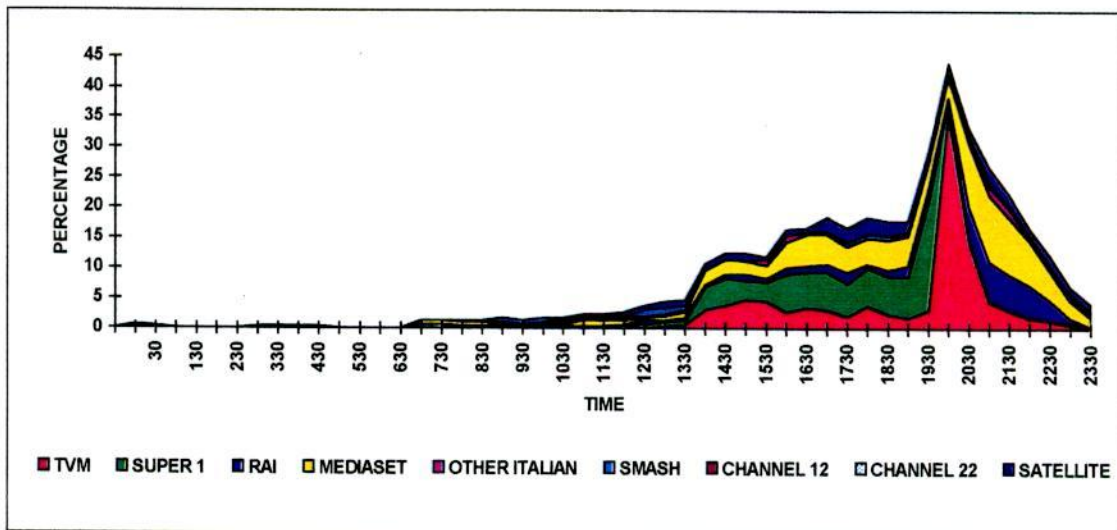


Fig 8.8: TV Audience Shares: Saturday

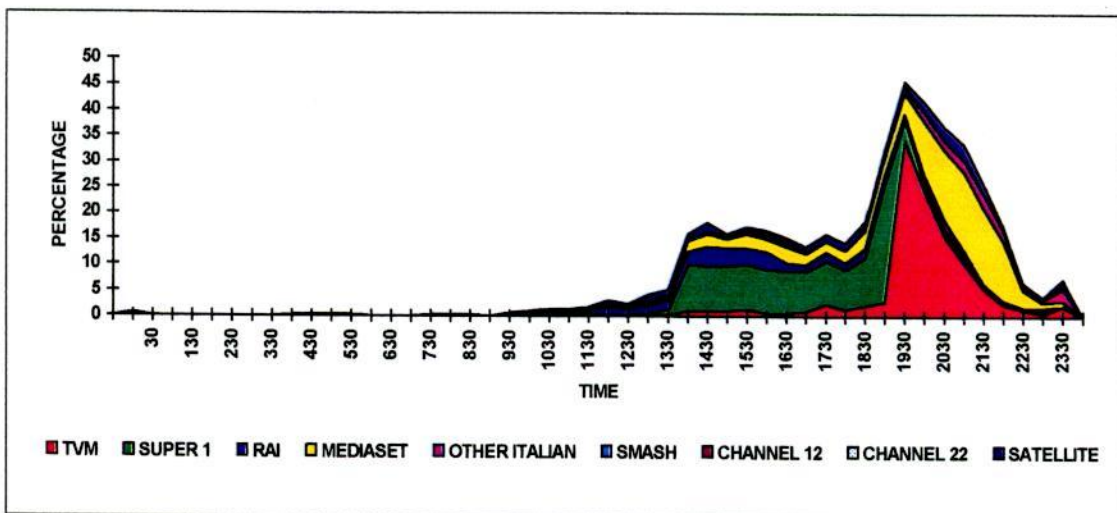
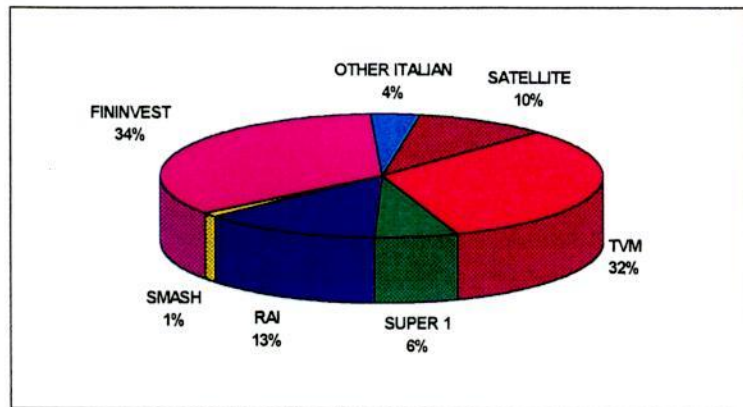
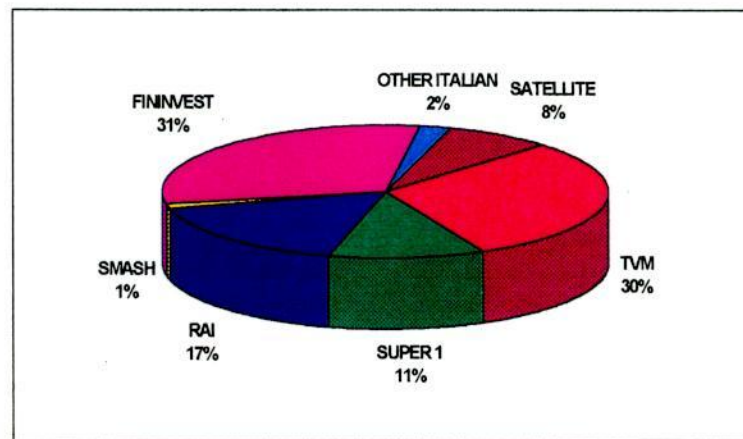


Fig 8.9: TV Audience Shares: Sunday



1995



1996

Fig. 8.10: Daily Average Audience TV Levels: 1995 &

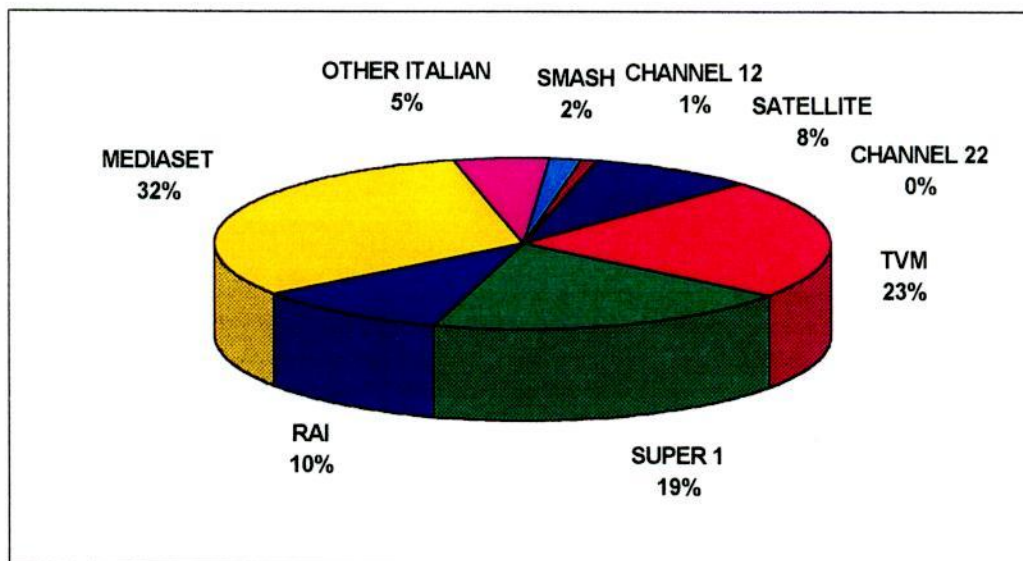


Fig. 8.11: Daily Average Audience TV Levels - 1997