

A Report

on A Study of

TV and Radio Audience in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

Malta University Services

University of Malta
Msida – Malta

Tel: 343572

Fax: 344879

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MALTA UNIVERSITY SERVICES Ltd.

University Campus, Msida MSD 06 - Malta.

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BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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	490	511	131	326	291	253
AGE GROUP							
12 - 17.....	112	56	56	19	34	35	24
.....	11.2%	11.4%	11.0%	14.5%	10.4%	12.0%	9.5%
.....	100.0%	50.0%	50.0%	17.0%	30.4%	31.3%	21.4%
18 - 30.....	210	105	105	23	87	59	41
.....	21.0%	21.4%	20.5%	17.6%	26.7%	20.3%	16.2%
.....	100.0%	50.0%	50.0%	11.0%	41.4%	28.1%	19.5%
31 - 50.....	371	182	189	48	121	104	98
.....	37.1%	37.1%	37.0%	36.6%	37.1%	35.7%	38.7%
.....	100.0%	49.1%	50.9%	12.9%	32.6%	28.0%	26.4%
51 - 65.....	182	91	91	21	51	50	60
.....	18.2%	18.6%	17.8%	16.0%	15.6%	17.2%	23.7%
.....	100.0%	50.0%	50.0%	11.5%	28.0%	27.5%	33.0%
OVER 65.....	126	56	70	20	33	43	30
.....	12.6%	11.4%	13.7%	15.3%	10.1%	14.8%	11.9%
.....	100.0%	44.4%	55.6%	15.9%	26.2%	34.1%	23.8%

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	131	326	291	253
	%	%	%	%	%
12-17	11.2	14.5	10.4	12.0	9.5
18-30	21.0	17.6	26.7	20.3	16.2
30-51	37.1	36.6	37.1	35.7	38.7
51-65	18.2	16.0	15.6	17.2	23.7
over 65	12.6	15.3	10.1	14.8	11.9
TOTAL	100.0	100.0	100.0	100.0	100.0

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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	490	511	112	210	371	182	126	131	326	291	253
LISTEN TO THE RADIO..	814	390	424	82	180	297	153	102	102	275	230	207
.....	81.3%	79.6%	83.0%	73.2%	85.7%	80.1%	84.1%	81.0%	77.9%	84.4%	79.0%	81.8%
.....	100.0%	47.9%	52.1%	10.1%	22.1%	36.5%	18.8%	12.5%	12.5%	33.8%	28.3%	25.4%
DO NOT LISTEN TO THE												
RADIO.....	187	100	87	30	30	74	29	24	29	51	61	46
.....	18.7%	20.4%	17.0%	26.8%	14.3%	19.9%	15.9%	19.0%	22.1%	15.6%	21.0%	18.2%
.....	100.0%	53.5%	46.5%	16.0%	16.0%	39.6%	15.5%	12.8%	15.5%	27.3%	32.6%	24.6%

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.....	814	390	424	82	180	297	153	102	102	275	230	207
K3A												
VARIES CONSIDERABLY..	17	10	7	1	2	9	3	2	2	5	6	4
.....	2.1%	2.6%	1.7%	1.2%	1.1%	3.0%	2.0%	2.0%	2.0%	1.8%	2.6%	1.9%
.....	100.0%	58.8%	41.2%	5.9%	11.8%	52.9%	17.6%	11.8%	11.8%	29.4%	35.3%	23.5%
ONE.....	218	123	95	37	55	71	26	29	42	75	58	43
.....	26.8%	31.5%	22.4%	45.1%	30.6%	23.9%	17.0%	28.4%	41.2%	27.3%	25.2%	20.8%
.....	100.0%	56.4%	43.6%	17.0%	25.2%	32.6%	11.9%	13.3%	19.3%	34.4%	26.6%	19.7%
TWO.....	159	79	80	14	39	51	41	14	22	64	29	44
.....	19.5%	20.3%	18.9%	17.1%	21.7%	17.2%	26.8%	13.7%	21.6%	23.3%	12.6%	21.3%
.....	100.0%	49.7%	50.3%	8.8%	24.5%	32.1%	25.8%	8.8%	13.8%	40.3%	18.2%	27.7%
THREE.....	141	64	77	11	26	66	23	15	17	48	36	40
.....	17.3%	16.4%	18.2%	13.4%	14.4%	22.2%	15.0%	14.7%	16.7%	17.5%	15.7%	19.3%
.....	100.0%	45.4%	54.6%	7.8%	18.4%	46.8%	16.3%	10.6%	12.1%	34.0%	25.5%	28.4%
FOUR.....	76	29	47	6	18	26	17	9	4	31	22	19
.....	9.3%	7.4%	11.1%	7.3%	10.0%	8.8%	11.1%	8.8%	3.9%	11.3%	9.6%	9.2%
.....	100.0%	38.2%	61.8%	7.9%	23.7%	34.2%	22.4%	11.8%	5.3%	40.8%	28.9%	25.0%
FIVE.....	51	24	27	6	7	16	16	6	4	11	23	13
.....	6.3%	6.2%	6.4%	7.3%	3.9%	5.4%	10.5%	5.9%	3.9%	4.0%	10.0%	6.3%
.....	100.0%	47.1%	52.9%	11.8%	13.7%	31.4%	31.4%	11.8%	7.8%	21.6%	45.1%	25.5%
SIX.....	31	18	13	3	7	10	6	5	5	9	9	8
.....	3.8%	4.6%	3.1%	3.7%	3.9%	3.4%	3.9%	4.9%	4.9%	3.3%	3.9%	3.9%
.....	100.0%	58.1%	41.9%	9.7%	22.6%	32.3%	19.4%	16.1%	16.1%	29.0%	29.0%	25.8%
SEVEN.....	14	6	8	2	4	3	3	2	1	6	6	1
.....	1.7%	1.5%	1.9%	2.4%	2.2%	1.0%	2.0%	2.0%	1.0%	2.2%	2.6%	.5%
.....	100.0%	42.9%	57.1%	14.3%	28.6%	21.4%	21.4%	14.3%	7.1%	42.9%	42.9%	7.1%
EIGHT.....	35	11	24	0	9	18	3	5	2	7	12	14
.....	4.3%	2.8%	5.7%	.0%	5.0%	6.1%	2.0%	4.9%	2.0%	2.5%	5.2%	6.8%
.....	100.0%	31.4%	68.6%	.0%	25.7%	51.4%	8.6%	14.3%	5.7%	20.0%	34.3%	40.0%
NINE.....	13	7	6	1	2	4	5	1	0	4	2	7
.....	1.6%	1.8%	1.4%	1.2%	1.1%	1.3%	3.3%	1.0%	.0%	1.5%	.9%	3.4%
.....	100.0%	53.8%	46.2%	7.7%	15.4%	30.8%	38.5%	7.7%	.0%	30.8%	15.4%	53.8%

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.....	33	12	21	1	9	13	3	7	2	9	14	8
.....	4.1%	3.1%	5.0%	1.2%	5.0%	4.4%	2.0%	6.9%	2.0%	3.3%	6.1%	3.9%
.....	100.0%	36.4%	63.6%	3.0%	27.3%	39.4%	9.1%	21.2%	6.1%	27.3%	42.4%	24.2%
ELEVEN.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.2%	.3%	.2%	.0%	.6%	.0%	.7%	.0%	.0%	.4%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
TWELVE.....	14	5	9	0	1	5	2	6	0	4	7	3
.....	1.7%	1.3%	2.1%	.0%	.6%	1.7%	1.3%	5.9%	.0%	1.5%	3.0%	1.4%
.....	100.0%	35.7%	64.3%	.0%	7.1%	35.7%	14.3%	42.9%	.0%	28.6%	50.0%	21.4%
THIRTEEN.....	4	0	4	0	0	0	3	1	0	0	2	2
.....	.5%	.0%	.9%	.0%	.0%	.0%	2.0%	1.0%	.0%	.0%	.9%	1.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	75.0%	25.0%	.0%	.0%	50.0%	50.0%
FOURTEEN.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
FIFTEEN.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.5%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%
SIXTEEN.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
EIGHTEEN.....	3	0	3	0	0	3	0	0	0	1	2	0
.....	.4%	.0%	.7%	.0%	.0%	1.0%	.0%	.0%	.0%	.4%	.9%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	33.3%	66.7%	.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.....	814	390	424	82	180	297	153	102	102	275	230	207
NO ANSWER.....	42	24	18	7	5	16	6	8	4	18	11	9
.....	5.2%	6.2%	4.2%	8.5%	2.8%	5.4%	3.9%	7.8%	3.9%	6.5%	4.8%	4.3%
.....	100.0%	57.1%	42.9%	16.7%	11.9%	38.1%	14.3%	19.0%	9.5%	42.9%	26.2%	21.4%
AT HOME.....	634	266	368	73	118	213	137	93	73	207	180	174
.....	77.9%	68.2%	86.8%	89.0%	65.6%	71.7%	89.5%	91.2%	71.6%	75.3%	78.3%	84.1%
.....	100.0%	42.0%	58.0%	11.5%	18.6%	33.6%	21.6%	14.7%	11.5%	32.6%	28.4%	27.4%
AT WORK.....	137	98	39	5	56	61	14	1	10	49	47	31
.....	16.8%	25.1%	9.2%	6.1%	31.1%	20.5%	9.2%	1.0%	9.8%	17.8%	20.4%	15.0%
.....	100.0%	71.5%	28.5%	3.6%	40.9%	44.5%	10.2%	.7%	7.3%	35.8%	34.3%	22.6%
IN THE CAR.....	184	131	53	6	60	87	27	4	39	78	35	32
.....	22.6%	33.6%	12.5%	7.3%	33.3%	29.3%	17.6%	3.9%	38.2%	28.4%	15.2%	15.5%
.....	100.0%	71.2%	28.8%	3.3%	32.6%	47.3%	14.7%	2.2%	21.2%	42.4%	19.0%	17.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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	490	511	112	210	371	182	126	131	326	291	253
WATCH TV.....	984	479	505	111	206	365	180	122	128	323	287	246
.....	98.3%	97.8%	98.8%	99.1%	98.1%	98.4%	98.9%	96.8%	97.7%	99.1%	98.6%	97.2%
.....	100.0%	48.7%	51.3%	11.3%	20.9%	37.1%	18.3%	12.4%	13.0%	32.8%	29.2%	25.0%
DO NOT WATCH TV.....	17	11	6	1	4	6	2	4	3	3	4	7
.....	1.7%	2.2%	1.2%	.9%	1.9%	1.6%	1.1%	3.2%	2.3%	.9%	1.4%	2.8%
.....	100.0%	64.7%	35.3%	5.9%	23.5%	35.3%	11.8%	23.5%	17.6%	17.6%	23.5%	41.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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.....	984	479	505	111	206	365	180	122	128	323	287	246
K17A												
VARIES CONSIDERABLY..	10	5	5	0	0	5	3	2	1	1	6	2
.....	1.0%	1.0%	1.0%	.0%	.0%	1.4%	1.7%	1.6%	.8%	.3%	2.1%	.8%
.....	100.0%	50.0%	50.0%	.0%	.0%	50.0%	30.0%	20.0%	10.0%	10.0%	60.0%	20.0%
ONE.....	146	67	79	24	30	56	20	16	36	50	32	28
.....	14.8%	14.0%	15.6%	21.6%	14.6%	15.3%	11.1%	13.1%	28.1%	15.5%	11.1%	11.4%
.....	100.0%	45.9%	54.1%	16.4%	20.5%	38.4%	13.7%	11.0%	24.7%	34.2%	21.9%	19.2%
TWO.....	319	168	151	40	73	118	54	34	33	110	90	86
.....	32.4%	35.1%	29.9%	36.0%	35.4%	32.3%	30.0%	27.9%	25.8%	34.1%	31.4%	35.0%
.....	100.0%	52.7%	47.3%	12.5%	22.9%	37.0%	16.9%	10.7%	10.3%	34.5%	28.2%	27.0%
THREE.....	262	133	129	26	57	94	52	33	30	93	69	70
.....	26.6%	27.8%	25.5%	23.4%	27.7%	25.8%	28.9%	27.0%	23.4%	28.8%	24.0%	28.5%
.....	100.0%	50.8%	49.2%	9.9%	21.8%	35.9%	19.8%	12.6%	11.5%	35.5%	26.3%	26.7%
FOUR.....	141	66	75	13	29	53	29	17	19	37	50	35
.....	14.3%	13.8%	14.9%	11.7%	14.1%	14.5%	16.1%	13.9%	14.8%	11.5%	17.4%	14.2%
.....	100.0%	46.8%	53.2%	9.2%	20.6%	37.6%	20.6%	12.1%	13.5%	26.2%	35.5%	24.8%
FIVE.....	57	24	33	6	9	23	11	8	3	18	19	17
.....	5.8%	5.0%	6.5%	5.4%	4.4%	6.3%	6.1%	6.6%	2.3%	5.6%	6.6%	6.9%
.....	100.0%	42.1%	57.9%	10.5%	15.8%	40.4%	19.3%	14.0%	5.3%	31.6%	33.3%	29.8%
SIX.....	20	7	13	1	1	7	7	4	2	5	10	3
.....	2.0%	1.5%	2.6%	.9%	.5%	1.9%	3.9%	3.3%	1.6%	1.5%	3.5%	1.2%
.....	100.0%	35.0%	65.0%	5.0%	5.0%	35.0%	35.0%	20.0%	10.0%	25.0%	50.0%	15.0%
SEVEN.....	11	3	8	1	3	3	0	4	2	2	4	3
.....	1.1%	.6%	1.6%	.9%	1.5%	.8%	.0%	3.3%	1.6%	.6%	1.4%	1.2%
.....	100.0%	27.3%	72.7%	9.1%	27.3%	27.3%	.0%	36.4%	18.2%	18.2%	36.4%	27.3%
EIGHT.....	12	2	10	0	4	3	2	3	0	6	5	1
.....	1.2%	.4%	2.0%	.0%	1.9%	.8%	1.1%	2.5%	.0%	1.9%	1.7%	.4%
.....	100.0%	16.7%	83.3%	.0%	33.3%	25.0%	16.7%	25.0%	.0%	50.0%	41.7%	8.3%
NINE.....	6	4	2	0	0	3	2	1	2	1	2	1
.....	.6%	.8%	.4%	.0%	.0%	.8%	1.1%	.8%	1.6%	.3%	.7%	.4%
.....	100.0%	66.7%	33.3%	.0%	.0%	50.0%	33.3%	16.7%	33.3%	16.7%	33.3%	16.7%

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.....	984	479	505	111	206	365	180	122	128	323	287	246
IN THE SITTING ROOM..	454	223	231	52	94	171	87	50	81	170	118	85
.....	46.1%	46.6%	45.7%	46.8%	45.6%	46.8%	48.3%	41.0%	63.3%	52.6%	41.1%	34.6%
.....	100.0%	49.1%	50.9%	11.5%	20.7%	37.7%	19.2%	11.0%	17.8%	37.4%	26.0%	18.7%
IN THE DINING ROOM...	54	19	35	3	7	22	11	11	5	15	15	19
.....	5.5%	4.0%	6.9%	2.7%	3.4%	6.0%	6.1%	9.0%	3.9%	4.6%	5.2%	7.7%
.....	100.0%	35.2%	64.8%	5.6%	13.0%	40.7%	20.4%	20.4%	9.3%	27.8%	27.8%	35.2%
IN THE KITCHEN.....	172	75	97	30	25	73	27	17	16	53	56	47
.....	17.5%	15.7%	19.2%	27.0%	12.1%	20.0%	15.0%	13.9%	12.5%	16.4%	19.5%	19.1%
.....	100.0%	43.6%	56.4%	17.4%	14.5%	42.4%	15.7%	9.9%	9.3%	30.8%	32.6%	27.3%
IN THE BEDROOM.....	289	154	135	24	76	94	52	43	24	80	95	90
.....	29.4%	32.2%	26.7%	21.6%	36.9%	25.8%	28.9%	35.2%	18.8%	24.8%	33.1%	36.6%
.....	100.0%	53.3%	46.7%	8.3%	26.3%	32.5%	18.0%	14.9%	8.3%	27.7%	32.9%	31.1%
AT ANOTHER PLACE.....	15	8	7	2	4	5	3	1	2	5	3	5
.....	1.5%	1.7%	1.4%	1.8%	1.9%	1.4%	1.7%	.8%	1.6%	1.5%	1.0%	2.0%
.....	100.0%	53.3%	46.7%	13.3%	26.7%	33.3%	20.0%	6.7%	13.3%	33.3%	20.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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	490	511	112	210	371	182	126	131	326	291	253
NOT CONNECTED.....	531	246	285	60	109	174	112	76	48	167	164	152
.....	53.0%	50.2%	55.8%	53.6%	51.9%	46.9%	61.5%	60.3%	36.6%	51.2%	56.4%	60.1%
.....	100.0%	46.3%	53.7%	11.3%	20.5%	32.8%	21.1%	14.3%	9.0%	31.5%	30.9%	28.6%
CONNECTED: BASIC.....	114	58	56	9	22	56	17	10	20	43	26	25
.....	11.4%	11.8%	11.0%	8.0%	10.5%	15.1%	9.3%	7.9%	15.3%	13.2%	8.9%	9.9%
.....	100.0%	50.9%	49.1%	7.9%	19.3%	49.1%	14.9%	8.8%	17.5%	37.7%	22.8%	21.9%
CONNECTED: RECEPTION.	132	70	62	14	24	52	17	25	11	38	43	40
.....	13.2%	14.3%	12.1%	12.5%	11.4%	14.0%	9.3%	19.8%	8.4%	11.7%	14.8%	15.8%
.....	100.0%	53.0%	47.0%	10.6%	18.2%	39.4%	12.9%	18.9%	8.3%	28.8%	32.6%	30.3%
CONNECTED: TV PLUS...	147	77	70	18	40	55	26	8	29	53	43	22
.....	14.7%	15.7%	13.7%	16.1%	19.0%	14.8%	14.3%	6.3%	22.1%	16.3%	14.8%	8.7%
.....	100.0%	52.4%	47.6%	12.2%	27.2%	37.4%	17.7%	5.4%	19.7%	36.1%	29.3%	15.0%
CONNECTED: PREMIERE..	77	39	38	11	15	34	10	7	23	25	15	14
.....	7.7%	8.0%	7.4%	9.8%	7.1%	9.2%	5.5%	5.6%	17.6%	7.7%	5.2%	5.5%
.....	100.0%	50.6%	49.4%	14.3%	19.5%	44.2%	13.0%	9.1%	29.9%	32.5%	19.5%	18.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

**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	490	511	112	210	371	182	126	131	326	291	253
NO ONE IN PARTICULAR.	320	169	151	31	75	113	54	47	51	116	87	66
.....	32.0%	34.5%	29.5%	27.7%	35.7%	30.5%	29.7%	37.3%	38.9%	35.6%	29.9%	26.1%
.....	100.0%	52.8%	47.2%	9.7%	23.4%	35.3%	16.9%	14.7%	15.9%	36.3%	27.2%	20.6%
THE HUSBAND	293	169	124	26	52	113	71	31	35	90	100	68
.....	29.3%	34.5%	24.3%	23.2%	24.8%	30.5%	39.0%	24.6%	26.7%	27.6%	34.4%	26.9%
.....	100.0%	57.7%	42.3%	8.9%	17.7%	38.6%	24.2%	10.6%	11.9%	30.7%	34.1%	23.2%
THE WIFE	201	65	136	12	24	82	44	39	25	60	52	64
.....	20.1%	13.3%	26.6%	10.7%	11.4%	22.1%	24.2%	31.0%	19.1%	18.4%	17.9%	25.3%
.....	100.0%	32.3%	67.7%	6.0%	11.9%	40.8%	21.9%	19.4%	12.4%	29.9%	25.9%	31.8%
THE CHILDREN	187	87	100	43	59	63	13	9	20	60	52	55
.....	18.7%	17.8%	19.6%	38.4%	28.1%	17.0%	7.1%	7.1%	15.3%	18.4%	17.9%	21.7%
.....	100.0%	46.5%	53.5%	23.0%	31.6%	33.7%	7.0%	4.8%	10.7%	32.1%	27.8%	29.4%

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	490	511	112	210	371	182	126	131	326	291	253
NO PARTICULAR PREFERENCE.....	24	17	7	5	7	7	2	3	3	7	9	5
.....	2.4%	3.5%	1.4%	4.5%	3.3%	1.9%	1.1%	2.4%	2.3%	2.1%	3.1%	2.0%
.....	100.0%	70.8%	29.2%	20.8%	29.2%	29.2%	8.3%	12.5%	12.5%	29.2%	37.5%	20.8%
LISTEN TO THEM ON THE RADIO.....	134	55	79	8	26	58	23	19	13	48	44	29
.....	13.4%	11.2%	15.5%	7.1%	12.4%	15.6%	12.6%	15.1%	9.9%	14.7%	15.1%	11.5%
.....	100.0%	41.0%	59.0%	6.0%	19.4%	43.3%	17.2%	14.2%	9.7%	35.8%	32.8%	21.6%
WATCH THEM ON TV.....	710	346	364	81	134	260	145	90	81	219	214	196
.....	70.9%	70.6%	71.2%	72.3%	63.8%	70.1%	79.7%	71.4%	61.8%	67.2%	73.5%	77.5%
.....	100.0%	48.7%	51.3%	11.4%	18.9%	36.6%	20.4%	12.7%	11.4%	30.8%	30.1%	27.6%
READ THEM IN A NEWSPAPER.....	108	61	47	10	36	40	11	11	33	44	17	14
.....	10.8%	12.4%	9.2%	8.9%	17.1%	10.8%	6.0%	8.7%	25.2%	13.5%	5.8%	5.5%
.....	100.0%	56.5%	43.5%	9.3%	33.3%	37.0%	10.2%	10.2%	30.6%	40.7%	15.7%	13.0%
PICK THEM UP FROM OTHER PERSONS.....	25	11	14	8	7	6	1	3	1	8	7	9
.....	2.5%	2.2%	2.7%	7.1%	3.3%	1.6%	.5%	2.4%	.8%	2.5%	2.4%	3.6%
.....	100.0%	44.0%	56.0%	32.0%	28.0%	24.0%	4.0%	12.0%	4.0%	32.0%	28.0%	36.0%

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	490	511	112	210	371	182	126	131	326	291	253
NO PARTICULAR PREFERENCE.....	43	26	17	7	15	8	7	6	2	8	16	17
.....	4.3%	5.3%	3.3%	6.3%	7.1%	2.2%	3.8%	4.8%	1.5%	2.5%	5.5%	6.7%
.....	100.0%	60.5%	39.5%	16.3%	34.9%	18.6%	16.3%	14.0%	4.7%	18.6%	37.2%	39.5%
LISTEN TO THEM ON THE RADIO.....	100	41	59	4	19	43	18	16	8	37	35	20
.....	10.0%	8.4%	11.5%	3.6%	9.0%	11.6%	9.9%	12.7%	6.1%	11.3%	12.0%	7.9%
.....	100.0%	41.0%	59.0%	4.0%	19.0%	43.0%	18.0%	16.0%	8.0%	37.0%	35.0%	20.0%
WATCH THEM ON TV.....	750	365	385	84	145	283	147	91	97	240	215	198
.....	74.9%	74.5%	75.3%	75.0%	69.0%	76.3%	80.8%	72.2%	74.0%	73.6%	73.9%	78.3%
.....	100.0%	48.7%	51.3%	11.2%	19.3%	37.7%	19.6%	12.1%	12.9%	32.0%	28.7%	26.4%
READ THEM IN A NEWSPAPER.....	86	48	38	9	23	34	9	11	23	34	17	12
.....	8.6%	9.8%	7.4%	8.0%	11.0%	9.2%	4.9%	8.7%	17.6%	10.4%	5.8%	4.7%
.....	100.0%	55.8%	44.2%	10.5%	26.7%	39.5%	10.5%	12.8%	26.7%	39.5%	19.8%	14.0%
PICK THEM UP FROM OTHER PERSONS.....	22	10	12	8	8	3	1	2	1	7	8	6
.....	2.2%	2.0%	2.3%	7.1%	3.8%	.8%	.5%	1.6%	.8%	2.1%	2.7%	2.4%
.....	100.0%	45.5%	54.5%	36.4%	36.4%	13.6%	4.5%	9.1%	4.5%	31.8%	36.4%	27.3%

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	1998
Music	82.5	78.9	87.2
Local News	74.7	70.6	84.5
Foreign News	68.1	63.9	77.1
Discussions	61.2	58.1	67.6
Religion	50.6	34.7	53.3
Health/Beauty/Home/Law	46.7	31.6	54.5
Current Affairs	42.2	31.2	56.8
Culture	36.4	29.1	45.8
Sports	37.5	29.0	48.2
Novels/Plays	35.6	27.9	49.5
Money/Business	19.0	16.7	31.7
Children	20.3	15.9	30.2

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

PROGRAMME SECTOR	%	%	%
	1996	1997	1998
Local News	89.3	84.2	94.6
Foreign News	85.3	79.8	88.9
Feature Films	72.0	60.5	77.5
Quizzes/Fame Shows/Variety Progr..	60.4	51.6	70.1
Weather	78.2	50.5	81.2
Documentaries	63.1	50.3	66.3
Sports	55.3	45.1	63.0
Discussions	56.1	43.8	72.1
Plays	35.0	31.4	54.4
Music Video-Clips	33.7	24.7	45.5
Current Affairs	36.3	23.4	44.8
Religion	39.3	22.4	44.3
Serials/Soap Operas	32.5	22.9	61.4
Art & Culture	33.5	22.1	44.8
Women's Programmes	36.8	20.9	47.4
Children's Programmes	29.0	18.3	47.0
Business & Finance	18.1	11.9	27.0

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

	RM 1	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/Beauty/home/Law	7.30	2.80	15.70	2.60	0.30	0.60	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	0.60	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	12.60	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)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	1.3	4.0	8.2	2.2	7.8	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/Beauty/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	2.8	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 6.3-1.3: Radio Station Preferences for Different Programme Sectors (1998)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	8.1	1.1	12.8	9.1	3.3	10.3	7.0	5.4	16.7	9.6	0.1	2.5	1.0	13.0	100.00
Discussions	11.1	0.7	14.3	11.4	0.5	1.8	14.7	10.0	1.7	0.6	0.2	0.5	-	32.4	100.00
Sport	9.0	3.2	13.3	6.6	1.2	3.4	4.2	1.6	2.7	1.6	0.1	0.2	-	52.8	100.00
Money & Business	10.0	3.1	4.2	3.6	0.7	2.1	3.3	2.5	1.2	0.5	0.2	0.2	0.1	68.3	100.00
Culture	11.7	2.5	8.4	6.1	0.9	1.7	8.2	2.6	0.9	0.7	1.0	0.5	0.7	54.2	100.00
Health/Beauty/home/Law	12.7	2.5	12.7	8.9	1.1	1.4	10.6	3.7	2.0	0.5	0.4	0.4	-	45.5	100.00
Religion	6.0	0.6	6.9	2.6	0.2	0.9	33.0	1.1	0.7	0.2	0.1	0.7	0.1	46.7	100.00
Novels & Plays	16.2	2.0	11.9	4.5	0.4	0.9	9.3	2.7	0.9	0.2	0.2	0.1	0.1	50.5	100.00
Children	10.3	2.0	7.0	2.0	0.5	1.0	4.3	1.6	1.2	0.1	-	0.2	-	69.8	100.00
Local News	14.9	2.9	23.6	15.2	1.4	5.2	9.7	4.3	4.4	1.8	-	0.9	0.2	15.5	100.00
Foreign News	14.4	2.3	20.1	14.0	1.6	5.0	9.2	3.9	4.2	1.5	-	0.6	0.2	22.9	100.00
Current Affairs	10.1	2.1	14.1	11.5	0.9	3.3	6.0	5.3	1.7	0.9	-	0.7	0.1	43.2	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.....	814	390	424	82	180	297	153	102	102	275	230	207
MUSIC												
NONE.....	104	55	49	3	8	34	28	31	16	26	26	36
.....	12.8%	14.1%	11.6%	3.7%	4.4%	11.4%	18.3%	30.4%	15.7%	9.5%	11.3%	17.4%
.....	100.0%	52.9%	47.1%	2.9%	7.7%	32.7%	26.9%	29.8%	15.4%	25.0%	25.0%	34.6%
RADIO MALTA 1.....	66	28	38	0	5	21	23	17	5	27	20	14
.....	8.1%	7.2%	9.0%	.0%	2.8%	7.1%	15.0%	16.7%	4.9%	9.8%	8.7%	6.8%
.....	100.0%	42.4%	57.6%	.0%	7.6%	31.8%	34.8%	25.8%	7.6%	40.9%	30.3%	21.2%
RADIO MALTA 2.....	9	3	6	0	1	5	3	0	0	2	5	2
.....	1.1%	.8%	1.4%	.0%	.6%	1.7%	2.0%	.0%	.0%	.7%	2.2%	1.0%
.....	100.0%	33.3%	66.7%	.0%	11.1%	55.6%	33.3%	.0%	.0%	22.2%	55.6%	22.2%
RADIO SUPER 1.....	104	45	59	3	13	41	28	19	4	24	35	41
.....	12.8%	11.5%	13.9%	3.7%	7.2%	13.8%	18.3%	18.6%	3.9%	8.7%	15.2%	19.8%
.....	100.0%	43.3%	56.7%	2.9%	12.5%	39.4%	26.9%	18.3%	3.8%	23.1%	33.7%	39.4%
RADIO 101.....	75	41	34	6	9	31	21	8	13	25	21	16
.....	9.2%	10.5%	8.0%	7.3%	5.0%	10.4%	13.7%	7.8%	12.7%	9.1%	9.1%	7.7%
.....	100.0%	54.7%	45.3%	8.0%	12.0%	41.3%	28.0%	10.7%	17.3%	33.3%	28.0%	21.3%
ISLAND SOUND.....	27	14	13	4	12	8	3	0	4	14	5	4
.....	3.3%	3.6%	3.1%	4.9%	6.7%	2.7%	2.0%	.0%	3.9%	5.1%	2.2%	1.9%
.....	100.0%	51.9%	48.1%	14.8%	44.4%	29.6%	11.1%	.0%	14.8%	51.9%	18.5%	14.8%
BAY RADIO.....	85	42	43	14	36	32	2	1	20	45	12	8
.....	10.4%	10.8%	10.1%	17.1%	20.0%	10.8%	1.3%	1.0%	19.6%	16.4%	5.2%	3.9%
.....	100.0%	49.4%	50.6%	16.5%	42.4%	37.6%	2.4%	1.2%	23.5%	52.9%	14.1%	9.4%
RTK.....	57	17	40	2	3	20	15	17	5	18	19	15
.....	7.0%	4.4%	9.4%	2.4%	1.7%	6.7%	9.8%	16.7%	4.9%	6.5%	8.3%	7.2%
.....	100.0%	29.8%	70.2%	3.5%	5.3%	35.1%	26.3%	29.8%	8.8%	31.6%	33.3%	26.3%
LIVE FM.....	44	25	19	12	17	10	4	1	1	19	11	13
.....	5.4%	6.4%	4.5%	14.6%	9.4%	3.4%	2.6%	1.0%	1.0%	6.9%	4.8%	6.3%
.....	100.0%	56.8%	43.2%	27.3%	38.6%	22.7%	9.1%	2.3%	2.3%	43.2%	25.0%	29.5%
SMASH.....	136	59	77	34	53	37	10	2	14	42	50	30
.....	16.7%	15.1%	18.2%	41.5%	29.4%	12.5%	6.5%	2.0%	13.7%	15.3%	21.7%	14.5%
.....	100.0%	43.4%	56.6%	25.0%	39.0%	27.2%	7.4%	1.5%	10.3%	30.9%	36.8%	22.1%

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
RADIO CALYPSO.....	78	48	30	2	9	51	12	4	15	22	20	21
.....	9.6%	12.3%	7.1%	2.4%	5.0%	17.2%	7.8%	3.9%	14.7%	8.0%	8.7%	10.1%
.....	100.0%	61.5%	38.5%	2.6%	11.5%	65.4%	15.4%	5.1%	19.2%	28.2%	25.6%	26.9%
UNIVERSITY RADIO.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%
RADJU MAS.....	20	8	12	2	13	4	0	1	1	8	6	5
.....	2.5%	2.1%	2.8%	2.4%	7.2%	1.3%	.0%	1.0%	1.0%	2.9%	2.6%	2.4%
.....	100.0%	40.0%	60.0%	10.0%	65.0%	20.0%	.0%	5.0%	5.0%	40.0%	30.0%	25.0%
FM BRONJA.....	8	4	4	0	1	3	3	1	3	3	0	2
.....	1.0%	1.0%	.9%	.0%	.6%	1.0%	2.0%	1.0%	2.9%	1.1%	.0%	1.0%
.....	100.0%	50.0%	50.0%	.0%	12.5%	37.5%	37.5%	12.5%	37.5%	37.5%	.0%	25.0%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	263	147	116	53	79	75	31	25	44	86	77	56
.....	32.3%	37.7%	27.4%	64.6%	43.9%	25.3%	20.3%	24.5%	43.1%	31.3%	33.5%	27.1%
.....	100.0%	55.9%	44.1%	20.2%	30.0%	28.5%	11.8%	9.5%	16.7%	32.7%	29.3%	21.3%
RADIO MALTA 1.....	90	39	51	0	19	26	25	20	12	38	19	21
.....	11.1%	10.0%	12.0%	.0%	10.6%	8.8%	16.3%	19.6%	11.8%	13.8%	8.3%	10.1%
.....	100.0%	43.3%	56.7%	.0%	21.1%	28.9%	27.8%	22.2%	13.3%	42.2%	21.1%	23.3%
RADIO MALTA 2.....	6	2	4	0	0	4	1	1	0	3	1	2
.....	.7%	.5%	.9%	.0%	.0%	1.3%	.7%	1.0%	.0%	1.1%	.4%	1.0%
.....	100.0%	33.3%	66.7%	.0%	.0%	66.7%	16.7%	16.7%	.0%	50.0%	16.7%	33.3%
RADIO SUPER 1.....	116	48	68	7	19	39	29	22	4	25	40	47
.....	14.3%	12.3%	16.0%	8.5%	10.6%	13.1%	19.0%	21.6%	3.9%	9.1%	17.4%	22.7%
.....	100.0%	41.4%	58.6%	6.0%	16.4%	33.6%	25.0%	19.0%	3.4%	21.6%	34.5%	40.5%
RADIO 101.....	93	51	42	7	15	42	21	8	14	36	22	21
.....	11.4%	13.1%	9.9%	8.5%	8.3%	14.1%	13.7%	7.8%	13.7%	13.1%	9.6%	10.1%
.....	100.0%	54.8%	45.2%	7.5%	16.1%	45.2%	22.6%	8.6%	15.1%	38.7%	23.7%	22.6%
ISLAND SOUND.....	4	3	1	0	2	1	1	0	0	1	2	1
.....	.5%	.8%	.2%	.0%	1.1%	.3%	.7%	.0%	.0%	.4%	.9%	.5%
.....	100.0%	75.0%	25.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	25.0%	50.0%	25.0%

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
BAY RADIO.....	15	7	8	0	6	8	1	0	1	7	4	3
.....	1.8%	1.8%	1.9%	.0%	3.3%	2.7%	.7%	.0%	1.0%	2.5%	1.7%	1.4%
.....	100.0%	46.7%	53.3%	.0%	40.0%	53.3%	6.7%	.0%	6.7%	46.7%	26.7%	20.0%
RTK.....	121	38	83	4	10	54	34	19	13	48	33	27
.....	14.9%	9.7%	19.6%	4.9%	5.6%	18.2%	22.2%	18.6%	12.7%	17.5%	14.3%	13.0%
.....	100.0%	31.4%	68.6%	3.3%	8.3%	44.6%	28.1%	15.7%	10.7%	39.7%	27.3%	22.3%
LIVE FM.....	81	43	38	8	20	40	8	5	11	26	23	21
.....	10.0%	11.0%	9.0%	9.8%	11.1%	13.5%	5.2%	4.9%	10.8%	9.5%	10.0%	10.1%
.....	100.0%	53.1%	46.9%	9.9%	24.7%	49.4%	9.9%	6.2%	13.6%	32.1%	28.4%	25.9%
SMASH.....	14	6	8	2	7	3	2	0	1	1	6	6
.....	1.7%	1.5%	1.9%	2.4%	3.9%	1.0%	1.3%	.0%	1.0%	.4%	2.6%	2.9%
.....	100.0%	42.9%	57.1%	14.3%	50.0%	21.4%	14.3%	.0%	7.1%	7.1%	42.9%	42.9%
RADIO CALYPSO.....	5	3	2	0	1	3	0	1	1	1	2	1
.....	.6%	.8%	.5%	.0%	.6%	1.0%	.0%	1.0%	1.0%	.4%	.9%	.5%
.....	100.0%	60.0%	40.0%	.0%	20.0%	60.0%	.0%	20.0%	20.0%	20.0%	40.0%	20.0%
UNIVERSITY RADIO.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.2%	.3%	.2%	1.2%	.0%	.3%	.0%	.0%	1.0%	.4%	.0%	.0%
.....	100.0%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RADJU MAS.....	4	2	2	0	2	1	0	1	0	2	1	1
.....	.5%	.5%	.5%	.0%	1.1%	.3%	.0%	1.0%	.0%	.7%	.4%	.5%
.....	100.0%	50.0%	50.0%	.0%	50.0%	25.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%
SPORT												
NONE.....	430	175	255	42	94	153	85	56	61	138	112	119
.....	52.8%	44.9%	60.1%	51.2%	52.2%	51.5%	55.6%	54.9%	59.8%	50.2%	48.7%	57.5%
.....	100.0%	40.7%	59.3%	9.8%	21.9%	35.6%	19.8%	13.0%	14.2%	32.1%	26.0%	27.7%
RADIO MALTA 1.....	73	40	33	2	16	27	17	11	6	29	21	17
.....	9.0%	10.3%	7.8%	2.4%	8.9%	9.1%	11.1%	10.8%	5.9%	10.5%	9.1%	8.2%
.....	100.0%	54.8%	45.2%	2.7%	21.9%	37.0%	23.3%	15.1%	8.2%	39.7%	28.8%	23.3%
RADIO MALTA 2.....	26	16	10	0	8	12	4	2	3	14	4	5
.....	3.2%	4.1%	2.4%	.0%	4.4%	4.0%	2.6%	2.0%	2.9%	5.1%	1.7%	2.4%
.....	100.0%	61.5%	38.5%	.0%	30.8%	46.2%	15.4%	7.7%	11.5%	53.8%	15.4%	19.2%
RADIO SUPER 1.....	108	66	42	11	18	47	17	15	6	28	41	33

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
.....	13.3%	16.9%	9.9%	13.4%	10.0%	15.8%	11.1%	14.7%	5.9%	10.2%	17.8%	15.9%
.....	100.0%	61.1%	38.9%	10.2%	16.7%	43.5%	15.7%	13.9%	5.6%	25.9%	38.0%	30.6%
RADIO 101.....	54	34	20	4	11	17	15	7	7	18	21	8
.....	6.6%	8.7%	4.7%	4.9%	6.1%	5.7%	9.8%	6.9%	6.9%	6.5%	9.1%	3.9%
.....	100.0%	63.0%	37.0%	7.4%	20.4%	31.5%	27.8%	13.0%	13.0%	33.3%	38.9%	14.8%
ISLAND SOUND.....	10	6	4	2	5	2	1	0	1	6	3	0
.....	1.2%	1.5%	.9%	2.4%	2.8%	.7%	.7%	.0%	1.0%	2.2%	1.3%	.0%
.....	100.0%	60.0%	40.0%	20.0%	50.0%	20.0%	10.0%	.0%	10.0%	60.0%	30.0%	.0%
BAY RADIO.....	28	12	16	6	11	9	2	0	9	11	5	3
.....	3.4%	3.1%	3.8%	7.3%	6.1%	3.0%	1.3%	.0%	8.8%	4.0%	2.2%	1.4%
.....	100.0%	42.9%	57.1%	21.4%	39.3%	32.1%	7.1%	.0%	32.1%	39.3%	17.9%	10.7%
RTK.....	34	10	24	3	2	14	7	8	4	16	9	5
.....	4.2%	2.6%	5.7%	3.7%	1.1%	4.7%	4.6%	7.8%	3.9%	5.8%	3.9%	2.4%
.....	100.0%	29.4%	70.6%	8.8%	5.9%	41.2%	20.6%	23.5%	11.8%	47.1%	26.5%	14.7%
LIVE FM.....	13	10	3	1	5	5	1	1	0	5	0	8
.....	1.6%	2.6%	.7%	1.2%	2.8%	1.7%	.7%	1.0%	.0%	1.8%	.0%	3.9%
.....	100.0%	76.9%	23.1%	7.7%	38.5%	38.5%	7.7%	7.7%	.0%	38.5%	.0%	61.5%
SMASH.....	22	10	12	9	8	4	1	0	4	6	8	4
.....	2.7%	2.6%	2.8%	11.0%	4.4%	1.3%	.7%	.0%	3.9%	2.2%	3.5%	1.9%
.....	100.0%	45.5%	54.5%	40.9%	36.4%	18.2%	4.5%	.0%	18.2%	27.3%	36.4%	18.2%
RADIO CALYPSO.....	13	10	3	2	2	6	3	0	0	4	5	4
.....	1.6%	2.6%	.7%	2.4%	1.1%	2.0%	2.0%	.0%	.0%	1.5%	2.2%	1.9%
.....	100.0%	76.9%	23.1%	15.4%	15.4%	46.2%	23.1%	.0%	.0%	30.8%	38.5%	30.8%
UNIVERSITY RADIO.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	1.0%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	100.0%	.0%	.0%	.0%
RADJU MAS.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	.2%	.0%	.5%	.0%	.0%	.3%	.0%	1.0%	.0%	.0%	.4%	.5%
.....	100.0%	.0%	100.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
MONEY & BUSINESS NONE.....	556	263	293	65	123	195	105	68	72	174	160	150
.....	68.3%	67.4%	69.1%	79.3%	68.3%	65.7%	68.6%	66.7%	70.6%	63.3%	69.6%	72.5%

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
.....	100.0%	47.3%	52.7%	11.7%	22.1%	35.1%	18.9%	12.2%	12.9%	31.3%	28.8%	27.0%
RADIO MALTA 1.....	81	44	37	8	14	31	18	10	8	35	18	20
.....	10.0%	11.3%	8.7%	9.8%	7.8%	10.4%	11.8%	9.8%	7.8%	12.7%	7.8%	9.7%
.....	100.0%	54.3%	45.7%	9.9%	17.3%	38.3%	22.2%	12.3%	9.9%	43.2%	22.2%	24.7%
RADIO MALTA 2.....	25	12	13	0	7	10	5	3	4	14	2	5
.....	3.1%	3.1%	3.1%	.0%	3.9%	3.4%	3.3%	2.9%	3.9%	5.1%	.9%	2.4%
.....	100.0%	48.0%	52.0%	.0%	28.0%	40.0%	20.0%	12.0%	16.0%	56.0%	8.0%	20.0%
RADIO SUPER 1.....	34	15	19	2	5	13	6	8	0	8	13	13
.....	4.2%	3.8%	4.5%	2.4%	2.8%	4.4%	3.9%	7.8%	.0%	2.9%	5.7%	6.3%
.....	100.0%	44.1%	55.9%	5.9%	14.7%	38.2%	17.6%	23.5%	.0%	23.5%	38.2%	38.2%
RADIO 101.....	29	18	11	1	5	9	9	5	8	8	11	2
.....	3.6%	4.6%	2.6%	1.2%	2.8%	3.0%	5.9%	4.9%	7.8%	2.9%	4.8%	1.0%
.....	100.0%	62.1%	37.9%	3.4%	17.2%	31.0%	31.0%	17.2%	27.6%	27.6%	37.9%	6.9%
ISLAND SOUND.....	6	3	3	1	2	2	1	0	0	3	2	1
.....	.7%	.8%	.7%	1.2%	1.1%	.7%	.7%	.0%	.0%	1.1%	.9%	.5%
.....	100.0%	50.0%	50.0%	16.7%	33.3%	33.3%	16.7%	.0%	.0%	50.0%	33.3%	16.7%
BAY RADIO.....	17	8	9	0	8	8	1	0	3	9	2	3
.....	2.1%	2.1%	2.1%	.0%	4.4%	2.7%	.7%	.0%	2.9%	3.3%	.9%	1.4%
.....	100.0%	47.1%	52.9%	.0%	47.1%	47.1%	5.9%	.0%	17.6%	52.9%	11.8%	17.6%
RTK.....	27	6	21	1	3	13	5	5	2	13	9	3
.....	3.3%	1.5%	5.0%	1.2%	1.7%	4.4%	3.3%	4.9%	2.0%	4.7%	3.9%	1.4%
.....	100.0%	22.2%	77.8%	3.7%	11.1%	48.1%	18.5%	18.5%	7.4%	48.1%	33.3%	11.1%
LIVE FM.....	20	12	8	2	6	10	1	1	2	9	4	5
.....	2.5%	3.1%	1.9%	2.4%	3.3%	3.4%	.7%	1.0%	2.0%	3.3%	1.7%	2.4%
.....	100.0%	60.0%	40.0%	10.0%	30.0%	50.0%	5.0%	5.0%	10.0%	45.0%	20.0%	25.0%
SMASH.....	10	4	6	0	6	3	1	0	1	1	5	3
.....	1.2%	1.0%	1.4%	.0%	3.3%	1.0%	.7%	.0%	1.0%	.4%	2.2%	1.4%
.....	100.0%	40.0%	60.0%	.0%	60.0%	30.0%	10.0%	.0%	10.0%	10.0%	50.0%	30.0%
RADIO CALYPSO.....	4	3	1	1	0	2	1	0	0	0	3	1
.....	.5%	.8%	.2%	1.2%	.0%	.7%	.7%	.0%	.0%	.0%	1.3%	.5%
.....	100.0%	75.0%	25.0%	25.0%	.0%	50.0%	25.0%	.0%	.0%	.0%	75.0%	25.0%

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
UNIVERSITY RADIO.....	2	2	0	0	0	1	0	1	1	0	1	0
.....	.2%	.5%	.0%	.0%	.0%	.3%	.0%	1.0%	1.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
RADJU MAS.....	2	0	2	0	1	0	0	1	0	1	0	1
.....	.2%	.0%	.5%	.0%	.6%	.0%	.0%	1.0%	.0%	.4%	.0%	.5%
.....	100.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.1%	.0%	.2%	1.2%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
CULTURE												
NONE.....	441	207	234	62	108	146	73	52	58	129	132	122
.....	54.2%	53.1%	55.2%	75.6%	60.0%	49.2%	47.7%	51.0%	56.9%	46.9%	57.4%	58.9%
.....	100.0%	46.9%	53.1%	14.1%	24.5%	33.1%	16.6%	11.8%	13.2%	29.3%	29.9%	27.7%
RADIO MALTA 1.....	95	52	43	4	15	36	24	16	10	40	23	22
.....	11.7%	13.3%	10.1%	4.9%	8.3%	12.1%	15.7%	15.7%	9.8%	14.5%	10.0%	10.6%
.....	100.0%	54.7%	45.3%	4.2%	15.8%	37.9%	25.3%	16.8%	10.5%	42.1%	24.2%	23.2%
RADIO MALTA 2.....	20	8	12	2	2	6	7	3	0	11	5	4
.....	2.5%	2.1%	2.8%	2.4%	1.1%	2.0%	4.6%	2.9%	.0%	4.0%	2.2%	1.9%
.....	100.0%	40.0%	60.0%	10.0%	10.0%	30.0%	35.0%	15.0%	.0%	55.0%	25.0%	20.0%
RADIO SUPER 1.....	68	29	39	3	14	28	15	8	5	18	22	23
.....	8.4%	7.4%	9.2%	3.7%	7.8%	9.4%	9.8%	7.8%	4.9%	6.5%	9.6%	11.1%
.....	100.0%	42.6%	57.4%	4.4%	20.6%	41.2%	22.1%	11.8%	7.4%	26.5%	32.4%	33.8%
RADIO 101.....	50	29	21	4	10	17	11	8	8	22	14	6
.....	6.1%	7.4%	5.0%	4.9%	5.6%	5.7%	7.2%	7.8%	7.8%	8.0%	6.1%	2.9%
.....	100.0%	58.0%	42.0%	8.0%	20.0%	34.0%	22.0%	16.0%	16.0%	44.0%	28.0%	12.0%
ISLAND SOUND.....	7	5	2	0	2	3	2	0	1	3	2	1
.....	.9%	1.3%	.5%	.0%	1.1%	1.0%	1.3%	.0%	1.0%	1.1%	.9%	.5%
.....	100.0%	71.4%	28.6%	.0%	28.6%	42.9%	28.6%	.0%	14.3%	42.9%	28.6%	14.3%
BAY RADIO.....	14	5	9	1	7	6	0	0	1	7	3	3
.....	1.7%	1.3%	2.1%	1.2%	3.9%	2.0%	.0%	.0%	1.0%	2.5%	1.3%	1.4%
.....	100.0%	35.7%	64.3%	7.1%	50.0%	42.9%	.0%	.0%	7.1%	50.0%	21.4%	21.4%
RTK.....	67	25	42	0	10	33	13	11	8	30	19	10

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
.....	8.2%	6.4%	9.9%	.0%	5.6%	11.1%	8.5%	10.8%	7.8%	10.9%	8.3%	4.8%
.....	100.0%	37.3%	62.7%	.0%	14.9%	49.3%	19.4%	16.4%	11.9%	44.8%	28.4%	14.9%
LIVE FM.....	21	13	8	3	5	9	2	2	4	7	3	7
.....	2.6%	3.3%	1.9%	3.7%	2.8%	3.0%	1.3%	2.0%	3.9%	2.5%	1.3%	3.4%
.....	100.0%	61.9%	38.1%	14.3%	23.8%	42.9%	9.5%	9.5%	19.0%	33.3%	14.3%	33.3%
SMASH.....	7	1	6	1	3	2	1	0	1	0	4	2
.....	.9%	.3%	1.4%	1.2%	1.7%	.7%	.7%	.0%	1.0%	.0%	1.7%	1.0%
.....	100.0%	14.3%	85.7%	14.3%	42.9%	28.6%	14.3%	.0%	14.3%	.0%	57.1%	28.6%
RADIO CALYPSO.....	6	4	2	0	0	5	1	0	0	2	2	2
.....	.7%	1.0%	.5%	.0%	.0%	1.7%	.7%	.0%	.0%	.7%	.9%	1.0%
.....	100.0%	66.7%	33.3%	.0%	.0%	83.3%	16.7%	.0%	.0%	33.3%	33.3%	33.3%
UNIVERSITY RADIO.....	8	7	1	2	1	2	2	1	3	3	0	2
.....	1.0%	1.8%	.2%	2.4%	.6%	.7%	1.3%	1.0%	2.9%	1.1%	.0%	1.0%
.....	100.0%	87.5%	12.5%	25.0%	12.5%	25.0%	25.0%	12.5%	37.5%	37.5%	.0%	25.0%
RADJU MAS.....	4	2	2	0	2	1	0	1	1	2	0	1
.....	.5%	.5%	.5%	.0%	1.1%	.3%	.0%	1.0%	1.0%	.7%	.0%	.5%
.....	100.0%	50.0%	50.0%	.0%	50.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%
FM BRONJA.....	6	3	3	0	1	3	2	0	2	1	1	2
.....	.7%	.8%	.7%	.0%	.6%	1.0%	1.3%	.0%	2.0%	.4%	.4%	1.0%
.....	100.0%	50.0%	50.0%	.0%	16.7%	50.0%	33.3%	.0%	33.3%	16.7%	16.7%	33.3%
HEALTH/BEAUTY/HOME/LA M												
NONE.....	370	211	159	51	105	117	57	40	50	125	101	94
.....	45.5%	54.1%	37.5%	62.2%	58.3%	39.4%	37.3%	39.2%	49.0%	45.5%	43.9%	45.4%
.....	100.0%	57.0%	43.0%	13.8%	28.4%	31.6%	15.4%	10.8%	13.5%	33.8%	27.3%	25.4%
RADIO MALTA 1.....	103	44	59	3	13	36	29	22	13	36	27	27
.....	12.7%	11.3%	13.9%	3.7%	7.2%	12.1%	19.0%	21.6%	12.7%	13.1%	11.7%	13.0%
.....	100.0%	42.7%	57.3%	2.9%	12.6%	35.0%	28.2%	21.4%	12.6%	35.0%	26.2%	26.2%
RADIO MALTA 2.....	20	11	9	2	3	8	6	1	2	10	4	4
.....	2.5%	2.8%	2.1%	2.4%	1.7%	2.7%	3.9%	1.0%	2.0%	3.6%	1.7%	1.9%
.....	100.0%	55.0%	45.0%	10.0%	15.0%	40.0%	30.0%	5.0%	10.0%	50.0%	20.0%	20.0%
RADIO SUPER 1.....	103	39	64	9	13	42	25	14	5	22	38	38

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	A8	C1	C2	DE
.....	12.7%	10.0%	15.1%	11.0%	7.2%	14.1%	16.3%	13.7%	4.9%	8.0%	16.5%	18.4%
.....	100.0%	37.9%	62.1%	8.7%	12.6%	40.8%	24.3%	13.6%	4.9%	21.4%	36.9%	36.9%
RADIO 101.....	56	26	30	7	9	23	14	3	9	16	19	12
.....	6.9%	6.7%	7.1%	8.5%	5.0%	7.7%	9.2%	2.9%	8.8%	5.8%	8.3%	5.8%
.....	100.0%	46.4%	53.6%	12.5%	16.1%	41.1%	25.0%	5.4%	16.1%	28.6%	33.9%	21.4%
ISLAND SOUND.....	9	6	3	0	4	2	1	2	0	7	1	1
.....	1.1%	1.5%	.7%	.0%	2.2%	.7%	.7%	2.0%	.0%	2.5%	.4%	.5%
.....	100.0%	66.7%	33.3%	.0%	44.4%	22.2%	11.1%	22.2%	.0%	77.8%	11.1%	11.1%
BAY RADIO.....	11	5	6	0	5	6	0	0	0	7	2	2
.....	1.4%	1.3%	1.4%	.0%	2.8%	2.0%	.0%	.0%	.0%	2.5%	.9%	1.0%
.....	100.0%	45.5%	54.5%	.0%	45.5%	54.5%	.0%	.0%	.0%	63.6%	18.2%	18.2%
RTK.....	86	21	65	2	10	37	18	19	13	33	23	17
.....	10.6%	5.4%	15.3%	2.4%	5.6%	12.5%	11.8%	18.6%	12.7%	12.0%	10.0%	8.2%
.....	100.0%	24.4%	75.6%	2.3%	11.6%	43.0%	20.9%	22.1%	15.1%	38.4%	26.7%	19.8%
LIVE FM.....	30	14	16	8	5	16	1	0	5	14	5	6
.....	3.7%	3.6%	3.8%	9.8%	2.8%	5.4%	.7%	.0%	4.9%	5.1%	2.2%	2.9%
.....	100.0%	46.7%	53.3%	26.7%	16.7%	53.3%	3.3%	.0%	16.7%	46.7%	16.7%	20.0%
SMASH.....	16	6	10	0	8	6	2	0	2	1	7	6
.....	2.0%	1.5%	2.4%	.0%	4.4%	2.0%	1.3%	.0%	2.0%	.4%	3.0%	2.9%
.....	100.0%	37.5%	62.5%	.0%	50.0%	37.5%	12.5%	.0%	12.5%	6.3%	43.8%	37.5%
RADIO CALYPSO.....	4	3	1	0	1	3	0	0	1	1	2	0
.....	.5%	.8%	.2%	.0%	.6%	1.0%	.0%	.0%	1.0%	.4%	.9%	.0%
.....	100.0%	75.0%	25.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
UNIVERSITY RADIO.....	3	1	2	0	2	0	0	1	2	1	0	0
.....	.4%	.3%	.5%	.0%	1.1%	.0%	.0%	1.0%	2.0%	.4%	.0%	.0%
.....	100.0%	33.3%	66.7%	.0%	66.7%	.0%	.0%	33.3%	66.7%	33.3%	.0%	.0%
RADJU MAS.....	3	3	0	0	2	1	0	0	0	2	1	0
.....	.4%	.8%	.0%	.0%	1.1%	.3%	.0%	.0%	.0%	.7%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	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.....	814	390	424	82	180	297	153	102	102	275	230	207
RELIGION												
NONE.....	380	201	179	56	109	129	56	30	48	125	101	106
.....	46.7%	51.5%	42.2%	68.3%	60.6%	43.4%	36.6%	29.4%	47.1%	45.5%	43.9%	51.2%
.....	100.0%	52.9%	47.1%	14.7%	28.7%	33.9%	14.7%	7.9%	12.6%	32.9%	26.6%	27.9%
RADIO MALTA 1.....	49	21	28	2	2	16	15	14	4	15	15	15
.....	6.0%	5.4%	6.6%	2.4%	1.1%	5.4%	9.8%	13.7%	3.9%	5.5%	6.5%	7.2%
.....	100.0%	42.9%	57.1%	4.1%	4.1%	32.7%	30.6%	28.6%	8.2%	30.6%	30.6%	30.6%
RADIO MALTA 2.....	5	0	5	0	0	2	1	2	0	3	1	1
.....	.6%	.0%	1.2%	.0%	.0%	.7%	.7%	2.0%	.0%	1.1%	.4%	.5%
.....	100.0%	.0%	100.0%	.0%	.0%	40.0%	20.0%	40.0%	.0%	60.0%	20.0%	20.0%
RADIO SUPER 1.....	56	19	37	3	10	16	15	12	3	7	24	22
.....	6.9%	4.9%	8.7%	3.7%	5.6%	5.4%	9.8%	11.8%	2.9%	2.5%	10.4%	10.6%
.....	100.0%	33.9%	66.1%	5.4%	17.9%	28.6%	26.8%	21.4%	5.4%	12.5%	42.9%	39.3%
RADIO 101.....	21	12	9	1	1	6	8	5	5	7	7	2
.....	2.6%	3.1%	2.1%	1.2%	.6%	2.0%	5.2%	4.9%	4.9%	2.5%	3.0%	1.0%
.....	100.0%	57.1%	42.9%	4.8%	4.8%	28.6%	38.1%	23.8%	23.8%	33.3%	33.3%	9.5%
ISLAND SOUND.....	2	2	0	0	2	0	0	0	0	1	1	0
.....	.2%	.5%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	.4%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	7	3	4	0	3	4	0	0	0	3	2	2
.....	.9%	.8%	.9%	.0%	1.7%	1.3%	.0%	.0%	.0%	1.1%	.9%	1.0%
.....	100.0%	42.9%	57.1%	.0%	42.9%	57.1%	.0%	.0%	.0%	42.9%	28.6%	28.6%
RTK.....	269	119	150	18	44	115	55	37	40	108	69	52
.....	33.0%	30.5%	35.4%	22.0%	24.4%	38.7%	35.9%	36.3%	39.2%	39.3%	30.0%	25.1%
.....	100.0%	44.2%	55.8%	6.7%	16.4%	42.8%	20.4%	13.8%	14.9%	40.1%	25.7%	19.3%
LIVE FM.....	9	7	2	2	3	3	1	0	1	3	3	2
.....	1.1%	1.8%	.5%	2.4%	1.7%	1.0%	.7%	.0%	1.0%	1.1%	1.3%	1.0%
.....	100.0%	77.8%	22.2%	22.2%	33.3%	33.3%	11.1%	.0%	11.1%	33.3%	33.3%	22.2%
SMASH.....	6	1	5	0	3	2	1	0	1	0	3	2
.....	.7%	.3%	1.2%	.0%	1.7%	.7%	.7%	.0%	1.0%	.0%	1.3%	1.0%
.....	100.0%	16.7%	83.3%	.0%	50.0%	33.3%	16.7%	.0%	16.7%	.0%	50.0%	33.3%

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 CALYPSO.....	2	2	0	0	0	2	0	0	0	0	1	1
.....	.2%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.4%	.5%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
UNIVERSITY 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%
RADJU MAS.....	6	1	5	0	2	2	0	2	0	3	1	2
.....	.7%	.3%	1.2%	.0%	1.1%	.7%	.0%	2.0%	.0%	1.1%	.4%	1.0%
.....	100.0%	16.7%	83.3%	.0%	33.3%	33.3%	.0%	33.3%	.0%	50.0%	16.7%	33.3%
FM BRONJA.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%
NOVELS & PLAYS												
NONE.....	411	217	194	57	103	158	58	35	56	142	108	105
.....	50.5%	55.6%	45.8%	69.5%	57.2%	53.2%	37.9%	34.3%	54.9%	51.6%	47.0%	50.7%
.....	100.0%	52.8%	47.2%	13.9%	25.1%	38.4%	14.1%	8.5%	13.6%	34.5%	26.3%	25.5%
RADIO MALTA 1.....	132	59	73	8	21	46	34	23	18	44	36	34
.....	16.2%	15.1%	17.2%	9.8%	11.7%	15.5%	22.2%	22.5%	17.6%	16.0%	15.7%	16.4%
.....	100.0%	44.7%	55.3%	6.1%	15.9%	34.8%	25.8%	17.4%	13.6%	33.3%	27.3%	25.8%
RADIO MALTA 2.....	16	6	10	1	2	8	1	4	4	8	3	1
.....	2.0%	1.5%	2.4%	1.2%	1.1%	2.7%	.7%	3.9%	3.9%	2.9%	1.3%	.5%
.....	100.0%	37.5%	62.5%	6.3%	12.5%	50.0%	6.3%	25.0%	25.0%	50.0%	18.8%	6.3%
RADIO SUPER 1.....	97	36	61	7	22	27	25	16	4	21	41	31
.....	11.9%	9.2%	14.4%	8.5%	12.2%	9.1%	16.3%	15.7%	3.9%	7.6%	17.8%	15.0%
.....	100.0%	37.1%	62.9%	7.2%	22.7%	27.8%	25.8%	16.5%	4.1%	21.6%	42.3%	32.0%
RADIO 101.....	37	27	10	1	6	13	12	5	7	10	13	7
.....	4.5%	6.9%	2.4%	1.2%	3.3%	4.4%	7.8%	4.9%	6.9%	3.6%	5.7%	3.4%
.....	100.0%	73.0%	27.0%	2.7%	16.2%	35.1%	32.4%	13.5%	18.9%	27.0%	35.1%	18.9%
ISLAND SOUND.....	3	2	1	0	2	1	0	0	0	1	1	1
.....	.4%	.5%	.2%	.0%	1.1%	.3%	.0%	.0%	.0%	.4%	.4%	.5%
.....	100.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
BAY RADIO.....	7	3	4	0	3	4	0	0	0	3	2	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
.....	.9%	.8%	.9%	.0%	1.7%	1.3%	.0%	.0%	.0%	1.1%	.9%	1.0%
.....	100.0%	42.9%	57.1%	.0%	42.9%	57.1%	.0%	.0%	.0%	42.9%	28.6%	28.6%
RTK.....	76	26	50	3	11	27	18	17	7	36	17	16
.....	9.3%	6.7%	11.8%	3.7%	6.1%	9.1%	11.8%	16.7%	6.9%	13.1%	7.4%	7.7%
.....	100.0%	34.2%	65.8%	3.9%	14.5%	35.5%	23.7%	22.4%	9.2%	47.4%	22.4%	21.1%
LIVE FM.....	22	9	13	4	6	8	3	1	3	9	3	7
.....	2.7%	2.3%	3.1%	4.9%	3.3%	2.7%	2.0%	1.0%	2.9%	3.3%	1.3%	3.4%
.....	100.0%	40.9%	59.1%	18.2%	27.3%	36.4%	13.6%	4.5%	13.6%	40.9%	13.6%	31.8%
SMASH.....	7	1	6	0	3	3	1	0	1	0	4	2
.....	.9%	.3%	1.4%	.0%	1.7%	1.0%	.7%	.0%	1.0%	.0%	1.7%	1.0%
.....	100.0%	14.3%	85.7%	.0%	42.9%	42.9%	14.3%	.0%	14.3%	.0%	57.1%	28.6%
RADIO CALYPSO.....	2	2	0	0	0	2	0	0	0	0	2	0
.....	.2%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.9%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
UNIVERSITY RADIO.....	2	2	0	1	0	0	1	0	1	0	0	1
.....	.2%	.5%	.0%	1.2%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.5%
.....	100.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%
RADJU MAS.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	1.0%	1.0%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	100.0%	.0%	.0%	.0%
FM BRONJA.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
CHILDREN'S PROGRAMMES												
NONE.....	568	281	287	64	134	202	104	64	75	185	157	151
.....	69.8%	72.1%	67.7%	78.0%	74.4%	68.0%	68.0%	62.7%	73.5%	67.3%	68.3%	72.9%
.....	100.0%	49.5%	50.5%	11.3%	23.6%	35.6%	18.3%	11.3%	13.2%	32.6%	27.6%	26.6%
RADIO MALTA 1.....	84	44	40	6	12	32	20	14	13	37	18	16
.....	10.3%	11.3%	9.4%	7.3%	6.7%	10.8%	13.1%	13.7%	12.7%	13.5%	7.8%	7.7%
.....	100.0%	52.4%	47.6%	7.1%	14.3%	38.1%	23.8%	16.7%	15.5%	44.0%	21.4%	19.0%
RADIO MALTA 2.....	16	7	9	1	1	8	4	2	3	7	4	2
.....	2.0%	1.8%	2.1%	1.2%	.6%	2.7%	2.6%	2.0%	2.9%	2.5%	1.7%	1.0%

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%	43.8%	56.3%	6.3%	6.3%	50.0%	25.0%	12.5%	18.8%	43.8%	25.0%	12.5%
RADIO SUPER 1.....	57	21	36	3	12	22	11	9	3	16	18	20
.....	7.0%	5.4%	8.5%	3.7%	6.7%	7.4%	7.2%	8.8%	2.9%	5.8%	7.8%	9.7%
.....	100.0%	36.8%	63.2%	5.3%	21.1%	38.6%	19.3%	15.8%	5.3%	28.1%	31.6%	35.1%
RADIO 101.....	16	10	6	1	2	5	4	4	4	4	6	2
.....	2.0%	2.6%	1.4%	1.2%	1.1%	1.7%	2.6%	3.9%	3.9%	1.5%	2.6%	1.0%
.....	100.0%	62.5%	37.5%	6.3%	12.5%	31.3%	25.0%	25.0%	25.0%	25.0%	37.5%	12.5%
ISLAND SOUND.....	4	3	1	0	2	1	1	0	0	1	2	1
.....	.5%	.8%	.2%	.0%	1.1%	.3%	.7%	.0%	.0%	.4%	.9%	.5%
.....	100.0%	75.0%	25.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	25.0%	50.0%	25.0%
BAY RADIO.....	8	2	6	0	5	3	0	0	0	4	2	2
.....	1.0%	.5%	1.4%	.0%	2.8%	1.0%	.0%	.0%	.0%	1.5%	.9%	1.0%
.....	100.0%	25.0%	75.0%	.0%	62.5%	37.5%	.0%	.0%	.0%	50.0%	25.0%	25.0%
RTK.....	35	9	26	2	5	15	5	8	2	14	12	7
.....	4.3%	2.3%	6.1%	2.4%	2.8%	5.1%	3.3%	7.8%	2.0%	5.1%	5.2%	3.4%
.....	100.0%	25.7%	74.3%	5.7%	14.3%	42.9%	14.3%	22.9%	5.7%	40.0%	34.3%	20.0%
LIVE FM.....	13	8	5	3	2	6	2	0	1	4	3	5
.....	1.6%	2.1%	1.2%	3.7%	1.1%	2.0%	1.3%	.0%	1.0%	1.5%	1.3%	2.4%
.....	100.0%	61.5%	38.5%	23.1%	15.4%	46.2%	15.4%	.0%	7.7%	30.8%	23.1%	38.5%
SMASH.....	10	3	7	1	4	2	2	1	1	2	6	1
.....	1.2%	.8%	1.7%	1.2%	2.2%	.7%	1.3%	1.0%	1.0%	.7%	2.6%	.5%
.....	100.0%	30.0%	70.0%	10.0%	40.0%	20.0%	20.0%	10.0%	10.0%	20.0%	60.0%	10.0%
RADIO CALYPSO.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADJU MAS.....	2	1	1	1	1	0	0	0	0	1	1	0
.....	.2%	.3%	.2%	1.2%	.6%	.0%	.0%	.0%	.0%	.4%	.4%	.0%
.....	100.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
LOCAL NEWS												
NONE.....	126	57	69	23	38	35	13	17	25	41	32	28
.....	15.5%	14.6%	16.3%	28.0%	21.1%	11.8%	8.5%	16.7%	24.5%	14.9%	13.9%	13.5%
.....	100.0%	45.2%	54.8%	18.3%	30.2%	27.8%	10.3%	13.5%	19.8%	32.5%	25.4%	22.2%

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
RADIO MALTA 1.....	121	56	65	3	15	42	36	25	10	40	37	34
.....	14.9%	14.4%	15.3%	3.7%	8.3%	14.1%	23.5%	24.5%	9.8%	14.5%	16.1%	16.4%
.....	100.0%	46.3%	53.7%	2.5%	12.4%	34.7%	29.8%	20.7%	8.3%	33.1%	30.6%	28.1%
RADIO MALTA 2.....	24	15	9	1	3	12	4	4	3	7	8	6
.....	2.9%	3.8%	2.1%	1.2%	1.7%	4.0%	2.6%	3.9%	2.9%	2.5%	3.5%	2.9%
.....	100.0%	62.5%	37.5%	4.2%	12.5%	50.0%	16.7%	16.7%	12.5%	29.2%	33.3%	25.0%
RADIO SUPER 1.....	192	96	96	15	36	71	45	25	13	47	66	66
.....	23.6%	24.6%	22.6%	18.3%	20.0%	23.9%	29.4%	24.5%	12.7%	17.1%	28.7%	31.9%
.....	100.0%	50.0%	50.0%	7.8%	18.8%	37.0%	23.4%	13.0%	6.8%	24.5%	34.4%	34.4%
RADIO 101.....	124	68	56	7	22	59	26	10	15	58	24	27
.....	15.2%	17.4%	13.2%	8.5%	12.2%	19.9%	17.0%	9.8%	14.7%	21.1%	10.4%	13.0%
.....	100.0%	54.8%	45.2%	5.6%	17.7%	47.6%	21.0%	8.1%	12.1%	46.8%	19.4%	21.8%
ISLAND SOUND.....	11	7	4	1	5	4	1	0	1	5	4	1
.....	1.4%	1.8%	.9%	1.2%	2.8%	1.3%	.7%	.0%	1.0%	1.8%	1.7%	.5%
.....	100.0%	63.6%	36.4%	9.1%	45.5%	36.4%	9.1%	.0%	9.1%	45.5%	36.4%	9.1%
BAY RADIO.....	42	20	22	11	20	10	1	0	11	21	5	5
.....	5.2%	5.1%	5.2%	13.4%	11.1%	3.4%	.7%	.0%	10.8%	7.6%	2.2%	2.4%
.....	100.0%	47.6%	52.4%	26.2%	47.6%	23.8%	2.4%	.0%	26.2%	50.0%	11.9%	11.9%
RTK.....	79	28	51	2	7	34	17	19	14	28	21	16
.....	9.7%	7.2%	12.0%	2.4%	3.9%	11.4%	11.1%	18.6%	13.7%	10.2%	9.1%	7.7%
.....	100.0%	35.4%	64.6%	2.5%	8.9%	43.0%	21.5%	24.1%	17.7%	35.4%	26.6%	20.3%
LIVE FM.....	35	19	16	7	11	11	5	1	4	14	10	7
.....	4.3%	4.9%	3.8%	8.5%	6.1%	3.7%	3.3%	1.0%	3.9%	5.1%	4.3%	3.4%
.....	100.0%	54.3%	45.7%	20.0%	31.4%	31.4%	14.3%	2.9%	11.4%	40.0%	28.6%	20.0%
SMASH.....	36	10	26	11	15	8	2	0	3	8	17	8
.....	4.4%	2.6%	6.1%	13.4%	8.3%	2.7%	1.3%	.0%	2.9%	2.9%	7.4%	3.9%
.....	100.0%	27.8%	72.2%	30.6%	41.7%	22.2%	5.6%	.0%	8.3%	22.2%	47.2%	22.2%
RADIO CALYPSO.....	15	12	3	1	4	9	1	0	1	5	4	5
.....	1.8%	3.1%	.7%	1.2%	2.2%	3.0%	.7%	.0%	1.0%	1.8%	1.7%	2.4%
.....	100.0%	80.0%	20.0%	6.7%	26.7%	60.0%	6.7%	.0%	6.7%	33.3%	26.7%	33.3%
RADJU MAS.....	7	1	6	0	4	2	0	1	1	1	2	3
.....	.9%	.3%	1.4%	.0%	2.2%	.7%	.0%	1.0%	1.0%	.4%	.9%	1.4%

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%	14.3%	85.7%	.0%	57.1%	28.6%	.0%	14.3%	14.3%	14.3%	28.6%	42.9%
FM BRONJA.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.2%	.3%	.2%	.0%	.0%	.0%	1.3%	.0%	1.0%	.0%	.0%	.5%
.....	100.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%
FOREIGN NEWS												
NONE.....	186	85	101	31	51	55	26	23	37	54	48	47
.....	22.9%	21.8%	23.8%	37.8%	28.3%	18.5%	17.0%	22.5%	36.3%	19.6%	20.9%	22.7%
.....	100.0%	45.7%	54.3%	16.7%	27.4%	29.6%	14.0%	12.4%	19.9%	29.0%	25.8%	25.3%
RADIO MALTA 1.....	117	56	61	2	15	42	33	25	7	39	38	33
.....	14.4%	14.4%	14.4%	2.4%	8.3%	14.1%	21.6%	24.5%	6.9%	14.2%	16.5%	15.9%
.....	100.0%	47.9%	52.1%	1.7%	12.8%	35.9%	28.2%	21.4%	6.0%	33.3%	32.5%	28.2%
RADIO MALTA 2.....	19	13	6	1	3	9	2	4	1	6	8	4
.....	2.3%	3.3%	1.4%	1.2%	1.7%	3.0%	1.3%	3.9%	1.0%	2.2%	3.5%	1.9%
.....	100.0%	68.4%	31.6%	5.3%	15.8%	47.4%	10.5%	21.1%	5.3%	31.6%	42.1%	21.1%
RADIO SUPER 1.....	164	81	83	12	27	63	39	23	9	43	57	55
.....	20.1%	20.8%	19.6%	14.6%	15.0%	21.2%	25.5%	22.5%	8.8%	15.6%	24.8%	26.6%
.....	100.0%	49.4%	50.6%	7.3%	16.5%	38.4%	23.8%	14.0%	5.5%	26.2%	34.8%	33.5%
RADIO 101.....	114	61	53	7	21	52	24	10	16	51	23	24
.....	14.0%	15.6%	12.5%	8.5%	11.7%	17.5%	15.7%	9.8%	15.7%	18.5%	10.0%	11.6%
.....	100.0%	53.5%	46.5%	6.1%	18.4%	45.6%	21.1%	8.8%	14.0%	44.7%	20.2%	21.1%
ISLAND SOUND.....	13	10	3	1	6	4	2	0	2	6	3	2
.....	1.6%	2.6%	.7%	1.2%	3.3%	1.3%	1.3%	.0%	2.0%	2.2%	1.3%	1.0%
.....	100.0%	76.9%	23.1%	7.7%	46.2%	30.8%	15.4%	.0%	15.4%	46.2%	23.1%	15.4%
BAY RADIO.....	41	19	22	10	19	11	1	0	9	20	6	6
.....	5.0%	4.9%	5.2%	12.2%	10.6%	3.7%	.7%	.0%	8.8%	7.3%	2.6%	2.9%
.....	100.0%	46.3%	53.7%	24.4%	46.3%	26.8%	2.4%	.0%	22.0%	48.8%	14.6%	14.6%
RTK.....	75	26	49	2	7	34	16	16	13	27	20	15
.....	9.2%	6.7%	11.6%	2.4%	3.9%	11.4%	10.5%	15.7%	12.7%	9.8%	8.7%	7.2%
.....	100.0%	34.7%	65.3%	2.7%	9.3%	45.3%	21.3%	21.3%	17.3%	36.0%	26.7%	20.0%
LIVE FM.....	32	17	15	7	10	9	5	1	4	14	8	6
.....	3.9%	4.4%	3.5%	8.5%	5.6%	3.0%	3.3%	1.0%	3.9%	5.1%	3.5%	2.9%
.....	100.0%	53.1%	46.9%	21.9%	31.3%	28.1%	15.6%	3.1%	12.5%	43.8%	25.0%	18.8%

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
SMASH.....	34	11	23	9	15	8	2	0	1	9	15	9
.....	4.2%	2.8%	5.4%	11.0%	8.3%	2.7%	1.3%	.0%	1.0%	3.3%	6.5%	4.3%
.....	100.0%	32.4%	67.6%	26.5%	44.1%	23.5%	5.9%	.0%	2.9%	26.5%	44.1%	26.5%
RADIO CALYPSO.....	12	9	3	0	2	9	1	0	1	5	3	3
.....	1.5%	2.3%	.7%	.0%	1.1%	3.0%	.7%	.0%	1.0%	1.8%	1.3%	1.4%
.....	100.0%	75.0%	25.0%	.0%	16.7%	75.0%	8.3%	.0%	8.3%	41.7%	25.0%	25.0%
RADJU MAS.....	5	1	4	0	4	1	0	0	1	1	1	2
.....	.6%	.3%	.9%	.0%	2.2%	.3%	.0%	.0%	1.0%	.4%	.4%	1.0%
.....	100.0%	20.0%	80.0%	.0%	80.0%	20.0%	.0%	.0%	20.0%	20.0%	20.0%	40.0%
FM BRONJA.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.2%	.3%	.2%	.0%	.0%	.0%	1.3%	.0%	1.0%	.0%	.0%	.5%
.....	100.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	352	158	194	50	80	109	68	45	46	97	102	107
.....	43.2%	40.5%	45.8%	61.0%	44.4%	36.7%	44.4%	44.1%	45.1%	35.3%	44.3%	51.7%
.....	100.0%	44.9%	55.1%	14.2%	22.7%	31.0%	19.3%	12.8%	13.1%	27.6%	29.0%	30.4%
RADIO MALTA 1.....	82	41	41	2	14	28	22	16	5	34	25	18
.....	10.1%	10.5%	9.7%	2.4%	7.8%	9.4%	14.4%	15.7%	4.9%	12.4%	10.9%	8.7%
.....	100.0%	50.0%	50.0%	2.4%	17.1%	34.1%	26.8%	19.5%	6.1%	41.5%	30.5%	22.0%
RADIO MALTA 2.....	17	10	7	1	2	7	3	4	0	6	6	5
.....	2.1%	2.6%	1.7%	1.2%	1.1%	2.4%	2.0%	3.9%	.0%	2.2%	2.6%	2.4%
.....	100.0%	58.8%	41.2%	5.9%	11.8%	41.2%	17.6%	23.5%	.0%	35.3%	35.3%	29.4%
RADIO SUPER 1.....	115	57	58	7	25	45	23	15	8	27	42	38
.....	14.1%	14.6%	13.7%	8.5%	13.9%	15.2%	15.0%	14.7%	7.8%	9.8%	18.3%	18.4%
.....	100.0%	49.6%	50.4%	6.1%	21.7%	39.1%	20.0%	13.0%	7.0%	23.5%	36.5%	33.0%
RADIO 101.....	94	53	41	4	18	41	19	12	14	45	21	14
.....	11.5%	13.6%	9.7%	4.9%	10.0%	13.8%	12.4%	11.8%	13.7%	16.4%	9.1%	6.8%
.....	100.0%	56.4%	43.6%	4.3%	19.1%	43.6%	20.2%	12.8%	14.9%	47.9%	22.3%	14.9%
ISLAND SOUND.....	7	4	3	1	3	3	0	0	1	4	1	1
.....	.9%	1.0%	.7%	1.2%	1.7%	1.0%	.0%	.0%	1.0%	1.5%	.4%	.5%
.....	100.0%	57.1%	42.9%	14.3%	42.9%	42.9%	.0%	.0%	14.3%	57.1%	14.3%	14.3%

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
BAY RADIO.....	27	13	14	5	12	9	1	0	7	13	2	5
.....	3.3%	3.3%	3.3%	6.1%	6.7%	3.0%	.7%	.0%	6.9%	4.7%	.9%	2.4%
.....	100.0%	48.1%	51.9%	18.5%	44.4%	33.3%	3.7%	.0%	25.9%	48.1%	7.4%	18.5%
RTK.....	49	18	31	1	5	28	7	8	10	22	12	5
.....	6.0%	4.6%	7.3%	1.2%	2.8%	9.4%	4.6%	7.8%	9.8%	8.0%	5.2%	2.4%
.....	100.0%	36.7%	63.3%	2.0%	10.2%	57.1%	14.3%	16.3%	20.4%	44.9%	24.5%	10.2%
LIVE FM.....	43	27	16	8	9	17	8	1	7	19	9	8
.....	5.3%	6.9%	3.8%	9.8%	5.0%	5.7%	5.2%	1.0%	6.9%	6.9%	3.9%	3.9%
.....	100.0%	62.8%	37.2%	18.6%	20.9%	39.5%	18.6%	2.3%	16.3%	44.2%	20.9%	18.6%
SMASH.....	14	2	12	2	8	3	1	0	1	4	6	3
.....	1.7%	.5%	2.8%	2.4%	4.4%	1.0%	.7%	.0%	1.0%	1.5%	2.6%	1.4%
.....	100.0%	14.3%	85.7%	14.3%	57.1%	21.4%	7.1%	.0%	7.1%	28.6%	42.9%	21.4%
RADIO CALYPSO.....	7	4	3	1	0	6	0	0	1	2	3	1
.....	.9%	1.0%	.7%	1.2%	.0%	2.0%	.0%	.0%	1.0%	.7%	1.3%	.5%
.....	100.0%	57.1%	42.9%	14.3%	.0%	85.7%	.0%	.0%	14.3%	28.6%	42.9%	14.3%
RADJU MAS.....	6	2	4	0	4	1	0	1	1	2	1	2
.....	.7%	.5%	.9%	.0%	2.2%	.3%	.0%	1.0%	1.0%	.7%	.4%	1.0%
.....	100.0%	33.3%	66.7%	.0%	66.7%	16.7%	.0%	16.7%	16.7%	33.3%	16.7%	33.3%
FM BRONJA.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL 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	20.80	11.00	0.50	8.80	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.80	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 6.4-1.2: 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	78.6	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	77.8	100.00
Business & Finance	5.7	0.7	0.0	2.6	0.7	0.2	1.9	88.1	100.00

Table 6.4-1.3: TV Channel Preferences for Different Programme Sectors (1998)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	71.1	22.9	0.2	0.1	0.1	-	0.2	5.4	100.00
Foreign News	34.0	10.9	-	18.9	12.1	0.1	12.9	11.1	100.00
Sports	17.1	8.0	0.9	15.2	6.9	0.6	14.2	37.0	100.00
Weather	50.5	11.3	0.2	8.0	1.7	-	9.5	18.8	100.00
Feature Films	8.6	2.0	0.6	10.6	41.1	1.3	13.3	22.5	100.00
Serials/Soap									
Operas	34.7	0.6	-	4.0	17.6	0.5	4.1	38.6	100.00
Documentaries	13.6	5.8	0.2	19.9	6.7	0.4	19.6	33.7	100.00
Current Affairs	19.2	4.5	0.2	6.2	5.3	0.1	9.3	55.2	100.00
Discussions	50.9	9.7	0.9	2.2	4.2	0.1	5.1	26.9	100.00
Quizzes/Game									
Shows/Variety	15.4	5.4	0.4	7.5	33.4	0.2	7.7	29.9	100.00
Prog.									
Music Video									
Clips	5.2	2.2	11.3	2.1	3.7	4.2	15.9	55.5	100.00
Plays	43.7	6.1	-	1.4	0.4	0.1	2.6	45.6	100.00
Art & Culture	23.2	3.4	0.1	6.4	1.2	0.4	10.2	55.2	100.00
Women	29.1	7.4	0.8	1.8	2.9	-	5.3	62.6	100.00
Children	18.9	4.6	0.2	5.8	6.7	0.5	10.3	53.3	100.00
Religion	35.0	4.0	-	2.6	0.1	-	2.6	55.7	100.00
Business &									
Finance	12.3	2.2	0.1	1.8	1.2	0.2	8.5	73.6	100.00

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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.....	984	479	505	111	206	365	180	122	128	323	287	246
LOCAL NEWS												
NONE.....	53	30	23	12	13	19	2	7	7	18	18	10
.....	5.4%	6.3%	4.6%	10.8%	6.3%	5.2%	1.1%	5.7%	5.5%	5.6%	6.3%	4.1%
.....	100.0%	56.6%	43.4%	22.6%	24.5%	35.8%	3.8%	13.2%	13.2%	34.0%	34.0%	18.9%
TVM.....	700	336	364	76	152	249	130	93	102	247	178	173
.....	71.1%	70.1%	72.1%	68.5%	73.8%	68.2%	72.2%	76.2%	79.7%	76.5%	62.0%	70.3%
.....	100.0%	48.0%	52.0%	10.9%	21.7%	35.6%	18.6%	13.3%	14.6%	35.3%	25.4%	24.7%
SUPER 1 TV.....	225	110	115	20	40	95	48	22	18	55	89	63
.....	22.9%	23.0%	22.8%	18.0%	19.4%	26.0%	26.7%	18.0%	14.1%	17.0%	31.0%	25.6%
.....	100.0%	48.9%	51.1%	8.9%	17.8%	42.2%	21.3%	9.8%	8.0%	24.4%	39.6%	28.0%
SMASH TV.....	2	0	2	2	0	0	0	0	0	1	1	0
.....	.2%	.0%	.4%	1.8%	.0%	.0%	.0%	.0%	.0%	.3%	.3%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
MEDIASET CHANNELS....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	2	1	1	0	1	1	0	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.8%	.3%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
FOREIGN NEWS												
NONE.....	109	49	60	18	25	37	15	14	8	20	43	38
.....	11.1%	10.2%	11.9%	16.2%	12.1%	10.1%	8.3%	11.5%	6.3%	6.2%	15.0%	15.4%
.....	100.0%	45.0%	55.0%	16.5%	22.9%	33.9%	13.8%	12.8%	7.3%	18.3%	39.4%	34.9%
TVM.....	335	138	197	43	52	110	76	54	33	96	104	102
.....	34.0%	28.8%	39.0%	38.7%	25.2%	30.1%	42.2%	44.3%	25.8%	29.7%	36.2%	41.5%
.....	100.0%	41.2%	58.8%	12.8%	15.5%	32.8%	22.7%	16.1%	9.9%	28.7%	31.0%	30.4%
SUPER 1 TV.....	107	54	53	8	18	38	30	13	7	25	38	37
.....	10.9%	11.3%	10.5%	7.2%	8.7%	10.4%	16.7%	10.7%	5.5%	7.7%	13.2%	15.0%

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%	50.5%	49.5%	7.5%	16.8%	35.5%	28.0%	12.1%	6.5%	23.4%	35.5%	34.6%
RAI STATIONS.....	186	107	79	9	40	84	30	23	35	77	46	28
.....	18.9%	22.3%	15.6%	8.1%	19.4%	23.0%	16.7%	18.9%	27.3%	23.8%	16.0%	11.4%
.....	100.0%	57.5%	42.5%	4.8%	21.5%	45.2%	16.1%	12.4%	18.8%	41.4%	24.7%	15.1%
MEDIASET CHANNELS....	119	50	69	20	45	39	10	5	12	50	31	26
.....	12.1%	10.4%	13.7%	18.0%	21.8%	10.7%	5.6%	4.1%	9.4%	15.5%	10.8%	10.6%
.....	100.0%	42.0%	58.0%	16.8%	37.8%	32.8%	8.4%	4.2%	10.1%	42.0%	26.1%	21.8%
OTHER ITALIAN STATIONS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	127	81	46	13	26	56	19	13	33	54	25	15
.....	12.9%	16.9%	9.1%	11.7%	12.6%	15.3%	10.6%	10.7%	25.8%	16.7%	8.7%	6.1%
.....	100.0%	63.8%	36.2%	10.2%	20.5%	44.1%	15.0%	10.2%	26.0%	42.5%	19.7%	11.8%
SPORTS												
NONE.....	364	117	247	30	60	141	75	58	36	112	113	103
.....	37.0%	24.4%	48.9%	27.0%	29.1%	38.6%	41.7%	47.5%	28.1%	34.7%	39.4%	41.9%
.....	100.0%	32.1%	67.9%	8.2%	16.5%	38.7%	20.6%	15.9%	9.9%	30.8%	31.0%	28.3%
TVM.....	168	76	92	26	34	53	30	25	18	52	47	51
.....	17.1%	15.9%	18.2%	23.4%	16.5%	14.5%	16.7%	20.5%	14.1%	16.1%	16.4%	20.7%
.....	100.0%	45.2%	54.8%	15.5%	20.2%	31.5%	17.9%	14.9%	10.7%	31.0%	28.0%	30.4%
SUPER 1 TV.....	79	43	36	11	15	32	14	7	5	18	30	26
.....	8.0%	9.0%	7.1%	9.9%	7.3%	8.8%	7.8%	5.7%	3.9%	5.6%	10.5%	10.6%
.....	100.0%	54.4%	45.6%	13.9%	19.0%	40.5%	17.7%	8.9%	6.3%	22.8%	38.0%	32.9%
SMASH TV.....	9	5	4	2	2	4	1	0	1	3	3	2
.....	.9%	1.0%	.8%	1.8%	1.0%	1.1%	.6%	.0%	.8%	.9%	1.0%	.8%
.....	100.0%	55.6%	44.4%	22.2%	22.2%	44.4%	11.1%	.0%	11.1%	33.3%	33.3%	22.2%
RAI STATIONS.....	150	90	60	13	27	62	29	19	25	55	42	28
.....	15.2%	18.8%	11.9%	11.7%	13.1%	17.0%	16.1%	15.6%	19.5%	17.0%	14.6%	11.4%
.....	100.0%	60.0%	40.0%	8.7%	18.0%	41.3%	19.3%	12.7%	16.7%	36.7%	28.0%	18.7%
MEDIASET CHANNELS....	68	49	19	12	28	14	11	3	12	19	20	17
.....	6.9%	10.2%	3.8%	10.8%	13.6%	3.8%	6.1%	2.5%	9.4%	5.9%	7.0%	6.9%

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%	72.1%	27.9%	17.6%	41.2%	20.6%	16.2%	4.4%	17.6%	27.9%	29.4%	25.0%
OTHER ITALIAN STATIONS.....	6	4	2	1	3	1	1	0	1	3	2	0
.....	.6%	.8%	.4%	.9%	1.5%	.3%	.6%	.0%	.8%	.9%	.7%	.0%
.....	100.0%	66.7%	33.3%	16.7%	50.0%	16.7%	16.7%	.0%	16.7%	50.0%	33.3%	.0%
SATELLITE STATIONS...	140	95	45	16	37	58	19	10	30	61	30	19
.....	14.2%	19.8%	8.9%	14.4%	18.0%	15.9%	10.6%	8.2%	23.4%	18.9%	10.5%	7.7%
.....	100.0%	67.9%	32.1%	11.4%	26.4%	41.4%	13.6%	7.1%	21.4%	43.6%	21.4%	13.6%
WEATHER NONE.....	185	89	96	26	46	68	23	22	21	65	51	48
.....	18.8%	18.6%	19.0%	23.4%	22.3%	18.6%	12.8%	18.0%	16.4%	20.1%	17.8%	19.5%
.....	100.0%	48.1%	51.9%	14.1%	24.9%	36.8%	12.4%	11.9%	11.4%	35.1%	27.6%	25.9%
TVM.....	497	226	271	52	103	170	97	75	65	160	138	134
.....	50.5%	47.2%	53.7%	46.8%	50.0%	46.6%	53.9%	61.5%	50.8%	49.5%	48.1%	54.5%
.....	100.0%	45.5%	54.5%	10.5%	20.7%	34.2%	19.5%	15.1%	13.1%	32.2%	27.8%	27.0%
SUPER 1 TV.....	111	51	60	16	12	40	33	10	6	17	48	40
.....	11.3%	10.6%	11.9%	14.4%	5.8%	11.0%	18.3%	8.2%	4.7%	5.3%	16.7%	16.3%
.....	100.0%	45.9%	54.1%	14.4%	10.8%	36.0%	29.7%	9.0%	5.4%	15.3%	43.2%	36.0%
SMASH TV.....	2	2	0	0	0	1	1	0	0	1	1	0
.....	.2%	.4%	.0%	.0%	.0%	.3%	.6%	.0%	.0%	.3%	.3%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	79	46	33	4	12	41	14	8	12	34	19	14
.....	8.0%	9.6%	6.5%	3.6%	5.8%	11.2%	7.8%	6.6%	9.4%	10.5%	6.6%	5.7%
.....	100.0%	58.2%	41.8%	5.1%	15.2%	51.9%	17.7%	10.1%	15.2%	43.0%	24.1%	17.7%
MEDIASET CHANNELS....	17	8	9	1	7	7	1	1	1	5	9	2
.....	1.7%	1.7%	1.8%	.9%	3.4%	1.9%	.6%	.8%	.8%	1.5%	3.1%	.8%
.....	100.0%	47.1%	52.9%	5.9%	41.2%	41.2%	5.9%	5.9%	5.9%	29.4%	52.9%	11.8%
SATELLITE STATIONS...	93	57	36	12	26	38	11	6	23	41	21	8
.....	9.5%	11.9%	7.1%	10.8%	12.6%	10.4%	6.1%	4.9%	18.0%	12.7%	7.3%	3.3%
.....	100.0%	61.3%	38.7%	12.9%	28.0%	40.9%	11.8%	6.5%	24.7%	44.1%	22.6%	8.6%
FEATURE FILMS NONE.....	221	109	112	14	30	74	58	45	27	61	70	63

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
.....	22.5%	22.8%	22.2%	12.6%	14.6%	20.3%	32.2%	36.9%	21.1%	18.9%	24.4%	25.6%
.....	100.0%	49.3%	50.7%	6.3%	13.6%	33.5%	26.2%	20.4%	12.2%	27.6%	31.7%	28.5%
TVM.....	85	38	47	4	16	33	18	14	7	26	24	28
.....	8.6%	7.9%	9.3%	3.6%	7.8%	9.0%	10.0%	11.5%	5.5%	8.0%	8.4%	11.4%
.....	100.0%	44.7%	55.3%	4.7%	18.8%	38.8%	21.2%	16.5%	8.2%	30.6%	28.2%	32.9%
SUPER 1 TV.....	20	6	14	2	1	6	8	3	1	5	9	5
.....	2.0%	1.3%	2.8%	1.8%	.5%	1.6%	4.4%	2.5%	.8%	1.5%	3.1%	2.0%
.....	100.0%	30.0%	70.0%	10.0%	5.0%	30.0%	40.0%	15.0%	5.0%	25.0%	45.0%	25.0%
SMASH TV.....	6	5	1	1	1	2	2	0	0	3	1	2
.....	.6%	1.0%	.2%	.9%	.5%	.5%	1.1%	.0%	.0%	.9%	.3%	.8%
.....	100.0%	83.3%	16.7%	16.7%	16.7%	33.3%	33.3%	.0%	.0%	50.0%	16.7%	33.3%
RAI STATIONS.....	104	52	52	9	20	40	14	21	13	41	27	23
.....	10.6%	10.9%	10.3%	8.1%	9.7%	11.0%	7.8%	17.2%	10.2%	12.7%	9.4%	9.3%
.....	100.0%	50.0%	50.0%	8.7%	19.2%	38.5%	13.5%	20.2%	12.5%	39.4%	26.0%	22.1%
MEDIASET CHANNELS....	404	193	211	66	109	141	57	31	46	137	117	104
.....	41.1%	40.3%	41.8%	59.5%	52.9%	38.6%	31.7%	25.4%	35.9%	42.4%	40.8%	42.3%
.....	100.0%	47.8%	52.2%	16.3%	27.0%	34.9%	14.1%	7.7%	11.4%	33.9%	29.0%	25.7%
OTHER ITALIAN STATIONS.....	13	9	4	2	5	4	2	0	3	2	4	4
.....	1.3%	1.9%	.8%	1.8%	2.4%	1.1%	1.1%	.0%	2.3%	.6%	1.4%	1.6%
.....	100.0%	69.2%	30.8%	15.4%	38.5%	30.8%	15.4%	.0%	23.1%	15.4%	30.8%	30.8%
SATELLITE STATIONS....	131	67	64	13	24	65	21	8	31	48	35	17
.....	13.3%	14.0%	12.7%	11.7%	11.7%	17.8%	11.7%	6.6%	24.2%	14.9%	12.2%	6.9%
.....	100.0%	51.1%	48.9%	9.9%	18.3%	49.6%	16.0%	6.1%	23.7%	36.6%	26.7%	13.0%
SERIALS/SOAP OPERAS NONE.....	380	231	149	37	72	147	68	56	62	138	92	88
.....	38.6%	48.2%	29.5%	33.3%	35.0%	40.3%	37.8%	45.9%	48.4%	42.7%	32.1%	35.8%
.....	100.0%	60.8%	39.2%	9.7%	18.9%	38.7%	17.9%	14.7%	16.3%	36.3%	24.2%	23.2%
TVM.....	341	153	188	40	65	124	72	40	26	88	123	104
.....	34.7%	31.9%	37.2%	36.0%	31.6%	34.0%	40.0%	32.8%	20.3%	27.2%	42.9%	42.3%
.....	100.0%	44.9%	55.1%	11.7%	19.1%	36.4%	21.1%	11.7%	7.6%	25.8%	36.1%	30.5%
SUPER 1 TV.....	6	2	4	0	0	3	0	3	0	0	5	1

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
.....	.6%	.4%	.8%	.0%	.0%	.8%	.0%	2.5%	.0%	.0%	1.7%	.4%
.....	100.0%	33.3%	66.7%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	83.3%	16.7%
RAI STATIONS.....	39	13	26	5	12	11	8	3	8	14	8	9
.....	4.0%	2.7%	5.1%	4.5%	5.8%	3.0%	4.4%	2.5%	6.3%	4.3%	2.8%	3.7%
.....	100.0%	33.3%	66.7%	12.8%	30.8%	28.2%	20.5%	7.7%	20.5%	35.9%	20.5%	23.1%
MEDIASET CHANNELS....	173	62	111	26	45	58	26	18	23	72	45	33
.....	17.6%	12.9%	22.0%	23.4%	21.8%	15.9%	14.4%	14.8%	18.0%	22.3%	15.7%	13.4%
.....	100.0%	35.8%	64.2%	15.0%	26.0%	33.5%	15.0%	10.4%	13.3%	41.6%	26.0%	19.1%
OTHER ITALIAN												
STATIONS.....	5	3	2	1	2	2	0	0	2	1	2	0
.....	.5%	.6%	.4%	.9%	1.0%	.5%	.0%	.0%	1.6%	.3%	.7%	.0%
.....	100.0%	60.0%	40.0%	20.0%	40.0%	40.0%	.0%	.0%	40.0%	20.0%	40.0%	.0%
SATELLITE STATIONS...	40	15	25	2	10	20	6	2	7	10	12	11
.....	4.1%	3.1%	5.0%	1.8%	4.9%	5.5%	3.3%	1.6%	5.5%	3.1%	4.2%	4.5%
.....	100.0%	37.5%	62.5%	5.0%	25.0%	50.0%	15.0%	5.0%	17.5%	25.0%	30.0%	27.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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.....	984	479	505	111	206	365	180	122	128	323	287	246
DOCUMENTARIES												
NONE.....	332	137	195	49	71	101	67	44	31	94	101	106
.....	33.7%	28.6%	38.6%	44.1%	34.5%	27.7%	37.2%	36.1%	24.2%	29.1%	35.2%	43.1%
.....	100.0%	41.3%	58.7%	14.8%	21.4%	30.4%	20.2%	13.3%	9.3%	28.3%	30.4%	31.9%
TVM.....	134	57	77	7	19	57	27	24	12	40	40	42
.....	13.6%	11.9%	15.2%	6.3%	9.2%	15.6%	15.0%	19.7%	9.4%	12.4%	13.9%	17.1%
.....	100.0%	42.5%	57.5%	5.2%	14.2%	42.5%	20.1%	17.9%	9.0%	29.9%	29.9%	31.3%
SUPER 1 TV.....	57	24	33	4	12	18	15	8	5	14	22	16
.....	5.8%	5.0%	6.5%	3.6%	5.8%	4.9%	8.3%	6.6%	3.9%	4.3%	7.7%	6.5%
.....	100.0%	42.1%	57.9%	7.0%	21.1%	31.6%	26.3%	14.0%	8.8%	24.6%	38.6%	28.1%
SMASH TV.....	2	1	1	0	0	0	1	1	0	2	0	0
.....	.2%	.2%	.2%	.0%	.0%	.0%	.6%	.8%	.0%	.6%	.0%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	100.0%	.0%	.0%
RAI STATIONS.....	196	106	90	15	37	84	31	29	27	72	61	36
.....	19.9%	22.1%	17.8%	13.5%	18.0%	23.0%	17.2%	23.8%	21.1%	22.3%	21.3%	14.6%
.....	100.0%	54.1%	45.9%	7.7%	18.9%	42.9%	15.8%	14.8%	13.8%	36.7%	31.1%	18.4%
MEDIASET CHANNELS....	66	34	32	6	19	28	9	4	8	22	18	18
.....	6.7%	7.1%	6.3%	5.4%	9.2%	7.7%	5.0%	3.3%	6.3%	6.8%	6.3%	7.3%
.....	100.0%	51.5%	48.5%	9.1%	28.8%	42.4%	13.6%	6.1%	12.1%	33.3%	27.3%	27.3%
OTHER ITALIAN STATIONS.....	4	3	1	2	0	1	1	0	0	2	0	2
.....	.4%	.6%	.2%	1.8%	.0%	.3%	.6%	.0%	.0%	.6%	.0%	.8%
.....	100.0%	75.0%	25.0%	50.0%	.0%	25.0%	25.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE STATIONS...	193	117	76	28	48	76	29	12	45	77	45	26
.....	19.6%	24.4%	15.0%	25.2%	23.3%	20.8%	16.1%	9.8%	35.2%	23.8%	15.7%	10.6%
.....	100.0%	60.6%	39.4%	14.5%	24.9%	39.4%	15.0%	6.2%	23.3%	39.9%	23.3%	13.5%
CURRENT AFFAIRS												
NONE.....	543	253	290	73	116	194	97	63	55	162	164	162
.....	55.2%	52.8%	57.4%	65.8%	56.3%	53.2%	53.9%	51.6%	43.0%	50.2%	57.1%	65.9%
.....	100.0%	46.6%	53.4%	13.4%	21.4%	35.7%	17.9%	11.6%	10.1%	29.8%	30.2%	29.8%
TVM.....	189	90	99	9	32	68	45	35	27	57	56	49

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
.....	19.2%	18.8%	19.6%	8.1%	15.5%	18.6%	25.0%	28.7%	21.1%	17.6%	19.5%	19.9%
.....	100.0%	47.6%	52.4%	4.8%	16.9%	36.0%	23.8%	18.5%	14.3%	30.2%	29.6%	25.9%
SUPER 1 TV.....	44	23	21	3	9	15	8	9	3	14	18	9
.....	4.5%	4.8%	4.2%	2.7%	4.4%	4.1%	4.4%	7.4%	2.3%	4.3%	6.3%	3.7%
.....	100.0%	52.3%	47.7%	6.8%	20.5%	34.1%	18.2%	20.5%	6.8%	31.8%	40.9%	20.5%
SMASH TV.....	2	0	2	0	1	0	0	1	0	0	0	2
.....	.2%	.0%	.4%	.0%	.5%	.0%	.0%	.8%	.0%	.0%	.0%	.8%
.....	100.0%	.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100.0%
RAI STATIONS.....	61	31	30	3	13	26	13	6	9	28	17	7
.....	6.2%	6.5%	5.9%	2.7%	6.3%	7.1%	7.2%	4.9%	7.0%	8.7%	5.9%	2.8%
.....	100.0%	50.8%	49.2%	4.9%	21.3%	42.6%	21.3%	9.8%	14.8%	45.9%	27.9%	11.5%
MEDIASET CHANNELS....	52	23	29	11	13	19	6	3	7	21	15	9
.....	5.3%	4.8%	5.7%	9.9%	6.3%	5.2%	3.3%	2.5%	5.5%	6.5%	5.2%	3.7%
.....	100.0%	44.2%	55.8%	21.2%	25.0%	36.5%	11.5%	5.8%	13.5%	40.4%	28.8%	17.3%
OTHER ITALIAN STATIONS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	92	59	33	12	21	43	11	5	27	40	17	8
.....	9.3%	12.3%	6.5%	10.8%	10.2%	11.8%	6.1%	4.1%	21.1%	12.4%	5.9%	3.3%
.....	100.0%	64.1%	35.9%	13.0%	22.8%	46.7%	12.0%	5.4%	29.3%	43.5%	18.5%	8.7%
DISCUSSIONS												
NONE.....	265	142	123	44	58	84	47	32	29	79	81	76
.....	26.9%	29.6%	24.4%	39.6%	28.2%	23.0%	26.1%	26.2%	22.7%	24.5%	28.2%	30.9%
.....	100.0%	53.6%	46.4%	16.6%	21.9%	31.7%	17.7%	12.1%	10.9%	29.8%	30.6%	28.7%
TVM.....	501	235	266	45	98	193	97	68	55	169	153	124
.....	50.9%	49.1%	52.7%	40.5%	47.6%	52.9%	53.9%	55.7%	43.0%	52.3%	53.3%	50.4%
.....	100.0%	46.9%	53.1%	9.0%	19.6%	38.5%	19.4%	13.6%	11.0%	33.7%	30.5%	24.8%
SUPER 1 TV.....	95	47	48	4	15	37	26	13	8	36	25	26
.....	9.7%	9.8%	9.5%	3.6%	7.3%	10.1%	14.4%	10.7%	6.3%	11.1%	8.7%	10.6%
.....	100.0%	49.5%	50.5%	4.2%	15.8%	38.9%	27.4%	13.7%	8.4%	37.9%	26.3%	27.4%
SMASH TV.....	9	5	4	1	3	4	0	1	1	1	4	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
.....	.9%	1.0%	.8%	.9%	1.5%	1.1%	.0%	.8%	.8%	.3%	1.4%	1.2%
.....	100.0%	55.6%	44.4%	11.1%	33.3%	44.4%	.0%	11.1%	11.1%	11.1%	44.4%	33.3%
RAI STATIONS.....	22	12	10	4	5	8	4	1	5	6	8	3
.....	2.2%	2.5%	2.0%	3.6%	2.4%	2.2%	2.2%	.8%	3.9%	1.9%	2.8%	1.2%
.....	100.0%	54.5%	45.5%	18.2%	22.7%	36.4%	18.2%	4.5%	22.7%	27.3%	36.4%	13.6%
MEDIASET CHANNELS....	41	15	26	8	13	13	2	5	8	15	8	10
.....	4.2%	3.1%	5.1%	7.2%	6.3%	3.6%	1.1%	4.1%	6.3%	4.6%	2.8%	4.1%
.....	100.0%	36.6%	63.4%	19.5%	31.7%	31.7%	4.9%	12.2%	19.5%	36.6%	19.5%	24.4%
OTHER ITALIAN STATIONS.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	50	22	28	5	13	26	4	2	22	16	8	4
.....	5.1%	4.6%	5.5%	4.5%	6.3%	7.1%	2.2%	1.6%	17.2%	5.0%	2.8%	1.6%
.....	100.0%	44.0%	56.0%	10.0%	26.0%	52.0%	8.0%	4.0%	44.0%	32.0%	16.0%	8.0%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	294	161	133	28	52	108	65	41	34	87	92	81
.....	29.9%	33.6%	26.3%	25.2%	25.2%	29.6%	36.1%	33.6%	26.6%	26.9%	32.1%	32.9%
.....	100.0%	54.8%	45.2%	9.5%	17.7%	36.7%	22.1%	13.9%	11.6%	29.6%	31.3%	27.6%
TVM.....	152	62	90	15	23	57	32	25	9	45	53	45
.....	15.4%	12.9%	17.8%	13.5%	11.2%	15.6%	17.8%	20.5%	7.0%	13.9%	18.5%	18.3%
.....	100.0%	40.8%	59.2%	9.9%	15.1%	37.5%	21.1%	16.4%	5.9%	29.6%	34.9%	29.6%
SUPER 1 TV.....	53	23	30	6	5	20	14	8	2	15	22	14
.....	5.4%	4.8%	5.9%	5.4%	2.4%	5.5%	7.8%	6.6%	1.6%	4.6%	7.7%	5.7%
.....	100.0%	43.4%	56.6%	11.3%	9.4%	37.7%	26.4%	15.1%	3.8%	28.3%	41.5%	26.4%
SMASH TV.....	4	1	3	2	0	1	1	0	1	0	2	1
.....	.4%	.2%	.6%	1.8%	.0%	.3%	.6%	.0%	.8%	.0%	.7%	.4%
.....	100.0%	25.0%	75.0%	50.0%	.0%	25.0%	25.0%	.0%	25.0%	.0%	50.0%	25.0%
RAI STATIONS.....	74	40	34	7	14	27	13	13	11	26	19	18
.....	7.5%	8.4%	6.7%	6.3%	6.8%	7.4%	7.2%	10.7%	8.6%	8.0%	6.6%	7.3%
.....	100.0%	54.1%	45.9%	9.5%	18.9%	36.5%	17.6%	17.6%	14.9%	35.1%	25.7%	24.3%

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	A8	C1	C2	DE
MEDIASET CHANNELS....	329	152	177	47	95	111	43	33	49	123	83	74
.....	33.4%	31.7%	35.0%	42.3%	46.1%	30.4%	23.9%	27.0%	38.3%	38.1%	28.9%	30.1%
.....	100.0%	46.2%	53.8%	14.3%	28.9%	33.7%	13.1%	10.0%	14.9%	37.4%	25.2%	22.5%
OTHER ITALIAN STATIONS.....	2	0	2	0	1	1	0	0	1	1	0	0
.....	.2%	.0%	.4%	.0%	.5%	.3%	.0%	.0%	.8%	.3%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
SATELLITE STATIONS....	76	40	36	6	16	40	12	2	21	26	16	13
.....	7.7%	8.4%	7.1%	5.4%	7.8%	11.0%	6.7%	1.6%	16.4%	8.0%	5.6%	5.3%
.....	100.0%	52.6%	47.4%	7.9%	21.1%	52.6%	15.8%	2.6%	27.6%	34.2%	21.1%	17.1%
MUSIC VIDEO-CLIPS NONE.....	546	261	285	38	84	212	123	89	76	164	162	144
.....	55.5%	54.5%	56.4%	34.2%	40.8%	58.1%	68.3%	73.0%	59.4%	50.8%	56.4%	58.5%
.....	100.0%	47.8%	52.2%	7.0%	15.4%	38.8%	22.5%	16.3%	13.9%	30.0%	29.7%	26.4%
TVM.....	51	19	32	7	10	11	15	8	1	13	18	19
.....	5.2%	4.0%	6.3%	6.3%	4.9%	3.0%	8.3%	6.6%	.8%	4.0%	6.3%	7.7%
.....	100.0%	37.3%	62.7%	13.7%	19.6%	21.6%	29.4%	15.7%	2.0%	25.5%	35.3%	37.3%
SUPER 1 TV.....	22	6	16	1	5	10	3	3	0	7	7	8
.....	2.2%	1.3%	3.2%	.9%	2.4%	2.7%	1.7%	2.5%	.0%	2.2%	2.4%	3.3%
.....	100.0%	27.3%	72.7%	4.5%	22.7%	45.5%	13.6%	13.6%	.0%	31.8%	31.8%	36.4%
SMASH TV.....	111	57	54	20	35	40	12	4	9	41	36	25
.....	11.3%	11.9%	10.7%	18.0%	17.0%	11.0%	6.7%	3.3%	7.0%	12.7%	12.5%	10.2%
.....	100.0%	51.4%	48.6%	18.0%	31.5%	36.0%	10.8%	3.6%	8.1%	36.9%	32.4%	22.5%
RAI STATIONS.....	21	9	12	0	0	11	4	6	3	6	6	6
.....	2.1%	1.9%	2.4%	.0%	.0%	3.0%	2.2%	4.9%	2.3%	1.9%	2.1%	2.4%
.....	100.0%	42.9%	57.1%	.0%	.0%	52.4%	19.0%	28.6%	14.3%	28.6%	28.6%	28.6%
MEDIASET CHANNELS....	36	25	11	3	8	15	5	5	1	15	7	13
.....	3.7%	5.2%	2.2%	2.7%	3.9%	4.1%	2.8%	4.1%	.8%	4.6%	2.4%	5.3%
.....	100.0%	69.4%	30.6%	8.3%	22.2%	41.7%	13.9%	13.9%	2.8%	41.7%	19.4%	36.1%
OTHER ITALIAN STATIONS.....	41	14	27	15	13	10	3	0	7	12	13	9
.....	4.2%	2.9%	5.3%	13.5%	6.3%	2.7%	1.7%	.0%	5.5%	3.7%	4.5%	3.7%
.....	100.0%	34.1%	65.9%	36.6%	31.7%	24.4%	7.3%	.0%	17.1%	29.3%	31.7%	22.0%

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...	156	88	68	27	51	56	15	7	31	65	38	22
.....	15.9%	18.4%	13.5%	24.3%	24.8%	15.3%	8.3%	5.7%	24.2%	20.1%	13.2%	8.9%
.....	100.0%	56.4%	43.6%	17.3%	32.7%	35.9%	9.6%	4.5%	19.9%	41.7%	24.4%	14.1%
PLAYS												
NONE.....	449	236	213	57	104	154	79	55	67	147	112	123
.....	45.6%	49.3%	42.2%	51.4%	50.5%	42.2%	43.9%	45.1%	52.3%	45.5%	39.0%	50.0%
.....	100.0%	52.6%	47.4%	12.7%	23.2%	34.3%	17.6%	12.2%	14.9%	32.7%	24.9%	27.4%
TVM.....	430	187	243	45	78	170	80	57	44	134	148	104
.....	43.7%	39.0%	48.1%	40.5%	37.9%	46.6%	44.4%	46.7%	34.4%	41.5%	51.6%	42.3%
.....	100.0%	43.5%	56.5%	10.5%	18.1%	39.5%	18.6%	13.3%	10.2%	31.2%	34.4%	24.2%
SUPER 1 TV.....	60	29	31	8	8	24	14	6	7	21	22	10
.....	6.1%	6.1%	6.1%	7.2%	3.9%	6.6%	7.8%	4.9%	5.5%	6.5%	7.7%	4.1%
.....	100.0%	48.3%	51.7%	13.3%	13.3%	40.0%	23.3%	10.0%	11.7%	35.0%	36.7%	16.7%
RAI STATIONS.....	14	8	6	0	2	8	2	2	2	6	2	4
.....	1.4%	1.7%	1.2%	.0%	1.0%	2.2%	1.1%	1.6%	1.6%	1.9%	.7%	1.6%
.....	100.0%	57.1%	42.9%	.0%	14.3%	57.1%	14.3%	14.3%	14.3%	42.9%	14.3%	28.6%
MEDIASET CHANNELS....	4	2	2	0	3	0	1	0	0	3	0	1
.....	.4%	.4%	.4%	.0%	1.5%	.0%	.6%	.0%	.0%	.9%	.0%	.4%
.....	100.0%	50.0%	50.0%	.0%	75.0%	.0%	25.0%	.0%	.0%	75.0%	.0%	25.0%
OTHER ITALIAN												
STATIONS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.3%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	26	17	9	1	10	9	4	2	8	12	2	4
.....	2.6%	3.5%	1.8%	.9%	4.9%	2.5%	2.2%	1.6%	6.3%	3.7%	.7%	1.6%
.....	100.0%	65.4%	34.6%	3.8%	38.5%	34.6%	15.4%	7.7%	30.8%	46.2%	7.7%	15.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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.....	984	479	505	111	206	365	180	122	128	323	287	246
ART & CULTURE												
NONE.....	543	251	292	74	110	191	103	65	55	162	168	158
.....	55.2%	52.4%	57.8%	66.7%	53.4%	52.3%	57.2%	53.3%	43.0%	50.2%	58.5%	64.2%
.....	100.0%	46.2%	53.8%	13.6%	20.3%	35.2%	19.0%	12.0%	10.1%	29.8%	30.9%	29.1%
TVM.....	228	110	118	21	41	86	46	34	32	70	69	57
.....	23.2%	23.0%	23.4%	18.9%	19.9%	23.6%	25.6%	27.9%	25.0%	21.7%	24.0%	23.2%
.....	100.0%	48.2%	51.8%	9.2%	18.0%	37.7%	20.2%	14.9%	14.0%	30.7%	30.3%	25.0%
SUPER 1 TV.....	33	11	22	1	9	13	6	4	2	6	13	12
.....	3.4%	2.3%	4.4%	.9%	4.4%	3.6%	3.3%	3.3%	1.6%	1.9%	4.5%	4.9%
.....	100.0%	33.3%	66.7%	3.0%	27.3%	39.4%	18.2%	12.1%	6.1%	18.2%	39.4%	36.4%
SMASH TV.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
RAI STATIONS.....	63	31	32	6	11	25	8	13	11	31	13	8
.....	6.4%	6.5%	6.3%	5.4%	5.3%	6.8%	4.4%	10.7%	8.6%	9.6%	4.5%	3.3%
.....	100.0%	49.2%	50.8%	9.5%	17.5%	39.7%	12.7%	20.6%	17.5%	49.2%	20.6%	12.7%
MEDIASET CHANNELS....	12	10	2	0	5	5	2	0	1	4	3	4
.....	1.2%	2.1%	.4%	.0%	2.4%	1.4%	1.1%	.0%	.8%	1.2%	1.0%	1.6%
.....	100.0%	83.3%	16.7%	.0%	41.7%	41.7%	16.7%	.0%	8.3%	33.3%	25.0%	33.3%
OTHER ITALIAN STATIONS.....	4	1	3	1	1	2	0	0	0	2	2	0
.....	.4%	.2%	.6%	.9%	.5%	.5%	.0%	.0%	.0%	.6%	.7%	.0%
.....	100.0%	25.0%	75.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
SATELLITE STATIONS...	100	64	36	7	29	43	15	6	27	47	19	7
.....	10.2%	13.4%	7.1%	6.3%	14.1%	11.8%	8.3%	4.9%	21.1%	14.6%	6.6%	2.8%
.....	100.0%	64.0%	36.0%	7.0%	29.0%	43.0%	15.0%	6.0%	27.0%	47.0%	19.0%	7.0%
WOMEN'S PROGRAMMES												
NONE.....	518	320	198	76	104	190	88	60	67	172	145	134
.....	52.6%	66.8%	39.2%	68.5%	50.5%	52.1%	48.9%	49.2%	52.3%	53.3%	50.5%	54.5%
.....	100.0%	61.8%	38.2%	14.7%	20.1%	36.7%	17.0%	11.6%	12.9%	33.2%	28.0%	25.9%
TVM.....	286	87	199	18	53	106	64	45	32	102	82	70

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
.....	29.1%	18.2%	39.4%	16.2%	25.7%	29.0%	35.6%	36.9%	25.0%	31.6%	28.6%	28.5%
.....	100.0%	30.4%	69.6%	6.3%	18.5%	37.1%	22.4%	15.7%	11.2%	35.7%	28.7%	24.5%
SUPER 1 TV.....	73	20	53	7	18	28	13	7	4	20	26	23
.....	7.4%	4.2%	10.5%	6.3%	8.7%	7.7%	7.2%	5.7%	3.1%	6.2%	9.1%	9.3%
.....	100.0%	27.4%	72.6%	9.6%	24.7%	38.4%	17.8%	9.6%	5.5%	27.4%	35.6%	31.5%
SMASH TV.....	8	4	4	1	4	1	0	2	1	2	5	0
.....	.8%	.8%	.8%	.9%	1.9%	.3%	.0%	1.6%	.8%	.6%	1.7%	.0%
.....	100.0%	50.0%	50.0%	12.5%	50.0%	12.5%	.0%	25.0%	12.5%	25.0%	62.5%	.0%
RAI STATIONS.....	18	7	11	1	2	9	3	3	4	2	7	5
.....	1.8%	1.5%	2.2%	.9%	1.0%	2.5%	1.7%	2.5%	3.1%	.6%	2.4%	2.0%
.....	100.0%	38.9%	61.1%	5.6%	11.1%	50.0%	16.7%	16.7%	22.2%	11.1%	38.9%	27.8%
MEDIASET CHANNELS....	29	17	12	4	11	8	4	2	1	11	11	6
.....	2.9%	3.5%	2.4%	3.6%	5.3%	2.2%	2.2%	1.6%	.8%	3.4%	3.8%	2.4%
.....	100.0%	58.6%	41.4%	13.8%	37.9%	27.6%	13.8%	6.9%	3.4%	37.9%	37.9%	20.7%
SATELLITE STATIONS...	52	24	28	4	14	23	8	3	19	14	11	8
.....	5.3%	5.0%	5.5%	3.6%	6.8%	6.3%	4.4%	2.5%	14.8%	4.3%	3.8%	3.3%
.....	100.0%	46.2%	53.8%	7.7%	26.9%	44.2%	15.4%	5.8%	36.5%	26.9%	21.2%	15.4%
CHILDREN'S PROGRAMMES												
NONE.....	522	256	266	43	110	175	115	79	73	169	146	134
.....	53.0%	53.4%	52.7%	38.7%	53.4%	47.9%	63.9%	64.8%	57.0%	52.3%	50.9%	54.5%
.....	100.0%	49.0%	51.0%	8.2%	21.1%	33.5%	22.0%	15.1%	14.0%	32.4%	28.0%	25.7%
TVM.....	186	71	115	24	38	74	30	20	17	62	51	56
.....	18.9%	14.8%	22.8%	21.6%	18.4%	20.3%	16.7%	16.4%	13.3%	19.2%	17.8%	22.8%
.....	100.0%	38.2%	61.8%	12.9%	20.4%	39.8%	16.1%	10.8%	9.1%	33.3%	27.4%	30.1%
SUPER 1 TV.....	45	24	21	6	8	17	9	5	3	13	18	11
.....	4.6%	5.0%	4.2%	5.4%	3.9%	4.7%	5.0%	4.1%	2.3%	4.0%	6.3%	4.5%
.....	100.0%	53.3%	46.7%	13.3%	17.8%	37.8%	20.0%	11.1%	6.7%	28.9%	40.0%	24.4%
SMASH TV.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.0%	.3%	.3%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	57	34	23	7	7	28	5	10	4	17	22	14
.....	5.8%	7.1%	4.6%	6.3%	3.4%	7.7%	2.8%	8.2%	3.1%	5.3%	7.7%	5.7%

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%	59.6%	40.4%	12.3%	12.3%	49.1%	8.8%	17.5%	7.0%	29.8%	38.6%	24.6%
MEDIASET CHANNELS....	66	36	30	16	14	24	11	1	5	23	23	15
.....	6.7%	7.5%	5.9%	14.4%	6.8%	6.6%	6.1%	.8%	3.9%	7.1%	8.0%	6.1%
.....	100.0%	54.5%	45.5%	24.2%	21.2%	36.4%	16.7%	1.5%	7.6%	34.8%	34.8%	22.7%
OTHER ITALIAN STATIONS.....	5	2	3	1	2	1	1	0	1	1	1	2
.....	.5%	.4%	.6%	.9%	1.0%	.3%	.6%	.0%	.8%	.3%	.3%	.8%
.....	100.0%	40.0%	60.0%	20.0%	40.0%	20.0%	20.0%	.0%	20.0%	20.0%	20.0%	40.0%
SATELLITE STATIONS...	101	55	46	14	26	45	9	7	25	37	25	14
.....	10.3%	11.5%	9.1%	12.6%	12.6%	12.3%	5.0%	5.7%	19.5%	11.5%	8.7%	5.7%
.....	100.0%	54.5%	45.5%	13.9%	25.7%	44.6%	8.9%	6.9%	24.8%	36.6%	24.8%	13.9%
RELIGION												
NONE.....	548	275	273	79	137	206	85	41	73	175	155	145
.....	55.7%	57.4%	54.1%	71.2%	66.5%	56.4%	47.2%	33.6%	57.0%	54.2%	54.0%	58.9%
.....	100.0%	50.2%	49.8%	14.4%	25.0%	37.6%	15.5%	7.5%	13.3%	31.9%	28.3%	26.5%
TVM.....	344	153	191	24	54	119	79	68	39	120	106	79
.....	35.0%	31.9%	37.8%	21.6%	26.2%	32.6%	43.9%	55.7%	30.5%	37.2%	36.9%	32.1%
.....	100.0%	44.5%	55.5%	7.0%	15.7%	34.6%	23.0%	19.8%	11.3%	34.9%	30.8%	23.0%
SUPER 1 TV.....	39	23	16	5	7	13	9	5	2	10	14	13
.....	4.0%	4.8%	3.2%	4.5%	3.4%	3.6%	5.0%	4.1%	1.6%	3.1%	4.9%	5.3%
.....	100.0%	59.0%	41.0%	12.8%	17.9%	33.3%	23.1%	12.8%	5.1%	25.6%	35.9%	33.3%
RAI STATIONS.....	26	9	17	1	2	13	4	6	4	7	7	8
.....	2.6%	1.9%	3.4%	.9%	1.0%	3.6%	2.2%	4.9%	3.1%	2.2%	2.4%	3.3%
.....	100.0%	34.6%	65.4%	3.8%	7.7%	50.0%	15.4%	23.1%	15.4%	26.9%	26.9%	30.8%
MEDIASET CHANNELS....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
SATELLITE STATIONS...	26	18	8	2	6	13	3	2	10	10	5	1
.....	2.6%	3.8%	1.6%	1.8%	2.9%	3.6%	1.7%	1.6%	7.8%	3.1%	1.7%	.4%
.....	100.0%	69.2%	30.8%	7.7%	23.1%	50.0%	11.5%	7.7%	38.5%	38.5%	19.2%	3.8%
BUSINESS/FINANCE												
NONE.....	724	333	391	86	142	257	141	98	86	224	223	191

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
.....	73.6%	69.5%	77.4%	77.5%	68.9%	70.4%	78.3%	80.3%	67.2%	69.3%	77.7%	77.6%
.....	100.0%	46.0%	54.0%	11.9%	19.6%	35.5%	19.5%	13.5%	11.9%	30.9%	30.8%	26.4%
TVM.....	121	67	54	13	31	44	20	13	10	43	37	31
.....	12.3%	14.0%	10.7%	11.7%	15.0%	12.1%	11.1%	10.7%	7.8%	13.3%	12.9%	12.6%
.....	100.0%	55.4%	44.6%	10.7%	25.6%	36.4%	16.5%	10.7%	8.3%	35.5%	30.6%	25.6%
SUPER 1 TV.....	22	13	9	3	4	11	1	3	2	7	6	7
.....	2.2%	2.7%	1.8%	2.7%	1.9%	3.0%	.6%	2.5%	1.6%	2.2%	2.1%	2.8%
.....	100.0%	59.1%	40.9%	13.6%	18.2%	50.0%	4.5%	13.6%	9.1%	31.8%	27.3%	31.8%
SMASH TV.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
RAI STATIONS.....	18	5	13	0	4	11	1	2	2	6	3	7
.....	1.8%	1.0%	2.6%	.0%	1.9%	3.0%	.6%	1.6%	1.6%	1.9%	1.0%	2.8%
.....	100.0%	27.8%	72.2%	.0%	22.2%	61.1%	5.6%	11.1%	11.1%	33.3%	16.7%	38.9%
MEDIASET CHANNELS....	12	6	6	2	2	4	3	1	2	5	2	3
.....	1.2%	1.3%	1.2%	1.8%	1.0%	1.1%	1.7%	.8%	1.6%	1.5%	.7%	1.2%
.....	100.0%	50.0%	50.0%	16.7%	16.7%	33.3%	25.0%	8.3%	16.7%	41.7%	16.7%	25.0%
OTHER ITALIAN STATIONS.....	2	1	1	1	1	0	0	0	0	0	2	0
.....	.2%	.2%	.2%	.9%	.5%	.0%	.0%	.0%	.0%	.0%	.7%	.0%
.....	100.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
SATELLITE STATIONS...	84	53	31	6	21	38	14	5	26	37	14	7
.....	8.5%	11.1%	6.1%	5.4%	10.2%	10.4%	7.8%	4.1%	20.3%	11.5%	4.9%	2.8%
.....	100.0%	63.1%	36.9%	7.1%	25.0%	45.2%	16.7%	6.0%	31.0%	44.0%	16.7%	8.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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	490	511	112	210	371	182	126	131	326	291	253
NO ANSWER.....	17	12	5	4	4	7	1	1	4	6	2	5
.....	1.7%	2.4%	1.0%	3.6%	1.9%	1.9%	.5%	.8%	3.1%	1.8%	.7%	2.0%
.....	100.0%	70.6%	29.4%	23.5%	23.5%	41.2%	5.9%	5.9%	23.5%	35.3%	11.8%	29.4%
ALWAYS.....	180	106	74	1	19	73	50	37	20	53	65	42
.....	18.0%	21.6%	14.5%	.9%	9.0%	19.7%	27.5%	29.4%	15.3%	16.3%	22.3%	16.6%
.....	100.0%	58.9%	41.1%	.6%	10.6%	40.6%	27.8%	20.6%	11.1%	29.4%	36.1%	23.3%
SOMETIMES.....	430	209	221	32	90	174	82	52	64	139	121	106
.....	43.0%	42.7%	43.2%	28.6%	42.9%	46.9%	45.1%	41.3%	48.9%	42.6%	41.6%	41.9%
.....	100.0%	48.6%	51.4%	7.4%	20.9%	40.5%	19.1%	12.1%	14.9%	32.3%	28.1%	24.7%
NEVER.....	374	163	211	75	97	117	49	36	43	128	103	100
.....	37.4%	33.3%	41.3%	67.0%	46.2%	31.5%	26.9%	28.6%	32.8%	39.3%	35.4%	39.5%
.....	100.0%	43.6%	56.4%	20.1%	25.9%	31.3%	13.1%	9.6%	11.5%	34.2%	27.5%	26.7%

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.....	814	390	424	82	180	297	153	102	102	275	230	207
NO ANSWER.....	665	323	342	70	151	246	118	80	77	222	188	178
.....	81.7%	82.8%	80.7%	85.4%	83.9%	82.8%	77.1%	78.4%	75.5%	80.7%	81.7%	86.0%
.....	100.0%	48.6%	51.4%	10.5%	22.7%	37.0%	17.7%	12.0%	11.6%	33.4%	28.3%	26.8%
PLAYS IN MALTESE.....	21	4	17	1	2	8	6	4	2	5	10	4
.....	2.6%	1.0%	4.0%	1.2%	1.1%	2.7%	3.9%	3.9%	2.0%	1.8%	4.3%	1.9%
.....	100.0%	19.0%	81.0%	4.8%	9.5%	38.1%	28.6%	19.0%	9.5%	23.8%	47.6%	19.0%
MORE CHILDREN'S PROGRAMMES.....	4	0	4	0	0	2	2	0	1	1	1	1
.....	.5%	.0%	.9%	.0%	.0%	.7%	1.3%	.0%	1.0%	.4%	.4%	.5%
.....	100.0%	.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%
MALTESE GHANA.....	5	5	0	0	0	3	0	2	0	1	2	2
.....	.6%	1.3%	.0%	.0%	.0%	1.0%	.0%	2.0%	.0%	.4%	.9%	1.0%
.....	100.0%	100.0%	.0%	.0%	.0%	60.0%	.0%	40.0%	.0%	20.0%	40.0%	40.0%
MORE MUSIC.....	41	21	20	6	11	9	9	6	8	16	9	8
.....	5.0%	5.4%	4.7%	7.3%	6.1%	3.0%	5.9%	5.9%	7.8%	5.8%	3.9%	3.9%
.....	100.0%	51.2%	48.8%	14.6%	26.8%	22.0%	22.0%	14.6%	19.5%	39.0%	22.0%	19.5%
MALTESE NOVELS.....	5	2	3	0	1	1	2	1	0	4	1	0
.....	.6%	.5%	.7%	.0%	.6%	.3%	1.3%	1.0%	.0%	1.5%	.4%	.0%
.....	100.0%	40.0%	60.0%	.0%	20.0%	20.0%	40.0%	20.0%	.0%	80.0%	20.0%	.0%
MORE SPORTS.....	9	8	1	1	3	2	1	2	2	1	3	3
.....	1.1%	2.1%	.2%	1.2%	1.7%	.7%	.7%	2.0%	2.0%	.4%	1.3%	1.4%
.....	100.0%	88.9%	11.1%	11.1%	33.3%	22.2%	11.1%	22.2%	22.2%	11.1%	33.3%	33.3%
MORE PROGRAMMES ON MALTESE CULTURE...	6	4	2	2	2	2	0	0	3	2	1	0
.....	.7%	1.0%	.5%	2.4%	1.1%	.7%	.0%	.0%	2.9%	.7%	.4%	.0%
.....	100.0%	66.7%	33.3%	33.3%	33.3%	33.3%	.0%	.0%	50.0%	33.3%	16.7%	.0%
MORE DISCUSSION PROGRAMMES.....	4	1	3	0	2	2	0	0	0	2	2	0
.....	.5%	.3%	.7%	.0%	1.1%	.7%	.0%	.0%	.0%	.7%	.9%	.0%
.....	100.0%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.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 1998

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
EDUCATIONAL PROGRAMMES.....	32	10	22	0	6	14	6	6	4	17	6	5
.....	3.9%	2.6%	5.2%	.0%	3.3%	4.7%	3.9%	5.9%	3.9%	6.2%	2.6%	2.4%
.....	100.0%	31.3%	68.8%	.0%	18.8%	43.8%	18.8%	18.8%	12.5%	53.1%	18.8%	15.6%
DOCUMENTARIES IN MALTESE.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.5%
.....	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%
QUIZZES.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.3%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	5	1	4	0	0	0	4	1	0	1	1	3
.....	.6%	.3%	.9%	.0%	.0%	.0%	2.6%	1.0%	.0%	.4%	.4%	1.4%
.....	100.0%	20.0%	80.0%	.0%	.0%	.0%	80.0%	20.0%	.0%	20.0%	20.0%	60.0%
PHONE-INS & DISCUSSION PROGRAMMES.....	13	7	6	1	1	10	1	0	3	4	4	2
.....	1.6%	1.8%	1.4%	1.2%	.6%	3.4%	.7%	.0%	2.9%	1.5%	1.7%	1.0%
.....	100.0%	53.8%	46.2%	7.7%	7.7%	76.9%	7.7%	.0%	23.1%	30.8%	30.8%	15.4%
NEWS.....	4	4	0	0	2	0	2	0	0	3	1	0
.....	.5%	1.0%	.0%	.0%	1.1%	.0%	1.3%	.0%	.0%	1.1%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	75.0%	25.0%	.0%
MORE NATURE PROGRAMMES.....	4	4	0	0	0	1	2	1	0	1	2	1
.....	.5%	1.0%	.0%	.0%	.0%	.3%	1.3%	1.0%	.0%	.4%	.9%	.5%
.....	100.0%	100.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	50.0%	25.0%
MORE TELESERIALS.....	2	0	2	1	0	0	1	0	1	0	0	1
.....	.2%	.0%	.5%	1.2%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.5%
.....	100.0%	.0%	100.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%

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

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1998

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.....	984	479	505	111	206	365	180	122	128	323	287	246
NO ANSWER.....	388	196	192	47	91	124	65	61	51	123	105	109
.....	39.4%	40.9%	38.0%	42.3%	44.2%	34.0%	36.1%	50.0%	39.8%	38.1%	36.6%	44.3%
.....	100.0%	50.5%	49.5%	12.1%	23.5%	32.0%	16.8%	15.7%	13.1%	31.7%	27.1%	28.1%
PLAYS IN MALTESE.....	153	55	98	9	23	61	42	18	13	37	58	45
.....	15.5%	11.5%	19.4%	8.1%	11.2%	16.7%	23.3%	14.8%	10.2%	11.5%	20.2%	18.3%
.....	100.0%	35.9%	64.1%	5.9%	15.0%	39.9%	27.5%	11.8%	8.5%	24.2%	37.9%	29.4%
MALTESE LANGUAGE PROGRAMMES.....	21	13	8	0	2	10	6	3	1	7	6	7
.....	2.1%	2.7%	1.6%	.0%	1.0%	2.7%	3.3%	2.5%	.8%	2.2%	2.1%	2.8%
.....	100.0%	61.9%	38.1%	.0%	9.5%	47.6%	28.6%	14.3%	4.8%	33.3%	28.6%	33.3%
MORE CHILDREN'S PROGRAMMES.....	19	9	10	8	2	5	4	0	5	3	6	5
.....	1.9%	1.9%	2.0%	7.2%	1.0%	1.4%	2.2%	.0%	3.9%	.9%	2.1%	2.0%
.....	100.0%	47.4%	52.6%	42.1%	10.5%	26.3%	21.1%	.0%	26.3%	15.8%	31.6%	26.3%
MALTESE GHANA.....	4	2	2	0	0	2	1	1	0	0	4	0
.....	.4%	.4%	.4%	.0%	.0%	.5%	.6%	.8%	.0%	.0%	1.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	100.0%	.0%
MORE MUSIC.....	25	11	14	7	7	6	3	2	4	7	6	8
.....	2.5%	2.3%	2.8%	6.3%	3.4%	1.6%	1.7%	1.6%	3.1%	2.2%	2.1%	3.3%
.....	100.0%	44.0%	56.0%	28.0%	28.0%	24.0%	12.0%	8.0%	16.0%	28.0%	24.0%	32.0%
MORE SPORTS.....	53	49	4	10	19	12	6	6	5	14	23	11
.....	5.4%	10.2%	.8%	9.0%	9.2%	3.3%	3.3%	4.9%	3.9%	4.3%	8.0%	4.5%
.....	100.0%	92.5%	7.5%	18.9%	35.8%	22.6%	11.3%	11.3%	9.4%	26.4%	43.4%	20.8%
MORE PROGRAMMES ON MALTESE CULTURE...	22	14	8	3	6	7	6	0	7	9	2	4
.....	2.2%	2.9%	1.6%	2.7%	2.9%	1.9%	3.3%	.0%	5.5%	2.8%	.7%	1.6%
.....	100.0%	63.6%	36.4%	13.6%	27.3%	31.8%	27.3%	.0%	31.8%	40.9%	9.1%	18.2%
OLD FILMS.....	25	8	17	1	5	12	4	3	5	10	5	5
.....	2.5%	1.7%	3.4%	.9%	2.4%	3.3%	2.2%	2.5%	3.9%	3.1%	1.7%	2.0%
.....	100.0%	32.0%	68.0%	4.0%	20.0%	48.0%	16.0%	12.0%	20.0%	40.0%	20.0%	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
MORE VARIETY SHOWS...	10	4	6	2	3	4	0	1	1	5	1	3
.....	1.0%	.8%	1.2%	1.8%	1.5%	1.1%	.0%	.8%	.8%	1.5%	.3%	1.2%
.....	100.0%	40.0%	60.0%	20.0%	30.0%	40.0%	.0%	10.0%	10.0%	50.0%	10.0%	30.0%
MORE DISCUSSION PROGRAMMES.....	19	10	9	1	3	12	1	2	3	11	3	2
.....	1.9%	2.1%	1.8%	.9%	1.5%	3.3%	.6%	1.6%	2.3%	3.4%	1.0%	.8%
.....	100.0%	52.6%	47.4%	5.3%	15.8%	63.2%	5.3%	10.5%	15.8%	57.9%	15.8%	10.5%
MORE MODERN FILMS....	73	33	40	11	14	35	8	5	7	26	21	19
.....	7.4%	6.9%	7.9%	9.9%	6.8%	9.6%	4.4%	4.1%	5.5%	8.0%	7.3%	7.7%
.....	100.0%	45.2%	54.8%	15.1%	19.2%	47.9%	11.0%	6.8%	9.6%	35.6%	28.8%	26.0%
EDUCATIONAL PROGRAMMES.....	88	37	51	8	17	41	13	9	11	48	17	12
.....	8.9%	7.7%	10.1%	7.2%	8.3%	11.2%	7.2%	7.4%	8.6%	14.9%	5.9%	4.9%
.....	100.0%	42.0%	58.0%	9.1%	19.3%	46.6%	14.8%	10.2%	12.5%	54.5%	19.3%	13.6%
DOCUMENTARIES IN MALTESE.....	43	27	16	3	7	20	8	5	8	16	12	7
.....	4.4%	5.6%	3.2%	2.7%	3.4%	5.5%	4.4%	4.1%	6.3%	5.0%	4.2%	2.8%
.....	100.0%	62.8%	37.2%	7.0%	16.3%	46.5%	18.6%	11.6%	18.6%	37.2%	27.9%	16.3%
QUIZZES.....	12	2	10	0	3	5	4	0	3	5	1	3
.....	1.2%	.4%	2.0%	.0%	1.5%	1.4%	2.2%	.0%	2.3%	1.5%	.3%	1.2%
.....	100.0%	16.7%	83.3%	.0%	25.0%	41.7%	33.3%	.0%	25.0%	41.7%	8.3%	25.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	11	4	7	0	2	3	2	4	4	1	1	5
.....	1.1%	.8%	1.4%	.0%	1.0%	.8%	1.1%	3.3%	3.1%	.3%	.3%	2.0%
.....	100.0%	36.4%	63.6%	.0%	18.2%	27.3%	18.2%	36.4%	36.4%	9.1%	9.1%	45.5%
MORE PHONE-IN PROGRAMMES.....	25	8	17	1	1	15	6	2	5	8	7	5
.....	2.5%	1.7%	3.4%	.9%	.5%	4.1%	3.3%	1.6%	3.9%	2.5%	2.4%	2.0%
.....	100.0%	32.0%	68.0%	4.0%	4.0%	60.0%	24.0%	8.0%	20.0%	32.0%	28.0%	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 1998

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
MORE SOAP OPERAS.....	31	10	21	3	9	12	5	2	5	6	11	9
.....	3.2%	2.1%	4.2%	2.7%	4.4%	3.3%	2.8%	1.6%	3.9%	1.9%	3.8%	3.7%
.....	100.0%	32.3%	67.7%	9.7%	29.0%	38.7%	16.1%	6.5%	16.1%	19.4%	35.5%	29.0%
MORE NEWS.....	12	6	6	1	2	5	2	2	3	4	5	0
.....	1.2%	1.3%	1.2%	.9%	1.0%	1.4%	1.1%	1.6%	2.3%	1.2%	1.7%	.0%
.....	100.0%	50.0%	50.0%	8.3%	16.7%	41.7%	16.7%	16.7%	25.0%	33.3%	41.7%	.0%
MORE PROGRAMMES ON NATURE.....	22	15	7	1	3	10	7	1	0	5	8	9
.....	2.2%	3.1%	1.4%	.9%	1.5%	2.7%	3.9%	.8%	.0%	1.5%	2.8%	3.7%
.....	100.0%	68.2%	31.8%	4.5%	13.6%	45.5%	31.8%	4.5%	.0%	22.7%	36.4%	40.9%
MORE TELESERIALS.....	20	5	15	2	5	7	3	3	1	8	7	4
.....	2.0%	1.0%	3.0%	1.8%	2.4%	1.9%	1.7%	2.5%	.8%	2.5%	2.4%	1.6%
.....	100.0%	25.0%	75.0%	10.0%	25.0%	35.0%	15.0%	15.0%	5.0%	40.0%	35.0%	20.0%
MORE CARTOONS.....	2	1	1	2	0	0	0	0	1	0	1	0
.....	.2%	.2%	.2%	1.8%	.0%	.0%	.0%	.0%	.8%	.0%	.3%	.0%
.....	100.0%	50.0%	50.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%

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

Table 7.1: Daily Radio Average Audience Share 1998

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
Monday	1.57	0.47	2.67	2.03	0.35	0.99	1.88	0.70	0.71	0.91	0.00	0.75	0.01	87.82	100
Tuesday	2.22	0.07	2.03	2.21	0.25	0.90	2.01	0.75	0.74	0.58	0.00	0.57	0.00	88.47	100
Wednesday	1.97	0.11	2.09	1.63	0.28	0.55	1.75	0.75	1.77	0.60	0.00	0.39	0.00	88.74	100
Thursday	1.25	0.16	2.83	1.60	0.28	0.98	1.98	0.67	1.60	0.56	0.00	0.48	0.03	88.23	100
Friday	1.68	0.12	2.64	1.49	0.10	0.95	2.11	0.58	0.64	0.31	0.10	0.37	0.10	89.56	100
Saturday	1.65	0.14	2.72	1.43	0.20	0.95	2.02	1.01	0.96	0.49	0.00	0.40	0.07	88.67	100
Sunday	1.08	0.17	2.00	1.23	0.13	0.63	1.37	0.74	0.74	0.58	0.03	0.00	0.03	91.61	100
Daily Average	1.63	0.18	2.43	1.66	0.23	0.85	1.88	0.74	1.02	0.58	0.02	0.42	0.03	89.01	100

Table 7.2: Daily Radio Peak Audience Share 1998

	RM1	RM2	SUPER 1	101	IS	BABAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA
Monday	4.18	1.39	8.71	7.67	1.05	2.79	5.23	2.44	2.44	2.79	0.00	1.05	0.35
Tuesday	5.94	0.35	6.29	6.29	1.05	3.85	6.99	2.80	2.45	1.75	0.00	0.70	0.00
Wednesday	5.59	1.05	5.94	5.94	1.05	1.75	5.59	2.10	4.20	2.80	0.00	0.70	0.00
Thursday	4.20	1.05	6.64	6.29	1.40	2.45	4.90	2.10	4.20	2.45	0.00	0.70	0.35
Friday	4.20	1.05	8.04	5.94	0.70	2.80	6.29	1.40	1.75	1.40	0.70	0.70	0.70
Saturday	5.24	0.70	9.09	4.90	1.75	2.80	5.24	3.15	3.50	1.75	0.00	0.70	0.35
Sunday	3.15	1.05	7.69	5.59	0.70	2.80	3.85	3.85	2.45	2.10	0.35	0.00	0.35
Highest Peak	5.94	1.39	9.09	7.67	1.75	3.85	6.99	3.85	4.20	2.80	0.70	1.05	0.70

Table 7.3: Daily Average Audience Levels - Radio 1995-98

(computed on the basis of available time-slot for each station)

	RM1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA
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	-
1997: Daily Average	1.25	0.21	2.19	0.00	1.15	0.61	0.13	0.33	1.57	0.53	1.00	0.31	
1998: Daily Average	1.63	0.18	2.43	0.02	1.66	0.42	0.23	0.65	1.88	0.74	1.02	0.58	0.03

Table 7.4: Daily Average Audience Levels - Radio 1997 - 1998

(computed on the basis of audiences between 6.00 a.m. - midnight)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA
1997: Daily Average	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.01	0.61	-
1998: Daily Average	2.16	0.24	3.21	2.21	0.30	1.13	1.93	0.99	1.36	0.77	0.03	0.42	0.04

TABLE R1: RADIO LISTENERSHIP: MONDAY

(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	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		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		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		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		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		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		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		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		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	0.35	0.00	0.00		0.00	0.35	0.00			0.00	99.30	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00			0.00	98.61	100
0600	0.70	0.00	1.39	0.70	0.00	0.00	1.39	0.35	0.35	0.00			0.35	94.77	100
0630	1.74	0.35	2.44	0.70	0.00	0.35	2.09	0.70	0.35	0.00			0.00	91.29	100
0700	2.44	0.70	3.14	2.44	0.00	0.70	1.74	1.39	0.35	0.35		0.35	0.00	86.41	100
0730	2.44	1.05	4.53	1.39	0.00	1.05	2.44	1.74	0.70	0.70		0.35	0.00	83.62	100
0800	2.44	1.05	5.92	2.79	0.70	1.74	3.14	1.74	0.70	1.05		0.70	0.00	78.05	100
0830	2.79	1.05	7.67	2.79	0.70	1.74	3.83	2.09	0.70	1.39		0.70	0.00	74.56	100
0900	3.83	1.05	8.71	3.83	1.05	1.74	4.18	2.44	1.39	1.39		1.05	0.00	69.34	100
0930	3.14	1.05	8.36	3.14	1.05	1.74	5.23	1.74	2.09	1.74		1.05	0.00	69.69	100
1000	2.79	1.39	8.01	3.14	1.05	1.39	4.88	1.74	2.09	2.44		1.05	0.00	70.03	100
1030	3.48	1.39	8.36	3.83	1.05	1.74	4.18	1.74	2.09	2.44		1.05	0.00	68.64	100
1100	3.48	1.39	7.32	4.18	0.70	1.39	4.18	1.74	2.09	2.44		1.05	0.00	70.03	100
1130	3.83	1.39	7.32	4.18	0.70	1.05	4.18	0.70	2.09	2.79		1.05	0.00	70.73	100
NOON	4.18	1.39	5.57	4.88	0.70	1.39	4.18	0.70	2.44	1.39		1.05	0.00	72.13	100
1230	3.14	1.05	4.88	3.83	0.70	1.39	2.44	0.35	2.09	1.74		1.05	0.00	77.35	100
1300	2.79	1.05	5.57	3.48	0.70	2.09	1.05	0.00	2.09	1.74		0.70	0.00	78.75	100
1330	2.44	0.70	3.83	3.14	0.70	1.74	1.05	0.00	1.74	1.74		0.70	0.00	82.23	100
1400	2.09	0.70	3.83	2.44	1.05	1.74	1.05	0.00	1.39	1.39		0.70	0.00	83.62	100
1430	1.74	0.70	3.48	1.74	0.70	1.39	1.39	0.00	1.39	1.39		0.70	0.00	85.02	100
1500	1.74	0.70	3.48	1.39	0.70	1.05	1.39	0.35	1.05	1.39		0.35	0.00	86.41	100
1530	1.74	0.70	3.14	1.74	0.70	1.39	1.74	0.70	0.70	1.39		0.35	0.00	85.71	100
1600	2.09	0.70	3.14	4.53	0.35	1.74	1.39	1.05	0.70	1.39		0.35	0.00	82.58	100
1630	2.44	0.35	3.48	5.23	0.35	2.09	1.39	1.05	0.35	1.74	0.00		0.00	81.53	100
1700	2.44	0.35	3.14	7.67	0.35	2.79	1.39	0.70	0.35	1.74	0.00		0.00	79.09	100
1730	2.44	0.35	2.79	7.32	0.35	2.79	1.05	0.70	0.35	1.74	0.00		0.00	80.14	100
1800	2.79	1.05	2.44	5.57	0.35	2.79	1.05	0.70	0.70	1.74	0.00		0.00	80.84	100
1830	2.44	1.05	2.44	3.14	0.35	2.09	1.05	1.39	0.70	1.39	0.00		0.00	83.97	100
1900	3.48	0.00	1.74	2.44	0.35	1.74	1.05	1.39	0.70	1.39	0.00		0.00	85.71	100
1930	1.74	0.00	1.05	1.74	0.35	1.05	1.39	1.05	0.70	1.05	0.00		0.00	89.90	100
2000	1.05	0.00	0.00	0.70	0.00	1.05	1.39	1.05	0.35	0.35	0.00		0.00	94.08	100
2030	0.70	0.00	0.00	0.70	0.00	1.05	0.70	0.35	0.35	0.70	0.00		0.00	95.47	100
2100	0.70	0.00	0.35	0.70	0.00	0.70	0.35	0.70	0.35	0.70	0.00		0.00	95.47	100
2130	0.00	0.00	0.35	0.00	0.35	0.70	0.35	0.70	0.00	0.35	0.00		0.00	97.21	100
2200	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.70	0.00	0.35	0.00		0.35	97.21	100
2230	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.91	100
2300	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.61	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	99.30	100
average	1.57	0.47	2.67	2.03	0.35	0.99	1.88	0.70	0.71	0.91	0.00	0.75	0.01	87.82	100
maximum	4.18	1.39	8.71	7.67	1.05	2.79	5.23	2.44	2.44	2.79	0.00	1.05	0.35	100.00	100
std. dev.	1.37	0.52	2.82	2.03	0.36	0.87	1.46	0.67	0.76	0.83	0.00	0.28	0.07	10.71	
average for 0600-2400 hrs	2.09	0.63	3.55	2.66	0.46	1.33	1.94	0.93	0.93	1.22	0.00	0.75	0.02	83.82	

*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	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	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		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		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		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		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		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		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		0.00	100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0430	0.00	0.00	0.35	0.00	0.00	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			0.00	99.65	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0600	1.05	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.35	0.00			0.00	95.10	100
0630	1.75	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.00	0.35			0.00	94.41	100
0700	2.80	0.00	2.10	2.45	0.00	0.00	1.40	0.70	0.35	0.70		0.35	0.00	89.16	100
0730	4.20	0.00	3.50	2.45	0.35	0.35	1.75	0.70	0.70	0.70		0.35	0.00	84.97	100
0800	5.59	0.00	4.55	4.55	1.05	0.70	4.55	0.35	0.70	0.70		0.70	0.00	76.57	100
0830	5.24	0.00	4.90	4.90	0.70	1.40	4.20	0.35	1.05	1.40		0.70	0.00	75.17	100
0900	5.24	0.35	5.59	4.90	0.70	1.40	4.90	0.35	1.40	1.05		0.70	0.00	73.43	100
0930	5.24	0.35	6.29	4.90	1.05	1.75	5.94	0.35	1.75	1.40		0.70	0.00	70.28	100
1000	4.20	0.35	5.94	5.94	0.70	3.15	6.99	1.05	2.10	1.40		0.70	0.00	67.48	100
1030	3.85	0.35	4.55	6.29	0.70	3.50	6.64	0.70	2.45	1.75		0.70	0.00	68.53	100
1100	3.85	0.00	3.50	5.94	0.70	3.85	5.59	0.70	2.10	1.75		0.70	0.00	71.33	100
1130	4.20	0.35	4.55	5.59	0.35	3.50	5.59	0.70	2.45	1.05		0.70	0.00	70.98	100
NOON	5.94	0.35	5.24	5.59	0.35	3.15	3.85	1.75	2.45	1.05		0.70	0.00	69.58	100
1230	4.55	0.00	3.50	2.80	0.35	1.75	2.80	1.40	1.40	1.40		0.35	0.00	79.72	100
1300	3.50	0.00	3.50	2.10	0.35	1.40	1.75	1.40	1.40	1.40		0.35	0.00	82.87	100
1330	3.50	0.00	2.45	2.45	0.35	1.40	1.40	1.05	1.05	1.40		0.35	0.00	84.62	100
1400	3.15	0.00	2.10	2.10	0.70	1.40	1.40	1.05	1.05	1.40		0.35	0.00	85.31	100
1430	2.80	0.00	2.45	2.45	0.70	1.40	1.40	1.05	1.75	1.05		0.70	0.00	84.27	100
1500	2.80	0.00	3.15	2.10	0.70	1.40	2.10	0.70	1.05	0.70		0.70	0.00	84.62	100
1530	2.80	0.00	2.80	3.15	0.35	1.40	2.10	0.70	1.05	0.70		0.70	0.00	84.27	100
1600	3.15	0.00	3.50	5.24	0.35	1.05	1.40	0.70	1.05	1.05		0.35	0.00	82.17	100
1630	3.15	0.00	3.50	5.59	0.35	1.05	1.40	0.70	0.70	1.05	0.00		0.00	82.52	100
1700	2.80	0.00	3.50	5.59	0.00	1.40	0.70	1.05	1.40	0.70	0.00		0.00	82.87	100
1730	2.80	0.00	3.15	4.55	0.00	1.05	0.70	2.10	0.70	0.70	0.00		0.00	84.27	100
1800	3.50	0.35	2.80	4.55	0.00	1.05	0.70	2.10	0.70	1.05	0.00		0.00	83.22	100
1830	2.80	0.35	2.10	2.80	0.00	1.05	0.70	2.80	1.40	0.70	0.00		0.00	85.31	100
1900	3.15	0.00	0.70	1.40	0.00	1.05	1.40	2.10	1.05	1.05	0.00		0.00	88.11	100
1930	1.75	0.00	0.35	0.70	0.00	0.70	1.05	1.75	1.05	0.35	0.00		0.00	92.31	100
2000	1.40	0.35	0.00	1.40	0.00	1.05	0.00	1.05	0.00	0.00	0.00		0.00	94.76	100
2030	1.40	0.35	0.00	0.70	0.00	0.35	0.00	1.05	0.00	0.00	0.00		0.00	96.15	100
2100	0.70	0.00	0.35	0.35	0.00	0.35	0.35	1.40	0.00	0.00	0.00		0.00	96.50	100
2130	1.05	0.00	0.35	0.35	0.35	0.35	0.35	1.05	0.00	0.00	0.00		0.00	96.15	100
2200	1.05	0.00	0.35	0.35	0.35	0.00	0.00	1.40	0.00	0.00	0.00		0.00	96.50	100
2230	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	97.55	100
2300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	98.60	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
average	2.22	0.07	2.03	2.21	0.25	0.90	2.01	0.75	0.74	0.58	0.00	0.57	0.00	88.47	100
maximum	5.94	0.35	6.29	6.29	1.05	3.85	6.99	2.80	2.45	1.75	0.00	0.70	0.00	100.00	100
std. dev.	1.83	0.14	1.93	2.19	0.31	1.05	2.07	0.69	0.77	0.59	0.00	0.17	0.00	10.46	
average for 0600-2400 hrs	2.96	0.10	2.66	2.93	0.33	1.20	2.07	0.99	0.98	0.78	0.00	0.57	0.00	84.69	

**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*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNIV RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0030	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0130	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0200	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.35	0.00	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	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	99.30	100
0430	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.95	100
0500	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.00	98.95	100
0530	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	98.95	100
0600	1.05	0.00	1.40	0.35	0.00	0.00	0.35	0.35	1.05	0.00			0.00	95.45	100
0630	1.75	0.00	1.75	1.40	0.00	0.35	0.35	0.35	1.05	0.35			0.00	92.66	100
0700	2.45	0.00	3.85	2.45	0.35	0.70	1.40	0.35	1.40	1.40		0.35	0.00	85.31	100
0730	4.20	0.00	3.85	3.50	0.70	1.05	2.10	1.05	2.80	2.10		0.35	0.00	78.32	100
0800	5.59	0.00	5.24	5.59	0.70	1.05	2.10	1.05	3.50	1.40		0.35	0.00	73.43	100
0830	4.90	0.35	4.55	5.94	0.70	0.70	2.45	0.70	4.20	2.45		0.35	0.00	72.73	100
0900	5.24	0.70	4.90	5.59	1.05	0.70	2.80	0.70	4.20	2.80		0.35	0.00	70.98	100
0930	5.59	0.70	5.94	4.90	0.70	1.40	3.50	1.05	3.85	2.80		0.35	0.00	69.23	100
1000	4.55	1.05	5.94	5.24	0.70	1.40	5.24	1.40	3.50	2.45		0.35	0.00	68.18	100
1030	3.85	1.05	3.50	4.90	0.70	1.75	5.59	1.40	3.15	1.75		0.35	0.00	72.03	100
1100	3.50	0.35	3.15	4.55	0.35	1.05	4.55	1.75	3.15	1.75		0.35	0.00	75.52	100
1130	3.50	0.35	4.20	3.85	0.35	1.05	4.90	1.75	2.80	1.75		0.35	0.00	75.17	100
NOON	4.90	0.35	4.55	3.50	0.35	1.05	2.45	1.75	2.80	1.40		0.35	0.00	76.57	100
1230	3.15	0.35	3.50	1.40	0.00	0.35	1.05	2.10	1.75	1.40		0.35	0.00	84.62	100
1300	2.10	0.00	2.80	1.75	0.35	0.35	0.70	2.10	2.10	0.35		0.35	0.00	87.06	100
1330	2.45	0.00	3.15	1.05	0.35	0.35	1.05	1.05	2.45	0.35		0.35	0.00	87.41	100
1400	2.10	0.00	3.15	1.40	0.35	0.35	0.70	1.75	2.45	0.35		0.35	0.00	87.06	100
1430	2.10	0.00	3.15	1.05	0.35	0.70	1.40	1.40	2.45	0.35		0.35	0.00	86.71	100
1500	2.45	0.00	3.15	1.40	0.70	1.40	2.10	1.40	3.50	0.70		0.70	0.00	82.52	100
1530	2.45	0.00	2.10	1.40	0.70	1.05	2.45	1.05	3.85	0.70		0.70	0.00	83.57	100
1600	2.10	0.00	2.80	2.45	0.70	1.75	2.45	0.35	3.85	0.70		0.35	0.00	82.52	100
1630	2.10	0.00	2.45	2.80	0.70	1.05	2.10	0.35	3.50	0.70	0.00		0.00	84.27	100
1700	2.80	0.00	2.45	2.80	0.35	0.35	1.40	0.35	3.15	0.70	0.00		0.00	85.66	100
1730	2.10	0.00	3.50	2.45	0.35	0.35	1.05	0.70	2.10	0.35	0.00		0.00	87.06	100
1800	2.10	0.00	3.15	2.10	0.35	0.70	1.05	0.70	1.40	0.00	0.00		0.00	88.46	100
1830	1.75	0.00	2.80	1.40	0.35	1.05	1.40	1.05	2.45	0.00	0.00		0.00	87.76	100
1900	2.10	0.00	2.45	0.35	0.70	1.05	1.05	1.40	3.15	0.00	0.00		0.00	87.76	100
1930	0.70	0.00	1.75	0.35	0.35	0.70	1.40	1.75	3.15	0.00	0.00		0.00	89.86	100
2000	0.70	0.00	1.40	0.70	0.35	0.35	0.70	0.35	2.45	0.00	0.00		0.00	93.01	100
2030	1.05	0.00	0.70	0.70	0.00	0.35	0.35	0.35	1.40	0.00	0.00		0.00	95.10	100
2100	1.05	0.00	0.35	0.35	0.00	0.35	0.35	1.05	0.70	0.00	0.00		0.00	95.80	100
2130	1.05	0.00	0.35	0.35	0.00	0.70	1.05	1.05	0.70	0.00	0.00		0.00	94.76	100
2200	1.05	0.00	0.00	0.35	0.00	0.35	1.40	1.05	0.35	0.00	0.00		0.00	95.45	100
2230	1.05	0.00	0.00	0.00	0.00	0.35	1.40	0.35	0.00	0.00	0.00		0.00	96.85	100
2300	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.25	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	98.95	100
average	1.97	0.11	2.09	1.63	0.28	0.55	1.75	0.75	1.77	0.60	0.00	0.39	0.00	88.74	100
maximum	5.59	1.05	5.94	5.94	1.05	1.75	5.59	2.10	4.20	2.80	0.00	0.70	0.00	99.65	100
std. dev.	1.59	0.26	1.80	1.84	0.30	0.51	1.42	0.65	1.46	0.85	0.00	0.11	0.00	9.76	
average for 0600-2400 hrs	2.52	0.15	2.72	2.18	0.38	0.73	1.80	1.00	2.36	0.81	0.00	0.39	0.00	85.17	

**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*)

	RH1	RH2	SUPER	121	IS	BAY	RTK	LIVE	SDASH	CALYP	UN-	MAS	FDI	NONE	TOTAL
										SO	RADIO		BRONDA		
MIDNIGHT	0.00	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		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		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		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		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		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		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		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		0.00	100.00	100
0430	0.00	0.00	0.35	0.00	0.00	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			0.00	99.65	100
0530	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00			0.00	98.95	100
0600	0.70	0.00	1.75	1.75	0.35	0.00	0.70	0.00	0.70	0.00			0.00	94.06	100
0630	1.40	0.35	3.15	2.10	0.35	0.35	1.75	0.35	1.05	0.70			0.00	88.46	100
0700	2.10	0.35	5.59	4.20	1.40	1.75	3.85	0.35	1.40	1.75		0.00	0.35	76.92	100
0730	2.80	0.35	5.24	4.55	0.70	1.75	4.20	0.70	1.40	2.45		0.35	0.00	75.52	100
0800	4.20	0.35	5.94	6.29	0.70	2.10	2.80	1.40	2.10	1.75		0.70	0.00	71.68	100
0830	3.85	0.35	5.94	5.24	0.70	1.40	3.15	1.40	1.75	2.10		0.70	0.00	73.43	100
0900	3.15	1.05	5.94	4.55	0.35	2.10	3.15	1.05	3.15	2.45		0.70	0.00	72.38	100
0930	2.80	0.70	5.94	4.20	0.35	1.75	4.20	1.05	3.15	2.45		0.70	0.00	72.73	100
1000	2.80	0.70	6.64	3.50	0.00	1.05	4.55	1.05	3.15	1.75		0.70	0.00	74.13	100
1030	2.80	0.70	6.64	3.50	0.00	0.70	4.90	1.05	2.80	1.40		0.70	0.00	74.83	100
1100	2.80	0.70	5.24	2.80	0.00	0.70	4.55	1.40	2.45	1.40		0.70	0.00	77.27	100
1130	3.15	0.70	5.24	2.80	0.00	1.05	4.90	1.40	2.45	1.40		0.70	0.00	76.22	100
NOON	2.45	0.35	5.59	2.45	0.35	1.05	3.15	1.40	2.45	1.40		0.35	0.00	78.67	100
1230	1.40	0.35	4.55	2.10	0.70	1.40	2.10	1.40	2.45	0.70		0.35	0.00	82.17	100
1300	1.40	0.00	5.24	1.75	0.70	1.75	2.10	1.40	1.75	0.35		0.35	0.00	82.87	100
1330	1.05	0.00	5.59	1.05	0.35	1.40	1.75	1.05	2.10	0.35		0.35	0.00	84.62	100
1400	1.75	0.00	5.94	0.35	0.70	1.40	1.75	1.05	2.10	0.35		0.35	0.00	83.92	100
1430	2.10	0.00	5.24	0.35	0.70	1.75	1.75	1.05	2.45	0.35		0.35	0.00	83.57	100
1500	2.10	0.00	4.55	1.05	0.70	2.45	1.75	1.75	3.15	0.35		0.35	0.00	81.47	100
1530	1.40	0.00	4.55	1.40	0.70	2.10	1.75	2.10	3.50	0.00		0.35	0.00	81.82	100
1600	1.40	0.35	3.85	2.10	0.70	2.10	1.75	1.75	4.20	0.00		0.00	0.00	81.47	100
1630	1.40	0.00	4.20	2.45	0.35	1.40	1.05	1.75	3.15	0.00	0.00		0.00	83.92	100
1700	1.75	0.00	3.50	3.15	0.35	1.40	0.35	1.05	2.80	0.00	0.00		0.00	85.31	100
1730	0.70	0.00	4.20	3.50	0.35	1.40	0.70	0.70	2.10	0.70	0.00		0.00	85.31	100
1800	1.05	0.00	4.20	2.45	0.35	1.40	0.70	0.35	1.75	0.70	0.00		0.00	86.71	100
1830	1.05	0.00	3.85	1.75	0.35	1.40	1.05	0.35	2.45	0.70	0.00		0.00	87.06	100
1900	1.40	0.00	3.15	0.70	0.35	1.40	1.75	0.70	2.80	0.35	0.00		0.35	87.06	100
1930	1.05	0.35	1.05	0.70	0.35	1.40	1.75	0.35	3.15	0.35	0.00		0.35	89.16	100
2000	0.70	0.00	0.70	1.40	0.00	1.05	1.05	0.00	2.45	0.35	0.00		0.00	92.31	100
2030	0.70	0.00	0.70	0.70	0.00	1.40	0.70	0.35	1.75	0.35	0.00		0.00	93.38	100
2100	0.35	0.00	0.70	0.35	0.00	0.70	0.70	0.70	1.40	0.00	0.00		0.00	95.10	100
2130	0.35	0.00	0.00	0.35	0.00	1.05	1.05	0.70	1.40	0.00	0.00		0.00	95.10	100
2200	0.70	0.00	0.00	0.35	0.00	1.05	1.05	0.70	1.05	0.00	0.00		0.35	94.76	100
2230	0.35	0.00	0.00	0.35	0.00	1.05	0.35	0.35	0.70	0.00	0.00		0.00	96.85	100
2300	0.35	0.00	0.00	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00		0.00	97.90	100
2330	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
average	1.25	0.16	2.83	1.60	0.28	0.98	1.98	0.67	1.60	0.56	0.00	0.46	0.03	88.23	100
maximum	4.20	1.05	6.64	6.29	1.40	2.45	4.90	2.10	4.20	2.45	0.00	0.70	0.35	100.00	100
std. dev.	1.15	0.27	2.47	1.66	0.32	0.73	1.43	0.82	1.23	0.76	0.00	0.23	0.10	9.59	
average for 0600-2400 hrs	1.66	0.21	3.74	2.14	0.36	1.31	2.04	0.89	2.14	0.75	0.00	0.46	0.04	84.35	

*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*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	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		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		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		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		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		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		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		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		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	0.35	0.00	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	0.00			0.00	99.65	100
0600	0.70	0.00	1.75	1.05	0.00	0.35	0.35	0.00	0.35	0.35			0.00	95.10	100
0630	1.40	0.00	2.45	2.80	0.00	0.35	1.05	0.00	0.70	0.35			0.00	90.91	100
0700	2.45	0.00	4.90	5.94	0.00	1.40	1.40	0.35	0.35	0.70		0.00	0.35	82.17	100
0730	3.15	0.00	5.59	4.90	0.00	1.40	3.15	0.35	0.35	0.35		0.35	0.35	80.07	100
0800	3.15	0.00	6.64	4.55	0.00	2.45	4.20	0.70	1.05	1.40		0.70	0.35	74.83	100
0830	3.85	0.35	6.64	3.85	0.00	2.80	5.59	0.70	1.75	1.05		0.70	0.35	72.38	100
0900	4.20	0.35	7.69	3.15	0.00	2.45	6.29	1.05	1.05	0.70		0.70	0.70	71.68	100
0930	3.50	0.35	8.04	3.50	0.35	2.10	5.94	1.05	1.75	0.70		0.70	0.70	71.33	100
1000	3.85	0.70	7.34	3.50	0.35	2.45	4.90	1.05	1.75	0.70		0.70	0.70	72.03	100
1030	3.50	1.05	6.64	3.50	0.70	2.45	4.55	0.70	1.75	0.70		0.70	0.70	73.08	100
1100	2.80	1.05	5.59	3.15	0.70	2.45	4.55	1.05	1.40	0.35		0.70	0.35	75.87	100
1130	2.80	0.70	5.59	3.50	0.70	1.75	3.15	1.05	1.40	0.35		0.70	0.35	77.97	100
NOON	2.80	0.70	5.24	3.50	0.35	2.10	3.50	1.05	1.05	0.35		0.35	0.00	79.02	100
1230	2.10	0.35	4.90	2.10	0.35	1.40	2.45	1.05	0.35	0.70		0.00	0.00	84.27	100
1300	1.75	0.00	4.90	1.75	0.00	1.40	2.10	1.05	0.35	0.70		0.00	0.00	86.01	100
1330	1.40	0.00	4.55	1.75	0.00	1.05	1.75	1.05	0.70	0.70		0.00	0.00	87.06	100
1400	1.75	0.35	3.50	1.40	0.00	1.05	1.75	1.40	0.70	0.35		0.00	0.00	87.76	100
1430	2.45	0.00	2.80	1.75	0.00	1.05	1.75	1.40	1.05	0.35		0.00	0.00	87.41	100
1500	2.45	0.00	2.80	1.05	0.00	1.05	2.10	1.40	1.40	0.35		0.00	0.00	87.41	100
1530	2.45	0.00	2.45	1.05	0.00	1.05	1.75	1.40	1.05	0.00		0.35	0.00	88.46	100
1600	1.75	0.00	2.45	2.45	0.00	1.40	1.75	1.05	0.70	0.00		0.35	0.00	88.11	100
1630	1.75	0.00	2.80	2.80	0.00	1.40	1.75	1.05	0.70	0.35	0.70		0.00	86.71	100
1700	1.75	0.00	3.85	2.10	0.00	1.05	0.70	1.05	0.70	0.35	0.35		0.00	88.11	100
1730	1.40	0.00	5.24	1.75	0.00	1.05	0.70	1.05	0.70	0.35	0.35		0.00	87.41	100
1800	1.75	0.00	3.50	1.75	0.00	0.70	0.70	1.05	1.40	0.35	0.35		0.00	88.46	100
1830	1.40	0.00	3.50	1.05	0.00	0.70	1.05	1.05	1.75	0.35	0.35		0.00	88.81	100
1900	2.10	0.00	2.45	0.70	0.35	1.05	0.70	0.70	1.40	0.35	0.35		0.00	89.86	100
1930	1.40	0.00	1.40	0.00	0.35	0.70	1.05	0.70	1.05	0.35	0.00		0.00	93.01	100
2000	2.10	0.00	0.70	0.70	0.35	0.70	1.75	0.70	0.35	0.35	0.00		0.00	92.31	100
2030	2.10	0.00	0.35	0.35	0.35	0.35	1.40	0.35	0.35	0.35	0.00		0.00	94.06	100
2100	2.10	0.00	0.00	0.00	0.00	0.70	1.40	0.35	0.35	0.00	0.00		0.00	95.10	100
2130	2.45	0.00	0.00	0.00	0.00	0.70	1.40	0.35	0.00	0.35	0.00		0.00	94.76	100
2200	2.45	0.00	0.00	0.00	0.00	0.70	0.35	0.35	0.35	0.35	0.00		0.00	95.45	100
2230	2.10	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00		0.00	96.85	100
2300	1.40	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00		0.00	97.20	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
average	1.68	0.12	2.64	1.49	0.10	0.95	2.11	0.58	0.64	0.31	0.10	0.37	0.10	89.56	100
maximum	4.20	1.05	8.04	5.94	0.70	2.80	6.29	1.40	1.75	1.40	0.70	0.70	0.70	100.00	100
std. dev.	1.23	0.27	2.59	1.60	0.20	0.82	1.70	0.50	0.59	0.31	0.19	0.31	0.21	9.19	
average for 0600-2400 hrs	2.24	0.17	3.51	1.98	0.14	1.26	2.17	0.77	0.85	0.42	0.16	0.37	0.14	86.10	

**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*)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	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		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		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		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		0.00	100.00	100
0230	0.00	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		0.00	0.35	0.00	0.00		0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	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	0.35			0.00	99.30	100
0530	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.70			0.00	98.60	100
0600	1.05	0.00	2.45	0.70	0.00	0.00	0.35	0.00	0.00	0.70			0.00	94.76	100
0630	1.40	0.00	3.85	1.05	0.00	0.35	0.35	0.00	0.35	1.05			0.00	91.61	100
0700	3.50	0.00	5.59	1.75	0.00	0.35	1.05	0.35	0.35	1.05		0.35	0.00	85.66	100
0730	4.20	0.00	5.94	2.80	0.35	0.35	2.45	1.05	0.70	0.35		0.70	0.00	81.12	100
0800	5.24	0.00	6.99	4.90	0.35	0.70	3.85	1.05	2.10	1.40		0.70	0.35	72.38	100
0830	5.24	0.00	8.39	4.20	0.70	1.05	3.50	1.40	2.10	1.40		0.70	0.35	70.98	100
0900	5.24	0.00	8.74	3.85	1.40	1.75	4.20	1.75	3.50	1.40		0.70	0.35	67.13	100
0930	4.90	0.00	9.09	4.55	1.75	2.10	3.85	2.10	3.15	0.70		0.70	0.35	66.78	100
1000	5.24	0.00	8.74	4.20	1.40	2.10	5.24	3.15	3.15	1.40		0.70	0.00	64.69	100
1030	4.90	0.00	8.74	3.85	1.40	2.80	4.90	2.80	2.45	1.75		0.70	0.00	65.73	100
1100	3.85	0.70	6.99	3.50	1.05	2.80	4.90	2.45	2.10	1.40		0.70	0.00	69.58	100
1130	3.15	0.70	7.69	3.50	0.70	2.45	4.90	2.10	2.10	1.40		0.35	0.00	70.98	100
NOON	3.85	0.70	7.34	2.80	0.35	2.45	4.20	2.10	3.15	1.05		0.35	0.00	71.68	100
1230	3.15	0.35	5.24	2.80	0.00	2.45	2.45	1.75	2.10	0.35		0.00	0.00	79.37	100
1300	2.80	0.00	3.85	3.85	0.00	1.75	2.45	1.40	2.45	0.00		0.00	0.00	81.47	100
1330	2.45	0.00	3.85	2.80	0.00	2.45	2.10	1.05	1.75	0.00		0.35	0.00	83.22	100
1400	1.40	0.70	3.50	1.75	0.00	2.45	2.45	1.40	1.40	0.35		0.35	0.00	84.27	100
1430	1.40	0.70	3.15	1.40	0.00	2.45	2.80	1.75	1.75	0.35		0.35	0.00	83.92	100
1500	1.05	0.70	2.45	1.75	0.00	2.10	2.80	2.10	2.10	0.35		0.00	0.00	84.62	100
1530	1.05	0.70	2.80	1.75	0.00	2.10	2.10	1.75	2.10	1.05		0.00	0.00	84.62	100
1600	1.40	0.00	2.80	1.05	0.00	2.10	1.75	1.75	1.40	1.05		0.00	0.00	86.71	100
1630	1.75	0.00	2.10	1.05	0.00	2.45	1.75	1.40	1.40	0.70	0.00		0.00	87.41	100
1700	1.75	0.00	2.10	1.40	0.00	2.10	1.05	1.05	0.35	0.35	0.00		0.00	89.86	100
1730	2.10	0.00	2.80	1.05	0.00	1.40	1.40	0.70	0.70	0.35	0.00		0.00	89.51	100
1800	2.45	0.35	1.40	0.35	0.00	0.70	1.05	1.40	0.70	0.35	0.00		0.35	90.91	100
1830	1.75	0.35	0.70	0.00	0.00	0.70	1.05	1.40	0.35	0.00	0.00		0.35	93.36	100
1900	1.05	0.35	0.70	0.70	0.00	0.70	1.40	1.40	0.35	0.00	0.00		0.35	93.01	100
1930	0.70	0.35	0.35	0.70	0.00	0.35	1.05	1.40	0.00	0.35	0.00		0.35	94.41	100
2000	0.35	0.00	0.00	0.70	0.00	0.35	0.35	1.40	0.00	0.00	0.00		0.35	96.50	100
2030	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
2100	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.35	0.35	0.00		0.00	97.55	100
2130	0.00	0.00	0.00	0.35	0.00	0.00	0.35	1.05	0.35	0.70	0.00		0.00	97.20	100
2200	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	97.20	100
2230	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	97.20	100
2300	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	97.90	100
2330	0.00	0.00	0.35	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	97.90	100
average	1.65	0.14	2.72	1.43	0.20	0.95	2.02	1.01	0.96	0.49	0.00	0.40	0.07	88.67	100
maximum	5.24	0.70	9.09	4.90	1.75	2.80	5.24	3.15	3.50	1.75	0.00	0.70	0.35	100.00	100
std. dev.	1.78	0.25	3.05	1.49	0.45	1.04	1.57	0.84	1.07	0.52	0.00	0.28	0.14	11.29	
average for 0600-2400 hrs	2.20	0.18	3.60	1.89	0.26	1.27	2.08	1.35	1.24	0.62	0.00	0.40	0.09	84.98	

**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	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
MIDNIGHT	0.00	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		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		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		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		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		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		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		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		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			0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.35	0.00	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00			0.35	97.20	100
0630	1.40	0.00	1.75	0.00	0.00	0.00	1.05	0.00	0.00	0.00			0.35	95.45	100
0700	2.80	0.00	3.15	1.75	0.35	0.70	1.05	0.35	0.35	0.00		0.00	0.35	89.16	100
0730	2.80	0.35	2.80	2.45	0.35	0.35	1.40	1.05	1.75	0.35		0.00	0.00	86.36	100
0800	2.80	0.70	3.50	3.85	0.00	1.40	2.10	1.40	1.75	0.70		0.00	0.00	81.82	100
0830	2.80	1.05	3.85	4.55	0.00	1.05	2.10	1.75	1.40	0.70		0.00	0.00	80.77	100
0900	2.80	0.70	4.55	4.55	0.00	2.10	2.45	1.75	1.40	1.05		0.00	0.00	78.67	100
0930	3.15	0.35	5.24	3.50	0.00	2.45	2.45	2.10	1.40	2.10		0.00	0.00	77.27	100
1000	3.15	0.70	6.64	5.59	0.35	2.80	3.50	3.15	1.75	1.75		0.00	0.00	70.63	100
1030	2.45	0.70	7.34	5.24	0.35	2.80	3.85	3.85	2.45	1.75		0.00	0.00	69.23	100
1100	2.10	0.70	6.99	5.59	0.35	2.45	3.50	3.50	2.45	1.40		0.00	0.00	70.98	100
1130	2.10	0.70	7.69	4.90	0.35	2.10	2.45	3.50	2.10	1.40		0.00	0.00	72.73	100
NOON	2.45	0.70	5.94	2.80	0.70	1.05	3.50	3.50	0.70	1.05		0.00	0.00	77.62	100
1230	2.45	0.35	4.90	1.40	0.70	1.05	1.75	2.45	1.05	1.05		0.00	0.00	82.87	100
1300	2.80	0.00	3.50	1.75	0.35	1.40	1.05	1.05	1.05	0.70		0.00	0.00	86.36	100
1330	2.80	0.00	2.10	0.70	0.35	2.10	1.05	1.40	1.05	0.70		0.00	0.00	87.76	100
1400	1.75	0.00	2.10	0.70	0.70	1.75	1.40	0.70	1.75	1.05		0.00	0.00	88.11	100
1430	1.40	0.00	2.10	0.00	0.70	1.40	1.40	0.35	2.10	0.70		0.00	0.00	89.86	100
1500	1.05	0.00	2.10	0.70	0.70	1.40	1.75	0.35	2.10	0.70		0.00	0.00	89.16	100
1530	0.70	0.00	2.10	1.05	0.00	0.35	1.05	0.00	2.45	0.35		0.00	0.00	91.96	100
1600	0.70	0.00	2.10	1.05	0.00	0.35	0.70	0.00	1.75	0.35		0.00	0.00	93.01	100
1630	0.35	0.00	1.75	0.70	0.00	0.35	0.35	0.00	1.40	0.35	0.00		0.00	94.76	100
1700	0.70	0.00	2.45	0.70	0.00	0.70	0.35	0.00	0.70	0.35	0.00		0.00	94.06	100
1730	0.70	0.00	2.10	0.70	0.00	0.00	0.35	0.00	1.05	0.70	0.00		0.00	94.41	100
1800	0.70	0.00	2.10	0.35	0.00	0.00	0.70	0.00	0.70	1.05	0.35		0.00	94.06	100
1830	0.35	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.35	0.70	0.35		0.00	94.76	100
1900	0.70	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.35	0.70	0.00		0.00	94.76	100
1930	0.70	0.35	0.35	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.00		0.00	96.50	100
2000	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00		0.00	97.55	100
2030	0.70	0.35	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.70	0.00		0.00	96.85	100
2100	0.70	0.35	0.35	0.35	0.00	0.00	0.70	0.70	0.00	0.70	0.00		0.00	96.15	100
2130	0.00	0.00	0.35	0.35	0.00	0.00	1.40	0.70	0.00	0.70	0.00		0.00	96.50	100
2200	0.35	0.00	0.35	0.35	0.00	0.00	1.40	0.35	0.00	1.05	0.00		0.00	96.15	100
2230	0.35	0.00	0.00	0.35	0.00	0.00	1.05	0.35	0.00	1.05	0.00		0.00	96.85	100
2300	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	98.25	100
2330	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	98.95	100
average	1.08	0.17	2.00	1.23	0.13	0.63	1.37	0.74	0.74	0.58	0.03	0.00	0.03	91.61	100
maximum	3.15	1.05	7.69	5.59	0.70	2.80	3.85	3.85	2.45	2.10	0.35	0.00	0.35	100.00	100
std. dev.	1.11	0.29	2.22	1.70	0.23	0.89	1.00	1.12	0.85	0.54	0.10	0.00	0.10	9.01	
average for 0600-2400 hrs	1.44	0.23	2.66	1.64	0.17	0.84	1.41	0.99	0.98	0.77	0.05	0.00	0.03	88.82	

**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	6.35	0.76	0.68	1.88	0.30	0.09	0.09	0.04	1.12	89.16	100
Tuesday	4.68	1.10	0.98	2.83	0.28	0.04	0.00	0.00	1.44	88.93	100
Wednesday	5.00	1.14	1.41	3.26	0.15	0.13	0.00	0.00	1.32	87.88	100
Thursday	3.73	1.63	1.63	2.27	0.06	0.08	0.00	0.06	1.44	89.55	100
Friday	7.50	0.74	0.53	1.17	0.04	0.04	0.09	0.10	0.98	89.12	100
Saturday	3.43	2.55	1.46	2.30	0.12	0.23	0.00	0.10	1.35	89.17	100
Sunday	4.34	2.29	1.22	3.10	0.42	0.11	0.26	0.00	1.85	87.18	100
Daily Average	5.00	1.46	1.13	2.37	0.20	0.11	0.06	0.04	1.36	88.71	100

Table 8.2 Daily Peak TV Audience Share (1998)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	50.52	11.50	4.88	8.01	1.05	0.35	0.35	0.35	5.23
Tuesday	41.61	11.89	8.04	17.83	1.40	0.35	0.00	0.00	5.94
Wednesday	42.66	12.59	8.04	20.98	1.05	1.05	0.00	0.00	4.20
Thursday	35.66	13.29	13.64	11.19	0.35	0.70	0.00	0.35	6.99
Friday	54.20	12.24	3.15	4.90	0.70	0.35	0.35	0.35	3.50
Saturday	31.82	15.38	11.19	10.84	1.05	0.70	0.00	0.35	5.59
Sunday	28.32	14.69	3.85	19.58	2.45	0.70	0.35	0.00	6.29
Highest Peak	54.20	15.38	13.64	20.98	2.45	1.05	0.35	0.35	6.99

Table 8.3: Daily Average Audience Levels for TV: 1995-98

(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
1998: Daily Average	5.00	1.46	1.13	2.37	0.20	0.11	0.06	0.04	1.36

TABLE T1: TV VIEWING: MONDAY
(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	0.35	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0200	0.00		0.00	0.00	0.35	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	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0700	2.44	0.00	0.00	0.35	0.00	0.00			0.00	97.21	100
0730	1.74	0.00	0.00	0.35	0.00	0.00			0.00	97.91	100
0800	3.14	0.00	0.00	0.35	0.00	0.00			0.35	96.17	100
0830	3.14	0.00	0.00	0.35	0.00	0.00			0.35	96.17	100
0900	2.79	0.70	0.00	0.70	0.00	0.35			1.05	94.43	100
0930	1.74	0.70	0.00	0.70	0.35	0.35			1.05	95.12	100
1000	1.05	1.05	0.00	0.70	0.35	0.35		0.00	1.39	95.12	100
1030	1.05	1.39	0.00	0.35	0.35	0.35		0.00	0.70	95.82	100
1100	1.05	1.39	0.00	0.35	0.35	0.35		0.00	1.05	95.47	100
1130	1.05	1.39	0.00	0.00	0.00	0.35			1.39	95.47	100
NOON	4.53	0.70	0.00	0.35	0.00	0.00			0.70	93.73	100
1230	6.27	0.35	0.00	0.00	0.00	0.00			0.35	93.03	100
1300	11.15	0.00	0.00	0.35	0.00	0.00			0.00	88.50	100
1330	11.50	0.00	0.70	1.74	0.00	0.00			0.00	86.06	100
1400	11.15	0.00	0.00	2.09	0.00	0.00			0.00	86.76	100
1430	10.45	0.00	0.00	1.74	0.35	0.00			0.00	87.46	100
1500	8.36	0.00	0.35	2.79	0.35	0.00			0.35	87.80	100
1530	3.48	0.00	0.35	2.79	0.70	0.35			0.00	92.33	100
1600	1.74	0.00	0.70	2.79	1.05	0.35		0.35	1.05	91.99	100
1630	1.74	0.00	0.70	2.09	0.70	0.35	0.00	0.35	2.09	91.99	100
1700	1.39	0.35	1.39	3.14	0.35	0.35	0.00	0.00	1.74	91.29	100
1730	2.09	1.05	1.05	3.48	0.70	0.35	0.00	0.00	1.05	90.24	100
1800	4.53	0.00	1.39	2.79	1.05	0.35	0.00	0.00	2.09	87.80	100
1830	3.83	0.00	1.39	2.79	1.05	0.35		0.00	2.44	88.15	100
1900	2.44	0.70	2.09	3.48	0.70	0.00		0.00	3.14	87.46	100
1930	4.53	11.50	1.74	2.79	0.35	0.00		0.00	3.14	75.96	100
2000	32.75	2.09	2.09	4.88	0.70	0.00		0.00	3.48	54.01	100
2030	50.52	0.70	3.14	4.18	0.70	0.00	0.00	0.00	3.83	36.93	100
2100	46.34	0.70	4.18	4.88	0.70	0.00	0.35	0.00	4.88	37.98	100
2130	34.15	0.70	4.88	7.32	0.70	0.00	0.35	0.00	5.23	46.69	100
2200	19.51	0.70	3.48	7.67	1.05	0.00	0.00	0.00	3.48	64.11	100
2230	10.45	0.70	1.39	8.01	0.35	0.00			3.14	75.96	100
2300	1.05	0.35	1.05	2.79	0.00	0.00			2.44	92.33	100
2330	1.05	0.35	0.70	1.39	0.00	0.00			1.74	94.77	100
average	6.35	0.76	0.68	1.68	0.30	0.09	0.09	0.04	1.12	89.16	
maximum	50.52	11.50	4.88	8.01	1.05	0.35	0.35	0.35	5.23	100.00	
std. dev.	11.41	1.89	1.16	2.11	0.34	0.15	0.15	0.12	1.42	15.51	

**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*)

	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	0.35	0.00	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0230	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0300	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0330	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.35		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	99.65	100
0500	0.35		0.00	0.00	0.00	0.00			0.00	99.65	100
0530	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.35	0.35	0.00	0.00	0.00	0.00			0.00	99.30	100
0700	2.10	0.00	0.00	0.00	0.00	0.00			0.35	97.55	100
0730	1.75	0.00	0.00	0.00	0.00	0.00			0.70	97.55	100
0800	1.75	0.00	0.00	0.35	0.00	0.00			1.05	96.85	100
0830	1.75	0.00	0.00	0.35	0.00	0.00			1.75	96.15	100
0900	2.45	0.00	0.00	0.35	0.00	0.35			1.75	95.10	100
0930	1.40	0.00	0.00	0.00	0.00	0.35			2.10	96.15	100
1000	1.75	0.35	0.35	0.35	0.00	0.35		0.00	1.75	95.10	100
1030	1.75	1.40	0.35	0.35	0.00	0.35		0.00	1.40	94.41	100
1100	1.40	1.40	0.35	0.35	0.00	0.35		0.00	0.70	95.45	100
1130	1.75	1.75	0.00	0.35	0.00	0.35		0.00	0.70	95.10	100
NOON	4.55	1.75	0.00	1.05	0.00	0.00			0.70	91.96	100
1230	7.34	1.05	0.00	0.70	0.00	0.00			0.35	90.56	100
1300	11.19	0.00	0.00	1.40	0.00	0.00			0.35	87.06	100
1330	9.09	0.00	0.00	1.75	0.00	0.00			0.70	88.46	100
1400	10.14	0.00	0.00	2.80	0.00	0.00			0.35	86.71	100
1430	10.84	0.00	0.00	3.50	0.00	0.00			0.35	85.31	100
1500	8.74	0.00	0.35	2.80	0.00	0.00			0.70	87.41	100
1530	3.85	0.35	0.35	3.15	0.00	0.00			0.70	91.61	100
1600	2.80	0.35	1.05	2.80	0.35	0.00		0.00	2.45	90.21	100
1630	2.10	0.35	1.40	2.45	0.35	0.00	0.00	0.00	2.45	90.91	100
1700	2.10	0.35	1.40	2.10	0.70	0.00	0.00	0.00	2.45	90.91	100
1730	3.15	1.05	0.70	2.45	0.70	0.00	0.00	0.00	2.10	89.86	100
1800	4.55	0.70	0.70	2.80	1.05	0.00	0.00	0.00	2.80	87.41	100
1830	4.90	0.35	1.05	1.75	1.05	0.00		0.00	2.80	88.11	100
1900	3.85	1.40	1.40	3.50	1.05	0.00		0.00	3.15	85.66	100
1930	6.29	11.89	1.05	4.20	0.35	0.00		0.00	2.80	73.43	100
2000	41.61	3.15	3.15	5.94	1.40	0.00		0.00	2.45	42.31	100
2030	24.83	4.20	6.29	14.69	1.40	0.00	0.00	0.00	4.55	44.06	100
2100	16.43	3.15	8.04	17.83	1.05	0.00	0.00	0.00	5.94	47.55	100
2130	12.24	2.45	7.34	17.83	1.40	0.00	0.00	0.00	5.59	53.15	100
2200	7.69	1.40	6.29	16.08	1.05	0.00	0.00	0.00	4.20	63.29	100
2230	4.90	0.35	3.15	11.54	0.70	0.00			3.50	75.87	100
2300	1.40	0.00	1.40	5.24	0.35	0.00			3.50	88.11	100
2330	0.35	0.00	0.70	2.45	0.35	0.00			2.10	94.06	100
average	4.68	1.10	0.98	2.83	0.28	0.04	0.00	0.00	1.44	86.93	
maximum	41.61	11.89	8.04	17.83	1.40	0.35	0.00	0.00	5.94	100.00	
std. dev.	7.30	2.10	1.96	4.65	0.45	0.12	0.00	0.00	1.56	14.76	

*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*)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		1.05	0.35	0.00	0.00			0.00	98.60	100
0030	0.00		0.35	0.35	0.00	0.00			0.00	99.30	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	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.70	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0700	2.10	0.00	0.00	1.05	0.00	0.00			0.00	96.85	100
0730	2.80	0.00	0.00	1.05	0.00	0.00			0.00	96.15	100
0800	2.10	0.00	0.35	1.05	0.00	0.00			0.35	96.15	100
0830	2.10	0.00	0.35	1.05	0.00	0.00			0.35	96.15	100
0900	1.75	0.35	0.00	1.05	0.00	0.00			1.40	95.45	100
0930	1.05	0.35	0.00	1.05	0.00	0.00			1.40	96.15	100
1000	0.70	0.70	0.35	1.40	0.00	0.35		0.00	1.40	95.10	100
1030	0.70	1.05	0.35	1.05	0.00	0.35		0.00	1.40	95.10	100
1100	0.70	1.05	0.70	0.70	0.00	0.00		0.00	1.75	95.10	100
1130	1.05	1.05	0.35	0.70	0.00	0.00		0.00	1.40	95.45	100
NOON	3.85	1.40	0.35	0.00	0.00	0.00			1.75	92.66	100
1230	5.24	1.40	0.00	0.00	0.00	0.00			2.10	91.26	100
1300	9.79	1.05	0.00	1.05	0.00	0.00			1.05	87.06	100
1330	8.39	0.35	0.35	1.75	0.00	0.00			0.70	88.46	100
1400	9.79	0.70	0.70	2.10	0.00	0.00			1.05	85.66	100
1430	9.79	0.35	0.35	2.80	0.00	0.00			1.05	85.66	100
1500	8.39	0.35	0.35	2.45	0.00	0.00			1.40	87.06	100
1530	2.45	0.70	0.70	3.50	0.35	0.35			1.75	90.21	100
1600	1.75	0.70	1.05	2.80	0.00	0.70		0.00	2.10	90.91	100
1630	2.10	0.70	1.40	2.45	0.00	1.05	0.00	0.00	2.10	90.21	100
1700	1.75	0.70	1.40	3.15	0.35	0.70	0.00	0.00	2.45	89.51	100
1730	2.80	1.05	2.10	3.15	0.35	0.35	0.00	0.00	2.45	87.76	100
1800	6.29	1.40	3.50	4.90	0.70	0.00	0.00	0.00	1.75	81.47	100
1830	4.55	0.70	3.50	5.24	0.70	0.35		0.00	2.10	82.87	100
1900	5.94	2.80	4.90	5.24	0.00	0.35		0.00	2.80	77.97	100
1930	8.39	12.59	4.20	3.50	0.00	0.35		0.00	2.45	68.53	100
2000	42.66	2.45	3.15	7.69	0.35	0.35		0.00	2.45	40.91	100
2030	30.07	1.75	6.64	15.38	0.70	0.35	0.00	0.00	3.85	41.26	100
2100	19.23	1.75	8.04	20.98	1.05	0.35	0.00	0.00	4.20	44.41	100
2130	15.03	1.40	7.69	20.63	1.05	0.35	0.00	0.00	4.20	49.65	100
2200	12.94	1.40	5.94	17.48	1.05	0.00	0.00	0.00	3.85	57.34	100
2230	8.39	0.35	3.85	11.19	0.00	0.00			2.80	73.43	100
2300	3.50	0.35	2.10	4.55	0.35	0.00			1.75	87.41	100
2330	0.70	0.00	1.75	3.15	0.35	0.00			1.75	92.31	100
average	5.00	1.14	1.41	3.26	0.15	0.13	0.00	0.00	1.32	87.88	
maximum	42.66	12.59	8.04	20.98	1.05	1.05	0.00	0.00	4.20	100.00	
std. dev.	7.99	2.05	2.14	5.17	0.30	0.23	0.00	0.00	1.23	15.88	

**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*)

	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	0.35	0.00	0.00			0.00	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	0.35	0.00	0.00			0.00	99.65	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	0.70	0.00	0.00			0.00	99.30	100
0630	0.70	0.35	0.00	0.70	0.00	0.00			0.00	98.25	100
0700	2.10	0.35	0.00	1.05	0.00	0.00			0.00	96.50	100
0730	2.45	1.05	0.00	0.70	0.00	0.00			0.00	95.80	100
0800	2.45	0.70	0.35	0.70	0.00	0.00			0.00	95.80	100
0830	1.40	0.70	0.35	0.70	0.00	0.00			0.00	96.85	100
0900	1.05	0.70	0.70	1.05	0.00	0.00			0.70	95.80	100
0930	0.35	1.05	0.35	1.05	0.00	0.00			1.05	96.15	100
1000	0.00	0.70	0.35	0.70	0.00	0.70		0.00	1.05	96.50	100
1030	0.00	0.35	0.35	1.05	0.00	0.70		0.00	0.70	96.85	100
1100	0.00	0.70	0.70	1.05	0.00	0.35		0.00	1.05	96.15	100
1130	0.35	0.70	0.70	0.70	0.00	0.35		0.00	1.40	95.80	100
NOON	2.10	0.70	0.35	0.00	0.00	0.00			1.05	95.80	100
1230	3.85	0.00	0.00	0.00	0.00	0.00			1.05	95.10	100
1300	6.99	0.00	0.35	1.05	0.00	0.00			0.70	90.91	100
1330	6.64	0.35	0.70	1.75	0.00	0.00			0.70	89.86	100
1400	8.04	0.35	1.05	2.45	0.00	0.00			0.70	87.41	100
1430	6.64	0.35	0.35	2.80	0.00	0.00			0.70	89.16	100
1500	5.94	0.35	0.35	2.45	0.00	0.00			1.40	89.51	100
1530	2.45	0.35	0.35	2.80	0.00	0.00			1.05	93.01	100
1600	1.75	0.35	0.35	2.45	0.00	0.35		0.35	1.05	93.36	100
1630	2.45	0.00	0.35	2.10	0.00	0.35	0.00	0.35	2.45	91.96	100
1700	2.80	0.70	0.35	2.45	0.35	0.00	0.00	0.35	2.80	90.21	100
1730	3.85	1.40	0.70	2.45	0.35	0.00	0.00	0.00	2.10	89.16	100
1800	6.29	0.35	0.70	5.24	0.35	0.00	0.00	0.00	2.45	84.62	100
1830	4.20	0.70	0.35	4.55	0.35	0.35		0.00	3.15	86.36	100
1900	10.14	4.90	1.05	4.20	0.00	0.35		0.00	3.15	76.22	100
1930	14.34	13.29	1.05	3.50	0.00	0.35		0.00	3.15	64.34	100
2000	35.66	3.15	3.50	4.55	0.35	0.00		0.00	3.85	48.95	100
2030	21.68	5.94	8.04	9.44	0.00	0.00	0.00	0.00	4.20	50.70	100
2100	9.09	6.64	13.29	11.19	0.35	0.00	0.00	0.00	6.99	52.45	100
2130	6.64	5.94	13.64	10.49	0.35	0.00	0.00	0.00	6.64	56.29	100
2200	4.20	3.85	12.24	9.79	0.35	0.00	0.00	0.00	5.94	63.64	100
2230	1.05	1.05	8.74	6.64	0.00	0.00			3.85	78.67	100
2300	1.05	0.35	3.85	2.80	0.00	0.00			2.45	89.51	100
2330	0.35	0.35	2.80	1.40	0.00	0.00			1.40	93.71	100
average	3.73	1.63	1.63	2.27	0.06	0.08	0.00	0.06	1.44	89.55	
maximum	35.66	13.29	13.64	11.19	0.35	0.70	0.00	0.35	6.99	100.00	
std. dev.	6.29	2.66	3.44	2.85	0.13	0.18	0.00	0.13	1.79	13.91	

**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*)

	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			0.35	99.65	100
0400	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0430	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0500	0.00		0.00	0.00	0.00	0.00			0.35	99.65	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	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
0730	0.70	0.35	0.00	0.00	0.00	0.00			0.00	98.95	100
0800	0.35	0.35	0.35	0.00	0.00	0.00			0.00	98.95	100
0830	1.05	0.00	0.35	0.00	0.00	0.00			0.00	98.60	100
0900	0.70	0.00	0.35	0.35	0.00	0.35			0.00	98.25	100
0930	0.00	0.00	0.35	0.35	0.00	0.35			0.00	98.95	100
1000	0.00	0.35	0.00	0.35	0.00	0.35		0.00	0.00	98.95	100
1030	0.35	0.70	0.00	0.35	0.00	0.35		0.00	0.00	98.25	100
1100	0.35	0.35	0.00	0.00	0.00	0.35		0.00	0.00	98.95	100
1130	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
NOON	0.70	0.35	0.00	0.00	0.00	0.00			0.35	98.60	100
1230	1.05	0.00	0.00	0.00	0.00	0.00			0.35	98.60	100
1300	5.24	0.00	0.00	0.70	0.00	0.00			0.35	93.71	100
1330	5.94	0.00	0.35	1.40	0.00	0.00			0.70	91.61	100
1400	6.64	0.00	0.35	1.75	0.00	0.00			0.70	90.56	100
1430	6.64	0.00	0.35	2.10	0.00	0.00			0.70	90.21	100
1500	4.90	0.00	0.00	2.10	0.00	0.00			1.05	91.96	100
1530	1.75	0.00	0.00	2.80	0.00	0.00			1.05	94.41	100
1600	0.70	0.00	0.35	3.50	0.00	0.00		0.35	1.40	93.71	100
1630	1.05	0.00	0.70	2.80	0.00	0.00	0.00	0.35	1.75	93.36	100
1700	1.40	0.00	0.70	3.15	0.00	0.00	0.00	0.35	2.45	91.96	100
1730	2.10	0.00	0.70	2.80	0.00	0.00	0.00	0.35	2.45	91.61	100
1800	5.94	0.35	0.70	1.40	0.00	0.00	0.00	0.35	2.45	88.81	100
1830	5.59	1.40	1.05	1.75	0.00	0.00		0.00	2.45	87.76	100
1900	4.55	5.59	1.40	1.75	0.00	0.00		0.00	3.15	83.57	100
1930	5.24	12.24	0.70	1.40	0.00	0.00		0.00	3.50	76.92	100
2000	46.85	1.40	1.75	2.80	0.00	0.35		0.00	2.10	44.76	100
2030	54.20	0.70	2.45	3.50	0.00	0.00	0.35	0.00	3.15	35.66	100
2100	50.00	0.70	3.15	4.20	0.35	0.00	0.35	0.00	3.15	38.11	100
2130	47.90	0.35	3.15	4.90	0.70	0.00	0.00	0.00	3.15	39.86	100
2200	41.61	0.35	3.15	3.85	0.70	0.00	0.00	0.00	3.50	46.85	100
2230	32.87	0.35	2.45	3.50	0.35	0.00			2.45	58.04	100
2300	17.13	0.00	0.35	1.75	0.00	0.00			2.10	78.67	100
2330	5.24	0.00	0.35	1.05	0.00	0.00			1.40	91.96	100
average	7.50	0.74	0.53	1.17	0.04	0.04	0.09	0.10	0.98	89.12	
maximum	54.20	12.24	3.15	4.90	0.70	0.35	0.35	0.35	3.50	100.00	
std. dev.	14.91	2.16	0.89	1.42	0.15	0.12	0.15	0.16	1.19	18.13	

**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*)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.35	0.35	0.35	0.00			0.00	98.95	100
0030	0.00		0.00	0.35	0.35	0.00			0.00	99.30	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	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			0.35	99.65	100
0400	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0430	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0500	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0530	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.35	0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.35	0.00	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.35	0.00	0.35	0.00	0.00			0.35	98.60	100
0730	1.05	0.35	0.00	0.35	0.00	0.00			0.35	97.90	100
0800	1.40	0.35	0.00	1.05	0.00	0.35			0.35	96.50	100
0830	1.05	0.35	0.35	1.05	0.00	0.35			0.35	96.50	100
0900	0.70	0.35	0.35	1.40	0.00	0.35			0.00	96.85	100
0930	0.70	0.35	0.35	1.75	0.00	0.35			0.00	96.50	100
1000	0.70	0.35	0.35	1.40	0.00	0.35		0.00	0.00	96.85	100
1030	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.35	97.20	100
1100	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.35	97.20	100
1130	1.05	0.00	0.35	1.05	0.00	0.00		0.00	1.05	96.50	100
NOON	2.10	0.00	0.70	0.70	0.00	0.00			1.40	95.10	100
1230	2.45	0.35	0.70	0.70	0.00	0.35			1.05	94.41	100
1300	3.15	0.35	0.70	0.70	0.00	0.35			1.05	93.71	100
1330	3.50	1.75	0.70	0.35	0.00	0.35			1.05	92.31	100
1400	3.85	3.15	0.70	2.10	0.00	0.70			1.40	88.11	100
1430	4.55	3.50	0.35	2.80	0.00	0.70			1.05	87.06	100
1500	5.59	5.94	0.35	2.80	0.00	0.70			1.05	83.57	100
1530	6.64	5.94	0.35	3.50	0.00	0.70			1.05	81.82	100
1600	7.69	5.94	0.70	3.85	0.00	0.70			2.45	78.67	100
1630	7.34	5.24	0.35	3.50	0.00	0.35			2.10	81.12	100
1700	5.24	5.24	0.70	3.50	0.00	0.70			2.45	82.17	100
1730	6.29	3.85	0.35	3.15	0.00	0.70			2.80	82.87	100
1800	10.84	4.55	1.05	3.15	0.00	0.70			2.80	76.92	100
1830	10.49	4.55	1.05	3.15	0.00	0.70			2.10	77.97	100
1900	7.34	8.74	1.75	3.50	0.00	0.35		0.00	3.50	74.83	100
1930	5.94	15.38	1.75	2.45	0.00	0.35		0.00	2.45	71.68	100
2000	31.82	3.85	1.40	2.80	0.70	0.35		0.00	3.50	55.59	100
2030	14.69	2.10	9.44	8.74	1.05	0.00	0.00	0.35	5.24	58.39	100
2100	5.24	1.75	11.19	10.49	1.05	0.00	0.00	0.35	5.59	64.34	100
2130	4.55	1.75	10.84	10.84	1.05	0.00	0.00	0.35	4.90	65.73	100
2200	2.80	2.10	9.79	10.14	0.70	0.00	0.00	0.00	4.55	69.93	100
2230	1.75	1.75	6.99	8.74	0.00	0.00			2.80	77.97	100
2300	1.75	0.70	3.15	3.50	0.00	0.00			2.45	88.46	100
2330	0.70	0.35	2.10	2.80	0.00	0.00			1.75	92.31	100
average	3.43	2.55	1.46	2.30	0.12	0.23	0.00	0.10	1.35	89.17	
maximum	31.82	15.38	11.19	10.84	1.05	0.70	0.00	0.35	5.59	100.00	
std. dev.	5.35	3.14	2.90	2.85	0.29	0.27	0.00	0.16	1.53	12.19	

**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.*

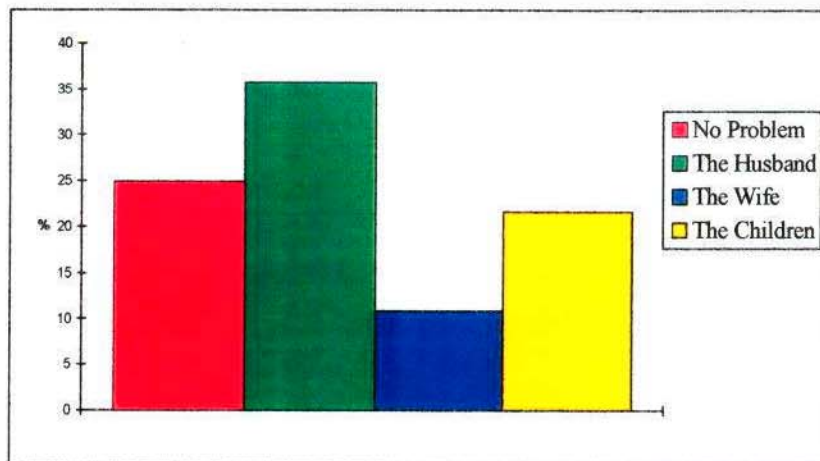
TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00		0.00	0.00	0.35	0.00			0.00	99.65	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	0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00	0.35	0.35	0.00	0.00			0.00	99.30	100
0700	0.00	0.00	0.35	0.35	0.00	0.00			0.00	99.30	100
0730	0.35	0.00	0.35	0.35	0.00	0.00			0.00	98.95	100
0800	0.70	0.00	0.00	0.35	0.00	0.00			0.00	98.95	100
0830	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.30	100
0900	1.05	0.35	0.00	0.35	0.00	0.70			0.00	97.55	100
0930	1.05	0.35	0.00	0.35	0.00	0.70			0.00	97.55	100
1000	2.80	0.35	1.05	0.35	0.00	0.70			0.70	94.06	100
1030	2.80	0.35	1.05	0.00	0.00	0.70			1.05	94.06	100
1100	1.40	0.35	0.70	0.35	0.00	0.35			1.05	95.80	100
1130	0.70	0.35	0.70	0.70	0.00	0.35			1.40	95.80	100
NOON	2.10	0.35	1.40	1.05	0.00	0.35			2.10	92.66	100
1230	3.15	0.35	2.10	0.70	0.00	0.70			2.10	90.91	100
1300	6.64	0.70	2.10	0.35	0.00	0.35			2.45	87.41	100
1330	8.74	2.45	1.05	0.35	0.00	0.35			1.75	85.31	100
1400	12.24	4.20	1.40	1.40	0.35	0.00			1.75	78.67	100
1430	12.24	4.55	1.75	2.10	0.35	0.00			1.75	77.27	100
1500	11.54	4.20	2.45	2.45	0.35	0.00			1.75	77.27	100
1530	10.49	3.50	2.80	3.15	0.35	0.00			1.40	78.32	100
1600	11.19	3.50	2.10	3.85	0.35	0.00			1.75	77.27	100
1630	9.79	3.15	2.10	3.85	0.35	0.00			2.10	78.32	100
1700	7.69	4.20	2.10	3.50	0.70	0.00			3.15	78.32	100
1730	5.24	5.24	1.75	2.45	0.70	0.00			3.85	80.42	100
1800	7.34	4.55	3.85	2.80	0.70	0.00			4.90	75.52	100
1830	6.64	4.55	3.85	3.50	0.70	0.00			5.24	75.52	100
1900	5.24	8.04	3.50	4.55	0.70	0.00		0.00	4.55	73.43	100
1930	8.04	14.69	3.15	3.85	0.35	0.00		0.00	4.55	65.38	100
2000	28.32	3.15	2.80	4.90	0.00	0.00		0.00	3.85	56.99	100
2030	16.78	2.80	3.15	17.83	1.75	0.00	0.35	0.00	5.94	51.40	100
2100	10.49	2.10	3.15	19.58	2.10	0.00	0.35	0.00	5.94	56.29	100
2130	6.64	2.10	2.45	18.53	2.45	0.00	0.35	0.00	6.29	61.19	100
2200	3.50	1.40	1.75	18.53	2.10	0.00	0.00	0.00	5.94	66.78	100
2230	2.10	0.70	2.10	14.69	2.10	0.00			5.24	73.08	100
2300	0.70	0.00	0.70	6.29	1.40	0.00			4.20	86.71	100
2330	0.35	0.00	0.35	3.50	0.70	0.00			2.10	93.01	100
average	4.34	2.29	1.22	3.10	0.42	0.11	0.26	0.00	1.85	87.18	
maximum	28.32	14.69	3.85	19.58	2.45	0.70	0.35	0.00	6.29	100.00	
std. dev.	5.68	2.91	1.23	5.30	0.65	0.23	0.15	0.00	2.06	13.94	

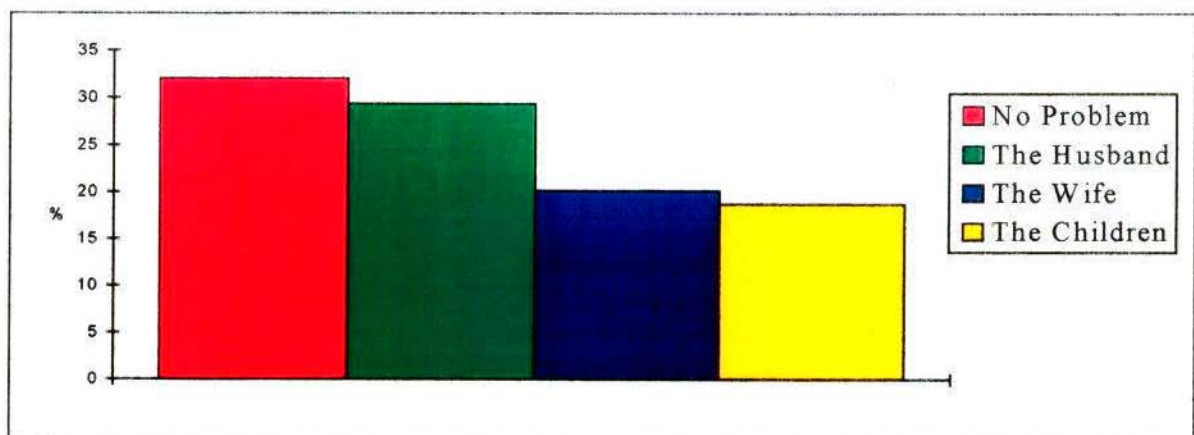
**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*



a: 1996



b: 1997



c: 1998

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

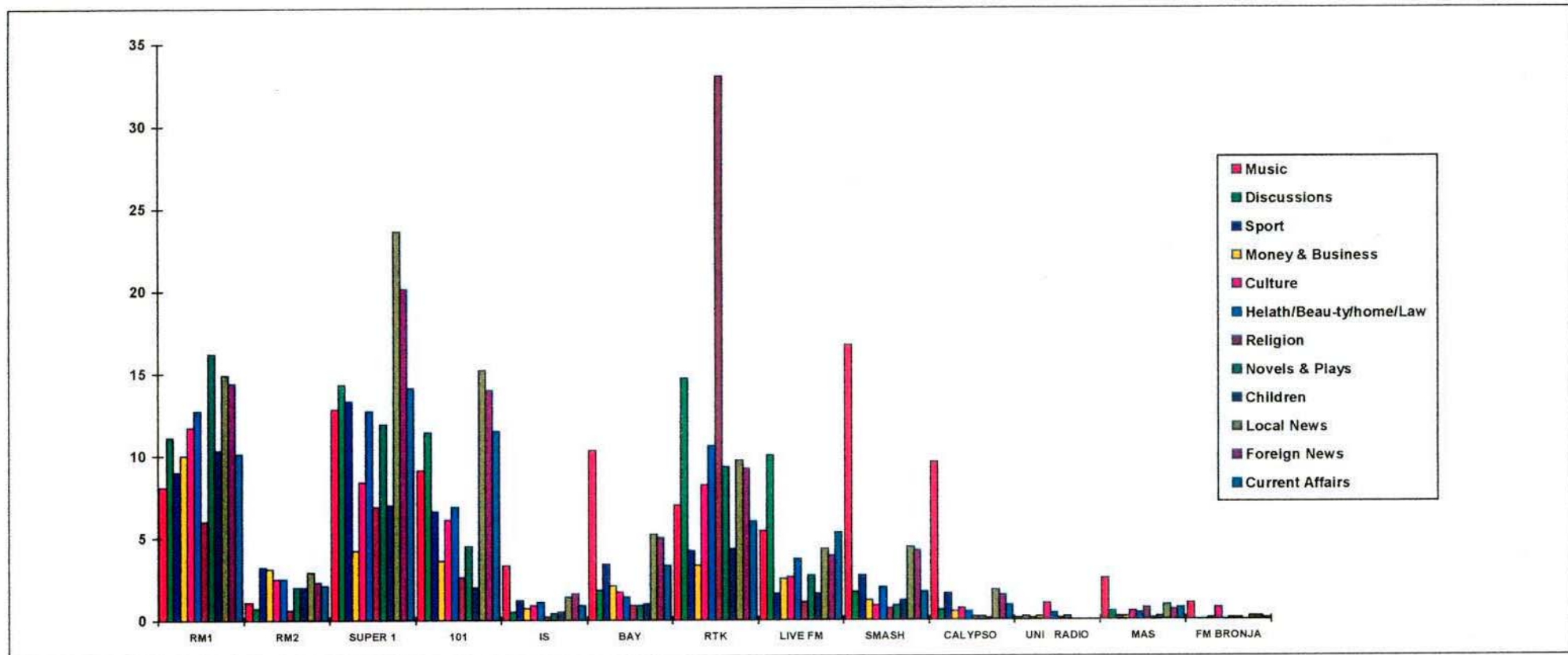


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

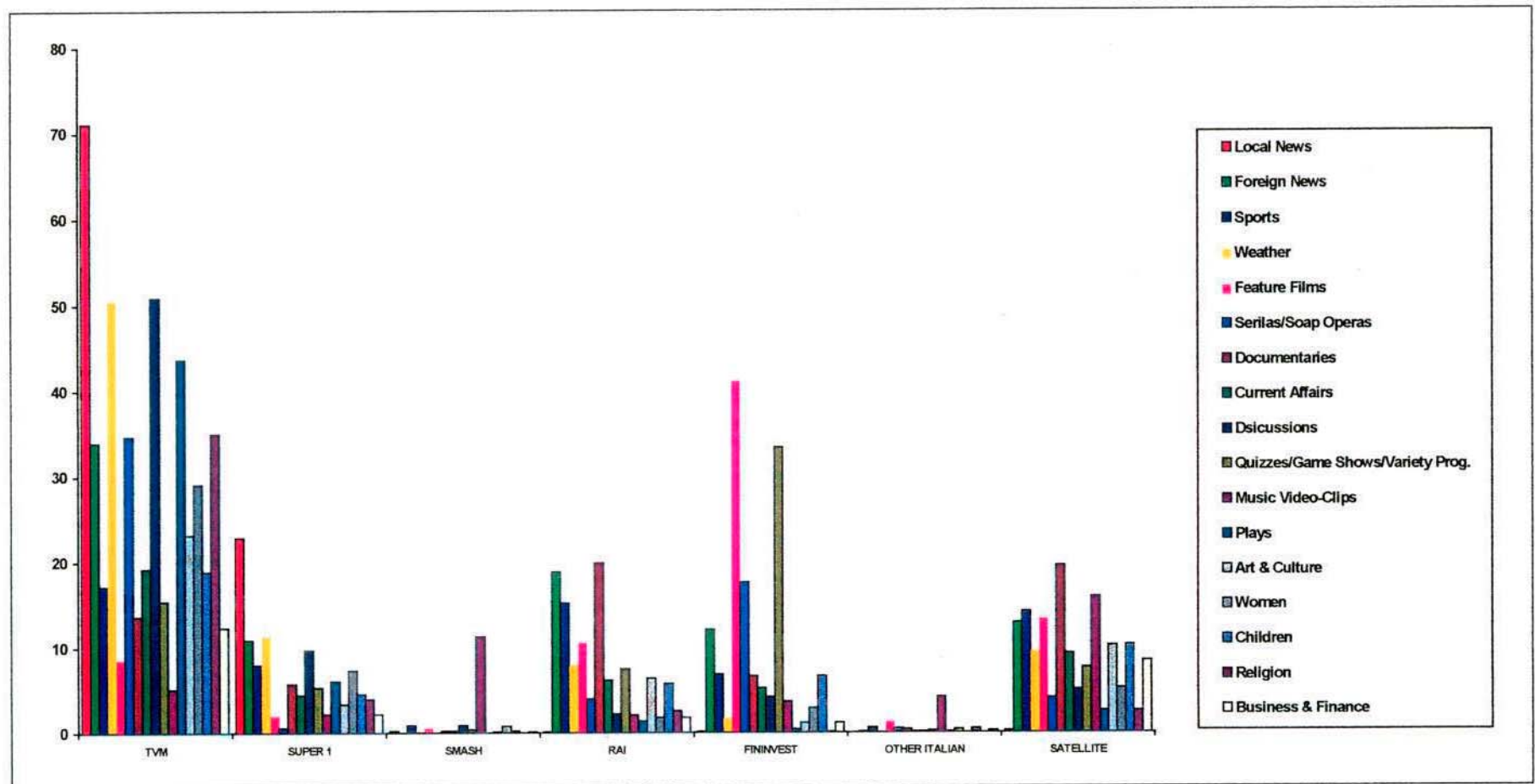
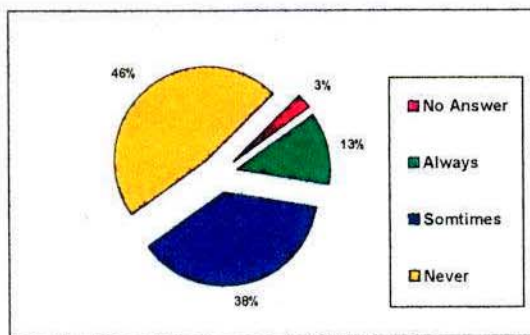
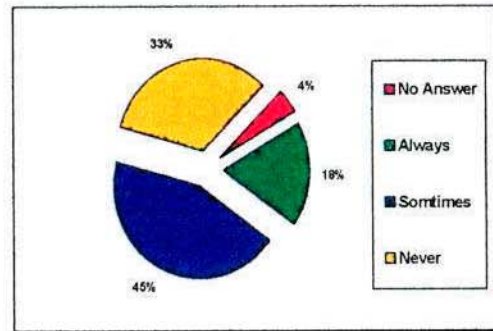


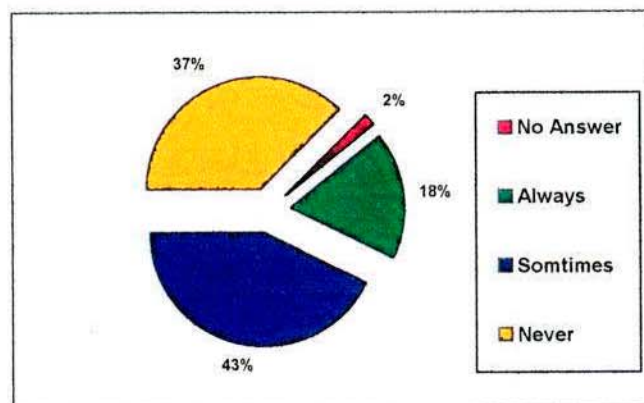
Fig 6.2: Comparative TV Station Ranking by Different Programme Segments



1996



1997



1998

Fig 6.3: Extent of Interest in Political Broadcasts 1996 and 1998

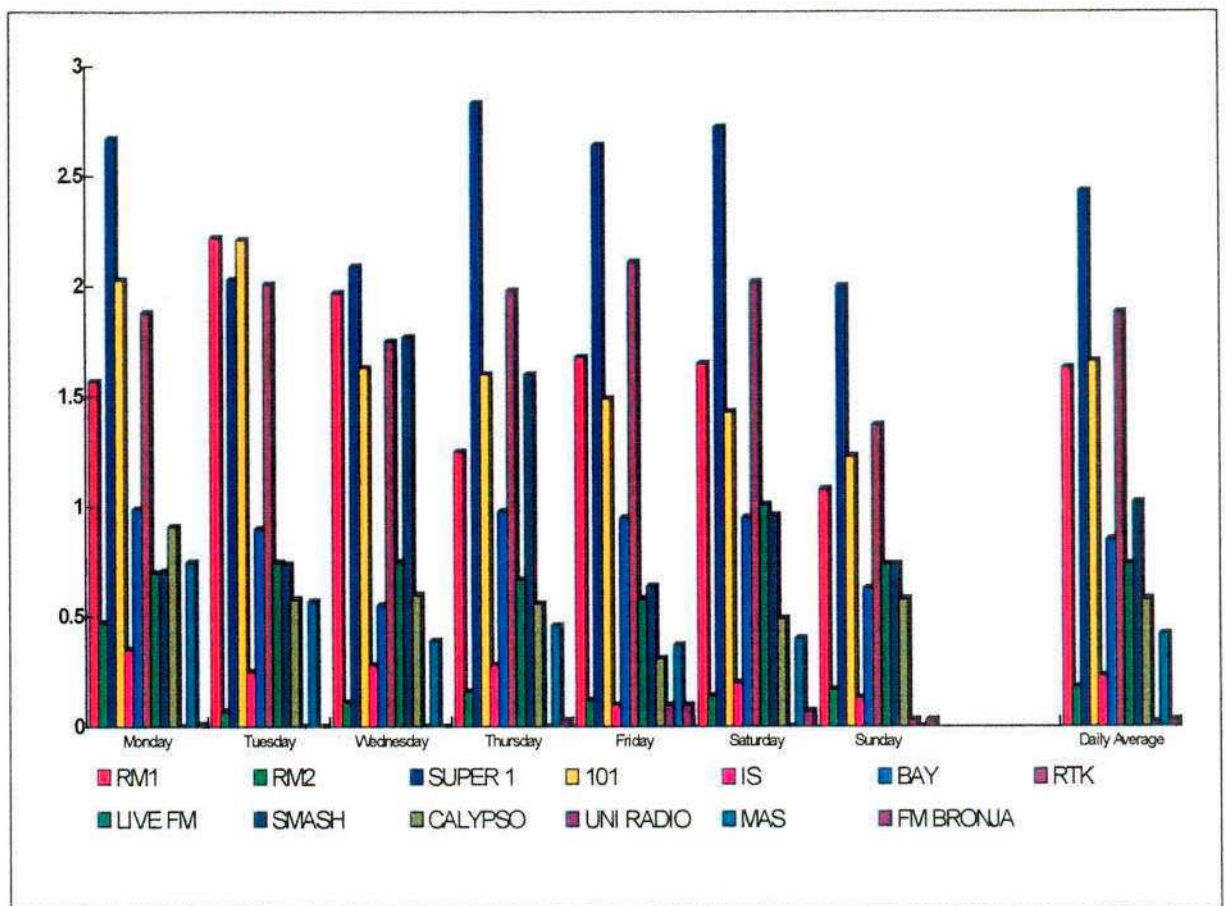


Figure 7.1: Daily Radio Average Audience Share 1998

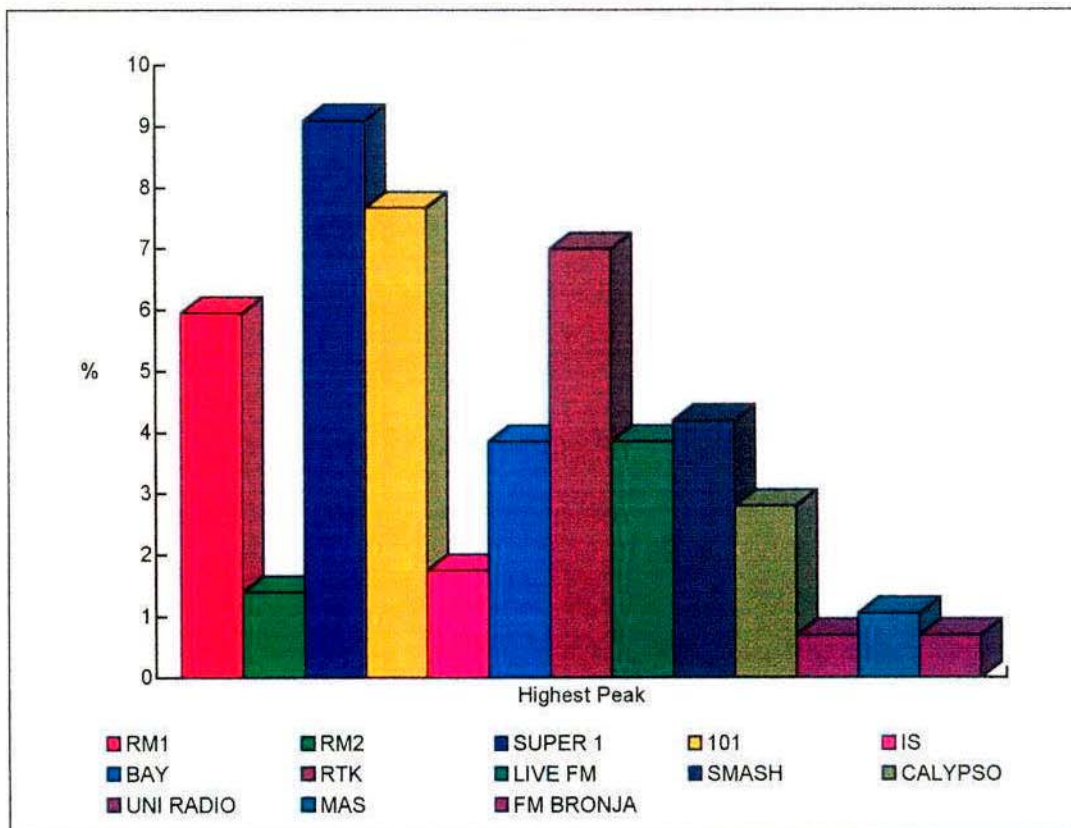


Figure 7.2: Highest Radio Station Peak Audience Share 1998

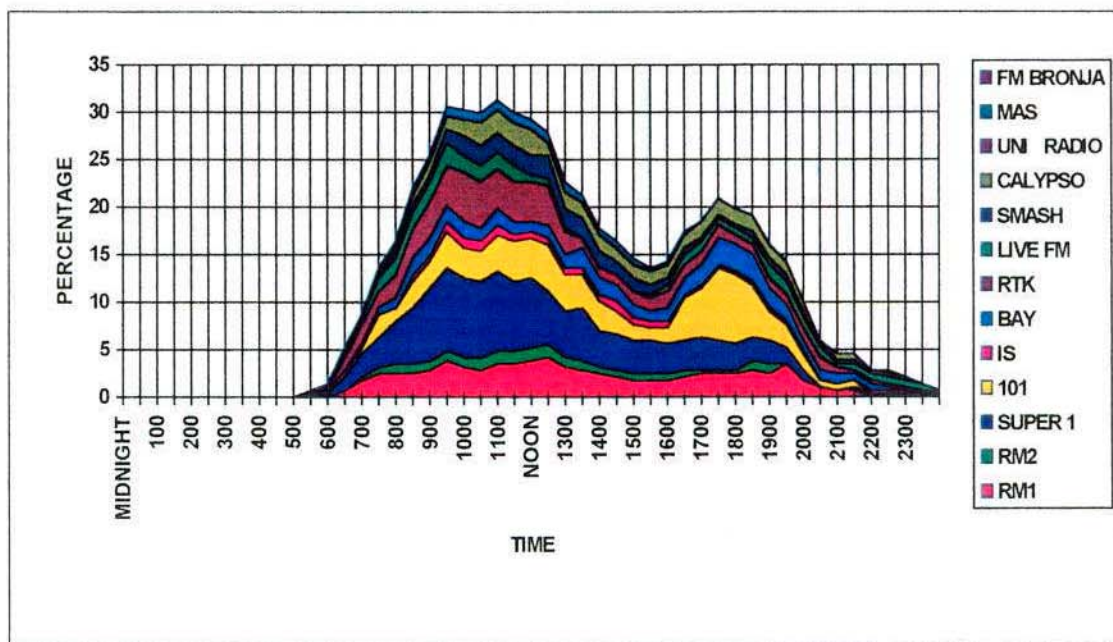


Fig 7.3: Radio Audiences - Monday

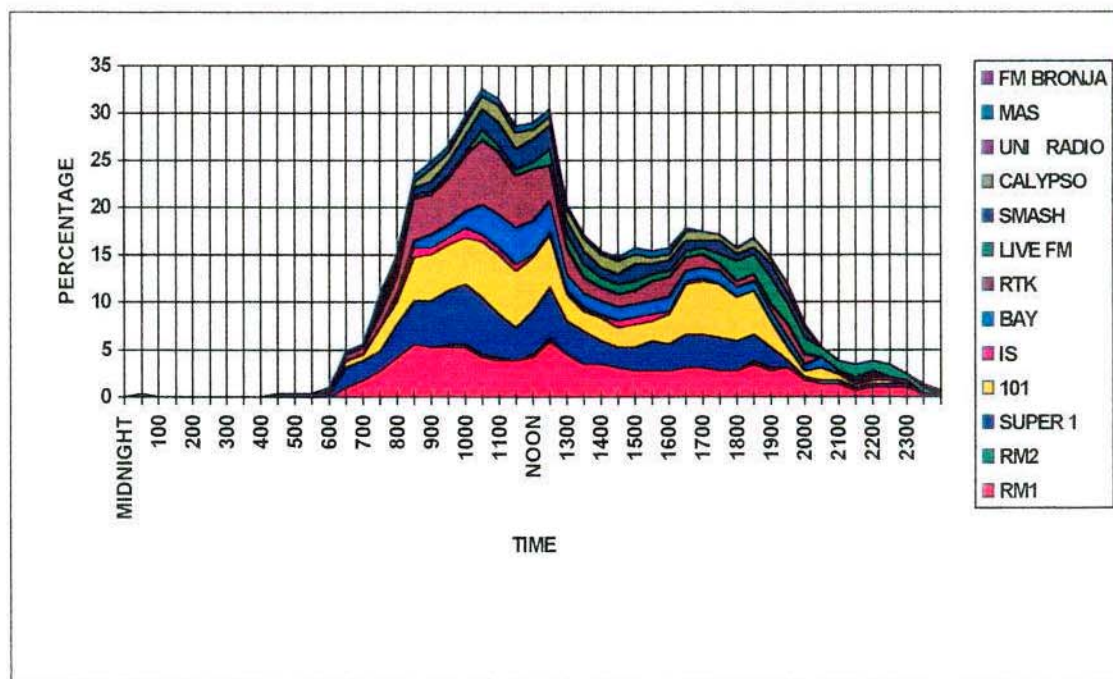


Fig 7.4: Radio Audiences - Tuesday

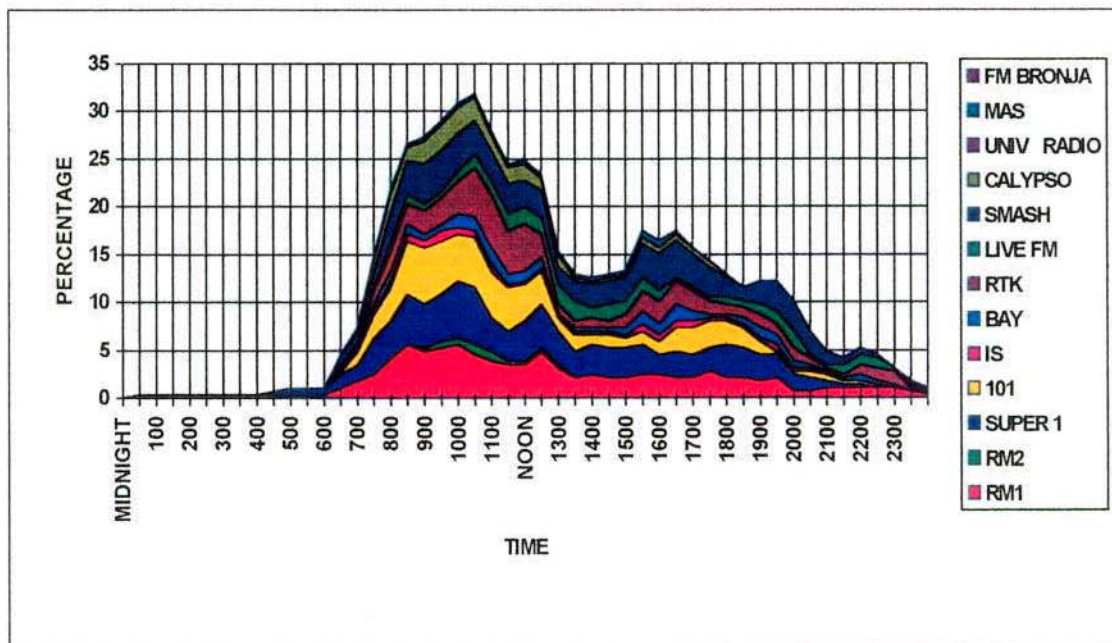


Fig 7.5: Radio Audiences - Wednesday

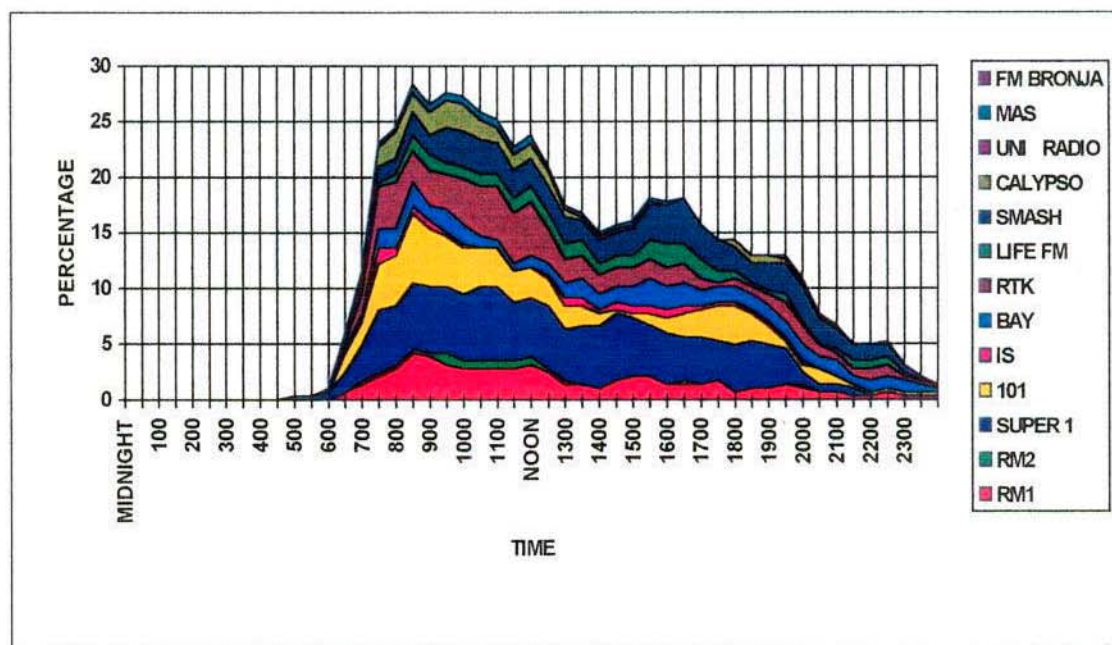


Fig 7.6: Radio Audiences - Thursday

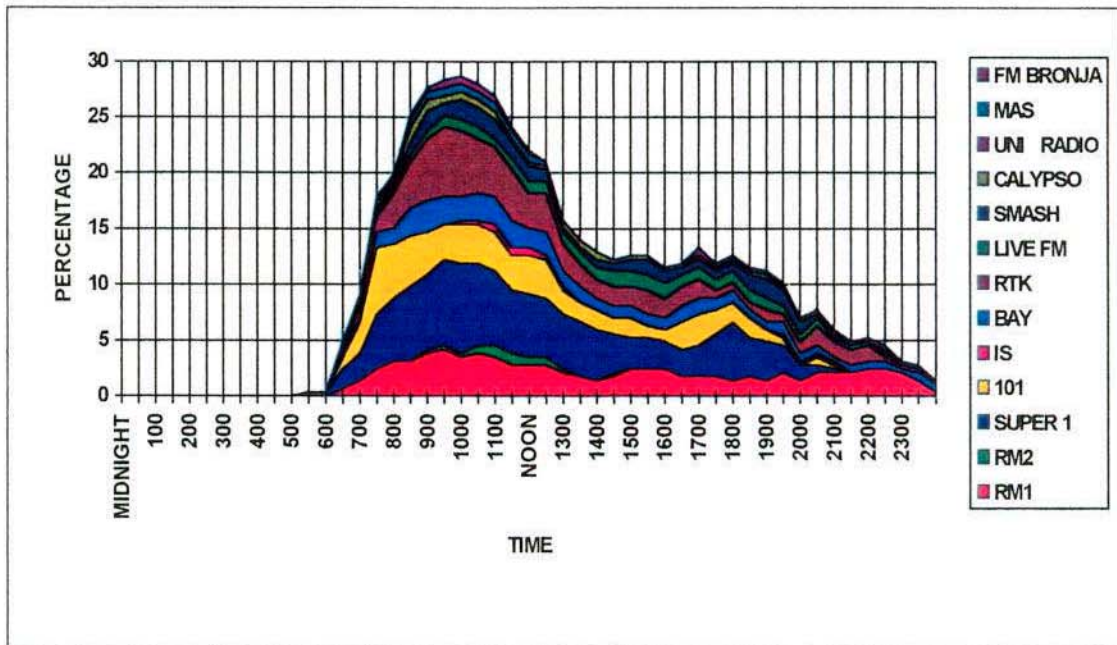


Fig 7.7: Radio Audiences - Friday

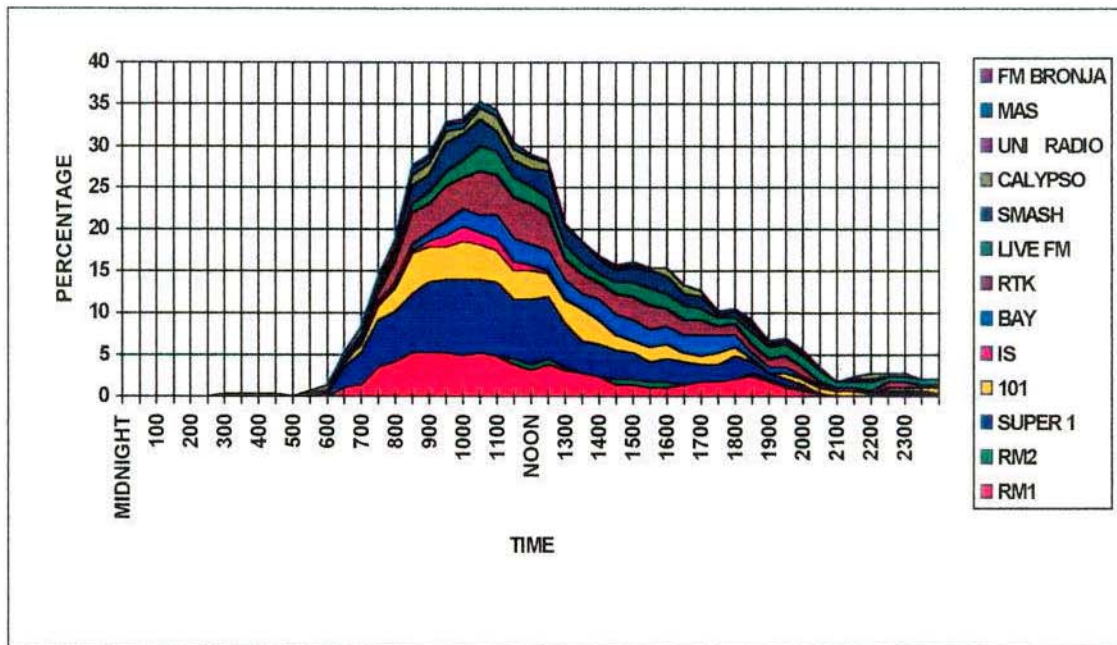


Fig 7.8: Radio Audiences - Saturday

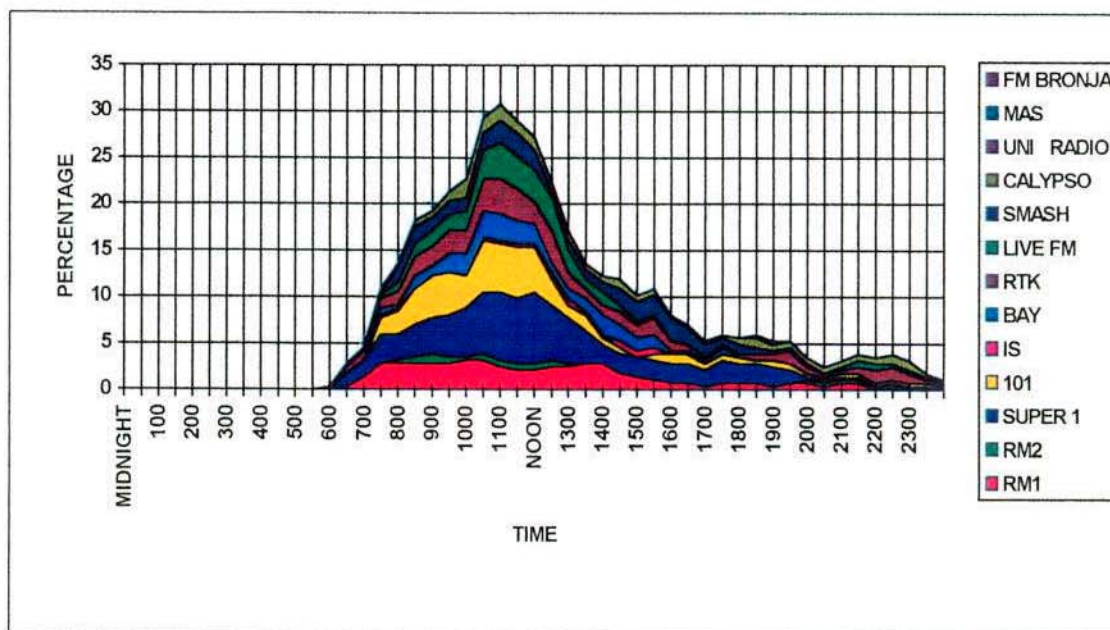
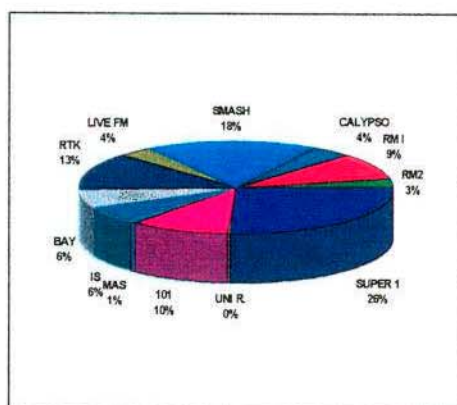
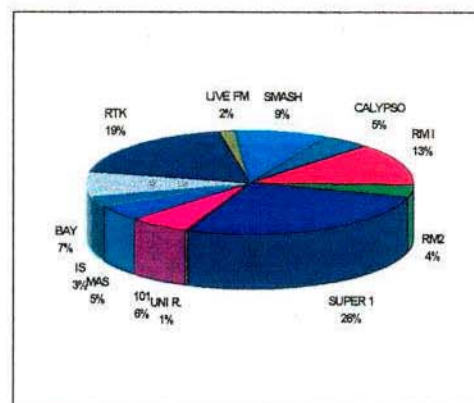


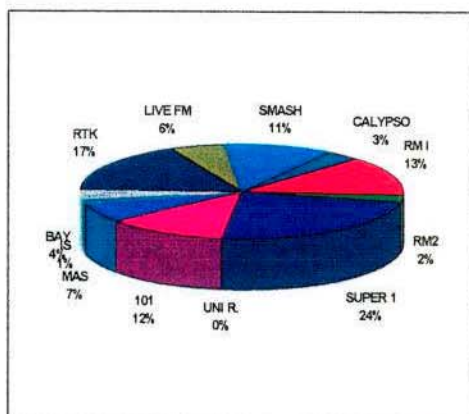
Fig 7.9: Radio Audiences - Sunday



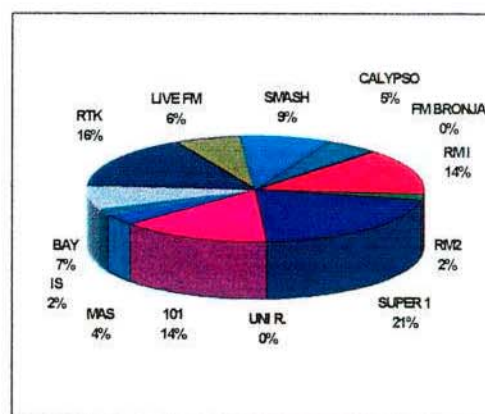
1995



1996



1997



1998

Fig. 7.10: Daily Average Audience Radio Levels: 1995, 1996, 1997 & 1998

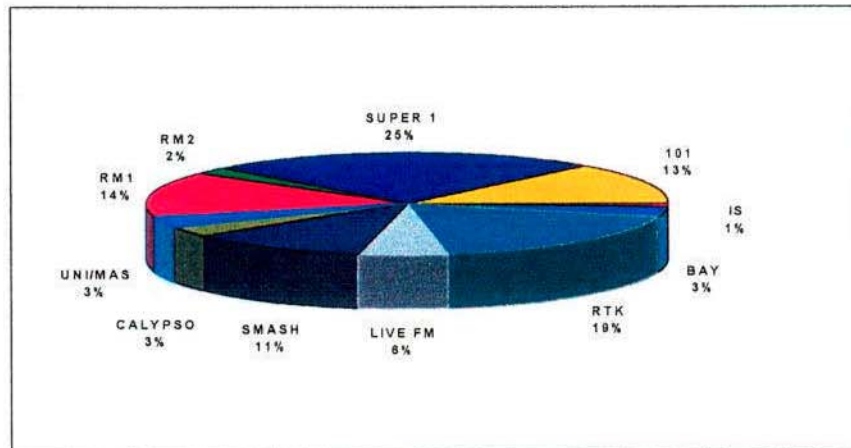


Fig. 7.11: Daily Average Audience Radio Levels - 1997
(6.00 a.m. - Midnight)

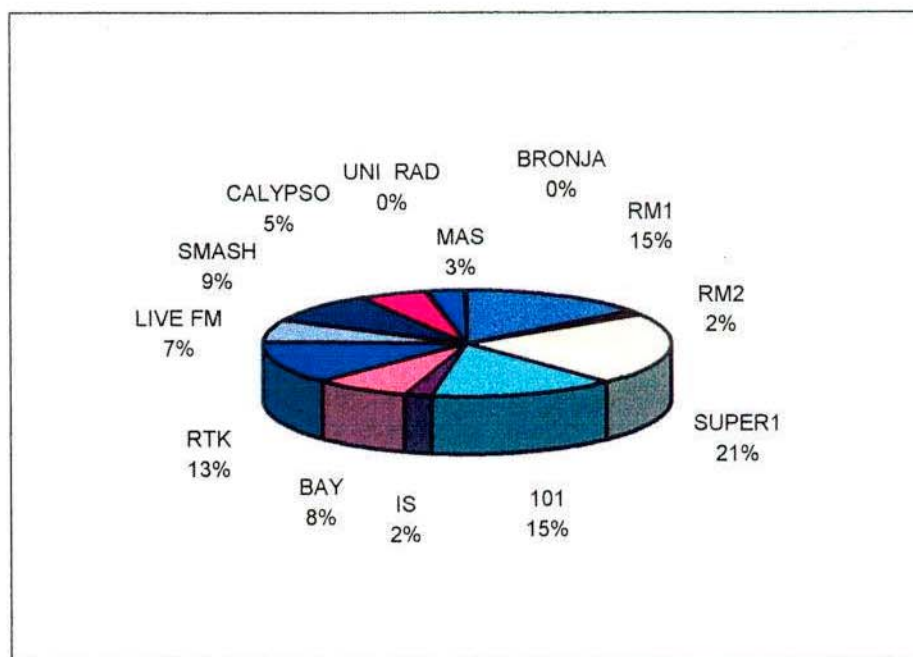


Fig. 7.12: Daily Average Audience Radio Levels - 1998
(6.00 a.m. - Midnight)

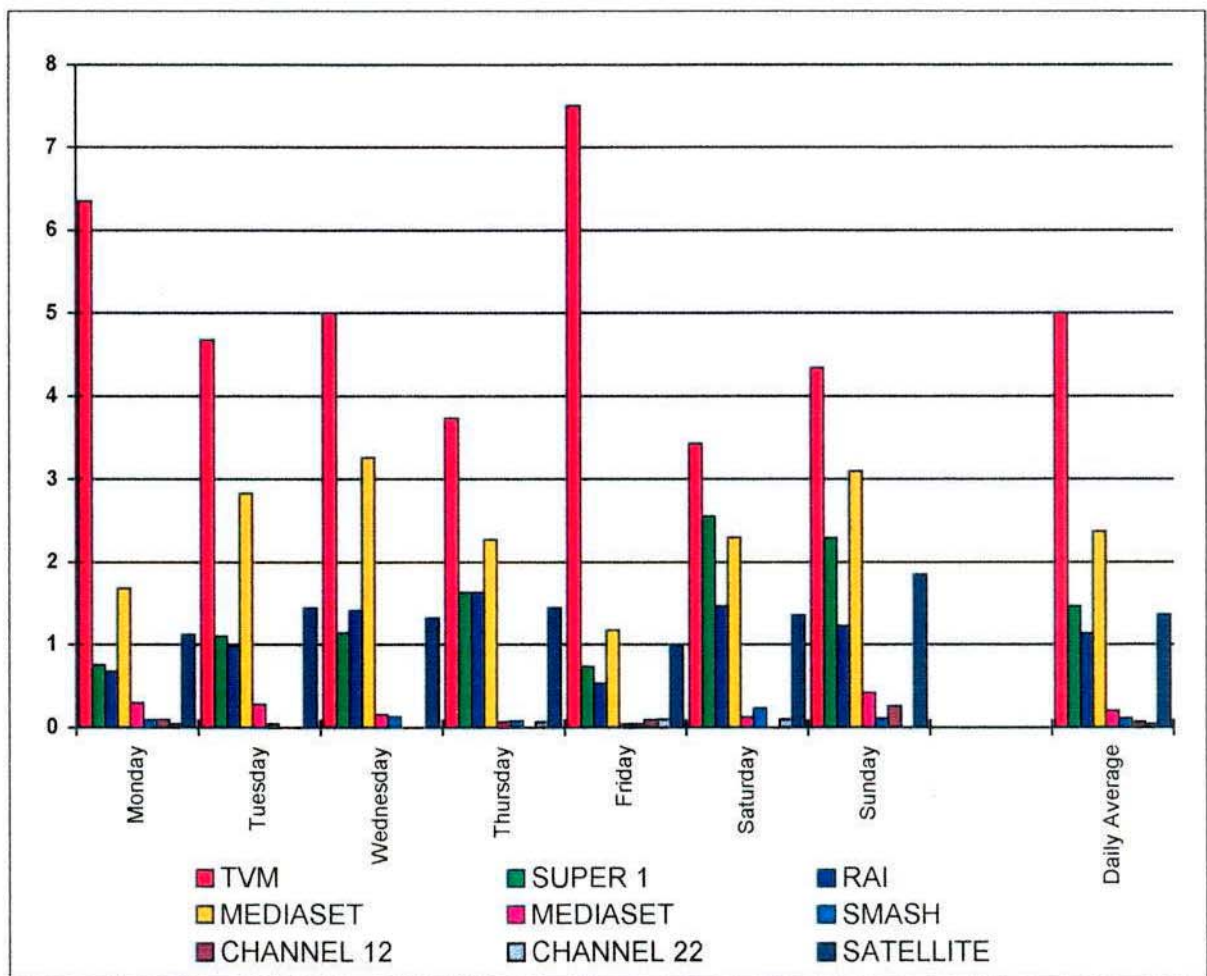


Figure 8.1: Daily TV Average Audience Share

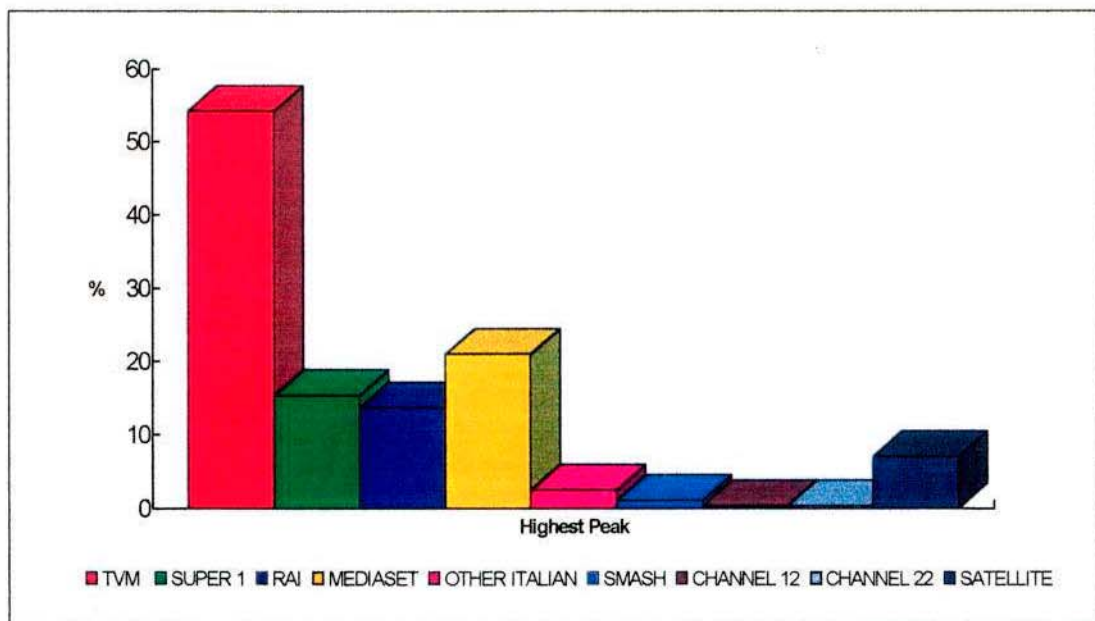


Figure 8.2: Highest TV Channel Peak Audience Share

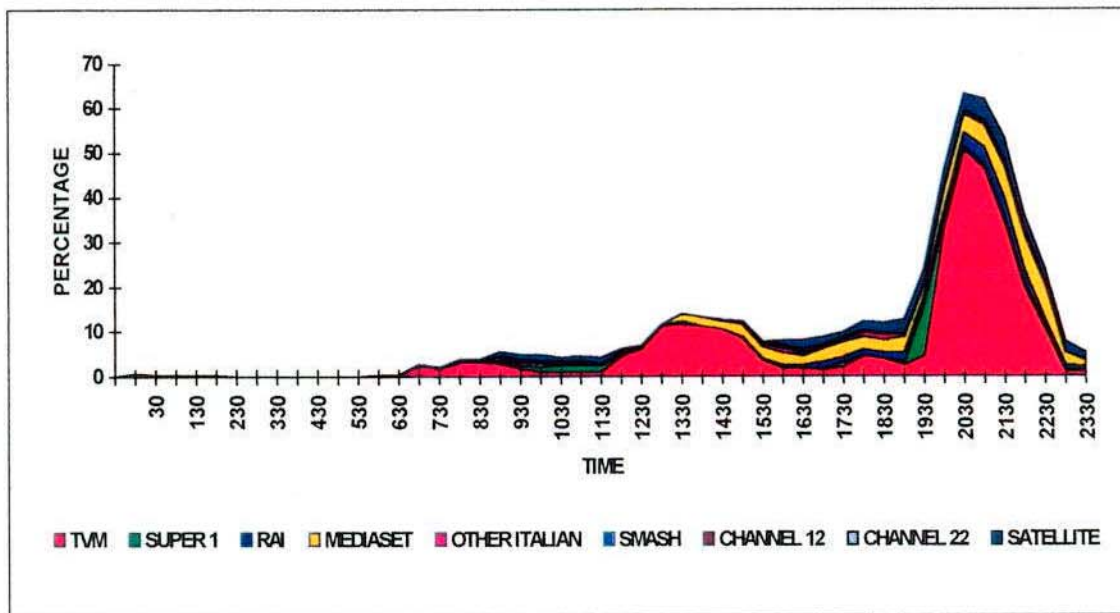


Fig 8.3: TV Audience Shares: Monday

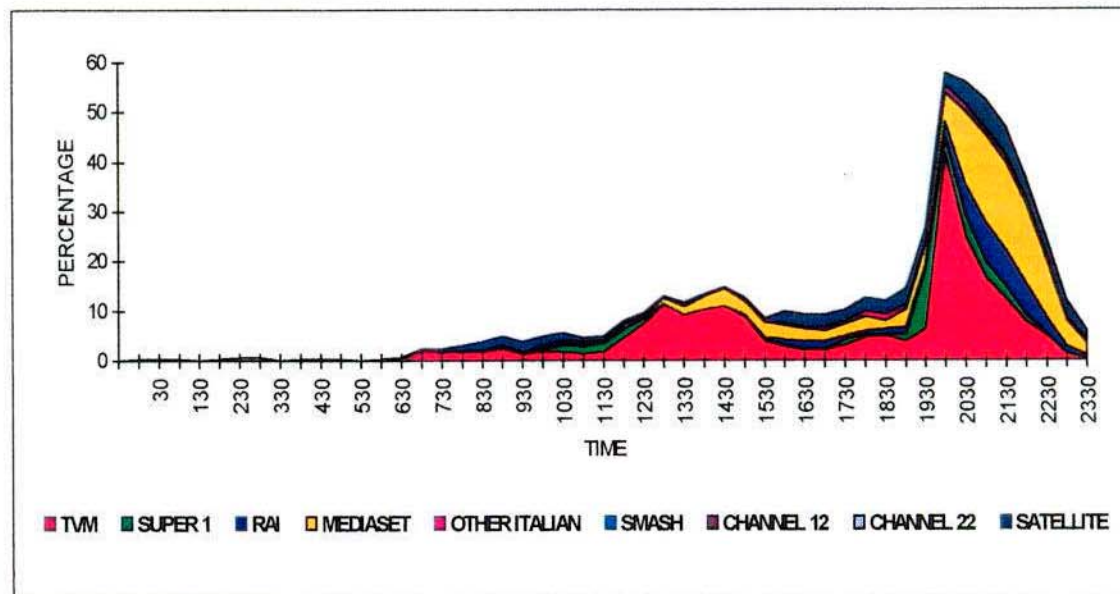


Fig 8.4: TV Audience Shares: Tuesday

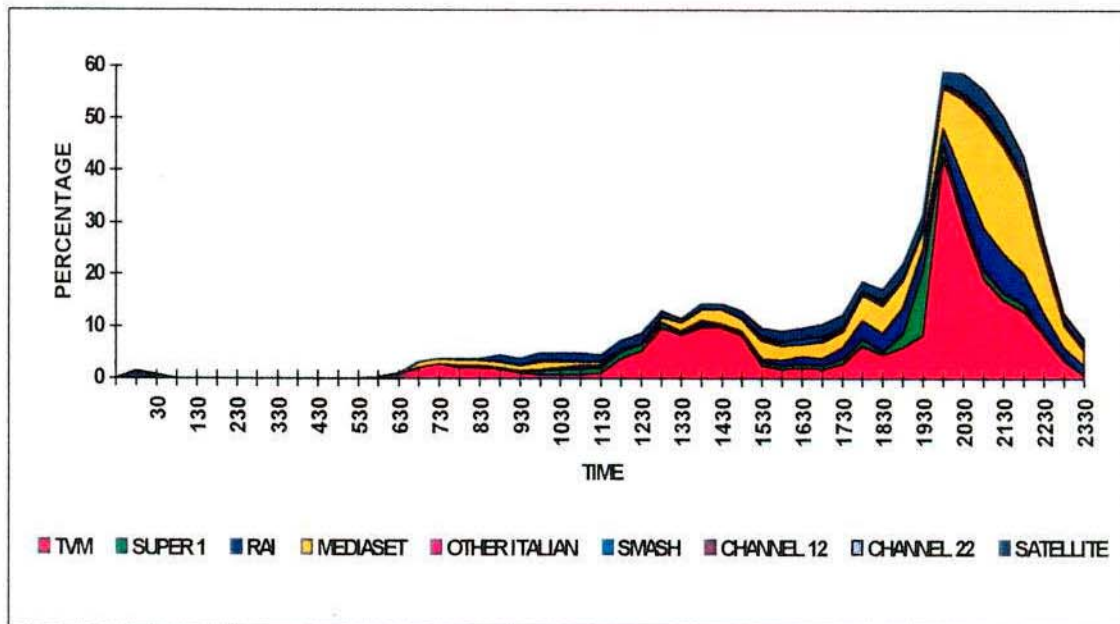


Fig 8.5: TV Audience Shares: Wednesday

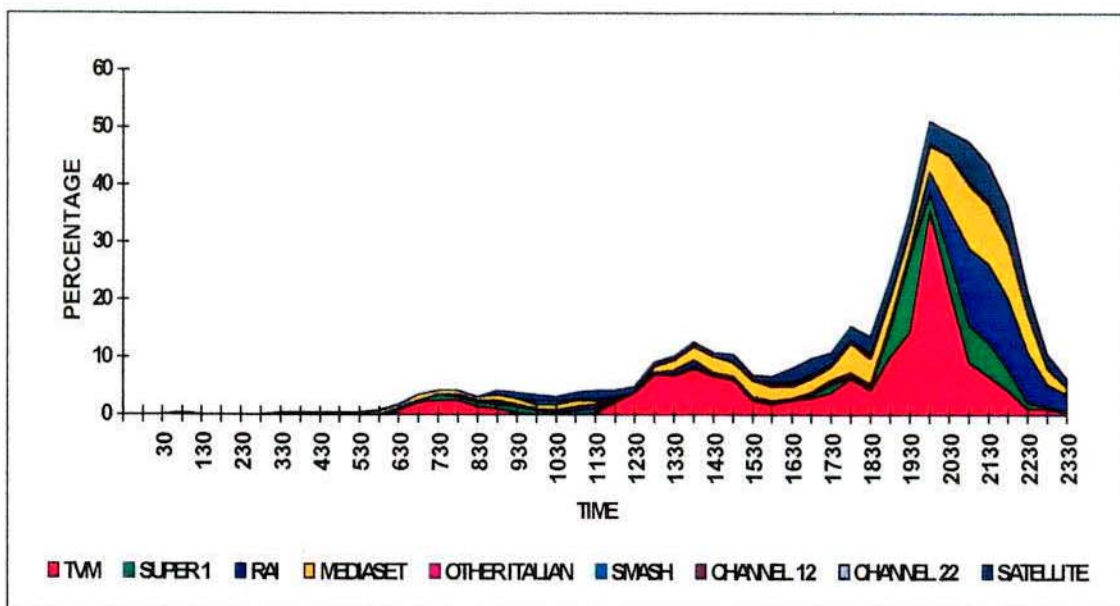


Fig 8.6: TV Audience Shares: Thursday

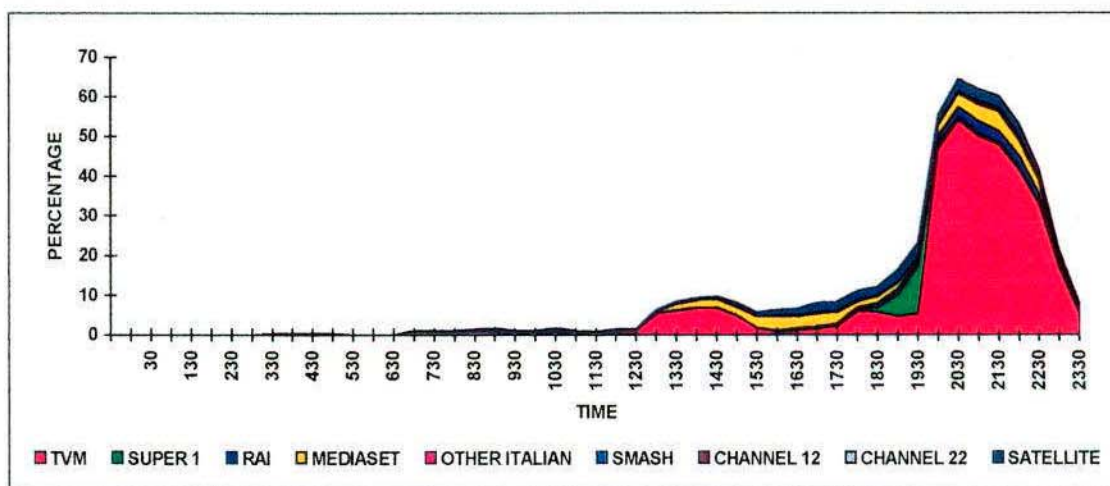


Fig 8.7: TV Audience Shares: Friday

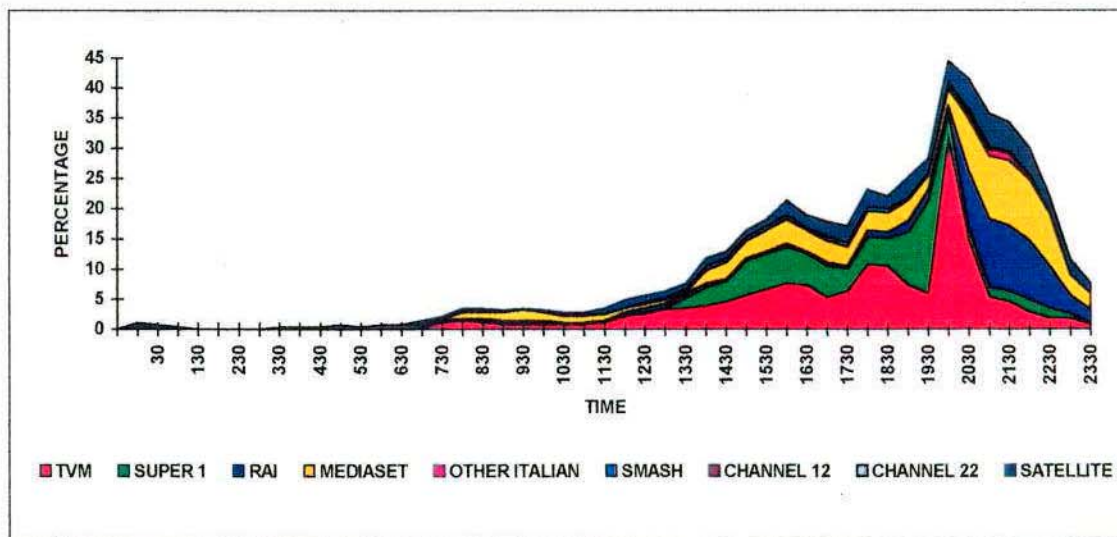


Fig 8.8: TV Audience Shares: Saturday

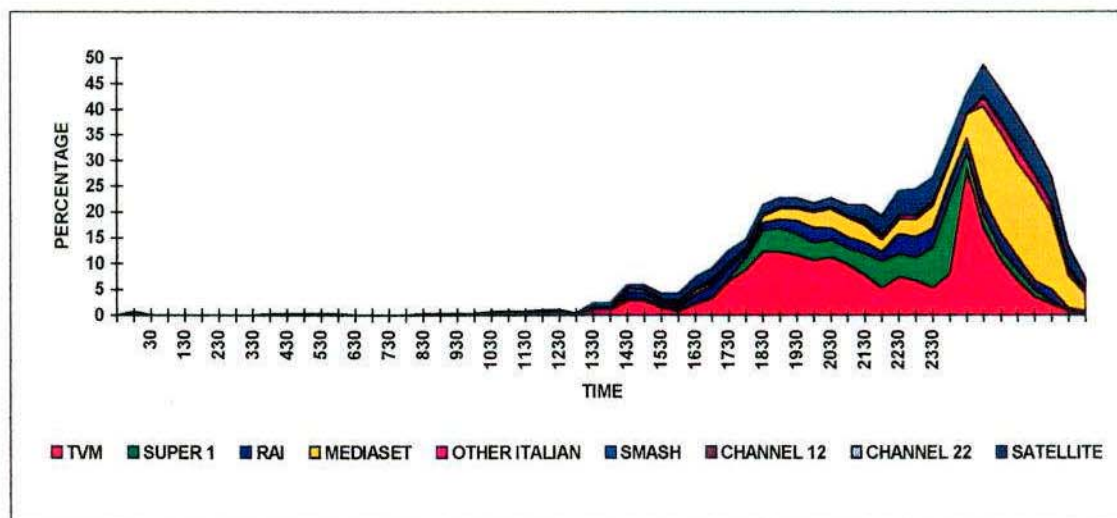


Fig 8.9: TV Audience Shares: Sunday

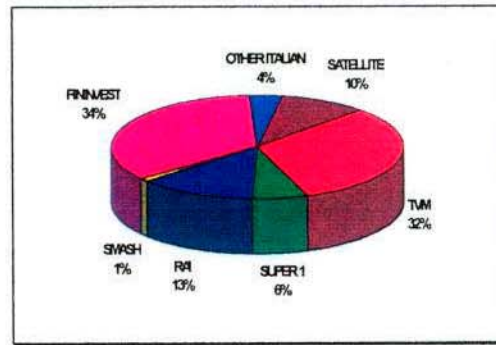
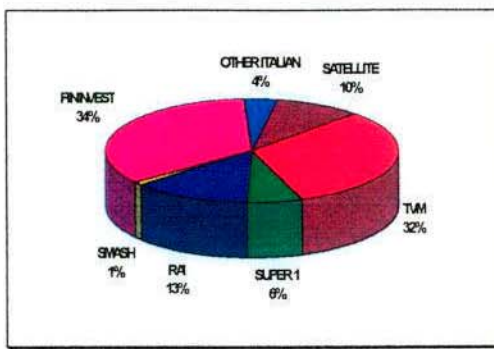


Fig. 8.10: Daily Average Audience TV Levels: 1995 & 1996

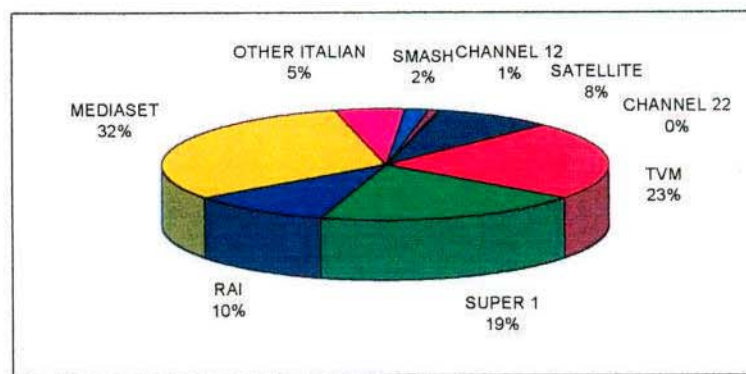


Fig. 8.11: Daily Average Audience TV Levels - 1997

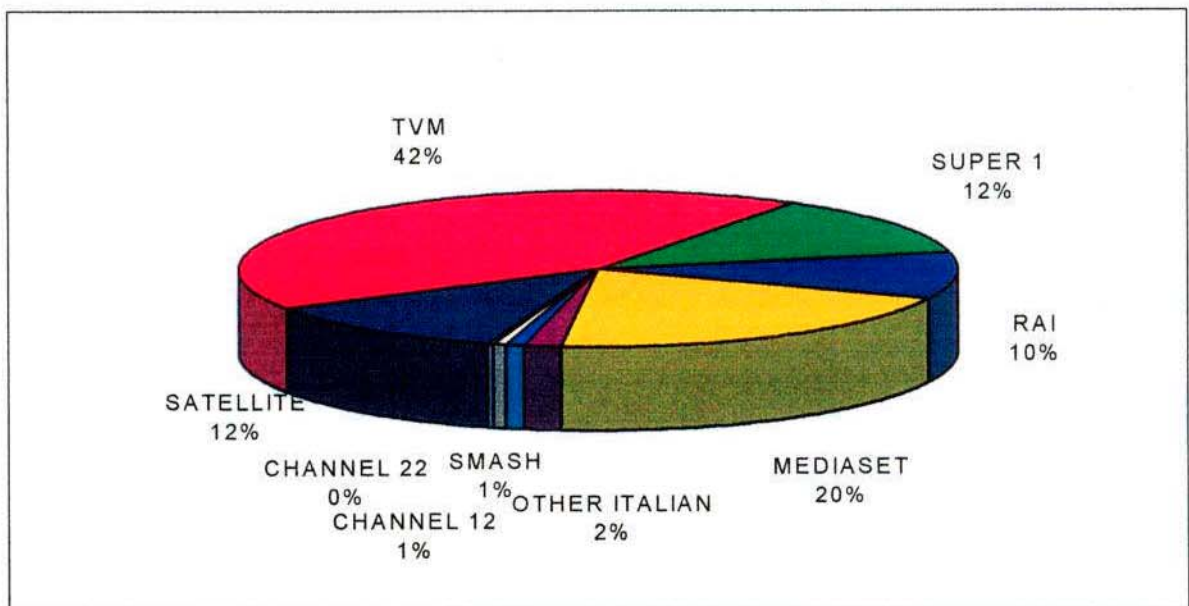


Fig. 8.12: Daily Average Audience TV Levels - 1998