

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

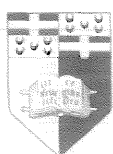
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TABLE 3.1-2: SAMPLE PROFILE
- AGE BY GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	AB	C1	C2	DE
TOTAL.....	1001	477	524	156	284	300	261
AGE GROUP							
14 - 17.....	63	28	35	7	23	15	18
.....	6.3%	5.9%	6.7%	4.5%	8.1%	5.0%	6.9%
.....	100.0%	44.4%	55.6%	11.1%	36.5%	23.8%	28.6%
18 - 30.....	260	141	119	41	94	67	58
.....	26.0%	29.6%	22.7%	26.3%	33.1%	22.3%	22.2%
.....	100.0%	54.2%	45.8%	15.8%	36.2%	25.8%	22.3%
31 - 50.....	375	178	197	59	98	112	106
.....	37.5%	37.3%	37.6%	37.8%	34.5%	37.3%	40.6%
.....	100.0%	47.5%	52.5%	15.7%	26.1%	29.9%	28.3%
51 - 65.....	184	81	103	36	36	59	53
.....	18.4%	17.0%	19.7%	23.1%	12.7%	19.7%	20.3%
.....	100.0%	44.0%	56.0%	19.6%	19.6%	32.1%	28.8%
OVER 65.....	119	49	70	13	33	47	26
.....	11.9%	10.3%	13.4%	8.3%	11.6%	15.7%	10.0%
.....	100.0%	41.2%	58.8%	10.9%	27.7%	39.5%	21.8%

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
	%	%	%	%	%
14-17	6.3	4.5	8.1	5.0	6.9
18-30	26.0	26.3	33.1	22.3	22.2
30-51	37.5	37.8	34.5	37.3	40.6
51-65	18.4	23.1	12.7	19.7	20.3
over 65	11.9	8.3	11.6	15.7	10.0
TOTAL	100.0	100.0	100.0	100.0	100.0
N=	1001	156	284	300	261

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
LISTEN TO THE RADIO..	778	370	408	51	219	276	139	93	112	225	245	196
.....	77.7%	77.6%	77.9%	81.0%	84.2%	73.6%	75.5%	78.2%	71.8%	79.2%	81.7%	75.1%
.....	100.0%	47.6%	52.4%	6.6%	28.1%	35.5%	17.9%	12.0%	14.4%	28.9%	31.5%	25.2%
DO NOT LISTEN TO THE												
RADIO.....	223	107	116	12	41	99	45	26	44	59	55	65
.....	22.3%	22.4%	22.1%	19.0%	15.8%	26.4%	24.5%	21.8%	28.2%	20.8%	18.3%	24.9%
.....	100.0%	48.0%	52.0%	5.4%	18.4%	44.4%	20.2%	11.7%	19.7%	26.5%	24.7%	29.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

TABLE 4.2: WHERE DO PEOPLE LISTEN TO THE RADIO
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	778	370	408	51	219	276	139	93	112	225	245	196
NO ANSWER.....	46	14	32	6	7	15	10	8	6	18	12	10
.....	5.9%	3.8%	7.8%	11.8%	3.2%	5.4%	7.2%	8.6%	5.4%	8.0%	4.9%	5.1%
.....	100.0%	30.4%	69.6%	13.0%	15.2%	32.6%	21.7%	17.4%	13.0%	39.1%	26.1%	21.7%
AT HOME.....	595	253	342	39	151	205	116	84	86	164	193	152
.....	76.5%	68.4%	83.8%	76.5%	68.9%	74.3%	83.5%	90.3%	76.8%	72.9%	78.8%	77.6%
.....	100.0%	42.5%	57.5%	6.6%	25.4%	34.5%	19.5%	14.1%	14.5%	27.6%	32.4%	25.5%
AT WORK.....	128	91	37	5	58	50	14	1	9	39	46	34
.....	16.5%	24.6%	9.1%	9.8%	26.5%	18.1%	10.1%	1.1%	8.0%	17.3%	18.8%	17.3%
.....	100.0%	71.1%	28.9%	3.9%	45.3%	39.1%	10.9%	.8%	7.0%	30.5%	35.9%	26.6%
IN THE CAR.....	186	130	56	7	82	76	19	2	40	61	46	39
.....	23.9%	35.1%	13.7%	13.7%	37.4%	27.5%	13.7%	2.2%	35.7%	27.1%	18.8%	19.9%
.....	100.0%	69.9%	30.1%	3.8%	44.1%	40.9%	10.2%	1.1%	21.5%	32.8%	24.7%	21.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

TABLE 4.3: WHO WATCHES TV
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
WATCH TV.....	936	441	495	58	244	359	173	102	149	267	277	243
.....	93.5%	92.5%	94.5%	92.1%	93.8%	95.7%	94.0%	85.7%	95.5%	94.0%	92.3%	93.1%
.....	100.0%	47.1%	52.9%	6.2%	26.1%	38.4%	18.5%	10.9%	15.9%	28.5%	29.6%	26.0%
DO NOT WATCH TV.....	65	36	29	5	16	16	11	17	7	17	23	18
.....	6.5%	7.5%	5.5%	7.9%	6.2%	4.3%	6.0%	14.3%	4.5%	6.0%	7.7%	6.9%
.....	100.0%	55.4%	44.6%	7.7%	24.6%	24.6%	16.9%	26.2%	10.8%	26.2%	35.4%	27.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

TABLE 4.4: WHERE IN THE HOUSE IS TV VIEWED
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	936	441	495	58	244	359	173	102	149	267	277	243
IN THE SITTING ROOM..	481	241	240	32	127	191	88	43	89	147	136	109
.....	51.4%	54.6%	48.5%	55.2%	52.0%	53.2%	50.9%	42.2%	59.7%	55.1%	49.1%	44.9%
.....	100.0%	50.1%	49.9%	6.7%	26.4%	39.7%	18.3%	8.9%	18.5%	30.6%	28.3%	22.7%
IN THE DINING ROOM...	63	32	31	2	14	22	16	9	7	17	16	23
.....	6.7%	7.3%	6.3%	3.4%	5.7%	6.1%	9.2%	8.8%	4.7%	6.4%	5.8%	9.5%
.....	100.0%	50.8%	49.2%	3.2%	22.2%	34.9%	25.4%	14.3%	11.1%	27.0%	25.4%	36.5%
IN THE KITCHEN.....	138	60	78	9	30	51	30	18	15	30	59	34
.....	14.7%	13.6%	15.8%	15.5%	12.3%	14.2%	17.3%	17.6%	10.1%	11.2%	21.3%	14.0%
.....	100.0%	43.5%	56.5%	6.5%	21.7%	37.0%	21.7%	13.0%	10.9%	21.7%	42.8%	24.6%
IN THE BEDROOM.....	241	102	139	15	69	93	35	29	35	67	64	75
.....	25.7%	23.1%	28.1%	25.9%	28.3%	25.9%	20.2%	28.4%	23.5%	25.1%	23.1%	30.9%
.....	100.0%	42.3%	57.7%	6.2%	28.6%	38.6%	14.5%	12.0%	14.5%	27.8%	26.6%	31.1%
IN ANOTHER PLACE.....	13	6	7	0	4	2	4	3	3	6	2	2
.....	1.4%	1.4%	1.4%	.0%	1.6%	.6%	2.3%	2.9%	2.0%	2.2%	.7%	.8%
.....	100.0%	46.2%	53.8%	.0%	30.8%	15.4%	30.8%	23.1%	23.1%	46.2%	15.4%	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 1996

TABLE 4.5: CABLE TV FACILITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
IS CONNECTED TO CABLE TV.....	275	125	150	27	78	98	45	27	67	90	62	56
.....	27.5%	26.2%	28.6%	42.9%	30.0%	26.1%	24.5%	22.7%	42.9%	31.7%	20.7%	21.5%
.....	100.0%	45.5%	54.5%	9.8%	28.4%	35.6%	16.4%	9.8%	24.4%	32.7%	22.5%	20.4%
IS NOT CONNECTED TO CABLE TV.....	726	352	374	36	182	277	139	92	89	194	238	205
.....	72.5%	73.8%	71.4%	57.1%	70.0%	73.9%	75.5%	77.3%	57.1%	68.3%	79.3%	78.5%
.....	100.0%	48.5%	51.5%	5.0%	25.1%	38.2%	19.1%	12.7%	12.3%	26.7%	32.8%	28.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.6: 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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
PROBLEM DOES NOT ARISE.....	236	103	133	17	61	70	52	36	37	75	58	66
.....	23.6%	21.6%	25.4%	27.0%	23.5%	18.7%	28.3%	30.3%	23.7%	26.4%	19.3%	25.3%
.....	100.0%	43.6%	56.4%	7.2%	25.8%	29.7%	22.0%	15.3%	15.7%	31.8%	24.6%	28.0%
THE HUSBAND.....	330	176	154	8	92	132	51	47	57	94	102	77
.....	33.0%	36.9%	29.4%	12.7%	35.4%	35.2%	27.7%	39.5%	36.5%	33.1%	34.0%	29.5%
.....	100.0%	53.3%	46.7%	2.4%	27.9%	40.0%	15.5%	14.2%	17.3%	28.5%	30.9%	23.3%
THE WIFE.....	168	53	115	4	28	63	50	23	22	43	57	46
.....	16.8%	11.1%	21.9%	6.3%	10.8%	16.8%	27.2%	19.3%	14.1%	15.1%	19.0%	17.6%
.....	100.0%	31.5%	68.5%	2.4%	16.7%	37.5%	29.8%	13.7%	13.1%	25.6%	33.9%	27.4%
THE CHILDREN.....	204	108	96	32	66	76	21	9	31	54	69	50
.....	20.4%	22.6%	18.3%	50.8%	25.4%	20.3%	11.4%	7.6%	19.9%	19.0%	23.0%	19.2%
.....	100.0%	52.9%	47.1%	15.7%	32.4%	37.3%	10.3%	4.4%	15.2%	26.5%	33.8%	24.5%
JOINT DECISION.....	63	37	26	2	13	34	10	4	9	18	14	22
.....	6.3%	7.8%	5.0%	3.2%	5.0%	9.1%	5.4%	3.4%	5.8%	6.3%	4.7%	8.4%
.....	100.0%	58.7%	41.3%	3.2%	20.6%	54.0%	15.9%	6.3%	14.3%	28.6%	22.2%	34.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
NO PARTICULAR PREFERENCE.....	18	12	6	5	7	3	3	0	5	4	5	4
.....	1.8%	2.5%	1.1%	7.9%	2.7%	.8%	1.6%	.0%	3.2%	1.4%	1.7%	1.5%
.....	100.0%	66.7%	33.3%	27.8%	38.9%	16.7%	16.7%	.0%	27.8%	22.2%	27.8%	22.2%
LISTEN TO THEM ON THE RADIO.....	199	90	109	8	48	67	33	43	17	51	74	57
.....	19.9%	18.9%	20.8%	12.7%	18.5%	17.9%	17.9%	36.1%	10.9%	18.0%	24.7%	21.8%
.....	100.0%	45.2%	54.8%	4.0%	24.1%	33.7%	16.6%	21.6%	8.5%	25.6%	37.2%	28.6%
WATCH THEM ON TV.....	652	303	349	34	161	259	132	66	108	185	192	167
.....	65.1%	63.5%	66.6%	54.0%	61.9%	69.1%	71.7%	55.5%	69.2%	65.1%	64.0%	64.0%
.....	100.0%	46.5%	53.5%	5.2%	24.7%	39.7%	20.2%	10.1%	16.6%	28.4%	29.4%	25.6%
READ THEM IN A NEWSPAPER.....	109	61	48	9	39	38	14	9	24	38	22	25
.....	10.9%	12.8%	9.2%	14.3%	15.0%	10.1%	7.6%	7.6%	15.4%	13.4%	7.3%	9.6%
.....	100.0%	56.0%	44.0%	8.3%	35.8%	34.9%	12.8%	8.3%	22.0%	34.9%	20.2%	22.9%
PICK THEM UP FROM OTHER PERSONS.....	23	11	12	7	5	8	2	1	2	6	7	8
.....	2.3%	2.3%	2.3%	11.1%	1.9%	2.1%	1.1%	.8%	1.3%	2.1%	2.3%	3.1%
.....	100.0%	47.8%	52.2%	30.4%	21.7%	34.8%	8.7%	4.3%	8.7%	26.1%	30.4%	34.8%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
NO PARTICULAR PREFERENCE.....	59	30	29	10	13	19	13	4	4	14	22	19
.....	5.9%	6.3%	5.5%	15.9%	5.0%	5.1%	7.1%	3.4%	2.6%	4.9%	7.3%	7.3%
.....	100.0%	50.8%	49.2%	16.9%	22.0%	32.2%	22.0%	6.8%	6.8%	23.7%	37.3%	32.2%
LISTEN TO THEM ON THE RADIO.....	155	71	84	6	40	48	26	35	11	35	61	48
.....	15.5%	14.9%	16.0%	9.5%	15.4%	12.8%	14.1%	29.4%	7.1%	12.3%	20.3%	18.4%
.....	100.0%	45.8%	54.2%	3.9%	25.8%	31.0%	16.8%	22.6%	7.1%	22.6%	39.4%	31.0%
WATCH THEM ON TV.....	675	314	361	33	166	271	132	73	119	197	190	169
.....	67.4%	65.8%	68.9%	52.4%	63.8%	72.3%	71.7%	61.3%	76.3%	69.4%	63.3%	64.8%
.....	100.0%	46.5%	53.5%	4.9%	24.6%	40.1%	19.6%	10.8%	17.6%	29.2%	28.1%	25.0%
READ THEM IN A NEWSPAPER.....	92	52	40	10	36	28	12	6	21	33	20	18
.....	9.2%	10.9%	7.6%	15.9%	13.8%	7.5%	6.5%	5.0%	13.5%	11.6%	6.7%	6.9%
.....	100.0%	56.5%	43.5%	10.9%	39.1%	30.4%	13.0%	6.5%	22.8%	35.9%	21.7%	19.6%
PICK THEM UP FROM OTHER PERSONS.....	20	10	10	4	5	9	1	1	1	5	7	7
.....	2.0%	2.1%	1.9%	6.3%	1.9%	2.4%	.5%	.8%	.6%	1.8%	2.3%	2.7%
.....	100.0%	50.0%	50.0%	20.0%	25.0%	45.0%	5.0%	5.0%	5.0%	25.0%	35.0%	35.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

Table 6.1 General Preferences for Radio Programme Sectors

PROGRAMME SECTOR	%
Music	82.50
Local News	74.70
Foreign News	68.10
Discussions	61.20
Religion	50.60
Health/Beauty/home/Law	46.70
Current Affairs	42.20
Sports	37.50
Culture	36.40
Novels/Plays	35.60
Children	20.30
Money/Business	19.00

Table 6.2 General Preferences for TV Programme Sectors

PROGRAMME SECTOR	%
Local News	89.30
Foreign News	85.30
Weather	78.20
Feature Films	72.00
Documentaries	63.10
Quizzes/Fame Shows/Variety Prog.	60.40
Discussions	56.10
Sports	55.30
Religion	39.30
Women's Programmes	36.80
Current Affairs	36.30
Plays	35.00
Music Video-Clips	33.70
Art & Culture	33.50
Serials/Soap Operas	32.50
Children's Programmes	29.00
Business & Finance	18.10

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	778	370	408	51	219	276	139	93	112	225	245	196
MUSIC.....												
NONE.....	136	58	78	3	9	45	42	37	20	30	47	39
.....	17.5%	15.7%	19.1%	5.9%	4.1%	16.3%	30.2%	39.8%	17.9%	13.3%	19.2%	19.9%
.....	100.0%	42.6%	57.4%	2.2%	6.6%	33.1%	30.9%	27.2%	14.7%	22.1%	34.6%	28.7%
RADIO MALTA 1.....	54	25	29	0	5	13	17	19	8	10	21	15
.....	6.9%	6.8%	7.1%	.0%	2.3%	4.7%	12.2%	20.4%	7.1%	4.4%	8.6%	7.7%
.....	100.0%	46.3%	53.7%	.0%	9.3%	24.1%	31.5%	35.2%	14.8%	18.5%	38.9%	27.8%
RADIO MALTA 2.....	19	10	9	0	1	12	2	4	2	6	6	5
.....	2.4%	2.7%	2.2%	.0%	.5%	4.3%	1.4%	4.3%	1.8%	2.7%	2.4%	2.6%
.....	100.0%	52.6%	47.4%	.0%	5.3%	63.2%	10.5%	21.1%	10.5%	31.6%	31.6%	26.3%
RADIO SUPER 1.....	107	47	60	2	16	51	28	10	3	26	48	30
.....	13.8%	12.7%	14.7%	3.9%	7.3%	18.5%	20.1%	10.8%	2.7%	11.6%	19.6%	15.3%
.....	100.0%	43.9%	56.1%	1.9%	15.0%	47.7%	26.2%	9.3%	2.8%	24.3%	44.9%	28.0%
RADIO 101.....	37	21	16	4	4	20	7	2	10	9	13	5
.....	4.8%	5.7%	3.9%	7.8%	1.8%	7.2%	5.0%	2.2%	8.9%	4.0%	5.3%	2.6%
.....	100.0%	56.8%	43.2%	10.8%	10.8%	54.1%	18.9%	5.4%	27.0%	24.3%	35.1%	13.5%
ISLAND SOUND.....	39	16	23	6	23	8	1	1	14	13	9	3
.....	5.0%	4.3%	5.6%	11.8%	10.5%	2.9%	.7%	1.1%	12.5%	5.8%	3.7%	1.5%
.....	100.0%	41.0%	59.0%	15.4%	59.0%	20.5%	2.6%	2.6%	35.9%	33.3%	23.1%	7.7%
BAY RADIO.....	79	55	24	7	45	24	1	2	16	37	15	11
.....	10.2%	14.9%	5.9%	13.7%	20.5%	8.7%	.7%	2.2%	14.3%	16.4%	6.1%	5.6%
.....	100.0%	69.6%	30.4%	8.9%	57.0%	30.4%	1.3%	2.5%	20.3%	46.8%	19.0%	13.9%
RTK.....	69	18	51	0	5	32	17	15	8	22	24	15
.....	8.9%	4.9%	12.5%	.0%	2.3%	11.6%	12.2%	16.1%	7.1%	9.8%	9.8%	7.7%
.....	100.0%	26.1%	73.9%	.0%	7.2%	46.4%	24.6%	21.7%	11.6%	31.9%	34.8%	21.7%
LIVE FM.....	12	7	5	0	6	5	1	0	3	4	3	2
.....	1.5%	1.9%	1.2%	.0%	2.7%	1.8%	.7%	.0%	2.7%	1.8%	1.2%	1.0%
.....	100.0%	58.3%	41.7%	.0%	50.0%	41.7%	8.3%	.0%	25.0%	33.3%	25.0%	16.7%
SMASH.....	138	72	66	24	73	33	7	1	13	45	34	46
.....	17.7%	19.5%	16.2%	47.1%	33.3%	12.0%	5.0%	1.1%	11.6%	20.0%	13.9%	23.5%
.....	100.0%	52.2%	47.8%	17.4%	52.9%	23.9%	5.1%	.7%	9.4%	32.6%	24.6%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO CALYPSO.....	63	34	29	3	18	28	13	1	14	16	15	18
.....	8.1%	9.2%	7.1%	5.9%	8.2%	10.1%	9.4%	1.1%	12.5%	7.1%	6.1%	9.2%
.....	100.0%	54.0%	46.0%	4.8%	28.6%	44.4%	20.6%	1.6%	22.2%	25.4%	23.8%	28.6%
UNIVERSITY RADIO.....	7	4	3	0	4	1	2	0	0	1	4	2
.....	.9%	1.1%	.7%	.0%	1.8%	.4%	1.4%	.0%	.0%	.4%	1.6%	1.0%
.....	100.0%	57.1%	42.9%	.0%	57.1%	14.3%	28.6%	.0%	.0%	14.3%	57.1%	28.6%
RADJU MAS.....	18	3	15	2	10	4	1	1	1	6	6	5
.....	2.3%	.8%	3.7%	3.9%	4.6%	1.4%	.7%	1.1%	.9%	2.7%	2.4%	2.6%
.....	100.0%	16.7%	83.3%	11.1%	55.6%	22.2%	5.6%	5.6%	5.6%	33.3%	33.3%	27.8%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	302	174	128	46	120	94	24	18	49	99	81	73
.....	38.8%	47.0%	31.4%	90.2%	54.8%	34.1%	17.3%	19.4%	43.8%	44.0%	33.1%	37.2%
.....	100.0%	57.6%	42.4%	15.2%	39.7%	31.1%	7.9%	6.0%	16.2%	32.8%	26.8%	24.2%
RADIO MALTA 1.....	68	27	41	0	5	17	21	25	9	11	28	20
.....	8.7%	7.3%	10.0%	.0%	2.3%	6.2%	15.1%	26.9%	8.0%	4.9%	11.4%	10.2%
.....	100.0%	39.7%	60.3%	.0%	7.4%	25.0%	30.9%	36.8%	13.2%	16.2%	41.2%	29.4%
RADIO MALTA 2.....	24	8	16	0	5	8	8	3	2	9	7	6
.....	3.1%	2.2%	3.9%	.0%	2.3%	2.9%	5.8%	3.2%	1.8%	4.0%	2.9%	3.1%
.....	100.0%	33.3%	66.7%	.0%	20.8%	33.3%	33.3%	12.5%	8.3%	37.5%	29.2%	25.0%
RADIO SUPER 1.....	149	71	78	2	25	71	34	17	7	32	55	55
.....	19.2%	19.2%	19.1%	3.9%	11.4%	25.7%	24.5%	18.3%	6.3%	14.2%	22.4%	28.1%
.....	100.0%	47.7%	52.3%	1.3%	16.8%	47.7%	22.8%	11.4%	4.7%	21.5%	36.9%	36.9%
RADIO 101.....	20	9	11	0	4	10	3	3	4	4	8	4
.....	2.6%	2.4%	2.7%	.0%	1.8%	3.6%	2.2%	3.2%	3.6%	1.8%	3.3%	2.0%
.....	100.0%	45.0%	55.0%	.0%	20.0%	50.0%	15.0%	15.0%	20.0%	20.0%	40.0%	20.0%
ISLAND SOUND.....	4	2	2	0	4	0	0	0	0	2	2	0
.....	.5%	.5%	.5%	.0%	1.8%	.0%	.0%	.0%	.0%	.9%	.8%	.0%
.....	100.0%	50.0%	50.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	4	3	1	0	2	2	0	0	0	2	1	1
.....	.5%	.8%	.2%	.0%	.9%	.7%	.0%	.0%	.0%	.9%	.4%	.5%
.....	100.0%	75.0%	25.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RTK.....	155	43	112	1	30	61	37	26	31	50	46	28
.....	19.9%	11.6%	27.5%	2.0%	13.7%	22.1%	26.6%	28.0%	27.7%	22.2%	18.8%	14.3%
.....	100.0%	27.7%	72.3%	.6%	19.4%	39.4%	23.9%	16.8%	20.0%	32.3%	29.7%	18.1%
LIVE FM.....	38	25	13	1	17	10	9	1	10	10	13	5
.....	4.9%	6.8%	3.2%	2.0%	7.8%	3.6%	6.5%	1.1%	8.9%	4.4%	5.3%	2.6%
.....	100.0%	65.8%	34.2%	2.6%	44.7%	26.3%	23.7%	2.6%	26.3%	26.3%	34.2%	13.2%
SMASH.....	3	1	2	0	3	0	0	0	0	2	1	0
.....	.4%	.3%	.5%	.0%	1.4%	.0%	.0%	.0%	.0%	.9%	.4%	.0%
.....	100.0%	33.3%	66.7%	.0%	100.0%	.0%	.0%	.0%	.0%	66.7%	33.3%	.0%
RADIO CALYPSO.....	5	4	1	0	1	1	3	0	0	1	1	3
.....	.6%	1.1%	.2%	.0%	.5%	.4%	2.2%	.0%	.0%	.4%	.4%	1.5%
.....	100.0%	80.0%	20.0%	.0%	20.0%	20.0%	60.0%	.0%	.0%	20.0%	20.0%	60.0%
UNIVERSITY RADIO.....	3	2	1	0	2	1	0	0	0	2	1	0
.....	.4%	.5%	.2%	.0%	.9%	.4%	.0%	.0%	.0%	.9%	.4%	.0%
.....	100.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%
RADJU MAS.....	3	1	2	1	1	1	0	0	0	1	1	1
.....	.4%	.3%	.5%	2.0%	.5%	.4%	.0%	.0%	.0%	.4%	.4%	.5%
.....	100.0%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
SPORT												
NONE.....	486	184	302	33	142	167	85	59	83	149	137	117
.....	62.5%	49.7%	74.0%	64.7%	64.8%	60.5%	61.2%	63.4%	74.1%	66.2%	55.9%	59.7%
.....	100.0%	37.9%	62.1%	6.8%	29.2%	34.4%	17.5%	12.1%	17.1%	30.7%	28.2%	24.1%
RADIO MALTA 1.....	42	28	14	2	4	12	12	12	4	4	18	16
.....	5.4%	7.6%	3.4%	3.9%	1.8%	4.3%	8.6%	12.9%	3.6%	1.8%	7.3%	8.2%
.....	100.0%	66.7%	33.3%	4.8%	9.5%	28.6%	28.6%	28.6%	9.5%	9.5%	42.9%	38.1%
RADIO MALTA 2.....	23	13	10	0	5	10	5	3	2	7	9	5
.....	3.0%	3.5%	2.5%	.0%	2.3%	3.6%	3.6%	3.2%	1.8%	3.1%	3.7%	2.6%
.....	100.0%	56.5%	43.5%	.0%	21.7%	43.5%	21.7%	13.0%	8.7%	30.4%	39.1%	21.7%
RADIO SUPER 1.....	108	69	39	8	21	45	22	12	3	29	42	34
.....	13.9%	18.6%	9.6%	15.7%	9.6%	16.3%	15.8%	12.9%	2.7%	12.9%	17.1%	17.3%
.....	100.0%	63.9%	36.1%	7.4%	19.4%	41.7%	20.4%	11.1%	2.8%	26.9%	38.9%	31.5%
RADIO 101.....	24	19	5	3	8	9	3	1	2	9	7	6

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	3.1%	5.1%	1.2%	5.9%	3.7%	3.3%	2.2%	1.1%	1.8%	4.0%	2.9%	3.1%
.....	100.0%	79.2%	20.8%	12.5%	33.3%	37.5%	12.5%	4.2%	8.3%	37.5%	29.2%	25.0%
ISLAND SOUND.....	8	6	2	1	7	0	0	0	3	2	3	0
.....	1.0%	1.6%	.5%	2.0%	3.2%	.0%	.0%	.0%	2.7%	.9%	1.2%	.0%
.....	100.0%	75.0%	25.0%	12.5%	87.5%	.0%	.0%	.0%	37.5%	25.0%	37.5%	.0%
BAY RADIO.....	14	12	2	2	5	5	1	1	4	5	5	0
.....	1.8%	3.2%	.5%	3.9%	2.3%	1.8%	.7%	1.1%	3.6%	2.2%	2.0%	.0%
.....	100.0%	85.7%	14.3%	14.3%	35.7%	35.7%	7.1%	7.1%	28.6%	35.7%	35.7%	.0%
RTK.....	31	9	22	0	5	14	8	4	6	10	8	7
.....	4.0%	2.4%	5.4%	.0%	2.3%	5.1%	5.8%	4.3%	5.4%	4.4%	3.3%	3.6%
.....	100.0%	29.0%	71.0%	.0%	16.1%	45.2%	25.8%	12.9%	19.4%	32.3%	25.8%	22.6%
LIVE FM.....	15	14	1	0	7	7	1	0	2	3	8	2
.....	1.9%	3.8%	.2%	.0%	3.2%	2.5%	.7%	.0%	1.8%	1.3%	3.3%	1.0%
.....	100.0%	93.3%	6.7%	.0%	46.7%	46.7%	6.7%	.0%	13.3%	20.0%	53.3%	13.3%
SMASH.....	15	9	6	1	10	3	0	1	2	5	3	5
.....	1.9%	2.4%	1.5%	2.0%	4.6%	1.1%	.0%	1.1%	1.8%	2.2%	1.2%	2.6%
.....	100.0%	60.0%	40.0%	6.7%	66.7%	20.0%	.0%	6.7%	13.3%	33.3%	20.0%	33.3%
RADIO CALYPSO.....	10	6	4	1	5	2	2	0	1	1	4	4
.....	1.3%	1.6%	1.0%	2.0%	2.3%	.7%	1.4%	.0%	.9%	.4%	1.6%	2.0%
.....	100.0%	60.0%	40.0%	10.0%	50.0%	20.0%	20.0%	.0%	10.0%	10.0%	40.0%	40.0%
RADJU MAS.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.3%	.3%	.2%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
MONEY & BUSINESS												
NONE.....	630	297	333	51	183	212	111	73	93	190	188	159
.....	81.0%	80.3%	81.6%	100.0%	83.6%	76.8%	79.9%	78.5%	83.0%	84.4%	76.7%	81.1%
.....	100.0%	47.1%	52.9%	8.1%	29.0%	33.7%	17.6%	11.6%	14.8%	30.2%	29.8%	25.2%
RADIO MALTA 1.....	36	19	17	0	5	10	8	13	7	5	19	5
.....	4.6%	5.1%	4.2%	.0%	2.3%	3.6%	5.8%	14.0%	6.3%	2.2%	7.8%	2.6%
.....	100.0%	52.8%	47.2%	.0%	13.9%	27.8%	22.2%	36.1%	19.4%	13.9%	52.8%	13.9%
RADIO MALTA 2.....	13	5	8	0	5	4	2	2	2	7	3	1
.....	1.7%	1.4%	2.0%	.0%	2.3%	1.4%	1.4%	2.2%	1.8%	3.1%	1.2%	.5%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	38.5%	61.5%	.0%	38.5%	30.8%	15.4%	15.4%	15.4%	53.8%	23.1%	7.7%
RADIO SUPER 1.....	55	27	28	0	10	28	12	5	0	11	22	22
.....	7.1%	7.3%	6.9%	.0%	4.6%	10.1%	8.6%	5.4%	.0%	4.9%	9.0%	11.2%
.....	100.0%	49.1%	50.9%	.0%	18.2%	50.9%	21.8%	9.1%	.0%	20.0%	40.0%	40.0%
RADIO 101.....	8	5	3	0	0	6	2	0	2	2	2	2
.....	1.0%	1.4%	.7%	.0%	.0%	2.2%	1.4%	.0%	1.8%	.9%	.8%	1.0%
.....	100.0%	62.5%	37.5%	.0%	.0%	75.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%
ISLAND SOUND.....	3	2	1	0	3	0	0	0	1	2	0	0
.....	.4%	.5%	.2%	.0%	1.4%	.0%	.0%	.0%	.9%	.9%	.0%	.0%
.....	100.0%	66.7%	33.3%	.0%	100.0%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
BAY RADIO.....	4	4	0	0	3	1	0	0	0	1	3	0
.....	.5%	1.1%	.0%	.0%	1.4%	.4%	.0%	.0%	.0%	.4%	1.2%	.0%
.....	100.0%	100.0%	.0%	.0%	75.0%	25.0%	.0%	.0%	.0%	25.0%	75.0%	.0%
RTK.....	18	5	13	0	2	13	3	0	4	5	5	4
.....	2.3%	1.4%	3.2%	.0%	.9%	4.7%	2.2%	.0%	3.6%	2.2%	2.0%	2.0%
.....	100.0%	27.8%	72.2%	.0%	11.1%	72.2%	16.7%	.0%	22.2%	27.8%	27.8%	22.2%
LIVE FM.....	5	3	2	0	3	2	0	0	2	1	2	0
.....	.6%	.8%	.5%	.0%	1.4%	.7%	.0%	.0%	1.8%	.4%	.8%	.0%
.....	100.0%	60.0%	40.0%	.0%	60.0%	40.0%	.0%	.0%	40.0%	20.0%	40.0%	.0%
SMASH.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADIO CALYPSO.....	3	1	2	0	2	0	1	0	1	0	0	2
.....	.4%	.3%	.5%	.0%	.9%	.0%	.7%	.0%	.9%	.0%	.0%	1.0%
.....	100.0%	33.3%	66.7%	.0%	66.7%	.0%	33.3%	.0%	33.3%	.0%	.0%	66.7%
UNIVERSITY RADIO.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.3%	.3%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.4%	.0%	.5%
.....	100.0%	50.0%	50.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CULTURE	300.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
NONE.....	495	246	249	45	160	154	83	53	72	163	143	117
.....	63.6%	66.5%	61.0%	88.2%	73.1%	55.8%	59.7%	57.0%	64.3%	72.4%	58.4%	59.7%
.....	100.0%	49.7%	50.3%	9.1%	32.3%	31.1%	16.8%	10.7%	14.5%	32.9%	28.9%	23.6%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO MALTA 1.....	49	21	28	1	4	16	11	17	9	7	25	8
.....	6.3%	5.7%	6.9%	2.0%	1.8%	5.8%	7.9%	18.3%	8.0%	3.1%	10.2%	4.1%
.....	100.0%	42.9%	57.1%	2.0%	8.2%	32.7%	22.4%	34.7%	18.4%	14.3%	51.0%	16.3%
RADIO MALTA 2.....	19	7	12	0	7	7	4	1	3	9	3	4
.....	2.4%	1.9%	2.9%	.0%	3.2%	2.5%	2.9%	1.1%	2.7%	4.0%	1.2%	2.0%
.....	100.0%	36.8%	63.2%	.0%	36.8%	36.8%	21.1%	5.3%	15.8%	47.4%	15.8%	21.1%
RADIO SUPER 1.....	92	47	45	2	20	44	17	9	2	16	39	35
.....	11.8%	12.7%	11.0%	3.9%	9.1%	15.9%	12.2%	9.7%	1.8%	7.1%	15.9%	17.9%
.....	100.0%	51.1%	48.9%	2.2%	21.7%	47.8%	18.5%	9.8%	2.2%	17.4%	42.4%	38.0%
RADIO 101.....	17	9	8	0	2	11	3	1	3	6	2	6
.....	2.2%	2.4%	2.0%	.0%	.9%	4.0%	2.2%	1.1%	2.7%	2.7%	.8%	3.1%
.....	100.0%	52.9%	47.1%	.0%	11.8%	64.7%	17.6%	5.9%	17.6%	35.3%	11.8%	35.3%
ISLAND SOUND.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
BAY RADIO.....	2	2	0	0	0	2	0	0	1	1	0	0
.....	.3%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.9%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
RTK.....	84	27	57	2	16	36	18	12	18	17	28	21
.....	10.8%	7.3%	14.0%	3.9%	7.3%	13.0%	12.9%	12.9%	16.1%	7.6%	11.4%	10.7%
.....	100.0%	32.1%	67.9%	2.4%	19.0%	42.9%	21.4%	14.3%	21.4%	20.2%	33.3%	25.0%
LIVE FM.....	8	5	3	0	3	4	1	0	3	2	3	0
.....	1.0%	1.4%	.7%	.0%	1.4%	1.4%	.7%	.0%	2.7%	.9%	1.2%	.0%
.....	100.0%	62.5%	37.5%	.0%	37.5%	50.0%	12.5%	.0%	37.5%	25.0%	37.5%	.0%
SMASH.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADIO CALYPSO.....	4	2	2	0	1	1	2	0	0	0	0	4
.....	.5%	.5%	.5%	.0%	.5%	.4%	1.4%	.0%	.0%	.0%	.0%	2.0%
.....	100.0%	50.0%	50.0%	.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	.0%	100.0%
UNIVERSITY RADIO.....	5	3	2	0	4	1	0	0	1	2	1	1
.....	.6%	.8%	.5%	.0%	1.8%	.4%	.0%	.0%	.9%	.9%	.4%	.5%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	60.0%	40.0%	.0%	80.0%	20.0%	.0%	.0%	20.0%	40.0%	20.0%	20.0%
RADJU MAS.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	2.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	415	256	159	44	141	134	52	44	64	128	125	98
.....	53.3%	69.2%	39.0%	86.3%	64.4%	48.6%	37.4%	47.3%	57.1%	56.9%	51.0%	50.0%
.....	100.0%	61.7%	38.3%	10.6%	34.0%	32.3%	12.5%	10.6%	15.4%	30.8%	30.1%	23.6%
RADIO MALTA 1.....	57	21	36	1	5	10	21	20	12	9	21	15
.....	7.3%	5.7%	8.8%	2.0%	2.3%	3.6%	15.1%	21.5%	10.7%	4.0%	8.6%	7.7%
.....	100.0%	36.8%	63.2%	1.8%	8.8%	17.5%	36.8%	35.1%	21.1%	15.8%	36.8%	26.3%
RADIO MALTA 2.....	22	5	17	0	7	5	7	3	1	10	5	6
.....	2.8%	1.4%	4.2%	.0%	3.2%	1.8%	5.0%	3.2%	.9%	4.4%	2.0%	3.1%
.....	100.0%	22.7%	77.3%	.0%	31.8%	22.7%	31.8%	13.6%	4.5%	45.5%	22.7%	27.3%
RADIO SUPER 1.....	122	45	77	3	25	60	25	9	6	23	50	43
.....	15.7%	12.2%	18.9%	5.9%	11.4%	21.7%	18.0%	9.7%	5.4%	10.2%	20.4%	21.9%
.....	100.0%	36.9%	63.1%	2.5%	20.5%	49.2%	20.5%	7.4%	4.9%	18.9%	41.0%	35.2%
RADIO 101.....	20	6	14	1	9	9	1	0	2	9	6	3
.....	2.6%	1.6%	3.4%	2.0%	4.1%	3.3%	.7%	.0%	1.8%	4.0%	2.4%	1.5%
.....	100.0%	30.0%	70.0%	5.0%	45.0%	45.0%	5.0%	.0%	10.0%	45.0%	30.0%	15.0%
ISLAND SOUND.....	2	1	1	0	1	1	0	0	1	0	1	0
.....	.3%	.3%	.2%	.0%	.5%	.4%	.0%	.0%	.9%	.0%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
BAY RADIO.....	5	3	2	0	3	1	1	0	1	3	0	1
.....	.6%	.8%	.5%	.0%	1.4%	.4%	.7%	.0%	.9%	1.3%	.0%	.5%
.....	100.0%	60.0%	40.0%	.0%	60.0%	20.0%	20.0%	.0%	20.0%	60.0%	.0%	20.0%
RTK.....	117	25	92	2	21	48	29	17	22	37	33	25
.....	15.0%	6.8%	22.5%	3.9%	9.6%	17.4%	20.9%	18.3%	19.6%	16.4%	13.5%	12.8%
.....	100.0%	21.4%	78.6%	1.7%	17.9%	41.0%	24.8%	14.5%	18.8%	31.6%	28.2%	21.4%
LIVE FM.....	11	5	6	0	3	7	1	0	2	6	2	1
.....	1.4%	1.4%	1.5%	.0%	1.4%	2.5%	.7%	.0%	1.8%	2.7%	.8%	.5%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	45.5%	54.5%	.0%	27.3%	63.6%	9.1%	.0%	18.2%	54.5%	18.2%	9.1%
SMASH.....	3	2	1	0	3	0	0	0	1	0	2	0
.....	.4%	.5%	.2%	.0%	1.4%	.0%	.0%	.0%	.9%	.0%	.8%	.0%
.....	100.0%	66.7%	33.3%	.0%	100.0%	.0%	.0%	.0%	33.3%	.0%	66.7%	.0%
RADIO CALYPSO.....	3	1	2	0	1	1	1	0	0	0	0	3
.....	.4%	.3%	.5%	.0%	.5%	.4%	.7%	.0%	.0%	.0%	.0%	1.5%
.....	100.0%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	.0%	.0%	.0%	100.0%
RADJU MAS.....	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%

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BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	778	370	408	51	219	276	139	93	112	225	245	196
RELIGION												
NONE.....	384	215	169	45	146	129	41	23	60	122	100	102
.....	49.4%	58.1%	41.4%	88.2%	66.7%	46.7%	29.5%	24.7%	53.6%	54.2%	40.8%	52.0%
.....	100.0%	56.0%	44.0%	11.7%	38.0%	33.6%	10.7%	6.0%	15.6%	31.8%	26.0%	26.6%
RADIO MALTA 1.....	53	22	31	0	2	12	14	25	6	2	27	18
.....	6.8%	5.9%	7.6%	.0%	.9%	4.3%	10.1%	26.9%	5.4%	.9%	11.0%	9.2%
.....	100.0%	41.5%	58.5%	.0%	3.8%	22.6%	26.4%	47.2%	11.3%	3.8%	50.9%	34.0%
RADIO MALTA 2.....	17	4	13	0	4	6	5	2	1	8	4	4
.....	2.2%	1.1%	3.2%	.0%	1.8%	2.2%	3.6%	2.2%	.9%	3.6%	1.6%	2.0%
.....	100.0%	23.5%	76.5%	.0%	23.5%	35.3%	29.4%	11.8%	5.9%	47.1%	23.5%	23.5%
RADIO SUPER 1.....	75	36	39	0	14	33	20	8	1	15	35	24
.....	9.6%	9.7%	9.6%	.0%	6.4%	12.0%	14.4%	8.6%	.9%	6.7%	14.3%	12.2%
.....	100.0%	48.0%	52.0%	.0%	18.7%	44.0%	26.7%	10.7%	1.3%	20.0%	46.7%	32.0%
RADIO 101.....	9	5	4	1	1	7	0	0	1	4	2	2
.....	1.2%	1.4%	1.0%	2.0%	.5%	2.5%	.0%	.0%	.9%	1.8%	.8%	1.0%
.....	100.0%	55.6%	44.4%	11.1%	11.1%	77.8%	.0%	.0%	11.1%	44.4%	22.2%	22.2%
BAY RADIO.....	5	2	3	0	3	1	1	0	1	2	1	1
.....	.6%	.5%	.7%	.0%	1.4%	.4%	.7%	.0%	.9%	.9%	.4%	.5%
.....	100.0%	40.0%	60.0%	.0%	60.0%	20.0%	20.0%	.0%	20.0%	40.0%	20.0%	20.0%
RTK.....	227	82	145	5	46	85	56	35	40	71	73	43
.....	29.2%	22.2%	35.5%	9.8%	21.0%	30.8%	40.3%	37.6%	35.7%	31.6%	29.8%	21.9%
.....	100.0%	36.1%	63.9%	2.2%	20.3%	37.4%	24.7%	15.4%	17.6%	31.3%	32.2%	18.9%
LIVE FM.....	5	2	3	0	1	3	1	0	2	1	2	0
.....	.6%	.5%	.7%	.0%	.5%	1.1%	.7%	.0%	1.8%	.4%	.8%	.0%
.....	100.0%	40.0%	60.0%	.0%	20.0%	60.0%	20.0%	.0%	40.0%	20.0%	40.0%	.0%
SMASH.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADIO CALYPSO.....	2	1	1	0	1	0	1	0	0	0	0	2
.....	.3%	.3%	.2%	.0%	.5%	.0%	.7%	.0%	.0%	.0%	.0%	1.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100.0%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NOVELS & PLAYS												
NONE.....	498	252	246	43	163	170	78	44	86	160	136	116
.....	64.0%	68.1%	60.3%	84.3%	74.4%	61.6%	56.1%	47.3%	76.8%	71.1%	55.5%	59.2%
.....	100.0%	50.6%	49.4%	8.6%	32.7%	34.1%	15.7%	8.8%	17.3%	32.1%	27.3%	23.3%
RADIO MALTA 1.....	78	22	56	2	6	18	22	30	6	14	39	19
.....	10.0%	5.9%	13.7%	3.9%	2.7%	6.5%	15.8%	32.3%	5.4%	6.2%	15.9%	9.7%
.....	100.0%	28.2%	71.8%	2.6%	7.7%	23.1%	28.2%	38.5%	7.7%	17.9%	50.0%	24.4%
RADIO MALTA 2.....	22	8	14	0	7	7	4	4	2	11	7	2
.....	2.8%	2.2%	3.4%	.0%	3.2%	2.5%	2.9%	4.3%	1.8%	4.9%	2.9%	1.0%
.....	100.0%	36.4%	63.6%	.0%	31.8%	31.8%	18.2%	18.2%	9.1%	50.0%	31.8%	9.1%
RADIO SUPER 1.....	114	56	58	2	24	51	25	12	7	21	43	43
.....	14.7%	15.1%	14.2%	3.9%	11.0%	18.5%	18.0%	12.9%	6.3%	9.3%	17.6%	21.9%
.....	100.0%	49.1%	50.9%	1.8%	21.1%	44.7%	21.9%	10.5%	6.1%	18.4%	37.7%	37.7%
RADIO 101.....	17	11	6	2	9	4	2	0	2	5	5	5
.....	2.2%	3.0%	1.5%	3.9%	4.1%	1.4%	1.4%	.0%	1.8%	2.2%	2.0%	2.6%
.....	100.0%	64.7%	35.3%	11.8%	52.9%	23.5%	11.8%	.0%	11.8%	29.4%	29.4%	29.4%
BAY RADIO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%
RTK.....	41	16	25	1	7	23	7	3	8	12	12	9
.....	5.3%	4.3%	6.1%	2.0%	3.2%	8.3%	5.0%	3.2%	7.1%	5.3%	4.9%	4.6%
.....	100.0%	39.0%	61.0%	2.4%	17.1%	56.1%	17.1%	7.3%	19.5%	29.3%	29.3%	22.0%
LIVE FM.....	4	2	2	1	1	2	0	0	1	1	2	0
.....	.5%	.5%	.5%	2.0%	.5%	.7%	.0%	.0%	.9%	.4%	.8%	.0%
.....	100.0%	50.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	25.0%	25.0%	50.0%	.0%
SMASH.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADIO CALYPSO.....	2	1	1	0	1	0	1	0	0	0	0	2
.....	.3%	.3%	.2%	.0%	.5%	.0%	.7%	.0%	.0%	.0%	.0%	1.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100.0%
CHILDREN'S PROGRAMMES												

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NONE.....	620	301	319	47	187	202	115	69	98	184	183	155
.....	79.7%	81.4%	78.2%	92.2%	85.4%	73.2%	82.7%	74.2%	87.5%	81.8%	74.7%	79.1%
.....	100.0%	48.5%	51.5%	7.6%	30.2%	32.6%	18.5%	11.1%	15.8%	29.7%	29.5%	25.0%
RADIO MALTA 1.....	27	8	19	2	1	7	4	13	4	2	15	6
.....	3.5%	2.2%	4.7%	3.9%	.5%	2.5%	2.9%	14.0%	3.6%	.9%	6.1%	3.1%
.....	100.0%	29.6%	70.4%	7.4%	3.7%	25.9%	14.8%	48.1%	14.8%	7.4%	55.6%	22.2%
RADIO MALTA 2.....	14	5	9	0	3	6	3	2	1	7	4	2
.....	1.8%	1.4%	2.2%	.0%	1.4%	2.2%	2.2%	2.2%	.9%	3.1%	1.6%	1.0%
.....	100.0%	35.7%	64.3%	.0%	21.4%	42.9%	21.4%	14.3%	7.1%	50.0%	28.6%	14.3%
RADIO SUPER 1.....	57	30	27	1	10	32	8	6	2	10	27	18
.....	7.3%	8.1%	6.6%	2.0%	4.6%	11.6%	5.8%	6.5%	1.8%	4.4%	11.0%	9.2%
.....	100.0%	52.6%	47.4%	1.8%	17.5%	56.1%	14.0%	10.5%	3.5%	17.5%	47.4%	31.6%
RADIO 101.....	6	4	2	0	1	5	0	0	1	2	2	1
.....	.8%	1.1%	.5%	.0%	.5%	1.8%	.0%	.0%	.9%	.9%	.8%	.5%
.....	100.0%	66.7%	33.3%	.0%	16.7%	83.3%	.0%	.0%	16.7%	33.3%	33.3%	16.7%
ISLAND SOUND.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
BAY RADIO.....	3	3	0	0	1	2	0	0	1	1	0	1
.....	.4%	.8%	.0%	.0%	.5%	.7%	.0%	.0%	.9%	.4%	.0%	.5%
.....	100.0%	100.0%	.0%	.0%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	.0%	33.3%
RTK.....	39	13	26	0	9	20	7	3	3	15	12	9
.....	5.0%	3.5%	6.4%	.0%	4.1%	7.2%	5.0%	3.2%	2.7%	6.7%	4.9%	4.6%
.....	100.0%	33.3%	66.7%	.0%	23.1%	51.3%	17.9%	7.7%	7.7%	38.5%	30.8%	23.1%
LIVE FM.....	6	2	4	1	2	2	1	0	2	2	1	1
.....	.8%	.5%	1.0%	2.0%	.9%	.7%	.7%	.0%	1.8%	.9%	.4%	.5%
.....	100.0%	33.3%	66.7%	16.7%	33.3%	33.3%	16.7%	.0%	33.3%	33.3%	16.7%	16.7%
SMASH.....	3	2	1	0	3	0	0	0	0	1	1	1
.....	.4%	.5%	.2%	.0%	1.4%	.0%	.0%	.0%	.0%	.4%	.4%	.5%
.....	100.0%	66.7%	33.3%	.0%	100.0%	.0%	.0%	.0%	.0%	33.3%	33.3%	33.3%
RADIO CALYPSO.....	2	1	1	0	1	0	1	0	0	0	0	2
.....	.3%	.3%	.2%	.0%	.5%	.0%	.7%	.0%	.0%	.0%	.0%	1.0%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	100.0%
LOCAL NEWS												
NONE.....	197	100	97	32	66	64	22	13	36	55	58	48
.....	25.3%	27.0%	23.8%	62.7%	30.1%	23.2%	15.8%	14.0%	32.1%	24.4%	23.7%	24.5%
.....	100.0%	50.8%	49.2%	16.2%	33.5%	32.5%	11.2%	6.6%	18.3%	27.9%	29.4%	24.4%
RADIO MALTA 1.....	92	45	47	2	11	23	28	28	18	19	33	22
.....	11.8%	12.2%	11.5%	3.9%	5.0%	8.3%	20.1%	30.1%	16.1%	8.4%	13.5%	11.2%
.....	100.0%	48.9%	51.1%	2.2%	12.0%	25.0%	30.4%	30.4%	19.6%	20.7%	35.9%	23.9%
RADIO MALTA 2.....	32	13	19	0	7	12	8	5	2	9	10	11
.....	4.1%	3.5%	4.7%	.0%	3.2%	4.3%	5.8%	5.4%	1.8%	4.0%	4.1%	5.6%
.....	100.0%	40.6%	59.4%	.0%	21.9%	37.5%	25.0%	15.6%	6.3%	28.1%	31.3%	34.4%
RADIO SUPER 1.....	184	95	89	6	31	85	42	20	11	43	74	56
.....	23.7%	25.7%	21.8%	11.8%	14.2%	30.8%	30.2%	21.5%	9.8%	19.1%	30.2%	28.6%
.....	100.0%	51.6%	48.4%	3.3%	16.8%	46.2%	22.8%	10.9%	6.0%	23.4%	40.2%	30.4%
RADIO 101.....	55	29	26	1	19	18	11	6	9	16	18	12
.....	7.1%	7.8%	6.4%	2.0%	8.7%	6.5%	7.9%	6.5%	8.0%	7.1%	7.3%	6.1%
.....	100.0%	52.7%	47.3%	1.8%	34.5%	32.7%	20.0%	10.9%	16.4%	29.1%	32.7%	21.8%
ISLAND SOUND.....	14	5	9	1	9	4	0	0	4	8	2	0
.....	1.8%	1.4%	2.2%	2.0%	4.1%	1.4%	.0%	.0%	3.6%	3.6%	.8%	.0%
.....	100.0%	35.7%	64.3%	7.1%	64.3%	28.6%	.0%	.0%	28.6%	57.1%	14.3%	.0%
BAY RADIO.....	42	28	14	4	26	9	2	1	8	24	5	5
.....	5.4%	7.6%	3.4%	7.8%	11.9%	3.3%	1.4%	1.1%	7.1%	10.7%	2.0%	2.6%
.....	100.0%	66.7%	33.3%	9.5%	61.9%	21.4%	4.8%	2.4%	19.0%	57.1%	11.9%	11.9%
RTK.....	98	26	72	0	10	45	24	19	18	31	30	19
.....	12.6%	7.0%	17.6%	.0%	4.6%	16.3%	17.3%	20.4%	16.1%	13.8%	12.2%	9.7%
.....	100.0%	26.5%	73.5%	.0%	10.2%	45.9%	24.5%	19.4%	18.4%	31.6%	30.6%	19.4%
LIVE FM.....	8	4	4	0	4	4	0	0	1	4	1	2
.....	1.0%	1.1%	1.0%	.0%	1.8%	1.4%	.0%	.0%	.9%	1.8%	.4%	1.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	12.5%	50.0%	12.5%	25.0%
SMASH.....	36	18	18	3	27	6	0	0	4	12	9	11
.....	4.6%	4.9%	4.4%	5.9%	12.3%	2.2%	.0%	.0%	3.6%	5.3%	3.7%	5.6%
.....	100.0%	50.0%	50.0%	8.3%	75.0%	16.7%	.0%	.0%	11.1%	33.3%	25.0%	30.6%

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 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
RADIO CALYPSO.....	14	6	8	1	6	5	2	0	1	1	4	8
.....	1.8%	1.6%	2.0%	2.0%	2.7%	1.8%	1.4%	.0%	.9%	.4%	1.6%	4.1%
.....	100.0%	42.9%	57.1%	7.1%	42.9%	35.7%	14.3%	.0%	7.1%	7.1%	28.6%	57.1%
UNIVERSITY RADIO.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RADJU MAS.....	5	1	4	1	2	1	0	1	0	3	0	2
.....	.6%	.3%	1.0%	2.0%	.9%	.4%	.0%	1.1%	.0%	1.3%	.0%	1.0%
.....	100.0%	20.0%	80.0%	20.0%	40.0%	20.0%	.0%	20.0%	.0%	60.0%	.0%	40.0%
FOREIGN NEWS												
NONE.....	248	121	127	31	86	74	40	17	46	66	72	64
.....	31.9%	32.7%	31.1%	60.8%	39.3%	26.8%	28.8%	18.3%	41.1%	29.3%	29.4%	32.7%
.....	100.0%	48.8%	51.2%	12.5%	34.7%	29.8%	16.1%	6.9%	18.5%	26.6%	29.0%	25.8%
RADIO MALTA 1.....	91	48	43	3	13	27	20	28	13	20	33	25
.....	11.7%	13.0%	10.5%	5.9%	5.9%	9.8%	14.4%	30.1%	11.6%	8.9%	13.5%	12.8%
.....	100.0%	52.7%	47.3%	3.3%	14.3%	29.7%	22.0%	30.8%	14.3%	22.0%	36.3%	27.5%
RADIO MALTA 2.....	26	12	14	0	5	11	6	4	2	8	7	9
.....	3.3%	3.2%	3.4%	.0%	2.3%	4.0%	4.3%	4.3%	1.8%	3.6%	2.9%	4.6%
.....	100.0%	46.2%	53.8%	.0%	19.2%	42.3%	23.1%	15.4%	7.7%	30.8%	26.9%	34.6%
RADIO SUPER 1.....	152	76	76	6	20	76	33	17	6	37	66	43
.....	19.5%	20.5%	18.6%	11.8%	9.1%	27.5%	23.7%	18.3%	5.4%	16.4%	26.9%	21.9%
.....	100.0%	50.0%	50.0%	3.9%	13.2%	50.0%	21.7%	11.2%	3.9%	24.3%	43.4%	28.3%
RADIO 101.....	45	26	19	1	12	16	10	6	6	11	17	11
.....	5.8%	7.0%	4.7%	2.0%	5.5%	5.8%	7.2%	6.5%	5.4%	4.9%	6.9%	5.6%
.....	100.0%	57.8%	42.2%	2.2%	26.7%	35.6%	22.2%	13.3%	13.3%	24.4%	37.8%	24.4%
ISLAND SOUND.....	23	8	15	2	14	5	2	0	7	11	3	2
.....	3.0%	2.2%	3.7%	3.9%	6.4%	1.8%	1.4%	.0%	6.3%	4.9%	1.2%	1.0%
.....	100.0%	34.8%	65.2%	8.7%	60.9%	21.7%	8.7%	.0%	30.4%	47.8%	13.0%	8.7%
BAY RADIO.....	38	25	13	3	23	9	2	1	7	22	5	4
.....	4.9%	6.8%	3.2%	5.9%	10.5%	3.3%	1.4%	1.1%	6.3%	9.8%	2.0%	2.0%
.....	100.0%	65.8%	34.2%	7.9%	60.5%	23.7%	5.3%	2.6%	18.4%	57.9%	13.2%	10.5%
RTK.....	93	24	69	0	10	41	23	19	17	30	27	19

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SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO 101.....	35	21	14	1	10	13	7	4	3	13	14	5
.....	4.5%	5.7%	3.4%	2.0%	4.6%	4.7%	5.0%	4.3%	2.7%	5.8%	5.7%	2.6%
.....	100.0%	60.0%	40.0%	2.9%	28.6%	37.1%	20.0%	11.4%	8.6%	37.1%	40.0%	14.3%
ISLAND SOUND.....	7	3	4	0	6	1	0	0	2	4	1	0
.....	.9%	.8%	1.0%	.0%	2.7%	.4%	.0%	.0%	1.8%	1.8%	.4%	.0%
.....	100.0%	42.9%	57.1%	.0%	85.7%	14.3%	.0%	.0%	28.6%	57.1%	14.3%	.0%
BAY RADIO.....	16	10	6	1	11	4	0	0	2	7	6	1
.....	2.1%	2.7%	1.5%	2.0%	5.0%	1.4%	.0%	.0%	1.8%	3.1%	2.4%	.5%
.....	100.0%	62.5%	37.5%	6.3%	68.8%	25.0%	.0%	.0%	12.5%	43.8%	37.5%	6.3%
RTK.....	61	15	46	0	6	29	16	10	11	15	18	17
.....	7.8%	4.1%	11.3%	.0%	2.7%	10.5%	11.5%	10.8%	9.8%	6.7%	7.3%	8.7%
.....	100.0%	24.6%	75.4%	.0%	9.8%	47.5%	26.2%	16.4%	18.0%	24.6%	29.5%	27.9%
LIVE FM.....	11	7	4	0	4	6	1	0	5	3	2	1
.....	1.4%	1.9%	1.0%	.0%	1.8%	2.2%	.7%	.0%	4.5%	1.3%	.8%	.5%
.....	100.0%	63.6%	36.4%	.0%	36.4%	54.5%	9.1%	.0%	45.5%	27.3%	18.2%	9.1%
SMASH.....	6	1	5	2	3	1	0	0	1	2	2	1
.....	.8%	.3%	1.2%	3.9%	1.4%	.4%	.0%	.0%	.9%	.9%	.8%	.5%
.....	100.0%	16.7%	83.3%	33.3%	50.0%	16.7%	.0%	.0%	16.7%	33.3%	33.3%	16.7%
RADIO CALYPSO.....	7	3	4	0	3	1	3	0	0	2	1	4
.....	.9%	.8%	1.0%	.0%	1.4%	.4%	2.2%	.0%	.0%	.9%	.4%	2.0%
.....	100.0%	42.9%	57.1%	.0%	42.9%	14.3%	42.9%	.0%	.0%	28.6%	14.3%	57.1%
UNIVERSITY RADIO.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

Table 6.4: TV Channel Preferences for Different Programme Sectors

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.60	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.60	8.60	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Series/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	36.90	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/Games Shows/Variety Shows	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	64.60	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: TV Channel Preferences for Different Programme Sectors

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.60	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.60	8.60	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Series/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	36.90	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/Games Shows/Variety Shows	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	64.60	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

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A B	C 1	C 2	D E
TOTAL.....	936	441	495	58	244	359	173	102	149	267	277	243
LOCAL NEWS												
NONE.....	100	55	45	14	29	33	19	5	20	29	28	23
.....	10.7%	12.5%	9.1%	24.1%	11.9%	9.2%	11.0%	4.9%	13.4%	10.9%	10.1%	9.5%
.....	100.0%	55.0%	45.0%	14.0%	29.0%	33.0%	19.0%	5.0%	20.0%	29.0%	28.0%	23.0%
TVM.....	644	289	355	34	172	242	112	84	116	192	180	156
.....	68.8%	65.5%	71.7%	58.6%	70.5%	67.4%	64.7%	82.4%	77.9%	71.9%	65.0%	64.2%
.....	100.0%	44.9%	55.1%	5.3%	26.7%	37.6%	17.4%	13.0%	18.0%	29.8%	28.0%	24.2%
SUPER 1 TV.....	188	94	94	10	42	82	41	13	12	44	68	64
.....	20.1%	21.3%	19.0%	17.2%	17.2%	22.8%	23.7%	12.7%	8.1%	16.5%	24.5%	26.3%
.....	100.0%	50.0%	50.0%	5.3%	22.3%	43.6%	21.8%	6.9%	6.4%	23.4%	36.2%	34.0%
SMASH TV.....	4	3	1	0	1	2	1	0	1	2	1	0
.....	.4%	.7%	.2%	.0%	.4%	.6%	.6%	.0%	.7%	.7%	.4%	.0%
.....	100.0%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%
FOREIGN NEWS												
NONE.....	138	65	73	17	34	45	28	14	16	35	42	45
.....	14.7%	14.7%	14.7%	29.3%	13.9%	12.5%	16.2%	13.7%	10.7%	13.1%	15.2%	18.5%
.....	100.0%	47.1%	52.9%	12.3%	24.6%	32.6%	20.3%	10.1%	11.6%	25.4%	30.4%	32.6%
TVM.....	299	136	163	16	71	109	55	48	36	82	99	82
.....	31.9%	30.8%	32.9%	27.6%	29.1%	30.4%	31.8%	47.1%	24.2%	30.7%	35.7%	33.7%
.....	100.0%	45.5%	54.5%	5.4%	23.7%	36.5%	18.4%	16.1%	12.0%	27.4%	33.1%	27.4%
SUPER 1 TV.....	115	58	57	4	25	50	24	12	5	25	56	29
.....	12.3%	13.2%	11.5%	6.9%	10.2%	13.9%	13.9%	11.8%	3.4%	9.4%	20.2%	11.9%
.....	100.0%	50.4%	49.6%	3.5%	21.7%	43.5%	20.9%	10.4%	4.3%	21.7%	48.7%	25.2%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	193	91	102	8	48	80	38	19	47	58	44	44
.....	20.6%	20.6%	20.6%	13.8%	19.7%	22.3%	22.0%	18.6%	31.5%	21.7%	15.9%	18.1%
.....	100.0%	47.2%	52.8%	4.1%	24.9%	41.5%	19.7%	9.8%	24.4%	30.1%	22.8%	22.8%
FININVEST TV.....	103	44	59	6	34	41	19	3	20	38	19	26
.....	11.0%	10.0%	11.9%	10.3%	13.9%	11.4%	11.0%	2.9%	13.4%	14.2%	6.9%	10.7%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	100.0%	42.7%	57.3%	5.8%	33.0%	39.8%	18.4%	2.9%	19.4%	36.9%	18.4%	25.2%
OTHER ITALIAN STATIONS.....	5	3	2	1	3	1	0	0	0	1	3	1
.....	.5%	.7%	.4%	1.7%	1.2%	.3%	.0%	.0%	.0%	.4%	1.1%	.4%
.....	100.0%	60.0%	40.0%	20.0%	60.0%	20.0%	.0%	.0%	.0%	20.0%	60.0%	20.0%
SATELLITE STATIONS...	82	43	39	6	28	33	9	6	25	28	13	16
.....	8.8%	9.8%	7.9%	10.3%	11.5%	9.2%	5.2%	5.9%	16.8%	10.5%	4.7%	6.6%
.....	100.0%	52.4%	47.6%	7.3%	34.1%	40.2%	11.0%	7.3%	30.5%	34.1%	15.9%	19.5%
SPORTS												
NONE.....	418	122	296	24	94	161	84	55	55	123	126	114
.....	44.7%	27.7%	59.8%	41.4%	38.5%	44.8%	48.6%	53.9%	36.9%	46.1%	45.5%	46.9%
.....	100.0%	29.2%	70.8%	5.7%	22.5%	38.5%	20.1%	13.2%	13.2%	29.4%	30.1%	27.3%
TVM.....	136	72	64	4	33	46	32	21	20	27	52	37
.....	14.5%	16.3%	12.9%	6.9%	13.5%	12.8%	18.5%	20.6%	13.4%	10.1%	18.8%	15.2%
.....	100.0%	52.9%	47.1%	2.9%	24.3%	33.8%	23.5%	15.4%	14.7%	19.9%	38.2%	27.2%
SUPER 1 TV.....	73	41	32	3	16	32	12	10	3	13	34	23
.....	7.8%	9.3%	6.5%	5.2%	6.6%	8.9%	6.9%	9.8%	2.0%	4.9%	12.3%	9.5%
.....	100.0%	56.2%	43.8%	4.1%	21.9%	43.8%	16.4%	13.7%	4.1%	17.8%	46.6%	31.5%
SMASH TV.....	5	2	3	1	1	2	1	0	0	2	1	2
.....	.5%	.5%	.6%	1.7%	.4%	.6%	.6%	.0%	.0%	.7%	.4%	.8%
.....	100.0%	40.0%	60.0%	20.0%	20.0%	40.0%	20.0%	.0%	.0%	40.0%	20.0%	40.0%
RAI STATIONS.....	117	83	34	5	28	51	25	8	27	28	32	30
.....	12.5%	18.8%	6.9%	8.6%	11.5%	14.2%	14.5%	7.8%	18.1%	10.5%	11.6%	12.3%
.....	100.0%	70.9%	29.1%	4.3%	23.9%	43.6%	21.4%	6.8%	23.1%	23.9%	27.4%	25.6%
FININVEST TV.....	74	52	22	6	29	28	10	1	15	30	13	16
.....	7.9%	11.8%	4.4%	10.3%	11.9%	7.8%	5.8%	1.0%	10.1%	11.2%	4.7%	6.6%
.....	100.0%	70.3%	29.7%	8.1%	39.2%	37.8%	13.5%	1.4%	20.3%	40.5%	17.6%	21.6%
OTHER ITALIAN STATIONS.....	15	13	2	1	7	5	1	1	5	3	4	3
.....	1.6%	2.9%	.4%	1.7%	2.9%	1.4%	.6%	1.0%	3.4%	1.1%	1.4%	1.2%
.....	100.0%	86.7%	13.3%	6.7%	46.7%	33.3%	6.7%	6.7%	33.3%	20.0%	26.7%	20.0%
SATELLITE STATIONS...	98	56	42	14	36	34	8	6	24	41	15	18

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	10.5%	12.7%	8.5%	24.1%	14.8%	9.5%	4.6%	5.9%	16.1%	15.4%	5.4%	7.4%
.....	100.0%	57.1%	42.9%	14.3%	36.7%	34.7%	8.2%	6.1%	24.5%	41.8%	15.3%	18.4%
WEATHER												
NONE.....	204	104	100	26	44	81	34	19	33	54	55	62
.....	21.8%	23.6%	20.2%	44.8%	18.0%	22.6%	19.7%	18.6%	22.1%	20.2%	19.9%	25.5%
.....	100.0%	51.0%	49.0%	12.7%	21.6%	39.7%	16.7%	9.3%	16.2%	26.5%	27.0%	30.4%
TVM.....	502	222	280	20	123	194	100	65	82	148	149	123
.....	53.6%	50.3%	56.6%	34.5%	50.4%	54.0%	57.8%	63.7%	55.0%	55.4%	53.8%	50.6%
.....	100.0%	44.2%	55.8%	4.0%	24.5%	38.6%	19.9%	12.9%	16.3%	29.5%	29.7%	24.5%
SUPER 1 TV.....	97	40	57	3	21	42	20	11	6	23	43	25
.....	10.4%	9.1%	11.5%	5.2%	8.6%	11.7%	11.6%	10.8%	4.0%	8.6%	15.5%	10.3%
.....	100.0%	41.2%	58.8%	3.1%	21.6%	43.3%	20.6%	11.3%	6.2%	23.7%	44.3%	25.8%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	67	38	29	4	25	22	10	6	14	20	18	15
.....	7.2%	8.6%	5.9%	6.9%	10.2%	6.1%	5.8%	5.9%	9.4%	7.5%	6.5%	6.2%
.....	100.0%	56.7%	43.3%	6.0%	37.3%	32.8%	14.9%	9.0%	20.9%	29.9%	26.9%	22.4%
FININVEST TV.....	34	18	16	2	15	10	6	1	5	11	8	10
.....	3.6%	4.1%	3.2%	3.4%	6.1%	2.8%	3.5%	1.0%	3.4%	4.1%	2.9%	4.1%
.....	100.0%	52.9%	47.1%	5.9%	44.1%	29.4%	17.6%	2.9%	14.7%	32.4%	23.5%	29.4%
OTHER ITALIAN												
STATIONS.....	4	3	1	0	2	2	0	0	1	0	2	1
.....	.4%	.7%	.2%	.0%	.8%	.6%	.0%	.0%	.7%	.0%	.7%	.4%
.....	100.0%	75.0%	25.0%	.0%	50.0%	50.0%	.0%	.0%	25.0%	.0%	50.0%	25.0%
SATELLITE STATIONS...	27	15	12	3	13	8	3	0	8	11	1	7
.....	2.9%	3.4%	2.4%	5.2%	5.3%	2.2%	1.7%	.0%	5.4%	4.1%	.4%	2.9%
.....	100.0%	55.6%	44.4%	11.1%	48.1%	29.6%	11.1%	.0%	29.6%	40.7%	3.7%	25.9%
FEATURE FILMS												
NONE.....	262	121	141	13	41	100	58	50	45	68	76	73
.....	28.0%	27.4%	28.5%	22.4%	16.8%	27.9%	33.5%	49.0%	30.2%	25.5%	27.4%	30.0%
.....	100.0%	46.2%	53.8%	5.0%	15.6%	38.2%	22.1%	19.1%	17.2%	26.0%	29.0%	27.9%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TVM.....	48	17	31	1	10	12	8	17	6	16	13	13
.....	5.1%	3.9%	6.3%	1.7%	4.1%	3.3%	4.6%	16.7%	4.0%	6.0%	4.7%	5.3%
.....	100.0%	35.4%	64.6%	2.1%	20.8%	25.0%	16.7%	35.4%	12.5%	33.3%	27.1%	27.1%
SUPER 1 TV.....	18	5	13	0	3	7	5	3	0	2	13	3
.....	1.9%	1.1%	2.6%	.0%	1.2%	1.9%	2.9%	2.9%	.0%	.7%	4.7%	1.2%
.....	100.0%	27.8%	72.2%	.0%	16.7%	38.9%	27.8%	16.7%	.0%	11.1%	72.2%	16.7%
SMASH TV.....	5	2	3	0	3	1	1	0	0	0	4	1
.....	.5%	.5%	.6%	.0%	1.2%	.3%	.6%	.0%	.0%	.0%	1.4%	.4%
.....	100.0%	40.0%	60.0%	.0%	60.0%	20.0%	20.0%	.0%	.0%	.0%	80.0%	20.0%
RAI STATIONS.....	104	44	60	4	23	39	25	13	14	27	40	23
.....	11.1%	10.0%	12.1%	6.9%	9.4%	10.9%	14.5%	12.7%	9.4%	10.1%	14.4%	9.5%
.....	100.0%	42.3%	57.7%	3.8%	22.1%	37.5%	24.0%	12.5%	13.5%	26.0%	38.5%	22.1%
FININVEST TV.....	398	200	198	30	124	164	64	16	58	114	113	113
.....	42.5%	45.4%	40.0%	51.7%	50.8%	45.7%	37.0%	15.7%	38.9%	42.7%	40.8%	46.5%
.....	100.0%	50.3%	49.7%	7.5%	31.2%	41.2%	16.1%	4.0%	14.6%	28.6%	28.4%	28.4%
OTHER ITALIAN STATIONS.....	10	7	3	1	3	4	1	1	1	0	6	3
.....	1.1%	1.6%	.6%	1.7%	1.2%	1.1%	.6%	1.0%	.7%	.0%	2.2%	1.2%
.....	100.0%	70.0%	30.0%	10.0%	30.0%	40.0%	10.0%	10.0%	10.0%	.0%	60.0%	30.0%
SATELLITE STATIONS...	91	45	46	9	37	32	11	2	25	40	12	14
.....	9.7%	10.2%	9.3%	15.5%	15.2%	8.9%	6.4%	2.0%	16.8%	15.0%	4.3%	5.8%
.....	100.0%	49.5%	50.5%	9.9%	40.7%	35.2%	12.1%	2.2%	27.5%	44.0%	13.2%	15.4%
SERIALS/SOAP OPERAS NONE.....	632	347	285	33	153	254	121	71	106	177	184	165
.....	67.5%	78.7%	57.6%	56.9%	62.7%	70.8%	69.9%	69.6%	71.1%	66.3%	66.4%	67.9%
.....	100.0%	54.9%	45.1%	5.2%	24.2%	40.2%	19.1%	11.2%	16.8%	28.0%	29.1%	26.1%
TVM.....	34	8	26	0	6	14	6	8	5	4	16	9
.....	3.6%	1.8%	5.3%	.0%	2.5%	3.9%	3.5%	7.8%	3.4%	1.5%	5.8%	3.7%
.....	100.0%	23.5%	76.5%	.0%	17.6%	41.2%	17.6%	23.5%	14.7%	11.8%	47.1%	26.5%
SUPER 1 TV.....	11	5	6	0	2	5	2	2	0	0	6	5
.....	1.2%	1.1%	1.2%	.0%	.8%	1.4%	1.2%	2.0%	.0%	.0%	2.2%	2.1%
.....	100.0%	45.5%	54.5%	.0%	18.2%	45.5%	18.2%	18.2%	.0%	.0%	54.5%	45.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH TV.....	4	2	2	0	1	3	0	0	1	0	2	1
.....	.4%	.5%	.4%	.0%	.4%	.8%	.0%	.0%	.7%	.0%	.7%	.4%
.....	100.0%	50.0%	50.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%	.0%	50.0%	25.0%
RAI STATIONS.....	34	9	25	1	10	13	5	5	8	11	7	8
.....	3.6%	2.0%	5.1%	1.7%	4.1%	3.6%	2.9%	4.9%	5.4%	4.1%	2.5%	3.3%
.....	100.0%	26.5%	73.5%	2.9%	29.4%	38.2%	14.7%	14.7%	23.5%	32.4%	20.6%	23.5%
FININVEST TV.....	188	57	131	20	60	57	38	13	25	59	54	50
.....	20.1%	12.9%	26.5%	34.5%	24.6%	15.9%	22.0%	12.7%	16.8%	22.1%	19.5%	20.6%
.....	100.0%	30.3%	69.7%	10.6%	31.9%	30.3%	20.2%	6.9%	13.3%	31.4%	28.7%	26.6%
OTHER ITALIAN STATIONS.....	6	5	1	1	1	3	0	1	1	1	2	2
.....	.6%	1.1%	.2%	1.7%	.4%	.8%	.0%	1.0%	.7%	.4%	.7%	.8%
.....	100.0%	83.3%	16.7%	16.7%	16.7%	50.0%	.0%	16.7%	16.7%	16.7%	33.3%	33.3%
SATELLITE STATIONS...	27	8	19	3	11	10	1	2	3	15	6	3
.....	2.9%	1.8%	3.8%	5.2%	4.5%	2.8%	.6%	2.0%	2.0%	5.6%	2.2%	1.2%
.....	100.0%	29.6%	70.4%	11.1%	40.7%	37.0%	3.7%	7.4%	11.1%	55.6%	22.2%	11.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	936	441	495	58	244	359	173	102	149	267	277	243
DOCUMENTARIES												
NONE.....	345	151	194	32	82	111	70	50	46	96	98	105
.....	36.9%	34.2%	39.2%	55.2%	33.6%	30.9%	40.5%	49.0%	30.9%	36.0%	35.4%	43.2%
.....	100.0%	43.8%	56.2%	9.3%	23.8%	32.2%	20.3%	14.5%	13.3%	27.8%	28.4%	30.4%
TVM.....	107	45	62	4	17	43	30	13	13	32	38	24
.....	11.4%	10.2%	12.5%	6.9%	7.0%	12.0%	17.3%	12.7%	8.7%	12.0%	13.7%	9.9%
.....	100.0%	42.1%	57.9%	3.7%	15.9%	40.2%	28.0%	12.1%	12.1%	29.9%	35.5%	22.4%
SUPER 1 TV.....	54	28	26	0	12	28	8	6	4	6	27	17
.....	5.8%	6.3%	5.3%	.0%	4.9%	7.8%	4.6%	5.9%	2.7%	2.2%	9.7%	7.0%
.....	100.0%	51.9%	48.1%	.0%	22.2%	51.9%	14.8%	11.1%	7.4%	11.1%	50.0%	31.5%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	242	115	127	12	61	106	39	24	44	67	71	60
.....	25.9%	26.1%	25.7%	20.7%	25.0%	29.5%	22.5%	23.5%	29.5%	25.1%	25.6%	24.7%
.....	100.0%	47.5%	52.5%	5.0%	25.2%	43.8%	16.1%	9.9%	18.2%	27.7%	29.3%	24.8%
FININVEST TV.....	61	34	27	2	25	22	10	2	7	17	23	14
.....	6.5%	7.7%	5.5%	3.4%	10.2%	6.1%	5.8%	2.0%	4.7%	6.4%	8.3%	5.8%
.....	100.0%	55.7%	44.3%	3.3%	41.0%	36.1%	16.4%	3.3%	11.5%	27.9%	37.7%	23.0%
OTHER ITALIAN STATIONS.....	4	3	1	0	1	2	1	0	1	0	1	2
.....	.4%	.7%	.2%	.0%	.4%	.6%	.6%	.0%	.7%	.0%	.4%	.8%
.....	100.0%	75.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	.0%	25.0%	50.0%
SATELLITE STATIONS...	122	64	58	8	45	47	15	7	34	49	18	21
.....	13.0%	14.5%	11.7%	13.8%	18.4%	13.1%	8.7%	6.9%	22.8%	18.4%	6.5%	8.6%
.....	100.0%	52.5%	47.5%	6.6%	36.9%	38.5%	12.3%	5.7%	27.9%	40.2%	14.8%	17.2%
CURRENT AFFAIRS												
NONE.....	596	283	313	53	155	212	107	69	84	172	178	162
.....	63.7%	64.2%	63.2%	91.4%	63.5%	59.1%	61.8%	67.6%	56.4%	64.4%	64.3%	66.7%
.....	100.0%	47.5%	52.5%	8.9%	26.0%	35.6%	18.0%	11.6%	14.1%	28.9%	29.9%	27.2%
TVM.....	114	49	65	2	22	48	26	16	18	28	39	29

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	12.2%	11.1%	13.1%	3.4%	9.0%	13.4%	15.0%	15.7%	12.1%	10.5%	14.1%	11.9%
.....	100.0%	43.0%	57.0%	1.8%	19.3%	42.1%	22.8%	14.0%	15.8%	24.6%	34.2%	25.4%
SUPER 1 TV.....	45	23	22	1	9	20	10	5	3	7	18	17
.....	4.8%	5.2%	4.4%	1.7%	3.7%	5.6%	5.8%	4.9%	2.0%	2.6%	6.5%	7.0%
.....	100.0%	51.1%	48.9%	2.2%	20.0%	44.4%	22.2%	11.1%	6.7%	15.6%	40.0%	37.8%
SMASH TV.....	2	1	1	0	1	1	0	0	0	0	2	0
.....	.2%	.2%	.2%	.0%	.4%	.3%	.0%	.0%	.0%	.0%	.7%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	64	24	40	0	12	30	14	8	12	20	19	13
.....	6.8%	5.4%	8.1%	.0%	4.9%	8.4%	8.1%	7.8%	8.1%	7.5%	6.9%	5.3%
.....	100.0%	37.5%	62.5%	.0%	18.8%	46.9%	21.9%	12.5%	18.8%	31.3%	29.7%	20.3%
FININVEST TV.....	61	35	26	1	23	28	7	2	13	21	15	12
.....	6.5%	7.9%	5.3%	1.7%	9.4%	7.8%	4.0%	2.0%	8.7%	7.9%	5.4%	4.9%
.....	100.0%	57.4%	42.6%	1.6%	37.7%	45.9%	11.5%	3.3%	21.3%	34.4%	24.6%	19.7%
OTHER ITALIAN STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.5%	.0%	.0%	.4%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	52	24	28	1	21	19	9	2	18	19	6	9
.....	5.6%	5.4%	5.7%	1.7%	8.6%	5.3%	5.2%	2.0%	12.1%	7.1%	2.2%	3.7%
.....	100.0%	46.2%	53.8%	1.9%	40.4%	36.5%	17.3%	3.8%	34.6%	36.5%	11.5%	17.3%
DISCUSSIONS NONE.....	411	195	216	46	106	153	68	38	63	125	115	108
.....	43.9%	44.2%	43.6%	79.3%	43.4%	42.6%	39.3%	37.3%	42.3%	46.8%	41.5%	44.4%
.....	100.0%	47.4%	52.6%	11.2%	25.8%	37.2%	16.5%	9.2%	15.3%	30.4%	28.0%	26.3%
TVM.....	326	155	171	7	78	127	71	43	61	90	90	85
.....	34.8%	35.1%	34.5%	12.1%	32.0%	35.4%	41.0%	42.2%	40.9%	33.7%	32.5%	35.0%
.....	100.0%	47.5%	52.5%	2.1%	23.9%	39.0%	21.8%	13.2%	18.7%	27.6%	27.6%	26.1%
SUPER 1 TV.....	102	47	55	1	22	47	21	11	5	21	47	29
.....	10.9%	10.7%	11.1%	1.7%	9.0%	13.1%	12.1%	10.8%	3.4%	7.9%	17.0%	11.9%
.....	100.0%	46.1%	53.9%	1.0%	21.6%	46.1%	20.6%	10.8%	4.9%	20.6%	46.1%	28.4%
SMASH TV.....	2	0	2	0	1	0	0	1	0	1	0	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.2%	.0%	.4%	.0%	.4%	.0%	.0%	1.0%	.0%	.4%	.0%	.4%
.....	100.0%	100.0%	100.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
RAI STATIONS.....	39	17	22	1	10	13	9	6	11	8	14	6
.....	4.2%	3.9%	4.4%	1.7%	4.1%	3.6%	5.2%	5.9%	7.4%	3.0%	5.1%	2.5%
.....	100.0%	43.6%	56.4%	2.6%	25.6%	33.3%	23.1%	15.4%	28.2%	20.5%	35.9%	15.4%
FININVEST TV.....	38	19	19	3	18	12	2	3	5	15	9	9
.....	4.1%	4.3%	3.8%	5.2%	7.4%	3.3%	1.2%	2.9%	3.4%	5.6%	3.2%	3.7%
.....	100.0%	50.0%	50.0%	7.9%	47.4%	31.6%	5.3%	7.9%	13.2%	39.5%	23.7%	23.7%
OTHER ITALIAN STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.5%	.0%	.0%	.4%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	16	6	10	0	8	6	2	0	3	7	2	4
.....	1.7%	1.4%	2.0%	.0%	3.3%	1.7%	1.2%	.0%	2.0%	2.6%	.7%	1.6%
.....	100.0%	37.5%	62.5%	.0%	50.0%	37.5%	12.5%	.0%	18.8%	43.8%	12.5%	25.0%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	371	213	158	25	95	137	66	48	54	106	108	103
.....	39.6%	48.3%	31.9%	43.1%	38.9%	38.2%	38.2%	47.1%	36.2%	39.7%	39.0%	42.4%
.....	100.0%	57.4%	42.6%	6.7%	25.6%	36.9%	17.8%	12.9%	14.6%	28.6%	29.1%	27.8%
TVM.....	94	30	64	3	16	39	20	16	11	16	35	32
.....	10.0%	6.8%	12.9%	5.2%	6.6%	10.9%	11.6%	15.7%	7.4%	6.0%	12.6%	13.2%
.....	100.0%	31.9%	68.1%	3.2%	17.0%	41.5%	21.3%	17.0%	11.7%	17.0%	37.2%	34.0%
SUPER 1 TV.....	12	6	6	0	2	3	5	2	0	0	7	5
.....	1.3%	1.4%	1.2%	.0%	.8%	.8%	2.9%	2.0%	.0%	.0%	2.5%	2.1%
.....	100.0%	50.0%	50.0%	.0%	16.7%	25.0%	41.7%	16.7%	.0%	.0%	58.3%	41.7%
SMASH TV.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	71	29	42	3	15	28	17	8	13	15	27	16
.....	7.6%	6.6%	8.5%	5.2%	6.1%	7.8%	9.8%	7.8%	8.7%	5.6%	9.7%	6.6%
.....	100.0%	40.8%	59.2%	4.2%	21.1%	39.4%	23.9%	11.3%	18.3%	21.1%	38.0%	22.5%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
FININVEST TV.....	337	143	194	20	97	134	60	26	58	111	91	77
.....	36.0%	32.4%	39.2%	34.5%	39.8%	37.3%	34.7%	25.5%	38.9%	41.6%	32.9%	31.7%
.....	100.0%	42.4%	57.6%	5.9%	28.8%	39.8%	17.8%	7.7%	17.2%	32.9%	27.0%	22.8%
OTHER ITALIAN STATIONS.....	3	2	1	1	1	1	0	0	1	0	1	1
.....	.3%	.5%	.2%	1.7%	.4%	.3%	.0%	.0%	.7%	.0%	.4%	.4%
.....	100.0%	66.7%	33.3%	33.3%	33.3%	33.3%	.0%	.0%	33.3%	.0%	33.3%	33.3%
SATELLITE STATIONS...	47	18	29	6	17	17	5	2	12	19	7	9
.....	5.0%	4.1%	5.9%	10.3%	7.0%	4.7%	2.9%	2.0%	8.1%	7.1%	2.5%	3.7%
.....	100.0%	38.3%	61.7%	12.8%	36.2%	36.2%	10.6%	4.3%	25.5%	40.4%	14.9%	19.1%
MUSIC VIDEO-CLIPS												
NONE.....	621	287	334	25	117	259	143	77	97	170	187	167
.....	66.3%	65.1%	67.5%	43.1%	48.0%	72.1%	82.7%	75.5%	65.1%	63.7%	67.5%	68.7%
.....	100.0%	46.2%	53.8%	4.0%	18.8%	41.7%	23.0%	12.4%	15.6%	27.4%	30.1%	26.9%
SMASH TV.....	61	30	31	2	25	22	3	9	11	13	23	14
.....	6.5%	6.8%	6.3%	3.4%	10.2%	6.1%	1.7%	8.8%	7.4%	4.9%	8.3%	5.8%
.....	100.0%	49.2%	50.8%	3.3%	41.0%	36.1%	4.9%	14.8%	18.0%	21.3%	37.7%	23.0%
SUPER 1 TV.....	26	13	13	2	3	12	6	3	1	5	12	8
.....	2.8%	2.9%	2.6%	3.4%	1.2%	3.3%	3.5%	2.9%	.7%	1.9%	4.3%	3.3%
.....	100.0%	50.0%	50.0%	7.7%	11.5%	46.2%	23.1%	11.5%	3.8%	19.2%	46.2%	30.8%
SMASH TV.....	14	5	9	2	6	3	3	0	1	6	3	4
.....	1.5%	1.1%	1.8%	3.4%	2.5%	.8%	1.7%	.0%	.7%	2.2%	1.1%	1.6%
.....	100.0%	35.7%	64.3%	14.3%	42.9%	21.4%	21.4%	.0%	7.1%	42.9%	21.4%	28.6%
RAI STATIONS.....	35	11	24	1	8	13	5	8	5	10	13	7
.....	3.7%	2.5%	4.8%	1.7%	3.3%	3.6%	2.9%	7.8%	3.4%	3.7%	4.7%	2.9%
.....	100.0%	31.4%	68.6%	2.9%	22.9%	37.1%	14.3%	22.9%	14.3%	28.6%	37.1%	20.0%
FININVEST TV.....	59	40	19	5	23	20	7	4	4	15	26	14
.....	6.3%	9.1%	3.8%	8.6%	9.4%	5.6%	4.0%	3.9%	2.7%	5.6%	9.4%	5.8%
.....	100.0%	67.8%	32.2%	8.5%	39.0%	33.9%	11.9%	6.8%	6.8%	25.4%	44.1%	23.7%
OTHER ITALIAN STATIONS.....	38	17	21	7	20	8	3	0	5	14	6	13
.....	4.1%	3.9%	4.2%	12.1%	8.2%	2.2%	1.7%	.0%	3.4%	5.2%	2.2%	5.3%
.....	100.0%	44.7%	55.3%	18.4%	52.6%	21.1%	7.9%	.0%	13.2%	36.8%	15.8%	34.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
SATELLITE STATIONS...	82	38	44	14	42	22	3	1	25	34	7	16
.....	8.8%	8.6%	8.9%	24.1%	17.2%	6.1%	1.7%	1.0%	16.8%	12.7%	2.5%	6.6%
.....	100.0%	46.3%	53.7%	17.1%	51.2%	26.8%	3.7%	1.2%	30.5%	41.5%	8.5%	19.5%
PLAYS												
NONE.....	608	302	306	51	171	215	111	60	110	193	162	143
.....	65.0%	68.5%	61.8%	87.9%	70.1%	59.9%	64.2%	58.8%	73.8%	72.3%	58.5%	58.8%
.....	100.0%	49.7%	50.3%	8.4%	28.1%	35.4%	18.3%	9.9%	18.1%	31.7%	26.6%	23.5%
TVM.....	227	90	137	5	42	107	42	31	25	49	83	70
.....	24.3%	20.4%	27.7%	8.6%	17.2%	29.8%	24.3%	30.4%	16.8%	18.4%	30.0%	28.8%
.....	100.0%	39.6%	60.4%	2.2%	18.5%	47.1%	18.5%	13.7%	11.0%	21.6%	36.6%	30.8%
SUPER 1 TV.....	37	20	17	1	9	16	8	3	3	6	18	10
.....	4.0%	4.5%	3.4%	1.7%	3.7%	4.5%	4.6%	2.9%	2.0%	2.2%	6.5%	4.1%
.....	100.0%	54.1%	45.9%	2.7%	24.3%	43.2%	21.6%	8.1%	8.1%	16.2%	48.6%	27.0%
SMASH TV.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
RAI STATIONS.....	24	8	16	0	7	9	4	4	5	5	7	7
.....	2.6%	1.8%	3.2%	.0%	2.9%	2.5%	2.3%	3.9%	3.4%	1.9%	2.5%	2.9%
.....	100.0%	33.3%	66.7%	.0%	29.2%	37.5%	16.7%	16.7%	20.8%	20.8%	29.2%	29.2%
FININVEST TV.....	22	13	9	0	8	7	3	4	3	7	6	6
.....	2.4%	2.9%	1.8%	.0%	3.3%	1.9%	1.7%	3.9%	2.0%	2.6%	2.2%	2.5%
.....	100.0%	59.1%	40.9%	.0%	36.4%	31.8%	13.6%	18.2%	13.6%	31.8%	27.3%	27.3%
OTHER ITALIAN STATIONS.....	4	3	1	0	1	1	2	0	1	1	0	2
.....	.4%	.7%	.2%	.0%	.4%	.3%	1.2%	.0%	.7%	.4%	.0%	.8%
.....	100.0%	75.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	25.0%	.0%	50.0%
SATELLITE STATIONS...	13	5	8	1	6	3	3	0	2	6	0	5
.....	1.4%	1.1%	1.6%	1.7%	2.5%	.8%	1.7%	.0%	1.3%	2.2%	.0%	2.1%
.....	100.0%	38.5%	61.5%	7.7%	46.2%	23.1%	23.1%	.0%	15.4%	46.2%	.0%	38.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	936	441	495	58	244	359	173	102	149	267	277	243
ART & CULTURE												
NONE.....	622	302	320	50	167	228	105	72	88	186	183	165
.....	66.5%	68.5%	64.6%	86.2%	68.4%	63.5%	60.7%	70.6%	59.1%	69.7%	66.1%	67.9%
.....	100.0%	48.6%	51.4%	8.0%	26.8%	36.7%	16.9%	11.6%	14.1%	29.9%	29.4%	26.5%
TVM.....	167	69	98	4	32	70	42	19	37	39	51	40
.....	17.8%	15.6%	19.8%	6.9%	13.1%	19.5%	24.3%	18.6%	24.8%	14.6%	18.4%	16.5%
.....	100.0%	41.3%	58.7%	2.4%	19.2%	41.9%	25.1%	11.4%	22.2%	23.4%	30.5%	24.0%
SUPER 1 TV.....	54	26	28	1	13	23	13	4	4	10	24	16
.....	5.8%	5.9%	5.7%	1.7%	5.3%	6.4%	7.5%	3.9%	2.7%	3.7%	8.7%	6.6%
.....	100.0%	48.1%	51.9%	1.9%	24.1%	42.6%	24.1%	7.4%	7.4%	18.5%	44.4%	29.6%
RAI STATIONS.....	42	18	24	1	13	13	10	5	9	13	9	11
.....	4.5%	4.1%	4.8%	1.7%	5.3%	3.6%	5.8%	4.9%	6.0%	4.9%	3.2%	4.5%
.....	100.0%	42.9%	57.1%	2.4%	31.0%	31.0%	23.8%	11.9%	21.4%	31.0%	21.4%	26.2%
FININVEST TV.....	28	15	13	2	9	14	2	1	4	9	8	7
.....	3.0%	3.4%	2.6%	3.4%	3.7%	3.9%	1.2%	1.0%	2.7%	3.4%	2.9%	2.9%
.....	100.0%	53.6%	46.4%	7.1%	32.1%	50.0%	7.1%	3.6%	14.3%	32.1%	28.6%	25.0%
OTHER ITALIAN												
STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	0.2%	0.5%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.4%
.....	100.0%	100.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%
SATELLITE STATIONS...	21	9	12	0	9	10	1	1	6	10	2	3
.....	2.2%	2.0%	2.4%	0.0%	3.7%	2.8%	0.6%	1.0%	4.0%	3.7%	0.7%	1.2%
.....	100.0%	42.9%	57.1%	0.0%	42.9%	47.6%	4.8%	4.8%	28.6%	47.6%	9.5%	14.3%
WOMEN'S PROGRAMMES												
NONE.....	592	331	261	51	166	213	101	61	90	179	165	158
.....	63.2%	75.1%	52.7%	87.9%	68.0%	59.3%	58.4%	59.8%	60.4%	67.0%	59.6%	65.0%
.....	100.0%	55.9%	44.1%	8.6%	28.0%	36.0%	17.1%	10.3%	15.2%	30.2%	27.9%	26.7%
TVM.....	200	54	146	3	39	83	48	27	44	42	66	48
.....	21.4%	12.2%	29.5%	5.2%	16.0%	23.1%	27.7%	26.5%	29.5%	15.7%	23.8%	19.8%
.....	100.0%	27.0%	73.0%	1.5%	19.5%	41.5%	24.0%	13.5%	22.0%	21.0%	33.0%	24.0%
SUPER 1 TV.....	56	18	38	2	10	28	11	5	3	13	27	13

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	6.0%	4.1%	7.7%	3.4%	4.1%	7.8%	6.4%	4.9%	2.0%	4.9%	9.7%	5.3%
.....	100.0%	32.1%	67.9%	3.6%	17.9%	50.0%	19.6%	8.9%	5.4%	23.2%	48.2%	23.2%
SMASH TV.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RAI STATIONS.....	19	8	11	0	5	4	5	5	4	5	6	4
.....	2.0%	1.8%	2.2%	.0%	2.0%	1.1%	2.9%	4.9%	2.7%	1.9%	2.2%	1.6%
.....	100.0%	42.1%	57.9%	.0%	26.3%	21.1%	26.3%	26.3%	21.1%	26.3%	31.6%	21.1%
FININVEST TV.....	40	23	17	1	15	17	5	2	2	12	13	13
.....	4.3%	5.2%	3.4%	1.7%	6.1%	4.7%	2.9%	2.0%	1.3%	4.5%	4.7%	5.3%
.....	100.0%	57.5%	42.5%	2.5%	37.5%	42.5%	12.5%	5.0%	5.0%	30.0%	32.5%	32.5%
OTHER ITALIAN STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.5%	.0%	.0%	.4%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	26	5	21	1	7	13	3	2	5	16	0	5
.....	2.8%	1.1%	4.2%	1.7%	2.9%	3.6%	1.7%	2.0%	3.4%	6.0%	.0%	2.1%
.....	100.0%	19.2%	80.8%	3.8%	26.9%	50.0%	11.5%	7.7%	19.2%	61.5%	.0%	19.2%
CHILDREN'S PROGRAMMES												
NONE.....	665	339	326	48	166	237	139	75	111	194	184	176
.....	71.0%	76.9%	65.9%	82.8%	68.0%	66.0%	80.3%	73.5%	74.5%	72.7%	66.4%	72.4%
.....	100.0%	51.0%	49.0%	7.2%	25.0%	35.6%	20.9%	11.3%	16.7%	29.2%	27.7%	26.5%
TVM.....	90	28	62	0	19	34	21	16	14	18	34	24
.....	9.6%	6.3%	12.5%	.0%	7.8%	9.5%	12.1%	15.7%	9.4%	6.7%	12.3%	9.9%
.....	100.0%	31.1%	68.9%	.0%	21.1%	37.8%	23.3%	17.8%	15.6%	20.0%	37.8%	26.7%
SUPER 1 TV.....	25	11	14	0	7	9	6	3	0	2	16	7
.....	2.7%	2.5%	2.8%	.0%	2.9%	2.5%	3.5%	2.9%	.0%	.7%	5.8%	2.9%
.....	100.0%	44.0%	56.0%	.0%	28.0%	36.0%	24.0%	12.0%	.0%	8.0%	64.0%	28.0%
RAI STATIONS.....	31	11	20	1	7	18	1	4	3	6	11	11
.....	3.3%	2.5%	4.0%	1.7%	2.9%	5.0%	.6%	3.9%	2.0%	2.2%	4.0%	4.5%
.....	100.0%	35.5%	64.5%	3.2%	22.6%	58.1%	3.2%	12.9%	9.7%	19.4%	35.5%	35.5%
FININVEST TV.....	84	37	47	5	30	42	4	3	14	26	26	18

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	9.0%	8.4%	9.5%	8.6%	12.3%	11.7%	2.3%	2.9%	9.4%	9.7%	9.4%	7.4%
.....	100.0%	44.0%	56.0%	6.0%	35.7%	50.0%	4.8%	3.6%	16.7%	31.0%	31.0%	21.4%
OTHER ITALIAN STATIONS.....	5	3	2	0	4	1	0	0	1	2	0	2
.....	.5%	.7%	.4%	.0%	1.6%	.3%	.0%	.0%	.7%	.7%	.0%	.8%
.....	100.0%	60.0%	40.0%	.0%	80.0%	20.0%	.0%	.0%	20.0%	40.0%	.0%	40.0%
SATELLITE STATIONS...	36	12	24	4	11	18	2	1	6	19	6	5
.....	3.8%	2.7%	4.8%	6.9%	4.5%	5.0%	1.2%	1.0%	4.0%	7.1%	2.2%	2.1%
.....	100.0%	33.3%	66.7%	11.1%	30.6%	50.0%	5.6%	2.8%	16.7%	52.8%	16.7%	13.9%
RELIGION												
NONE.....	568	291	277	52	172	218	87	39	93	170	152	153
.....	60.7%	66.0%	56.0%	89.7%	70.5%	60.7%	50.3%	38.2%	62.4%	63.7%	54.9%	63.0%
.....	100.0%	51.2%	48.8%	9.2%	30.3%	38.4%	15.3%	6.9%	16.4%	29.9%	26.8%	26.9%
TVM.....	268	105	163	6	41	99	70	52	45	73	89	61
.....	28.6%	23.8%	32.9%	10.3%	16.8%	27.6%	40.5%	51.0%	30.2%	27.3%	32.1%	25.1%
.....	100.0%	39.2%	60.8%	2.2%	15.3%	36.9%	26.1%	19.4%	16.8%	27.2%	33.2%	22.8%
SUPER 1 TV.....	48	21	27	0	14	22	9	3	1	7	24	16
.....	5.1%	4.8%	5.5%	.0%	5.7%	6.1%	5.2%	2.9%	.7%	2.6%	8.7%	6.6%
.....	100.0%	43.8%	56.3%	.0%	29.2%	45.8%	18.8%	6.3%	2.1%	14.6%	50.0%	33.3%
RAI STATIONS.....	23	9	14	0	5	6	5	7	6	6	5	6
.....	2.5%	2.0%	2.8%	.0%	2.0%	1.7%	2.9%	6.9%	4.0%	2.2%	1.8%	2.5%
.....	100.0%	39.1%	60.9%	.0%	21.7%	26.1%	21.7%	30.4%	26.1%	26.1%	21.7%	26.1%
FININVEST TV.....	21	13	8	0	8	10	2	1	3	6	7	5
.....	2.2%	2.9%	1.6%	.0%	3.3%	2.8%	1.2%	1.0%	2.0%	2.2%	2.5%	2.1%
.....	100.0%	61.9%	38.1%	.0%	38.1%	47.6%	9.5%	4.8%	14.3%	28.6%	33.3%	23.8%
OTHER ITALIAN STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.5%	.0%	.0%	.4%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	6	0	6	0	3	3	0	0	0	5	0	1
.....	.6%	.0%	1.2%	.0%	1.2%	.8%	.0%	.0%	.0%	1.9%	.0%	.4%
.....	100.0%	.0%	100.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	83.3%	.0%	16.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BUSINESS/FINANCE												
NONE.....	767	358	409	56	194	297	136	84	115	225	222	205
.....	81.9%	81.2%	82.6%	96.6%	79.5%	82.7%	78.6%	82.4%	77.2%	84.3%	80.1%	84.4%
.....	100.0%	46.7%	53.3%	7.3%	25.3%	38.7%	17.7%	11.0%	15.0%	29.3%	28.9%	26.7%
TVM.....	69	34	35	1	13	23	22	10	18	15	21	15
.....	7.4%	7.7%	7.1%	1.7%	5.3%	6.4%	12.7%	9.8%	12.1%	5.6%	7.6%	6.2%
.....	100.0%	49.3%	50.7%	1.4%	18.8%	33.3%	31.9%	14.5%	26.1%	21.7%	30.4%	21.7%
SUPER 1 TV.....	26	13	13	0	5	13	5	3	0	4	14	8
.....	2.8%	2.9%	2.6%	.0%	2.0%	3.6%	2.9%	2.9%	.0%	1.5%	5.1%	3.3%
.....	100.0%	50.0%	50.0%	.0%	19.2%	50.0%	19.2%	11.5%	.0%	15.4%	53.8%	30.8%
RAI STATIONS.....	17	6	11	1	6	4	3	3	2	4	7	4
.....	1.8%	1.4%	2.2%	1.7%	2.5%	1.1%	1.7%	2.9%	1.3%	1.5%	2.5%	1.6%
.....	100.0%	35.3%	64.7%	5.9%	35.3%	23.5%	17.6%	17.6%	11.8%	23.5%	41.2%	23.5%
FININVEST TV.....	30	16	14	0	13	12	4	1	4	9	9	8
.....	3.2%	3.6%	2.8%	.0%	5.3%	3.3%	2.3%	1.0%	2.7%	3.4%	3.2%	3.3%
.....	100.0%	53.3%	46.7%	.0%	43.3%	40.0%	13.3%	3.3%	13.3%	30.0%	30.0%	26.7%
OTHER ITALIAN STATIONS.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.5%	.0%	.0%	.4%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS...	25	12	13	0	12	9	3	1	9	10	4	2
.....	2.7%	2.7%	2.6%	.0%	4.9%	2.5%	1.7%	1.0%	6.0%	3.7%	1.4%	.8%
.....	100.0%	48.0%	52.0%	.0%	48.0%	36.0%	12.0%	4.0%	36.0%	40.0%	16.0%	8.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - MARCH 1996

TABLE 6.5: WHO FOLLOWS POLITICAL PROGRAMMES PRODUCED
BY BROADCASTING AUTHORITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	477	524	63	260	375	184	119	156	284	300	261
NO ANSWER.....	30	15	15	4	6	8	4	8	2	10	9	9
.....	3.0%	3.1%	2.9%	6.3%	2.3%	2.1%	2.2%	6.7%	1.3%	3.5%	3.0%	3.4%
.....	100.0%	50.0%	50.0%	13.3%	20.0%	26.7%	13.3%	26.7%	6.7%	33.3%	30.0%	30.0%
ALWAYS.....	150	80	70	2	30	56	45	17	28	31	58	33
.....	15.0%	16.8%	13.4%	3.2%	11.5%	14.9%	24.5%	14.3%	17.9%	10.9%	19.3%	12.6%
.....	100.0%	53.3%	46.7%	1.3%	20.0%	37.3%	30.0%	11.3%	18.7%	20.7%	38.7%	22.0%
SOMETIMES.....	455	226	229	11	103	199	86	56	75	138	121	121
.....	45.5%	47.4%	43.7%	17.5%	39.6%	53.1%	46.7%	47.1%	48.1%	48.6%	40.3%	46.4%
.....	100.0%	49.7%	50.3%	2.4%	22.6%	43.7%	18.9%	12.3%	16.5%	30.3%	26.6%	26.6%
NEVER.....	366	156	210	46	121	112	49	38	51	105	112	98
.....	36.6%	32.7%	40.1%	73.0%	46.5%	29.9%	26.6%	31.9%	32.7%	37.0%	37.3%	37.5%
.....	100.0%	42.6%	57.4%	12.6%	33.1%	30.6%	13.4%	10.4%	13.9%	28.7%	30.6%	26.8%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	778	370	408	51	219	276	139	93	112	225	245	196
NO ANSWER.....	662	315	347	49	181	233	120	79	102	193	201	166
.....	85.1%	85.1%	85.0%	96.1%	82.6%	84.4%	86.3%	84.9%	91.1%	85.8%	82.0%	84.7%
.....	100.0%	47.6%	52.4%	7.4%	27.3%	35.2%	18.1%	11.9%	15.4%	29.2%	30.4%	25.1%
PLAYS IN MALTESE.....	28	6	22	0	7	12	5	4	4	4	9	11
.....	3.6%	1.6%	5.4%	.0%	3.2%	4.3%	3.6%	4.3%	3.6%	1.8%	3.7%	5.6%
.....	100.0%	21.4%	78.6%	.0%	25.0%	42.9%	17.9%	14.3%	14.3%	14.3%	32.1%	39.3%
MORE CHILDREN'S PROGRAMMES.....	5	1	4	0	2	2	1	0	0	3	2	0
.....	.6%	.3%	1.0%	.0%	.9%	.7%	.7%	.0%	.0%	1.3%	.8%	.0%
.....	100.0%	20.0%	80.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	60.0%	40.0%	.0%
MALTESE GHANA.....	2	2	0	0	1	1	0	0	0	0	0	2
.....	.3%	.5%	.0%	.0%	.5%	.4%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100.0%	100.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100.0%
MORE MUSIC.....	21	10	11	1	8	4	4	4	1	7	7	6
.....	2.7%	2.7%	2.7%	2.0%	3.7%	1.4%	2.9%	4.3%	.9%	3.1%	2.9%	3.1%
.....	100.0%	47.6%	52.4%	4.8%	38.1%	19.0%	19.0%	19.0%	4.8%	33.3%	33.3%	28.6%
MALTESE NOVELS.....	5	1	4	0	1	3	0	1	0	1	2	2
.....	.6%	.3%	1.0%	.0%	.5%	1.1%	.0%	1.1%	.0%	.4%	.8%	1.0%
.....	100.0%	20.0%	80.0%	.0%	20.0%	60.0%	.0%	20.0%	.0%	20.0%	40.0%	40.0%
MORE SPORTS.....	5	5	0	0	2	2	1	0	0	0	3	2
.....	.6%	1.4%	.0%	.0%	.9%	.7%	.7%	.0%	.0%	.0%	1.2%	1.0%
.....	100.0%	100.0%	.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	.0%	60.0%	40.0%
MORE PROGRAMMES ON MALTESE CULTURE...	8	2	6	0	4	3	1	0	0	4	3	1
.....	1.0%	.5%	1.5%	.0%	1.8%	1.1%	.7%	.0%	.0%	1.8%	1.2%	.5%
.....	100.0%	25.0%	75.0%	.0%	50.0%	37.5%	12.5%	.0%	.0%	50.0%	37.5%	12.5%
MORE DISCUSSION PROGRAMMES.....	11	7	4	0	4	4	3	0	1	3	2	5
.....	1.4%	1.9%	1.0%	.0%	1.8%	1.4%	2.2%	.0%	.9%	1.3%	.8%	2.6%
.....	100.0%	63.6%	36.4%	.0%	36.4%	36.4%	27.3%	.0%	9.1%	27.3%	18.2%	45.5%

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 1996

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
EDUCATIONAL PROGRAMMES.....	21	13	8	1	7	9	4	0	1	7	10	3
.....	2.7%	3.5%	2.0%	2.0%	3.2%	3.3%	2.9%	.0%	.9%	3.1%	4.1%	1.5%
.....	100.0%	61.9%	38.1%	4.8%	33.3%	42.9%	19.0%	.0%	4.8%	33.3%	47.6%	14.3%
DOCUMENTARIES IN MALTESE.....	5	3	2	0	3	0	1	1	1	2	2	0
.....	.6%	.8%	.5%	.0%	1.4%	.0%	.7%	1.1%	.9%	.9%	.8%	.0%
.....	100.0%	60.0%	40.0%	.0%	60.0%	.0%	20.0%	20.0%	20.0%	40.0%	40.0%	.0%
QUIZZES.....	3	2	1	0	0	1	1	1	1	1	1	0
.....	.4%	.5%	.2%	.0%	.0%	.4%	.7%	1.1%	.9%	.4%	.4%	.0%
.....	100.0%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	.0%
MORE CURRENT AFFAIRS PROGRAMMES.....	2	1	1	0	1	1	0	0	0	0	2	0
.....	.3%	.3%	.2%	.0%	.5%	.4%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100.0%	.0%
MORE RELIGIOUS PROGRAMMES.....	7	3	4	0	0	3	0	4	1	1	4	1
.....	.9%	.8%	1.0%	.0%	.0%	1.1%	.0%	4.3%	.9%	.4%	1.6%	.5%
.....	100.0%	42.9%	57.1%	.0%	.0%	42.9%	.0%	57.1%	14.3%	14.3%	57.1%	14.3%
MORE YOUTH PROGRAMMES	3	0	3	0	1	1	1	0	0	2	0	1
.....	.4%	.0%	.7%	.0%	.5%	.4%	.7%	.0%	.0%	.9%	.0%	.5%
.....	100.0%	.0%	100.0%	.0%	33.3%	33.3%	33.3%	.0%	.0%	66.7%	.0%	33.3%
PHONE-INS.....	6	5	1	0	2	3	1	0	1	2	2	1
.....	.8%	1.4%	.2%	.0%	.9%	1.1%	.7%	.0%	.9%	.9%	.8%	.5%
.....	100.0%	83.3%	16.7%	.0%	33.3%	50.0%	16.7%	.0%	16.7%	33.3%	33.3%	16.7%
NEWS.....	2	1	1	0	1	1	0	0	1	0	1	0
.....	.3%	.3%	.2%	.0%	.5%	.4%	.0%	.0%	.9%	.0%	.4%	.0%
.....	100.0%	50.0%	50.0%	.0%	50.0%	50.0%	.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 RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	936	441	495	58	244	359	173	102	149	267	277	243
NO ANSWER.....	587	284	303	41	152	232	105	57	101	178	153	155
.....	62.7%	64.4%	61.2%	70.7%	62.3%	64.6%	60.7%	55.9%	67.8%	66.7%	55.2%	63.8%
.....	100.0%	48.4%	51.6%	7.0%	25.9%	39.5%	17.9%	9.7%	17.2%	30.3%	26.1%	26.4%
PLAYS IN MALTESE.....	121	42	79	3	18	49	30	21	14	28	43	36
.....	12.9%	9.5%	16.0%	5.2%	7.4%	13.6%	17.3%	20.6%	9.4%	10.5%	15.5%	14.8%
.....	100.0%	34.7%	65.3%	2.5%	14.9%	40.5%	24.8%	17.4%	11.6%	23.1%	35.5%	29.8%
MALTESE LANGUAGE PROGRAMMES.....	6	1	5	0	0	4	1	1	1	0	4	1
.....	.6%	.2%	1.0%	.0%	.0%	1.1%	.6%	1.0%	.7%	.0%	1.4%	.4%
.....	100.0%	16.7%	83.3%	.0%	.0%	66.7%	16.7%	16.7%	16.7%	.0%	66.7%	16.7%
MORE CHILDREN'S PROGRAMMES.....	7	1	6	0	2	4	1	0	1	5	1	0
.....	.7%	.2%	1.2%	.0%	.8%	1.1%	.6%	.0%	.7%	1.9%	.4%	.0%
.....	100.0%	14.3%	85.7%	.0%	28.6%	57.1%	14.3%	.0%	14.3%	71.4%	14.3%	.0%
MALTESE GHANA.....	3	2	1	0	2	1	0	0	0	0	0	3
.....	.3%	.5%	.2%	.0%	.8%	.3%	.0%	.0%	.0%	.0%	.0%	1.2%
.....	100.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	.0%	100.0%
MORE MUSIC.....	18	9	9	2	9	4	1	2	2	6	3	7
.....	1.9%	2.0%	1.8%	3.4%	3.7%	1.1%	.6%	2.0%	1.3%	2.2%	1.1%	2.9%
.....	100.0%	50.0%	50.0%	11.1%	50.0%	22.2%	5.6%	11.1%	11.1%	33.3%	16.7%	38.9%
MALTESE NOVELS.....	2	2	0	0	0	1	1	0	0	0	0	2
.....	.2%	.5%	.0%	.0%	.0%	.3%	.6%	.0%	.0%	.0%	.0%	.8%
.....	100.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100.0%
MORE SPORTS.....	24	21	3	3	11	7	2	1	4	6	8	6
.....	2.6%	4.8%	.6%	5.2%	4.5%	1.9%	1.2%	1.0%	2.7%	2.2%	2.9%	2.5%
.....	100.0%	87.5%	12.5%	12.5%	45.8%	29.2%	8.3%	4.2%	16.7%	25.0%	33.3%	25.0%
MORE PROGRAMMES ON MALTESE CULTURE...	15	7	8	0	9	3	3	0	5	6	2	2
.....	1.6%	1.6%	1.6%	.0%	3.7%	.8%	1.7%	.0%	3.4%	2.2%	.7%	.8%
.....	100.0%	46.7%	53.3%	.0%	60.0%	20.0%	20.0%	.0%	33.3%	40.0%	13.3%	13.3%

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
OLD FILMS.....	7	4	3	0	0	1	4	2	2	0	5	0
.....	.7%	.9%	.6%	.0%	.0%	.3%	2.3%	2.0%	1.3%	.0%	1.8%	.0%
.....	100.0%	57.1%	42.9%	.0%	.0%	14.3%	57.1%	28.6%	28.6%	.0%	71.4%	.0%
MORE VARIETY SHOWS...	10	5	5	1	4	2	2	1	1	5	3	1
.....	1.1%	1.1%	1.0%	1.7%	1.6%	.6%	1.2%	1.0%	.7%	1.9%	1.1%	.4%
.....	100.0%	50.0%	50.0%	10.0%	40.0%	20.0%	20.0%	10.0%	10.0%	50.0%	30.0%	10.0%
MORE DISCUSSION PROGRAMMES.....	22	11	11	2	7	7	3	3	4	6	9	3
.....	2.4%	2.5%	2.2%	3.4%	2.9%	1.9%	1.7%	2.9%	2.7%	2.2%	3.2%	1.2%
.....	100.0%	50.0%	50.0%	9.1%	31.8%	31.8%	13.6%	13.6%	18.2%	27.3%	40.9%	13.6%
MORE MODERN FILMS....	40	16	24	2	13	15	6	4	4	11	14	11
.....	4.3%	3.6%	4.8%	3.4%	5.3%	4.2%	3.5%	3.9%	2.7%	4.1%	5.1%	4.5%
.....	100.0%	40.0%	60.0%	5.0%	32.5%	37.5%	15.0%	10.0%	10.0%	27.5%	35.0%	27.5%
EDUCATIONAL PROGRAMMES.....	55	29	26	0	19	20	12	4	8	12	23	12
.....	5.9%	6.6%	5.3%	.0%	7.8%	5.6%	6.9%	3.9%	5.4%	4.5%	8.3%	4.9%
.....	100.0%	52.7%	47.3%	.0%	34.5%	36.4%	21.8%	7.3%	14.5%	21.8%	41.8%	21.8%
DOCUMENTARIES IN MALTESE.....	38	23	15	1	9	18	4	6	10	7	15	6
.....	4.1%	5.2%	3.0%	1.7%	3.7%	5.0%	2.3%	5.9%	6.7%	2.6%	5.4%	2.5%
.....	100.0%	60.5%	39.5%	2.6%	23.7%	47.4%	10.5%	15.8%	26.3%	18.4%	39.5%	15.8%
QUIZZES.....	13	5	8	0	2	7	2	2	1	4	4	4
.....	1.4%	1.1%	1.6%	.0%	.8%	1.9%	1.2%	2.0%	.7%	1.5%	1.4%	1.6%
.....	100.0%	38.5%	61.5%	.0%	15.4%	53.8%	15.4%	15.4%	7.7%	30.8%	30.8%	30.8%
MORE CURRENT AFFAIRS PROGRAMMES.....	7	4	3	0	2	2	3	0	3	1	2	1
.....	.7%	.9%	.6%	.0%	.8%	.6%	1.7%	.0%	2.0%	.4%	.7%	.4%
.....	100.0%	57.1%	42.9%	.0%	28.6%	28.6%	42.9%	.0%	42.9%	14.3%	28.6%	14.3%
MORE RELIGIOUS PROGRAMMES.....	5	3	2	0	1	2	0	2	1	0	4	0
.....	.5%	.7%	.4%	.0%	.4%	.6%	.0%	2.0%	.7%	.0%	1.4%	.0%
.....	100.0%	60.0%	40.0%	.0%	20.0%	40.0%	.0%	40.0%	20.0%	.0%	80.0%	.0%
SOAP OPERAS.....	22	3	19	3	3	7	4	5	2	9	5	6

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	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	2.4%	.7%	3.8%	5.2%	1.2%	1.9%	2.3%	4.9%	1.3%	3.4%	1.8%	2.5%
.....	100.0%	13.6%	86.4%	13.6%	13.6%	31.8%	18.2%	22.7%	9.1%	40.9%	22.7%	27.3%
CARTOONS.....	3	0	3	0	1	1	1	0	1	0	0	2
.....	.3%	.0%	.6%	.0%	.4%	.3%	.6%	.0%	.7%	.0%	.0%	.8%
.....	100.0%	.0%	100.0%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	.0%	.0%	66.7%
MORE YOUTH PROGRAMMES	6	4	2	0	4	2	0	0	0	2	3	1
.....	.6%	.9%	.4%	.0%	1.6%	.6%	.0%	.0%	.0%	.7%	1.1%	.4%
.....	100.0%	66.7%	33.3%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	50.0%	16.7%
PHONE-INS.....	5	4	1	0	2	0	3	0	1	0	2	2
.....	.5%	.9%	.2%	.0%	.8%	.0%	1.7%	.0%	.7%	.0%	.7%	.8%
.....	100.0%	80.0%	20.0%	.0%	40.0%	.0%	60.0%	.0%	20.0%	.0%	40.0%	40.0%
MORE DIVERSITY IN THE PROGRAMME SCHEDULE	4	2	2	0	1	3	0	0	0	2	2	0
.....	.4%	.5%	.4%	.0%	.4%	.8%	.0%	.0%	.0%	.7%	.7%	.0%
.....	100.0%	50.0%	50.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
NEWS.....	3	1	2	0	2	0	0	1	0	2	1	0
.....	.3%	.2%	.4%	.0%	.8%	.0%	.0%	1.0%	.0%	.7%	.4%	.0%
.....	100.0%	33.3%	66.7%	.0%	66.7%	.0%	.0%	33.3%	.0%	66.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 7.1: Daily Average Audience Share

	RRM 1 M1	RM2	SUPER 1 SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
Monday	1.52	0.11	4.13	0.89	0.11	1.17	2.07	0.31	1.35	0.51	0.00	0.59	87.45	100
Tuesday	1.42	0.31	3.46	0.85	0.02	1.06	2.54	0.20	1.25	0.19	0.14	0.83	87.88	100
Wednesday	1.64	0.62	2.65	0.89	0.25	0.84	2.25	0.23	0.87	0.68	0.20	0.81	88.91	100
Thursday	1.45	0.59	2.67	0.57	0.65	0.80	2.47	0.17	1.03	0.71	0.00	0.77	88.58	100
Friday	1.49	0.61	2.67	0.65	1.02	0.87	2.71	0.12	1.10	0.80	0.06	0.55	87.60	100
Saturday	1.54	0.53	3.42	0.64	0.48	0.99	1.88	0.07	1.11	0.69	0.00	0.00	88.23	100
Sunday	1.49	0.30	3.15	0.55	0.28	0.82	1.19	0.42	0.95	0.45	0.00	0.19	90.54	100
Daily Average	1.56	0.47	3.18	0.72	0.40	0.88	2.22	0.22	1.09	0.58	0.06	0.58	88.48	100

Table 7.2: Daily Peak Radio Audience Share

	RRM 1 M1	RM2	SUPER 11 SUPER 1	1101 101	IS IS	BABAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS TOTAL
Monday	4.90	0.70	11.54	3.85	0.70	3.15	7.34	1.05	2.80	1.40	0.00	1.75
Tuesday	4.20	1.40	9.44	5.58	0.35	3.15	9.09	1.05	3.50	0.70	0.70	1.40
Wednesday	5.24	3.15	7.69	4.20	1.40	2.10	6.99	0.70	2.10	1.40	1.05	1.75
Thursday	4.90	3.15	8.74	2.45	2.10	2.80	8.39	0.70	2.80	2.80	0.00	1.05
Friday	4.90	3.85	7.69	2.10	2.80	2.80	9.79	0.70	3.15	2.80	0.35	0.70
Saturday	6.99	1.75	9.09	2.10	2.45	3.50	7.34	0.70	3.15	2.45	0.00	0.00
Sunday	5.24	1.40	7.34	2.80	1.05	2.45	5.59	2.10	3.50	1.05	0.00	0.35
Highest Peak	6.99	3.85	11.54	5.59	2.80	3.50	9.79	2.10	3.50	2.80	1.05	1.75

TABLE R1: RADIO LISTENERSHIP: MONDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0500	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00			98.25	100
0530	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.00	0.35	0.00			97.20	100
0600	1.75	0.00	4.20	1.05	0.35	0.00	0.70	0.00	0.35	0.00			91.61	100
0630	2.45	0.00	6.29	0.70	0.00	0.35	0.70	0.35	0.35	0.00			88.61	100
0700	3.50	0.00	6.99	0.70	0.35	1.05	1.75	0.35	0.70	0.35		0.35	83.92	100
0730	3.50	0.35	7.34	1.05	0.00	1.05	1.75	0.70	0.70	0.35		0.35	82.87	100
0800	3.50	0.70	8.74	1.40	0.00	1.40	2.45	0.70	1.75	0.70		1.05	77.62	100
0830	3.50	0.35	9.09	0.70	0.00	2.10	3.50	0.70	2.80	0.70		1.05	75.52	100
0900	3.65	0.35	8.74	1.05	0.00	2.80	6.99	1.05	2.80	0.70		1.05	70.63	100
0930	2.80	0.35	8.74	1.05	0.00	3.15	7.34	1.05	2.80	0.70		0.70	71.33	100
1000	4.90	0.00	9.44	1.05	0.00	3.15	6.64	1.05	2.80	0.70		0.70	69.58	100
1030	3.85	0.35	8.39	1.05	0.00	2.80	6.64	0.70	2.80	0.70		0.70	72.03	100
1100	3.85	0.35	7.69	1.05	0.00	2.80	6.99	0.70	2.45	1.05		0.70	72.38	100
1130	3.85	0.00	9.44	1.05	0.00	2.10	5.94	0.70	1.75	1.05		0.70	73.43	100
NOON	4.20	0.35	11.54	1.75	0.35	2.10	5.24	0.35	2.80	0.70		1.05	69.58	100
1230	2.10	0.35	8.04	1.05	0.70	1.40	4.20	0.00	1.75	0.70		1.05	78.67	100
1300	1.40	0.35	7.34	0.70	0.35	1.40	3.85	0.00	2.45	0.70		1.40	80.07	100
1330	2.10	0.35	6.29	1.05	0.35	1.40	3.50	0.00	2.45	0.70		1.05	80.77	100
1400	2.45	0.35	5.94	1.05	0.35	1.05	3.15	0.00	2.45	0.70		1.05	81.47	100
1430	3.15	0.35	4.90	1.05	0.35	1.05	2.10	0.00	2.10	0.70		1.40	82.87	100
1500	2.45	0.35	3.85	1.75	0.35	1.40	1.75	0.00	2.10	0.70		1.75	83.57	100
1530	1.75	0.00	4.20	1.75	0.35	1.75	2.10	0.00	2.10	0.70		1.40	83.92	100
1600	1.75	0.00	5.59	2.45	0.00	1.40	2.80	0.00	2.80	0.70		0.70	81.82	100
1630	1.40	0.00	6.29	2.45	0.00	1.40	2.45	0.70	2.80	0.70	0.00		81.82	100
1700	1.40	0.00	7.69	3.15	0.00	1.40	2.45	0.70	2.45	0.70	0.00		80.07	100
1730	1.05	0.00	7.69	3.15	0.00	1.05	2.45	0.70	2.45	0.70	0.00		80.77	100
1800	1.75	0.00	4.55	3.85	0.00	1.05	2.45	0.35	2.45	1.05	0.00		82.52	100
1830	1.40	0.00	3.15	2.10	0.00	1.05	1.75	0.35	1.40	1.40	0.00		87.41	100
1900	1.05	0.00	2.45	1.05	0.00	1.40	1.75	0.70	1.75	1.40	0.00		88.46	100
1930	0.70	0.00	1.40	0.70	0.00	2.10	1.75	0.35	1.75	1.40	0.00		89.86	100
2000	0.70	0.00	1.40	0.35	0.35	2.45	1.40	0.35	1.75	1.40	0.00		89.86	100
2030	0.70	0.00	1.40	0.35	0.35	1.75	0.70	0.00	1.40	0.70	0.00		92.66	100
2100	0.00	0.00	1.05	0.35	0.35	1.75	0.70	0.35	0.70	0.35	0.00		94.41	100
2130	0.00	0.00	1.05	0.35	0.35	1.75	0.70	0.35	0.70	0.35	0.00		94.41	100
2200	0.00	0.00	0.70	0.35	0.00	1.40	0.35	0.35	0.35	0.35	0.00		96.15	100
2230	0.00	0.00	0.35	0.00	0.00	1.05	0.35	0.35	0.35	0.35	0.00		97.20	100
2300	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.35	0.70	0.35	0.00		97.20	100
2330	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.35	0.70	0.00	0.00		97.90	100
average	1.52	0.11	4.13	0.89	0.11	1.17	2.07	0.31	1.35	0.51	0.00	0.96	87.45	100
maximum	4.90	0.70	11.54	3.85	0.70	3.15	7.34	1.05	2.80	1.40	0.00	1.75	100.00	100
std. dev.	1.49	0.18	3.50	0.93	0.18	0.94	2.21	0.33	1.07	0.43	0.00	0.36	10.06	

*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*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.65	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
0500	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0530	0.00	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.35	0.00			98.25	100
0600	0.70	0.00	1.75	0.35	0.00	0.00	1.75	0.00	0.35	0.00			95.10	100
0630	1.05	0.00	3.50	0.35	0.00	0.00	2.45	0.00	0.35	0.00			92.31	100
0700	2.45	0.35	3.85	0.70	0.00	0.00	3.15	0.00	0.35	0.00		0.70	88.46	100
0730	2.45	0.35	3.85	0.35	0.00	0.35	4.20	0.00	0.35	0.00		0.70	87.41	100
0800	3.15	0.35	4.55	1.05	0.35	1.40	6.29	0.70	1.75	0.00		0.70	79.72	100
0830	2.45	0.35	6.64	0.35	0.35	2.45	6.99	0.70	2.10	0.00		0.70	76.92	100
0900	2.80	0.35	7.34	0.70	0.35	3.15	9.09	0.70	2.80	0.00		0.70	72.03	100
0930	3.15	0.35	8.04	0.70	0.00	2.80	9.09	0.70	2.45	0.00		0.70	72.03	100
1000	3.85	1.05	8.74	0.70	0.00	2.80	9.09	0.70	2.10	0.00		0.70	70.28	100
1030	3.15	1.40	8.04	0.70	0.00	2.80	9.09	0.70	2.10	0.35		1.05	70.63	100
1100	3.15	1.40	7.69	0.70	0.00	2.80	8.74	1.05	2.45	0.70		0.70	70.63	100
1130	2.80	0.70	8.39	0.70	0.00	3.15	8.39	0.70	1.75	0.70		0.70	72.03	100
NOON	4.20	0.70	9.44	1.75	0.00	2.80	8.39	0.35	2.10	0.70		0.70	68.88	100
1230	2.45	1.05	6.64	1.05	0.00	1.40	6.29	0.00	1.40	0.70		1.05	77.97	100
1300	1.75	1.05	6.29	0.35	0.00	1.05	4.90	0.00	1.75	0.70		1.05	81.12	100
1330	1.75	1.05	5.24	0.70	0.00	1.40	4.55	0.00	2.10	0.70		1.05	81.47	100
1400	1.40	1.05	5.94	0.35	0.00	1.40	4.90	0.00	2.80	0.35		1.05	80.77	100
1430	2.10	1.05	4.55	0.35	0.00	1.40	3.50	0.00	3.15	0.35		1.05	82.52	100
1500	2.10	0.70	3.85	1.75	0.00	1.05	2.80	0.00	2.80	0.35		1.40	83.22	100
1530	1.40	0.35	3.50	1.75	0.00	0.70	3.15	0.00	2.80	0.35		1.05	84.97	100
1600	1.05	0.35	5.24	2.80	0.00	0.70	3.15	0.00	3.15	0.00		0.35	83.22	100
1630	1.05	0.35	5.59	2.80	0.00	0.70	2.45	0.35	3.50	0.00	0.70		82.52	100
1700	1.40	0.00	6.29	3.85	0.00	0.70	2.45	0.35	3.15	0.00	0.70		81.12	100
1730	1.40	0.00	6.29	5.59	0.00	1.40	1.75	0.70	1.75	0.00	0.70		80.42	100
1800	2.45	0.00	3.85	4.55	0.00	1.75	1.75	0.70	1.75	0.35	0.70		82.17	100
1830	2.10	0.00	2.80	2.10	0.00	1.75	1.75	0.70	1.40	0.35	0.70		86.36	100
1900	1.75	0.00	2.45	1.40	0.00	2.10	3.15	0.35	1.40	0.35	0.00		87.06	100
1930	1.05	0.35	2.10	0.70	0.00	2.45	2.80	0.00	1.40	0.35	0.00		88.81	100
2000	2.10	0.00	2.10	0.35	0.00	2.10	2.45	0.00	1.40	0.35	0.00		89.16	100
2030	1.05	0.00	2.10	0.35	0.00	2.10	0.35	0.00	1.05	0.00	0.00		93.01	100
2100	1.05	0.00	1.75	0.35	0.00	1.40	0.35	0.00	0.70	0.00	0.00		94.41	100
2130	1.05	0.00	1.40	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00		95.80	100
2200	0.70	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.85	100
2230	0.70	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.85	100
2300	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00		97.55	100
2330	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00		97.90	100
average	1.42	0.31	3.46	0.88	0.02	1.06	2.94	0.20	1.25	0.19	0.14	0.85	87.88	100
maximum	4.20	1.40	9.44	5.59	0.35	3.15	9.09	1.05	3.50	0.70	0.70	1.40	100.00	100
std. dev.	1.16	0.43	2.88	1.20	0.08	1.07	3.07	0.31	1.12	0.25	0.28	0.24	10.14	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVEFM	SMASH	CALYP SQ	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35			99.30	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			99.30	100
0600	1.05	0.00	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.35			96.85	100
0630	1.75	0.35	2.45	0.00	0.00	0.00	0.70	0.00	0.00	0.70			94.06	100
0700	2.80	0.35	3.85	1.05	0.00	0.35	2.45	0.00	0.70	1.05		0.35	87.06	100
0730	2.80	0.35	3.15	1.05	0.00	0.70	3.85	0.00	1.05	1.05		0.35	85.66	100
0800	3.85	0.35	4.20	1.40	0.35	1.05	5.24	0.35	1.40	1.05		0.70	80.07	100
0830	3.85	0.70	4.90	1.05	0.70	1.40	5.94	0.70	1.40	1.05		0.70	77.62	100
0900	4.55	1.05	5.24	1.40	0.70	1.40	6.99	0.35	1.75	1.05		0.70	74.83	100
0930	4.55	1.05	5.59	1.40	0.35	0.70	6.99	0.70	1.75	1.05		0.70	75.17	100
1000	4.90	2.10	5.24	2.10	0.70	1.05	6.29	0.70	1.75	1.05		1.05	73.08	100
1030	4.55	2.45	4.90	1.75	0.70	1.05	5.94	0.70	1.40	0.70		1.05	74.83	100
1100	4.20	3.15	4.90	1.75	1.05	1.05	5.24	0.70	1.40	1.05		1.05	74.48	100
1130	4.20	2.80	6.29	1.75	0.70	1.05	5.24	0.70	1.40	1.05		1.40	73.43	100
NOON	5.24	1.75	7.69	2.45	0.70	1.75	6.29	0.70	1.75	1.05		1.75	68.88	100
1230	3.85	1.40	4.90	2.10	0.70	1.40	5.59	0.70	1.05	1.05		1.05	76.22	100
1300	2.10	1.05	4.55	1.75	1.40	1.40	5.59	0.70	1.05	1.40		1.05	77.97	100
1330	2.10	1.05	4.20	1.40	0.70	1.05	4.20	0.70	1.05	1.40		0.70	81.47	100
1400	2.10	1.05	4.90	1.40	0.35	0.70	3.50	0.35	1.75	1.40		1.05	81.47	100
1430	1.75	1.05	4.55	0.70	0.35	0.70	3.50	0.00	1.75	1.40		0.35	83.92	100
1500	1.75	0.70	4.90	1.40	0.35	0.70	2.45	0.35	1.40	1.05		0.35	84.62	100
1530	2.10	0.70	4.55	1.75	0.35	0.35	2.10	0.35	1.40	1.05		0.35	84.97	100
1600	1.75	0.70	4.90	2.45	0.00	1.05	2.10	0.35	1.75	1.05		0.70	83.22	100
1630	1.05	0.70	4.55	2.45	0.00	1.05	2.10	0.35	1.75	1.05	1.05		83.92	100
1700	1.05	0.70	5.59	3.50	0.00	2.10	1.75	0.35	2.10	1.05	1.05		80.77	100
1730	1.40	0.70	4.55	4.20	0.35	1.75	1.75	0.35	1.40	0.70	1.05		81.82	100
1800	1.75	0.35	3.15	2.80	0.35	1.75	1.40	0.35	1.05	0.70	0.70		85.66	100
1830	2.10	0.00	2.10	0.70	0.35	1.05	2.10	0.35	1.40	0.35	0.70		88.81	100
1900	2.10	0.00	1.75	0.35	0.70	1.75	3.15	0.00	1.75	0.00	0.35		88.11	100
1930	1.75	0.70	1.40	0.35	0.35	1.05	2.80	0.00	1.05	0.00	0.00		90.56	100
2000	1.05	0.35	1.40	0.00	0.00	1.05	1.05	0.00	1.40	0.00	0.00		93.71	100
2030	0.35	0.35	1.40	0.00	0.00	0.35	0.35	0.00	0.70	0.35	0.00		96.15	100
2100	0.35	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00		97.20	100
2130	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.70	0.35	0.00		97.55	100
2200	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.70	0.35	0.00		97.55	100
2230	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00		98.60	100
2300	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
2330	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
average	1.64	0.62	2.65	0.93	0.25	0.64	2.25	0.23	0.87	0.59	0.20	0.81	88.91	100
maximum	5.24	3.15	7.69	4.20	1.40	2.10	6.99	0.70	2.10	1.40	1.05	1.75	100.00	100
std. dev.	1.65	0.75	2.25	1.07	0.34	0.64	2.35	0.28	0.71	0.50	0.38	0.38	9.88	

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVEFM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70			98.60	100
0600	0.35	0.00	1.05	0.00	0.00	0.00	1.75	0.00	0.00	0.35			96.50	100
0630	1.05	0.00	2.80	0.00	0.00	0.70	2.80	0.00	0.00	0.70			91.96	100
0700	1.40	0.70	3.50	0.00	0.00	1.05	3.15	0.00	1.05	0.70		0.70	87.76	100
0730	1.75	0.70	3.85	0.35	0.35	1.40	4.55	0.00	1.75	0.70		0.70	83.92	100
0800	2.80	0.70	5.24	0.70	0.35	2.80	5.94	0.00	2.80	0.70		1.05	76.92	100
0830	2.45	1.75	5.94	1.05	1.05	2.80	5.59	0.00	2.45	0.70		0.70	75.52	100
0900	2.80	1.75	5.94	1.05	2.10	2.10	7.69	0.35	2.10	1.05		0.70	72.38	100
0930	3.15	1.75	6.64	0.70	2.10	1.40	7.69	0.35	1.75	1.05		0.70	72.73	100
1000	4.90	1.40	6.29	1.40	2.10	1.40	8.39	0.35	2.80	1.40		0.70	68.88	100
1030	4.90	1.75	6.64	1.40	1.40	1.40	8.04	0.35	2.45	1.75		0.70	69.23	100
1100	4.90	2.45	7.34	1.40	1.05	1.40	7.69	0.35	2.10	2.45		0.70	68.18	100
1130	4.90	2.45	7.34	1.75	1.05	1.05	6.64	0.35	2.45	2.45		0.70	68.88	100
NOON	4.55	3.15	8.74	1.75	1.40	1.40	5.94	0.70	2.10	2.80		0.70	66.78	100
1230	2.80	2.80	6.29	1.75	1.05	0.70	5.94	0.35	1.40	2.10		0.70	74.13	100
1300	2.45	1.75	5.24	1.40	1.40	1.05	3.85	0.35	1.40	2.10		0.70	78.32	100
1330	2.10	1.05	5.24	1.05	1.40	1.05	2.45	0.35	1.75	1.05		0.70	81.82	100
1400	2.80	0.70	4.90	0.70	1.75	0.70	2.10	0.35	1.40	1.05		0.70	82.87	100
1430	3.50	0.70	4.20	0.00	1.40	0.70	1.75	0.35	1.40	0.70		0.70	84.62	100
1500	3.50	0.35	4.20	0.35	1.75	0.35	1.40	0.35	1.40	0.70		1.05	84.62	100
1530	2.80	0.35	3.85	1.40	1.40	1.05	1.75	0.00	2.10	0.70		1.05	83.57	100
1600	2.45	0.35	4.90	1.40	1.40	1.40	2.45	0.00	1.75	1.40		1.05	81.47	100
1630	2.10	0.35	3.15	1.05	0.70	1.40	3.15	0.00	1.75	1.40	0.00		84.97	100
1700	1.75	0.35	4.90	1.05	0.35	1.75	2.45	0.35	1.75	1.75	0.00		83.57	100
1730	1.40	0.70	3.50	2.45	0.70	2.10	2.45	0.70	1.75	1.40	0.00		82.87	100
1800	0.70	0.35	1.75	2.45	0.70	2.10	2.80	0.70	1.75	1.05	0.00		85.66	100
1830	0.35	0.00	1.40	0.35	0.70	1.75	2.10	0.70	1.05	0.70	0.00		90.91	100
1900	0.00	0.00	1.05	0.35	1.05	1.75	2.80	0.35	0.70	0.35	0.00		91.61	100
1930	0.00	0.00	0.35	0.00	1.75	0.70	2.10	0.00	0.70	0.00	0.00		94.41	100
2000	0.70	0.00	0.00	0.00	0.70	0.70	0.70	0.00	0.70	0.00	0.00		96.50	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.70	0.00	0.00		98.25	100
2100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		99.30	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00		98.95	100
2200	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		98.95	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		98.60	100
average	1.45	0.59	2.67	0.57	0.65	0.80	2.47	0.17	1.03	0.71	0.00	0.77	88.59	100
maximum	4.90	3.15	8.74	2.45	2.10	2.80	8.39	0.70	2.80	2.80	0.00	1.05	100.00	100
std. dev.	1.64	0.85	2.70	0.72	0.71	0.81	2.62	0.23	0.91	0.78	0.00	0.14	11.11	

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

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00		99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	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	0.00	0.00			99.65	100
0530	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.70			98.25	100
0600	0.35	0.00	1.40	0.00	0.00	0.35	1.40	0.00	0.00	0.35			96.15	100
0630	1.05	0.00	1.40	0.00	0.70	0.35	1.75	0.00	0.00	0.35			94.41	100
0700	2.10	0.35	2.45	0.00	1.40	1.05	2.80	0.00	0.35	0.70		0.35	88.46	100
0730	3.15	0.70	4.55	0.00	1.75	1.40	3.50	0.00	1.05	0.70		0.35	82.87	100
0800	3.15	1.75	4.90	0.35	1.40	1.75	5.24	0.00	2.45	1.40		0.35	77.27	100
0830	3.50	2.10	5.24	1.40	1.05	1.40	6.64	0.35	2.10	1.75		0.70	73.78	100
0900	4.55	2.10	6.64	1.40	1.75	1.40	8.74	0.35	1.75	1.75		0.70	68.88	100
0930	4.55	2.10	6.29	1.75	1.75	1.05	9.09	0.00	2.10	2.45		0.70	68.18	100
1000	4.90	3.50	5.94	1.75	2.10	1.40	9.79	0.00	2.45	2.80		0.70	64.69	100
1030	4.90	3.85	5.94	1.75	2.80	1.40	9.44	0.00	2.45	2.45		0.70	64.34	100
1100	4.20	3.85	6.29	1.40	2.45	1.40	9.09	0.00	2.45	2.10		0.70	66.08	100
1130	4.20	3.15	7.34	1.40	2.45	1.40	9.09	0.00	2.45	2.45		0.70	65.38	100
NOON	4.90	2.80	7.69	1.75	2.10	1.05	6.99	0.00	3.15	2.10		0.70	66.78	100
1230	2.80	1.40	5.24	1.40	1.75	0.70	5.59	0.00	3.15	2.10		0.70	75.17	100
1300	2.10	1.05	5.24	1.40	1.75	0.70	4.55	0.00	2.45	1.75		0.35	78.67	100
1330	2.10	1.40	4.55	1.05	1.05	0.70	3.50	0.00	2.45	2.10		0.35	80.77	100
1400	2.10	1.05	4.55	0.35	1.05	1.05	2.80	0.35	2.45	2.10		0.35	81.82	100
1430	1.75	1.05	3.85	0.35	1.05	1.05	2.10	0.35	1.75	1.05		0.35	85.31	100
1500	1.40	1.05	4.55	0.35	1.05	1.40	2.80	0.35	1.75	1.05		0.35	83.92	100
1530	1.75	0.70	3.50	0.70	1.05	1.75	2.45	0.35	1.75	1.05		0.70	84.27	100
1600	1.75	0.70	3.50	0.70	1.75	2.45	3.15	0.35	1.40	1.05		0.70	82.52	100
1630	1.75	0.70	3.85	1.05	1.40	2.10	2.45	0.00	1.40	1.05	0.35		83.92	100
1700	2.45	0.35	5.24	1.75	2.10	2.80	3.50	0.35	1.40	1.05	0.35		78.67	100
1730	1.75	0.00	4.90	2.10	2.80	2.10	2.45	0.35	1.75	0.70	0.35		80.77	100
1800	0.70	0.00	3.85	1.75	2.10	1.75	2.80	0.35	1.40	0.35	0.35		84.62	100
1830	1.05	0.00	2.80	0.70	1.75	2.45	2.45	0.35	1.40	0.35	0.00		86.71	100
1900	0.70	0.35	1.40	0.00	1.75	2.45	2.80	0.70	1.05	0.35	0.00		88.46	100
1930	0.35	0.35	1.40	0.00	1.40	1.75	1.40	0.35	0.70	0.35	0.00		91.96	100
2000	0.35	0.70	0.35	0.00	0.70	1.40	0.35	0.70	0.70	0.00	0.00		94.76	100
2030	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00		97.90	100
2100	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00		97.55	100
2130	0.35	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		97.90	100
2200	0.00	0.00	0.70	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00		97.90	100
2230	0.00	0.00	0.35	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00		98.25	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		98.95	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		99.65	100
average	1.49	0.81	2.67	0.55	1.02	0.87	2.71	0.12	1.10	0.80	0.06	0.55	87.60	100
maximum	4.90	3.85	7.69	2.10	2.80	2.80	9.79	0.70	3.15	2.80	0.35	0.70	100.00	100
std. dev.	1.63	1.09	2.49	0.71	0.87	0.85	3.07	0.20	1.00	0.88	0.13	0.17	11.90	

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

TABLE R6: RADIO LISTENERSHIP: SATURDAY

(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	RAY	RTK	LIVEFM	SMASH	CALYP SO	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00			98.60	100
0600	0.70	0.00	1.75	0.00	0.00	0.00	1.05	0.00	0.00	0.00			96.50	100
0630	1.75	0.00	1.75	0.00	0.35	0.35	1.05	0.00	0.00	0.00			94.76	100
0700	2.60	0.00	2.10	0.35	0.70	1.05	1.75	0.00	0.35	0.00		0.00	90.91	100
0730	3.50	1.05	4.20	0.35	0.00	1.40	2.80	0.00	1.05	0.00		0.00	85.66	100
0800	4.90	1.05	6.64	0.35	0.70	3.50	5.59	0.00	1.40	0.35		0.00	75.52	100
0830	4.55	1.05	7.34	0.35	0.70	3.50	5.59	0.00	1.75	1.05		0.00	74.13	100
0900	5.94	1.40	8.74	1.40	2.45	2.45	7.34	0.00	2.10	1.40		0.00	66.78	100
0930	5.94	1.40	9.09	1.40	1.75	2.45	7.34	0.35	2.45	2.10		0.00	65.73	100
1000	6.99	1.75	8.74	2.10	2.45	3.15	6.99	0.70	2.80	2.10		0.00	62.24	100
1030	5.94	1.40	8.39	2.10	1.75	2.80	6.29	0.70	3.15	2.45		0.00	65.03	100
1100	5.59	1.40	8.39	2.10	1.40	3.15	5.94	0.70	2.45	2.45		0.00	66.43	100
1130	5.94	1.40	7.34	2.10	1.40	2.80	4.90	0.70	2.45	2.10		0.00	68.68	100
NOON	5.59	1.75	8.04	1.75	1.05	2.80	5.24	0.35	2.80	2.10		0.00	68.53	100
1230	3.50	1.05	5.24	1.40	0.70	2.10	3.85	0.00	2.80	2.10		0.00	76.92	100
1300	2.80	1.40	5.59	0.70	0.35	1.40	2.10	0.00	2.80	1.75		0.00	81.12	100
1330	2.45	1.40	5.59	0.70	0.35	2.10	1.75	0.00	1.75	1.40		0.00	82.52	100
1400	2.80	1.75	6.29	0.35	0.00	1.75	2.10	0.00	2.10	1.40		0.00	81.47	100
1430	2.45	1.75	6.29	0.35	0.00	1.75	1.40	0.00	2.10	1.05	0.00		82.87	100
1500	1.75	1.05	6.29	1.05	0.35	1.75	1.05	0.00	1.75	1.05	0.00		83.92	100
1530	1.75	0.35	5.24	1.05	0.35	1.40	0.70	0.00	2.10	0.70	0.00		86.36	100
1600	1.75	0.35	5.24	1.05	0.70	0.35	1.75	0.00	2.45	1.05	0.00		85.31	100
1630	1.75	0.35	4.90	1.75	0.35	0.35	1.40	0.00	2.45	1.05	0.00		85.66	100
1700	1.75	0.70	4.55	1.40	0.00	0.70	1.40	0.00	3.15	1.05	0.00		85.31	100
1730	1.05	0.35	4.20	1.40	0.00	0.70	1.40	0.00	2.45	0.70	0.00		87.76	100
1800	1.75	0.35	4.20	1.40	0.35	0.70	1.75	0.00	1.75	0.35	0.00		87.41	100
1830	1.75	0.00	3.85	0.70	0.70	1.05	1.40	0.00	1.75	0.35	0.00		88.46	100
1900	1.40	0.00	2.80	0.70	1.05	0.70	1.75	0.00	1.05	0.35	0.00		90.21	100
1930	1.05	0.00	2.80	0.35	0.70	0.70	1.40	0.00	0.35	0.35	0.00		92.31	100
2000	1.05	0.00	1.75	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		95.45	100
2030	1.05	0.35	1.75	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00		95.45	100
2100	0.70	0.35	1.75	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		95.45	100
2130	0.35	0.35	1.75	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		96.50	100
2200	0.00	0.00	1.05	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		97.55	100
2230	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00		98.95	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00		98.95	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		99.65	100
average*	1.94	0.53	3.42	0.64	0.48	0.98	1.88	0.07	1.11	0.69	0.00	0.00	88.23	100
maximum	6.99	1.75	9.09	2.10	2.45	3.50	7.34	0.70	3.15	2.45	0.00	0.00	100.00	100
std. dev.	2.08	0.63	3.05	0.69	0.62	1.14	2.24	0.20	1.16	0.78	0.00	0.00	11.68	

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

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

	RM1	RM2	SUPER 1	101	IS	DAY	RTK	LIVE FM	SMASH	CALYP 50	UNI RADIO	MAS	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		99.30	100
0030	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
0100	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
0130	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
0200	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
0230	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
0300	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
0330	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
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	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0530	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00			99.30	100
0600	0.35	0.00	1.75	0.00	0.00	0.00	0.35	0.00	0.00	0.00			97.55	100
0630	1.05	0.35	2.45	0.00	0.00	0.00	0.70	0.35	0.00	0.00			95.10	100
0700	2.45	1.05	2.80	0.70	0.70	0.00	2.10	0.70	0.35	0.00		0.00	89.16	100
0730	3.85	1.05	4.20	0.70	0.70	0.00	2.45	0.70	0.70	0.35		0.00	85.31	100
0800	4.55	0.35	7.34	0.35	0.00	0.35	4.90	1.05	0.70	0.70		0.00	79.72	100
0830	4.20	0.70	7.34	1.05	0.00	0.35	5.24	1.05	1.40	0.70		0.00	77.97	100
0900	4.55	0.70	7.34	1.05	0.35	1.40	5.59	1.40	2.45	0.70		0.35	74.13	100
0930	5.24	0.70	6.29	1.40	0.35	1.40	4.20	1.75	3.15	1.05		0.35	74.13	100
1000	4.90	0.70	5.59	2.80	0.70	2.10	4.20	2.10	3.50	0.70		0.35	72.38	100
1030	4.55	0.70	5.59	2.10	0.70	2.10	3.15	2.10	3.50	0.70		0.35	74.48	100
1100	4.55	0.70	6.29	1.75	1.05	1.75	2.45	1.75	3.50	0.70		0.35	75.17	100
1130	4.20	0.35	6.64	1.40	1.05	1.75	2.10	1.40	3.15	0.70		0.35	76.92	100
NOON	3.85	1.40	7.34	0.70	0.35	2.45	1.40	1.05	3.15	1.05		0.35	76.92	100
1230	2.45	1.05	5.94	0.35	0.35	1.75	2.45	1.05	2.45	1.05		0.35	80.77	100
1300	2.45	1.05	5.24	0.35	0.35	2.10	2.10	0.35	2.10	0.70		0.00	83.22	100
1330	1.05	1.05	5.24	0.35	0.35	1.40	1.75	0.35	1.75	0.70		0.00	86.01	100
1400	1.40	1.05	5.24	0.35	0.00	1.05	1.75	0.70	1.75	0.70		0.00	86.01	100
1430	1.40	0.70	4.90	0.70	0.35	0.70	1.05	0.70	1.75	0.70	0.00		87.06	100
1500	1.05	0.35	5.24	0.35	0.35	1.05	0.70	0.35	2.10	0.70	0.00		87.41	100
1530	0.70	0.00	4.90	0.35	0.00	1.40	1.05	0.35	1.40	0.70	0.00		88.81	100
1600	1.05	0.00	5.59	0.70	0.00	1.40	1.05	0.35	1.75	1.05	0.00		87.06	100
1630	1.40	0.00	4.55	1.05	0.00	1.40	1.05	0.35	0.35	0.70	0.00		89.16	100
1700	1.40	0.00	4.90	0.70	0.00	1.40	1.05	0.00	0.35	1.05	0.00		89.16	100
1730	1.05	0.00	4.55	1.05	0.35	0.70	0.35	0.00	0.70	1.05	0.00		90.21	100
1800	1.40	0.00	3.85	1.75	1.05	0.35	0.35	0.00	0.70	1.05	0.00		89.51	100
1830	1.05	0.00	2.80	1.05	0.70	0.35	0.35	0.00	0.70	0.70	0.00		92.31	100
1900	1.05	0.00	2.45	1.05	0.35	0.35	0.70	0.00	0.70	0.70	0.00		92.66	100
1930	1.05	0.35	2.45	0.70	0.35	0.00	1.05	0.00	0.70	0.35	0.00		93.01	100
2000	1.40	0.00	1.75	0.00	0.00	0.00	0.70	0.00	0.35	0.35	0.00		95.45	100
2030	0.70	0.00	1.40	0.35	0.35	0.00	0.35	0.00	0.35	0.35	0.00		96.15	100
2100	0.70	0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00		96.85	100
2130	0.35	0.00	1.40	0.35	0.70	0.00	0.00	0.00	0.00	0.35	0.00		96.85	100
2200	0.35	0.00	0.70	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		97.20	100
2230	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00		98.60	100
2300	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00		98.95	100
2330	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
average	1.49	0.30	3.15	0.55	0.28	0.62	1.19	0.42	0.95	0.45	0.00	0.19	90.54	100
maximum	5.24	1.40	7.34	2.80	1.05	2.45	5.59	2.10	3.50	1.05	0.00	0.35	99.65	100
std. dev.	1.66	0.42	2.48	0.63	0.31	0.76	1.51	0.61	1.16	0.38	0.00	0.17	8.81	

*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	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
Monday	2.62	1.86	0.20	2.11	3.90	0.08	0.62	89.07	100
Tuesday	3.81	1.42	0.21	1.22	3.36	0.09	0.37	89.87	100
Wednesday	3.21	1.36	0.15	1.65	3.05	0.28	0.64	89.99	100
Thursday	3.06	1.27	0.04	1.35	2.83	0.36	1.01	90.39	100
Friday	2.70	0.76	0.01	1.22	2.78	0.18	0.92	91.64	100
Saturday	3.49	0.57	0.05	1.23	2.20	0.28	1.20	91.12	100
Sunday	3.07	1.04	0.04	3.34	4.00	0.31	1.01	87.43	100
Daily Average	3.14	1.18	0.10	1.73	3.16	0.23	0.82	89.93	100

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.35	0.00	0.00	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		0.35	0.00	0.00	0.00	0.00	99.65	100
0530	0.00		0.35	0.00	0.00	0.00	0.00	99.65	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	0.00	0.35	0.00	0.00	0.70	0.00	0.00	98.95	100
0730	0.00	1.05	0.00	0.00	0.70	0.00	0.00	96.25	100
0800	1.75	1.40	0.00	0.00	1.05	0.00	0.00	95.80	100
0830	1.05	1.05	0.00	0.00	1.05	0.00	0.00	96.85	100
0900	0.00	1.05	0.35	0.70	1.05	0.00	0.00	96.85	100
0930	0.00	1.05	0.35	0.70	1.05	0.00	0.00	96.85	100
1000	0.35	0.70	0.35	0.70	0.70	0.00	0.00	97.20	100
1030	0.35	0.70	0.35	0.70	1.05	0.00	0.00	96.85	100
1100	0.35	0.70	0.35	0.35	0.70	0.00	0.00	97.55	100
1130	0.35	0.70	0.00	0.70	1.05	0.00	0.00	97.20	100
NOON	0.35	1.05	0.00	1.05	1.75	0.00	0.00	96.80	100
1230	1.05	0.70	0.00	1.40	2.10	0.00	0.70	94.06	100
1300	1.05	1.05	0.00	2.10	1.40	0.00	1.05	93.36	100
1330	1.05	1.05	0.00	2.45	1.40	0.00	1.40	92.66	100
1400	1.05	0.70	0.00	1.05	2.45	0.00	1.05	93.71	100
1430	0.70	0.70	0.00	1.05	2.45	0.00	1.05	94.06	100
1500	0.35	0.70	0.35	1.75	2.80	0.00	0.00	94.06	100
1530	0.00	1.05	0.35	2.10	2.45	0.00	0.35	93.71	100
1600	0.00	1.05	0.70	1.75	2.45	0.00	1.05	93.01	100
1630	0.00	1.05	0.35	0.70	2.80	0.00	1.05	94.06	100
1700	0.35	1.40	0.35	0.00	3.85	0.00	1.40	92.66	100
1730	0.00	1.05	0.35	0.00	4.20	0.00	1.75	92.66	100
1800	1.40	1.05	0.35	1.40	6.99	0.00	2.10	86.71	100
1830	1.75	1.40	0.00	1.40	6.64	0.00	1.75	87.06	100
1900	2.45	3.50	0.00	2.10	10.84	0.00	1.40	79.72	100
1930	3.85	12.94	0.70	2.10	10.14	0.00	0.70	69.58	100
2000	34.97	8.04	0.35	2.45	6.29	0.00	0.35	47.55	100
2030	32.52	6.29	0.70	7.34	14.34	0.35	1.05	37.41	100
2100	15.73	4.55	0.70	11.89	21.33	1.05	1.40	43.36	100
2130	8.39	3.85	1.05	15.73	21.33	1.05	1.75	46.85	100
2200	6.64	2.45	0.70	15.73	20.98	1.05	2.10	50.35	100
2230	3.85	1.05	0.35	14.69	18.88	0.35	2.45	58.39	100
2300	2.10	1.05	0.00	6.29	8.39	0.00	2.45	79.72	100
2330	1.40	0.35	0.00	1.05	0.70	0.00	1.40	95.10	100
average	2.62	1.86	0.20	2.11	3.90	0.08	0.62	69.07	100
maximum	34.97	12.94	1.05	15.73	21.33	1.05	2.45	100.00	100
std. dev.	7.03	2.51	0.27	4.03	5.95	0.26	0.78	18.99	

*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	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0700	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0730	0.00	0.35	0.00	0.35	0.00	0.00	0.00	99.30	100
0800	0.35	0.35	0.00	0.35	0.70	0.00	0.00	98.25	100
0830	0.00	0.35	0.00	0.35	1.05	0.00	0.00	98.25	100
0900	0.00	0.35	0.35	0.35	1.05	0.00	0.00	97.90	100
0930	0.35	0.35	0.35	0.00	1.05	0.00	0.00	97.90	100
1000	0.35	0.35	0.35	0.00	1.05	0.00	0.00	97.90	100
1030	0.35	0.35	0.35	0.00	1.40	0.00	0.00	97.55	100
1100	0.70	0.35	0.35	0.00	1.05	0.00	0.35	97.20	100
1130	0.35	0.35	0.00	0.00	2.45	0.00	0.35	96.50	100
NOON	0.35	0.35	0.00	1.75	2.10	0.00	0.00	95.45	100
1230	0.70	0.35	0.00	1.75	1.05	0.00	0.35	95.80	100
1300	0.00	0.70	0.00	1.75	1.05	0.00	0.70	95.80	100
1330	0.35	0.70	0.00	0.70	0.70	0.00	1.40	96.15	100
1400	0.70	0.70	0.00	0.70	2.10	0.00	1.40	94.41	100
1430	0.35	0.70	0.00	0.70	1.75	0.00	1.05	95.45	100
1500	0.35	0.70	0.35	1.05	2.45	0.00	1.40	93.71	100
1530	0.35	0.70	0.35	1.05	2.45	0.00	1.05	94.06	100
1600	0.35	0.70	0.35	1.75	3.15	0.00	0.70	93.01	100
1630	0.35	1.05	0.35	1.05	2.10	0.00	0.70	94.41	100
1700	0.35	1.05	0.00	1.40	2.80	0.00	0.70	93.71	100
1730	0.35	1.05	0.35	2.10	2.45	0.35	0.70	92.66	100
1800	1.40	1.05	0.35	2.80	5.24	0.35	0.35	88.46	100
1830	1.05	1.05	0.35	1.75	5.94	0.35	0.70	88.81	100
1900	1.75	2.45	0.00	1.75	9.44	0.35	0.70	83.57	100
1930	2.45	19.58	0.35	1.40	8.74	0.00	0.35	67.13	100
2000	41.96	4.55	0.70	1.40	5.59	0.00	0.00	45.80	100
2030	34.97	2.45	1.05	3.15	11.89	0.00	0.35	46.15	100
2100	19.93	1.75	1.05	6.64	18.53	0.35	0.35	51.40	100
2130	21.68	1.75	1.40	6.99	18.53	0.70	1.05	47.90	100
2200	20.28	1.40	1.40	6.99	17.83	0.70	1.05	50.35	100
2230	17.48	1.05	0.00	4.55	14.69	0.35	1.05	60.84	100
2300	10.49	1.05	0.00	2.80	7.69	0.35	1.05	76.57	100
2330	2.45	1.05	0.00	0.70	3.15	0.35	0.00	92.31	100
average	3.81	1.42	0.21	1.22	3.36	0.09	0.37	89.87	100
maximum	41.96	19.58	1.40	6.99	18.53	0.70	1.40	100.00	100
std. dev.	9.13	3.19	0.35	1.77	5.04	0.18	0.46	16.22	

*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	SMASH	RAI	FININVEST	OTHER ITALIAN	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	0.00	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	0.35	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	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0630	0.00	0.35	0.00	0.70	0.00	0.00	0.00	98.95	100
0700	0.35	0.70	0.00	0.70	0.00	0.00	0.00	98.25	100
0730	0.35	0.70	0.00	0.35	0.35	0.00	0.35	97.90	100
0800	1.05	0.35	0.00	0.35	0.70	0.00	0.00	97.55	100
0830	0.70	0.00	0.00	0.35	1.05	0.00	0.00	97.90	100
0900	1.05	0.00	0.00	0.35	0.70	0.00	0.35	97.55	100
0930	0.70	0.00	0.00	0.00	0.70	0.00	0.35	98.25	100
1000	0.35	0.00	0.00	0.00	1.05	0.00	0.35	98.25	100
1030	0.00	0.00	0.00	0.35	0.35	0.00	0.35	98.95	100
1100	0.00	0.00	0.00	0.35	1.05	0.00	0.70	97.90	100
1130	0.00	0.00	0.00	0.70	1.75	0.00	0.70	96.85	100
NOON	0.70	0.70	0.00	1.75	2.10	0.35	1.05	93.36	100
1230	1.05	0.70	0.00	2.80	1.40	0.35	0.35	93.36	100
1300	1.40	0.35	0.35	2.45	1.40	0.35	0.70	93.01	100
1330	0.70	0.35	0.35	1.40	1.05	0.35	0.70	95.10	100
1400	1.75	0.35	0.35	1.05	3.15	0.35	0.00	93.01	100
1430	1.75	0.35	0.00	1.40	2.80	0.00	0.35	93.36	100
1500	2.10	0.35	0.00	1.40	2.45	0.00	0.70	93.01	100
1530	1.40	0.35	0.00	1.75	1.75	0.00	0.70	94.06	100
1600	1.40	0.35	0.35	1.40	1.75	0.00	0.70	94.06	100
1630	1.05	0.70	0.35	1.40	1.75	0.00	1.40	93.36	100
1700	0.70	0.35	0.35	1.05	1.40	0.00	1.05	95.10	100
1730	0.35	0.35	0.00	1.40	2.10	0.00	1.40	94.41	100
1800	1.40	0.35	0.35	1.05	4.90	0.00	2.10	89.86	100
1830	1.05	1.05	0.35	1.05	4.55	0.00	1.75	90.21	100
1900	2.45	4.20	0.35	2.45	7.69	0.00	1.75	81.12	100
1930	3.85	19.23	0.35	1.75	5.59	0.00	2.10	67.13	100
2000	44.76	4.90	0.00	3.15	5.24	0.00	0.70	41.26	100
2030	34.97	4.20	0.35	7.69	9.79	0.70	0.70	41.61	100
2100	19.23	3.15	0.70	9.44	17.13	1.75	1.75	46.85	100
2130	10.14	2.10	1.05	10.84	18.53	2.45	1.75	53.15	100
2200	8.04	1.05	1.05	10.14	17.13	2.10	2.10	58.39	100
2230	5.59	0.70	0.70	6.64	14.69	2.10	2.10	67.48	100
2300	2.80	0.70	0.00	1.40	8.74	1.75	1.05	83.57	100
2330	1.05	0.00	0.00	0.00	1.05	0.70	0.00	97.20	100
average	3.21	1.36	0.15	1.65	3.05	0.28	0.64	89.99	100
maximum	44.76	19.23	1.05	10.84	18.53	2.45	2.10	100.00	100
std. dev.	8.36	3.27	0.27	2.66	4.77	0.63	0.69	16.00	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	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	0.00	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	0.35	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	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0630	0.00	0.35	0.00	0.70	0.00	0.00	0.00	98.95	100
0700	0.35	0.70	0.00	0.70	0.00	0.00	0.00	98.25	100
0730	0.35	0.70	0.00	0.35	0.35	0.00	0.35	97.90	100
0800	1.05	0.35	0.00	0.35	0.70	0.00	0.00	97.55	100
0830	0.70	0.00	0.00	0.35	1.05	0.00	0.00	97.90	100
0900	1.05	0.00	0.00	0.35	0.70	0.00	0.35	97.55	100
0930	0.70	0.00	0.00	0.00	0.70	0.00	0.35	98.25	100
1000	0.35	0.00	0.00	0.00	1.05	0.00	0.35	98.25	100
1030	0.00	0.00	0.00	0.35	0.35	0.00	0.35	98.95	100
1100	0.00	0.00	0.00	0.35	1.05	0.00	0.70	97.90	100
1130	0.00	0.00	0.00	0.70	1.75	0.00	0.70	96.85	100
NOON	0.70	0.70	0.00	1.75	2.10	0.35	1.05	93.36	100
1230	1.05	0.70	0.00	2.80	1.40	0.35	0.35	93.36	100
1300	1.40	0.35	0.35	2.45	1.40	0.35	0.70	93.01	100
1330	0.70	0.35	0.35	1.40	1.05	0.35	0.70	95.10	100
1400	1.75	0.35	0.35	1.05	3.15	0.35	0.00	93.01	100
1430	1.75	0.35	0.00	1.40	2.80	0.00	0.35	93.36	100
1500	2.10	0.35	0.00	1.40	2.45	0.00	0.70	93.01	100
1530	1.40	0.35	0.00	1.75	1.75	0.00	0.70	94.06	100
1600	1.40	0.35	0.35	1.40	1.75	0.00	0.70	94.06	100
1630	1.05	0.70	0.35	1.40	1.75	0.00	1.40	93.36	100
1700	0.70	0.35	0.35	1.05	1.40	0.00	1.05	95.10	100
1730	0.35	0.35	0.00	1.40	2.10	0.00	1.40	94.41	100
1800	1.40	0.35	0.35	1.05	4.90	0.00	2.10	89.86	100
1830	1.05	1.05	0.35	1.05	4.55	0.00	1.75	90.21	100
1900	2.45	4.20	0.35	2.45	7.69	0.00	1.75	81.12	100
1930	3.85	19.23	0.35	1.75	5.59	0.00	2.10	67.13	100
2000	44.76	4.90	0.00	3.15	5.24	0.00	0.70	41.26	100
2030	34.97	4.20	0.35	7.69	9.79	0.70	0.70	41.61	100
2100	19.23	3.15	0.70	9.44	17.13	1.75	1.75	46.85	100
2130	10.14	2.10	1.05	10.84	18.53	2.45	1.75	53.15	100
2200	8.04	1.05	1.05	10.14	17.13	2.10	2.10	58.39	100
2230	5.59	0.70	0.70	6.64	14.69	2.10	2.10	67.48	100
2300	2.80	0.70	0.00	1.40	8.74	1.75	1.05	83.57	100
2330	1.05	0.00	0.00	0.00	1.05	0.70	0.00	97.20	100
average	3.21	1.36	0.15	1.65	3.05	0.28	0.64	89.99	100
maximum	44.76	19.23	1.05	10.84	18.53	2.45	2.10	100.00	100
std. dev.	8.36	3.27	0.27	2.66	4.77	0.63	0.69	16.00	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0430	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0630	0.35	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100
0700	0.70	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.70	0.00	0.00	0.35	0.00	0.00	0.00	98.95	100
0800	0.70	0.00	0.00	0.70	0.35	0.00	0.00	98.25	100
0830	0.35	0.00	0.00	1.05	0.35	0.00	0.00	98.25	100
0900	0.35	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
0930	0.35	0.00	0.00	0.35	0.00	0.00	0.00	99.30	100
1000	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
1030	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
1100	0.00	0.35	0.00	0.00	0.35	0.00	0.35	98.95	100
1130	0.00	0.35	0.00	0.00	0.35	0.00	0.00	99.30	100
NOON	0.35	0.70	0.00	0.70	1.05	0.00	0.35	96.85	100
1230	0.70	0.70	0.00	0.70	1.05	0.00	0.00	96.85	100
1300	1.05	0.70	0.00	0.70	1.40	0.00	0.35	95.80	100
1330	1.75	0.35	0.00	0.00	1.75	0.00	0.70	95.45	100
1400	1.75	0.35	0.00	0.00	2.10	0.00	0.35	95.45	100
1430	1.40	0.35	0.00	0.35	2.80	0.00	0.70	94.41	100
1500	1.05	0.35	0.00	0.70	2.80	0.00	1.05	94.06	100
1530	0.35	0.35	0.00	1.05	1.40	0.00	1.05	95.60	100
1600	0.35	0.70	0.00	1.05	1.40	0.00	1.40	95.10	100
1630	0.35	0.70	0.00	1.05	0.70	0.00	1.40	95.80	100
1700	0.70	0.70	0.00	0.70	0.35	0.00	1.05	96.50	100
1730	0.70	1.05	0.00	1.40	0.70	0.00	1.75	94.41	100
1800	1.75	1.40	0.00	1.40	1.75	0.00	2.45	91.26	100
1830	0.70	1.40	0.00	1.75	2.45	0.00	2.45	91.26	100
1900	1.40	4.90	0.00	2.10	5.94	0.00	2.80	82.87	100
1930	3.15	14.69	0.00	0.70	5.24	0.00	2.80	73.43	100
2000	47.90	3.85	0.00	1.05	3.85	0.00	3.15	40.21	100
2030	36.01	2.80	0.35	4.90	8.39	1.75	1.75	44.06	100
2100	17.13	2.45	0.35	9.79	18.18	3.50	4.55	44.06	100
2130	10.49	2.10	0.35	10.49	19.93	3.50	4.90	48.25	100
2200	7.34	1.75	0.35	9.44	20.63	3.50	4.90	52.10	100
2230	4.90	1.05	0.35	6.99	17.83	3.15	3.85	61.89	100
2300	2.10	1.05	0.00	4.90	9.79	2.10	2.10	77.97	100
2330	0.00	0.00	0.00	0.35	2.45	0.00	1.05	96.15	100
average	3.06	1.27	0.04	1.35	2.83	0.36	1.01	90.39	100
maximum	47.90	14.69	0.35	10.49	20.63	3.50	4.90	100.00	100
std. dev.	8.73	2.52	0.11	2.60	5.36	1.00	1.39	16.92	

*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	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.70		0.00	0.00	0.00	0.00	0.00	99.30	100
0630	0.70	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0700	1.05	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
0730	0.35	0.00	0.00	0.00	0.70	0.00	0.00	98.95	100
0800	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
0830	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0900	0.00	0.00	0.00	1.05	0.00	0.00	0.00	98.95	100
0930	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
1000	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
1030	0.00	0.00	0.00	0.35	0.35	0.00	0.00	99.30	100
1100	0.35	0.00	0.00	0.70	0.70	0.00	0.00	98.25	100
1130	0.35	0.00	0.00	0.70	1.40	0.00	0.00	97.55	100
NOON	1.05	0.00	0.00	1.05	1.05	0.00	0.35	96.50	100
1230	0.70	0.00	0.00	0.70	0.35	0.35	0.70	97.20	100
1300	1.05	0.00	0.00	0.70	0.70	0.35	0.70	96.50	100
1330	0.70	0.00	0.00	0.35	1.40	0.00	0.70	96.85	100
1400	0.35	0.35	0.00	0.35	1.75	0.00	0.70	96.50	100
1430	0.00	0.00	0.00	0.35	1.75	0.00	0.70	97.20	100
1500	0.00	0.00	0.00	0.35	1.75	0.35	1.05	96.50	100
1530	0.00	0.00	0.00	0.00	0.70	0.35	1.05	97.90	100
1600	0.35	0.00	0.00	0.00	1.40	0.35	1.05	96.85	100
1630	0.35	0.00	0.00	0.00	1.75	0.00	1.05	96.85	100
1700	0.35	0.35	0.00	0.35	1.75	0.00	1.05	96.15	100
1730	0.35	0.70	0.00	1.05	1.75	0.00	2.10	94.06	100
1800	2.10	1.05	0.00	1.05	3.85	0.00	3.15	88.81	100
1830	1.05	1.05	0.00	1.40	4.55	0.35	2.80	88.81	100
1900	1.05	3.15	0.00	1.75	6.99	0.35	2.10	84.62	100
1930	3.15	10.84	0.00	1.40	6.99	0.35	2.10	75.17	100
2000	42.31	2.50	0.00	1.40	3.85	0.35	2.45	46.85	100
2030	33.22	2.50	0.00	4.90	8.04	0.35	3.15	47.55	100
2100	18.53	1.40	0.00	9.79	15.03	0.70	3.15	51.40	100
2130	8.04	1.05	0.00	9.09	17.13	0.70	3.85	60.14	100
2200	5.94	0.35	0.35	7.69	16.78	0.70	3.50	64.69	100
2230	3.50	0.35	0.00	5.94	16.08	1.05	2.45	70.63	100
2300	1.40	0.35	0.00	3.50	10.84	1.40	2.45	80.07	100
2330	0.70	0.00	0.00	1.05	2.80	0.70	1.75	93.01	100
average	2.70	0.76	0.01	1.22	2.78	0.18	0.92	91.64	100
maximum	42.31	10.84	0.35	9.79	17.13	1.40	3.85	100.00	100
std. dev.	7.94	1.92	0.05	2.31	4.69	0.31	1.18	14.43	

*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	SMASH	RAI	FININVEST	OTHER ITALIAN	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	0.35	99.65	100
0330	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0400	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0430	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0500	0.00		0.00	0.00	0.00	0.00	0.70	99.30	100
0530	0.00		0.00	0.00	0.35	0.00	0.35	99.30	100
0600	0.35	0.00	0.00	0.00	0.35	0.00	1.05	98.25	100
0630	0.35	0.00	0.00	0.00	0.00	0.00	1.75	97.90	100
0700	0.00	0.35	0.00	0.00	0.35	0.00	1.75	97.55	100
0730	0.00	0.35	0.00	0.00	0.35	0.00	2.10	97.20	100
0800	0.00	0.35	0.00	0.00	0.00	0.00	2.10	97.55	100
0830	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	100
0900	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.95	100
0930	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.95	100
1000	1.05	0.00	0.00	0.00	0.35	0.00	0.35	98.25	100
1030	1.40	0.00	0.00	0.35	0.35	0.00	0.00	97.90	100
1100	1.40	0.00	0.00	0.35	0.35	0.00	0.35	97.55	100
1130	1.05	0.00	0.00	0.70	0.70	0.00	0.35	97.20	100
NOON	1.05	0.00	0.00	1.40	0.70	0.00	1.05	95.80	100
1230	0.70	0.00	0.00	0.70	0.35	0.00	0.70	97.65	100
1300	0.00	0.00	0.00	1.05	1.05	0.00	0.70	97.20	100
1330	0.00	0.00	0.00	0.70	2.45	0.00	0.70	96.15	100
1400	0.70	0.00	0.00	1.05	2.80	0.35	0.70	94.41	100
1430	1.40	0.00	0.00	0.70	2.10	0.35	0.70	94.76	100
1500	1.40	0.00	0.00	0.70	0.70	0.35	1.40	95.45	100
1530	0.70	0.00	0.00	0.35	0.35	0.35	1.75	96.50	100
1600	0.70	0.00	0.00	0.70	1.75	0.35	1.40	95.10	100
1630	0.70	0.00	0.00	0.70	1.75	0.35	1.40	95.10	100
1700	0.70	0.00	0.00	1.05	2.80	0.00	2.10	93.36	100
1730	1.05	0.00	0.00	1.40	2.45	0.00	1.75	93.36	100
1800	2.45	0.70	0.00	1.75	2.45	0.70	1.05	90.91	100
1830	2.10	0.70	0.00	1.75	3.15	0.70	1.75	89.86	100
1900	2.10	2.45	0.00	2.10	5.24	0.70	1.40	86.01	100
1930	9.79	8.74	0.00	2.10	4.55	0.70	1.40	72.73	100
2000	39.16	2.10	0.00	3.85	2.45	0.70	1.40	50.35	100
2030	33.92	1.40	0.35	6.29	4.90	1.40	1.40	50.35	100
2100	22.03	1.05	0.70	8.04	10.84	1.40	2.80	53.15	100
2130	14.34	0.35	0.35	7.69	14.34	1.40	3.50	58.04	100
2200	12.24	0.35	0.35	6.64	13.29	1.40	4.20	61.54	100
2230	9.79	0.35	0.35	4.20	12.24	1.05	3.85	68.18	100
2300	3.85	0.35	0.35	2.45	7.34	1.05	3.50	81.12	100
2330	0.35	0.00	0.00	0.35	2.45	0.00	2.45	94.41	100
average	3.49	0.57	0.05	1.23	2.20	0.28	1.20	91.12	100
maximum	39.16	8.74	0.70	8.04	14.34	1.40	4.20	100.00	100
std. dev.	8.14	1.49	0.14	2.04	3.57	0.45	1.05	14.02	

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

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

	TVM	SUPER 1	SMASH	RAI	FININVEST	OTHER ITALIAN	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00 **	0.00	0.00	0.00	0.00	0.35	99.65	100
0030	0.00		0.00	0.00	0.00	0.00	0.35	99.65	100
0100	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00		0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0330	0.00		0.00	0.00	0.35	0.00	0.00	99.65	100
0400	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0430	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0500	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0530	0.00		0.00	0.35	0.35	0.00	0.35	98.95	100
0600	0.00		0.00	0.35	0.70	0.00	0.35	97.90	100
0630	0.00		0.00	0.00	0.70	0.00	0.35	98.25	100
0700	0.35		0.00	0.35	0.70	0.00	1.05	96.50	100
0730	0.35		0.00	0.70	1.05	0.00	1.05	95.80	100
0800	1.05	1.05	0.00	1.05	1.05	0.00	1.05	94.76	100
0830	0.70	0.70	0.00	1.05	0.70	0.00	0.70	96.15	100
0900	0.00	0.70	0.00	1.05	0.70	0.00	0.35	97.20	100
0930	0.00	0.70	0.00	1.05	0.35	0.00	0.35	97.55	100
1000	1.40	0.70	0.00	1.75	0.35	0.35	0.35	95.10	100
1030	1.40	0.70	0.00	1.40	0.35	0.35	0.35	95.45	100
1100	0.70	0.70	0.00	2.45	0.35	0.35	0.35	95.10	100
1130	0.35	1.05	0.00	3.15	0.35	0.00	0.35	94.76	100
NOON	1.75	1.05	0.00	4.90	1.05	0.35	1.40	89.61	100
1230	1.40	0.70	0.00	4.55	0.35	0.35	1.40	91.26	100
1300	1.40	0.70	0.00	4.90	0.35	0.35	1.05	91.26	100
1330	0.70	0.35	0.00	5.24	1.05	0.00	0.70	91.96	100
1400	2.45	0.35	0.00	5.94	3.50	0.00	0.70	87.06	100
1430	2.45	0.35	0.35	5.59	5.24	0.00	0.70	85.31	100
1500	2.10	0.35	0.35	7.69	5.24	0.35	0.70	83.22	100
1530	1.40	0.70	0.35	6.99	5.24	0.35	0.70	84.27	100
1600	1.40	0.70	0.35	7.34	4.55	0.00	1.05	84.62	100
1630	1.05	0.70	0.35	7.34	4.55	0.35	1.40	84.27	100
1700	1.05	0.70	0.35	8.39	4.90	0.35	1.75	82.52	100
1730	1.40	0.35	0.00	6.99	4.20	0.35	2.10	84.62	100
1800	2.10	0.35	0.00	7.34	4.90	0.35	2.45	82.62	100
1830	2.80	1.05	0.00	6.29	4.55	0.70	2.45	82.17	100
1900	2.10	2.80	0.00	4.90	5.94	0.70	2.45	81.12	100
1930	2.80	6.99	0.00	4.55	5.59	0.70	1.75	77.62	100
2000	34.27	4.20	0.00	2.80	5.24	0.00	1.75	51.75	100
2030	29.02	1.40	0.00	8.39	14.34	1.40	2.45	43.01	100
2100	17.83	1.75	0.00	8.74	22.03	1.40	2.45	46.80	100
2130	9.44	1.05	0.00	8.74	24.13	1.75	2.80	52.10	100
2200	7.69	1.05	0.00	7.69	23.43	1.75	2.10	56.29	100
2230	7.34	0.00	0.00	5.59	19.93	1.05	2.10	63.99	100
2300	4.90	0.35	0.00	2.80	9.79	1.05	2.10	79.02	100
2330	2.10	0.00	0.00	1.05	2.45	0.35	1.40	92.66	100
average	3.07	1.04	0.04	3.34	4.00	0.31	1.01	87.43	100
maximum	34.27	6.99	0.35	8.74	24.13	1.75	2.80	100.00	100
std. dev.	6.73	1.32	0.12	3.08	6.25	0.47	0.83	15.05	

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

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

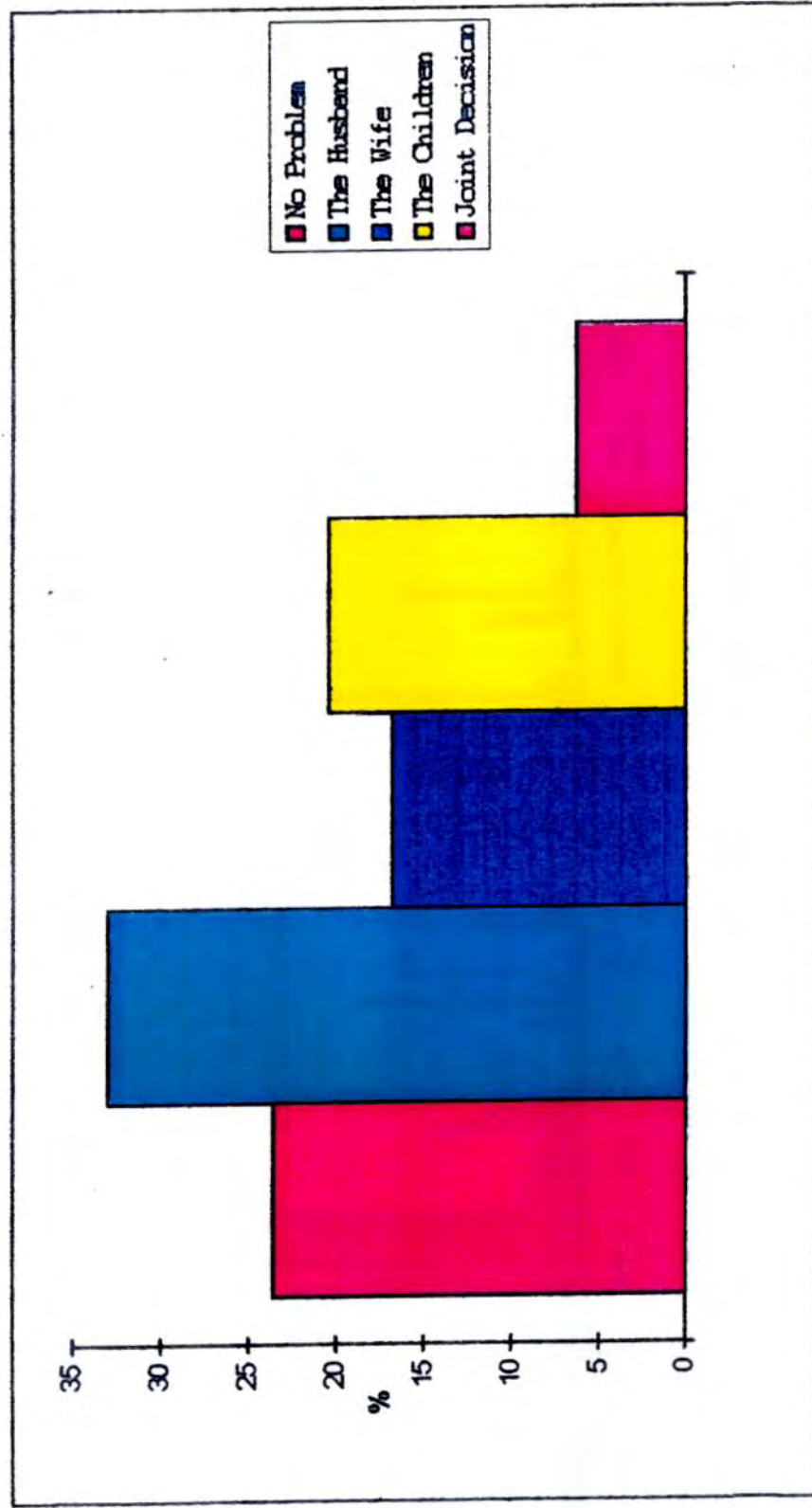


Figure 4.1: Who Decides on which Channel is Selected in the Family

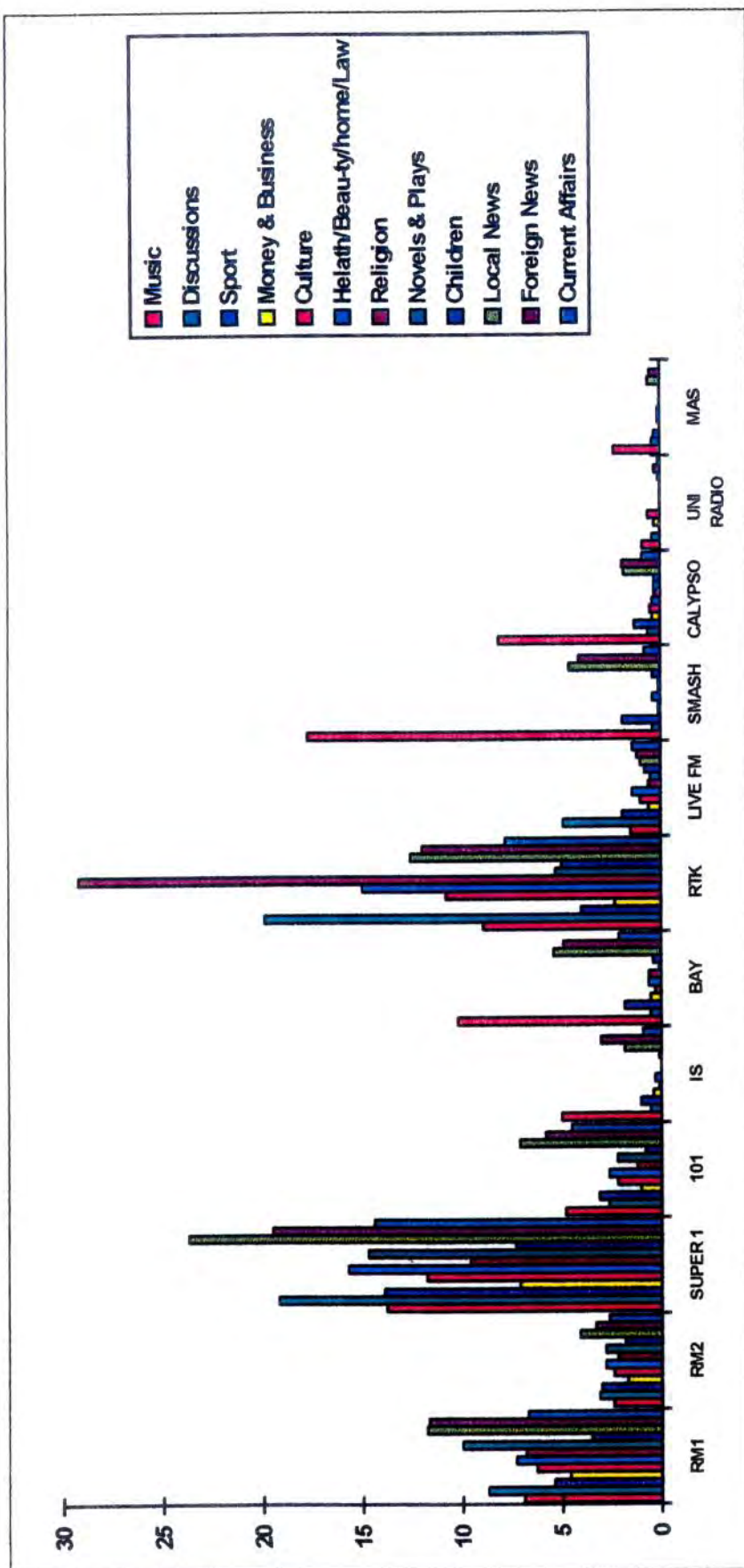


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments

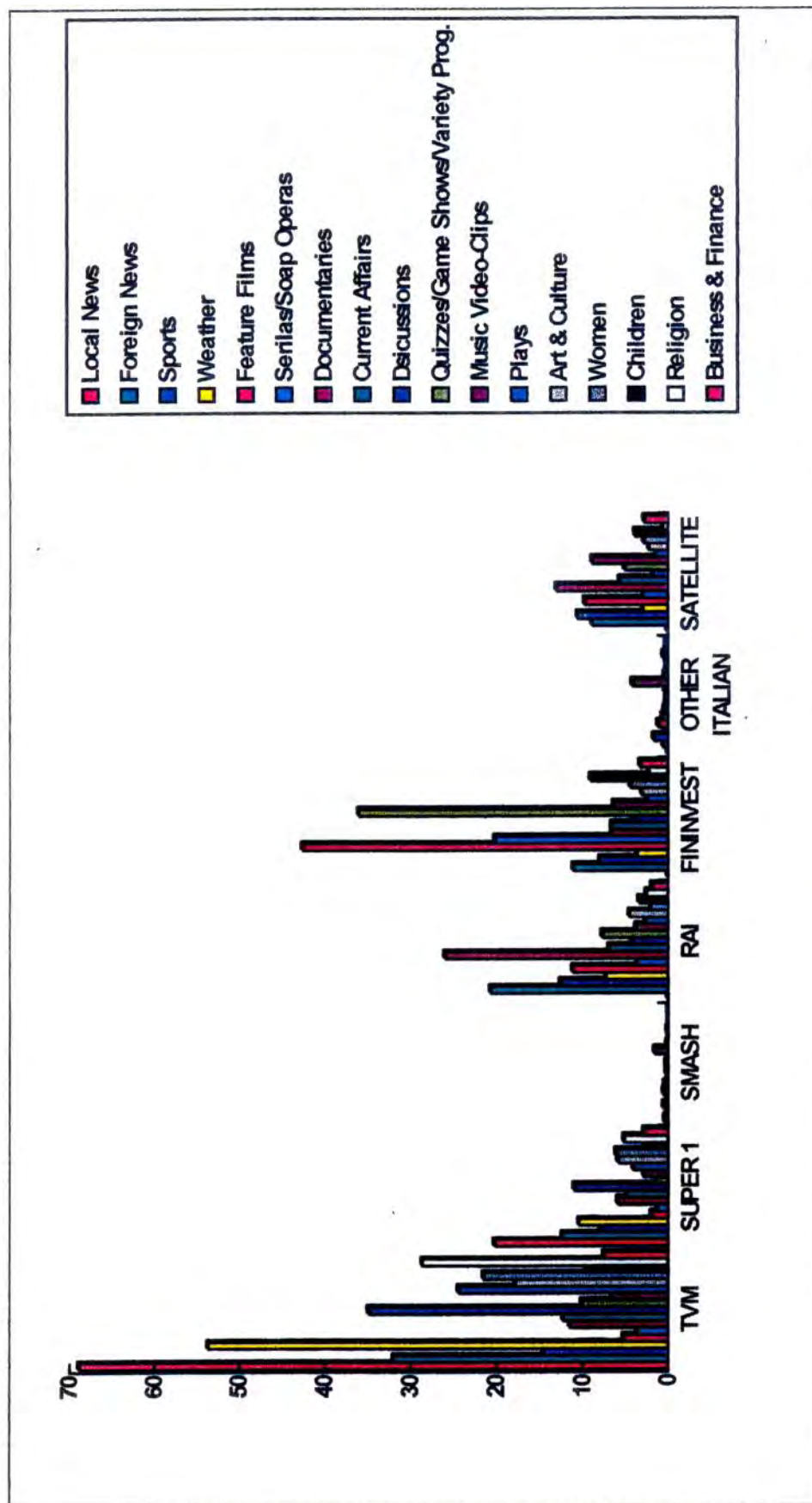


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments

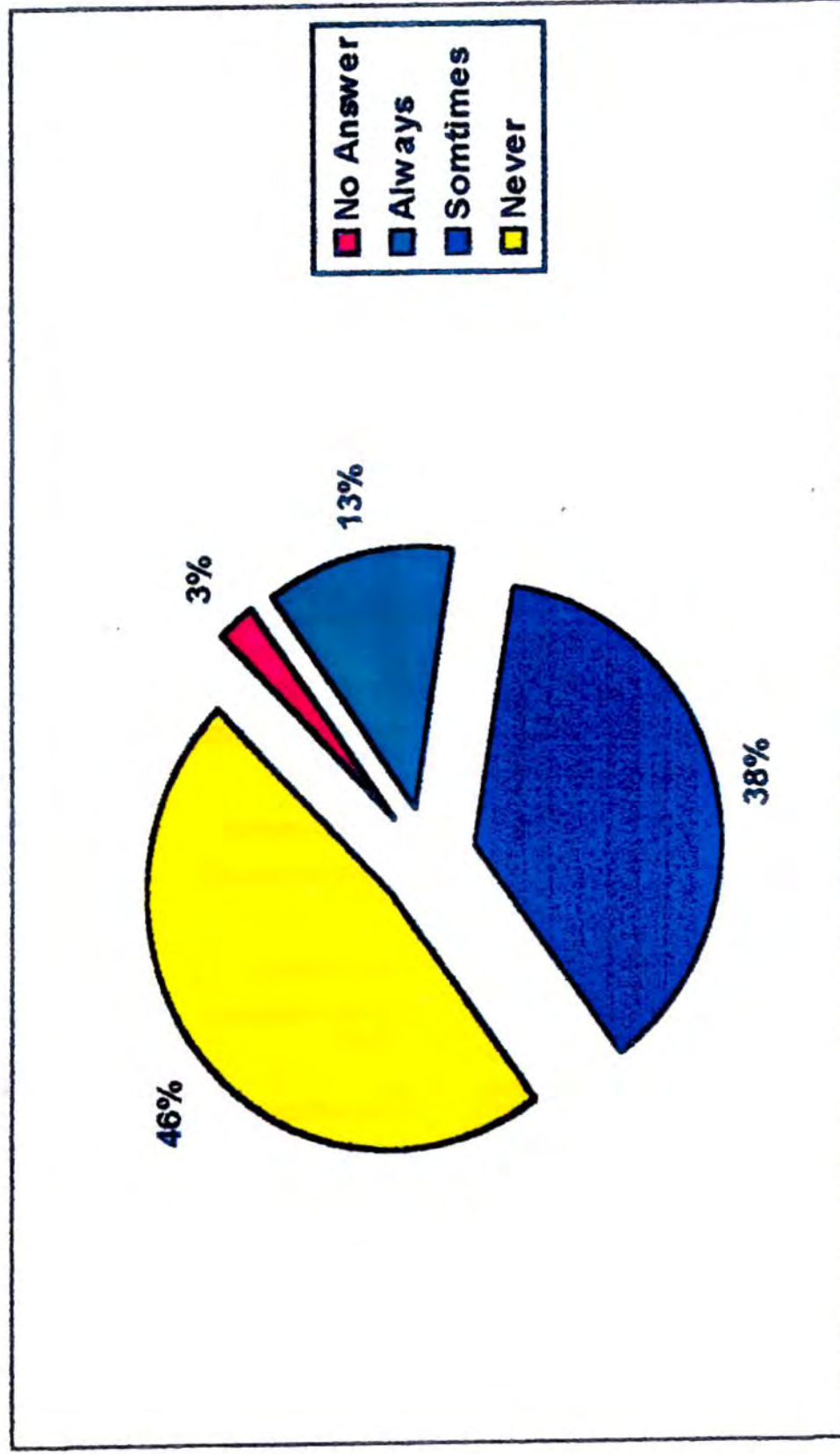


Fig 6.3: Extent of Interest in Political Broadcasts

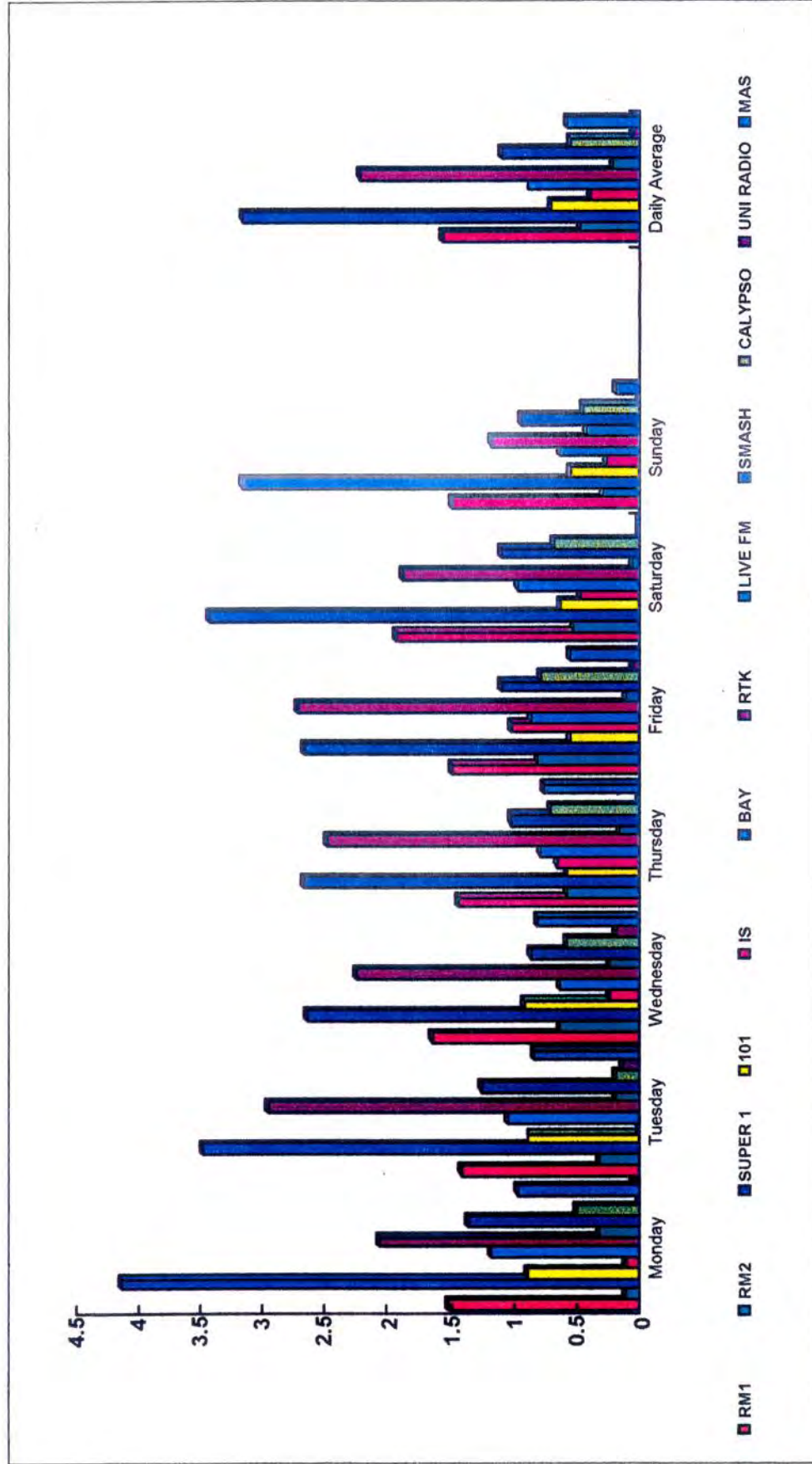


Figure 7.1: Daily Radio Average Audience Share

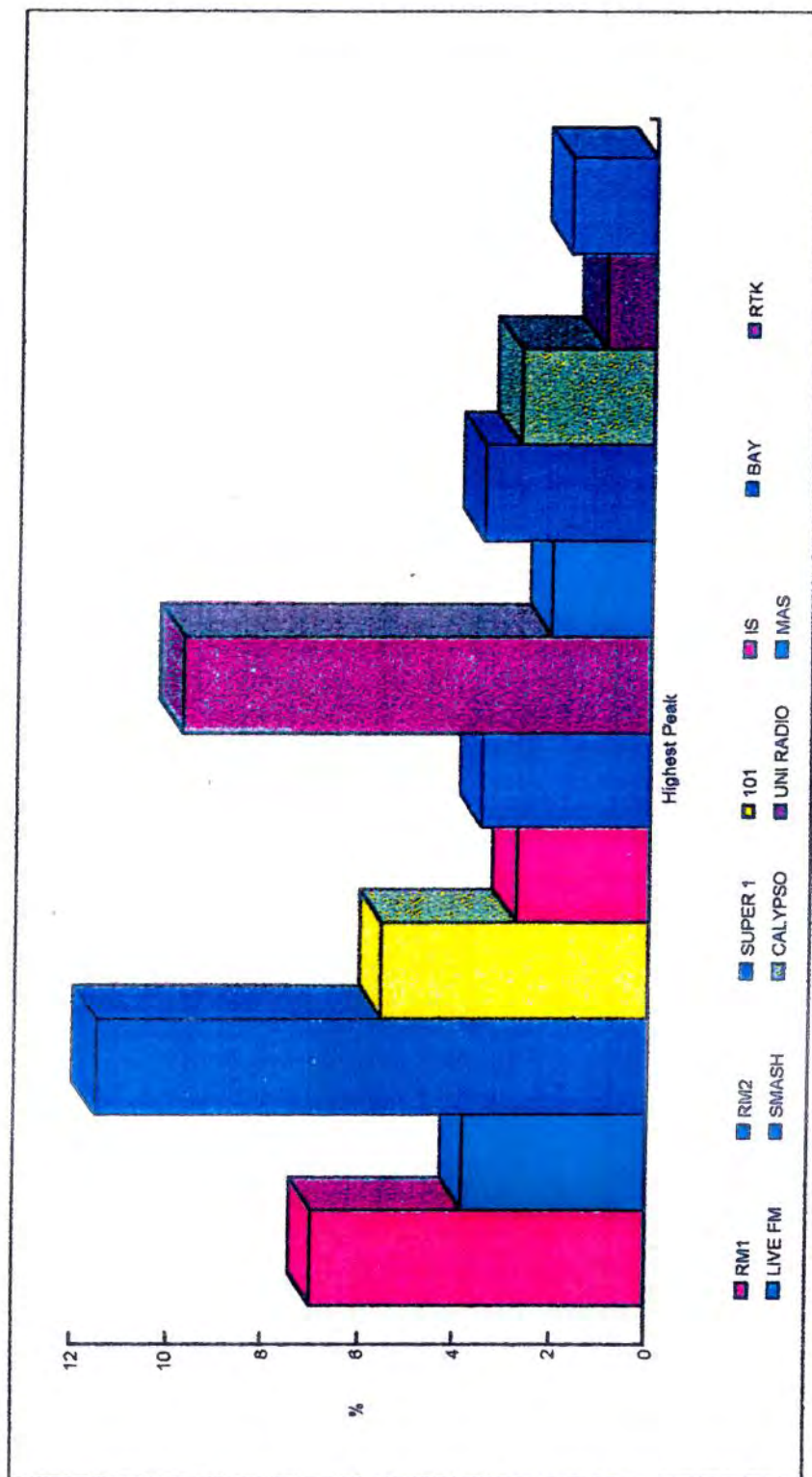


Figure 7.2: Highest Radio Station Peak Audience Share

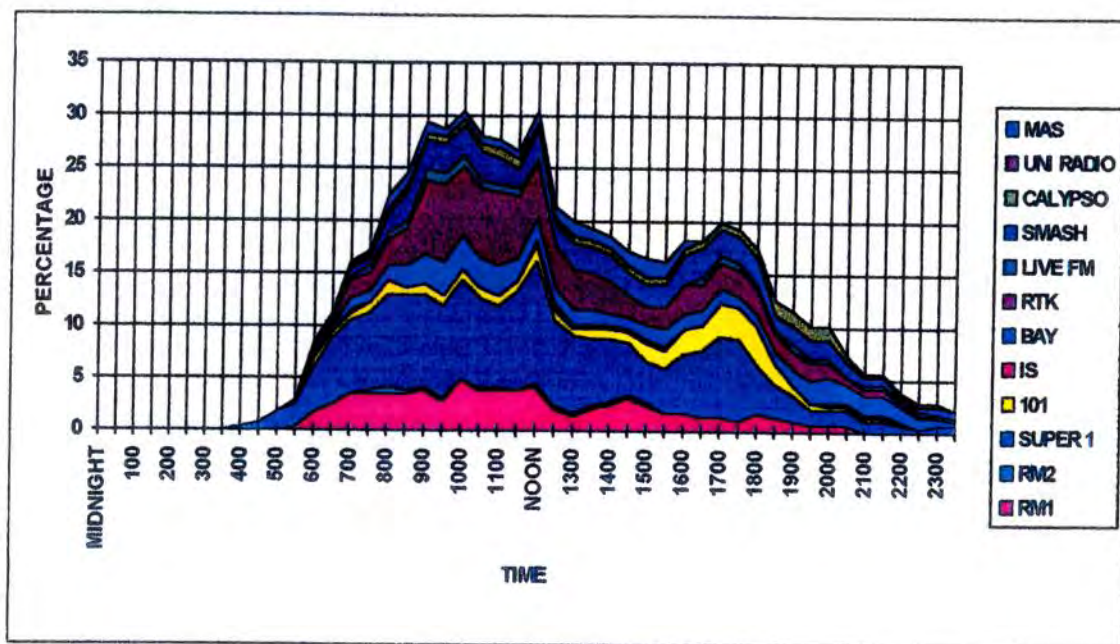


Fig 7.3: Radio Audiences - Monday

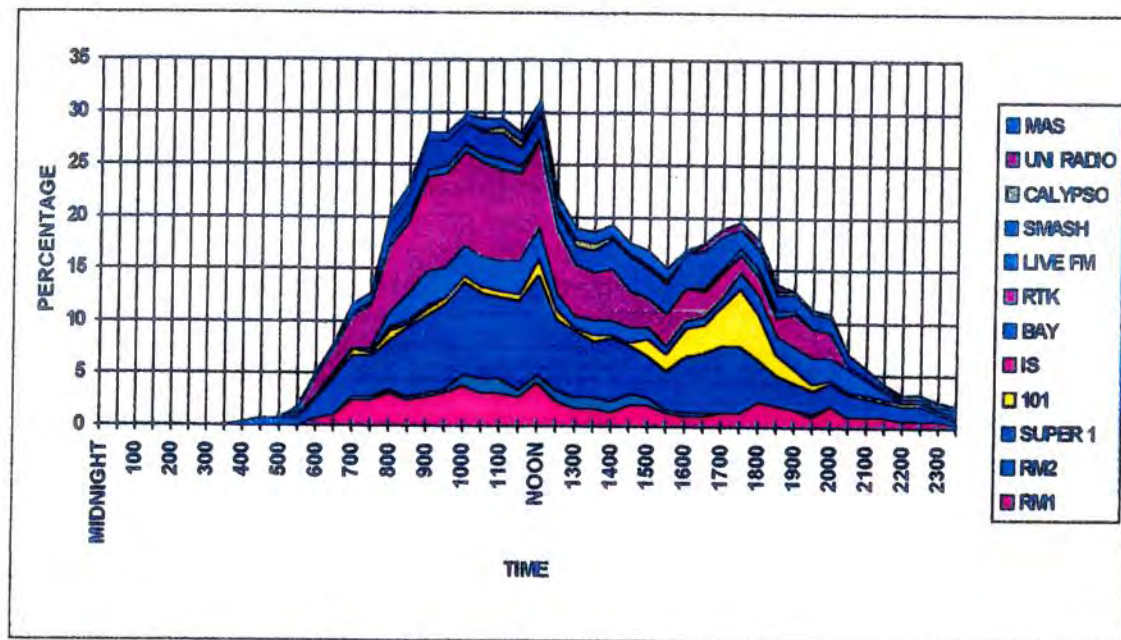


Fig 7.4: Radio Audiences - Tuesday

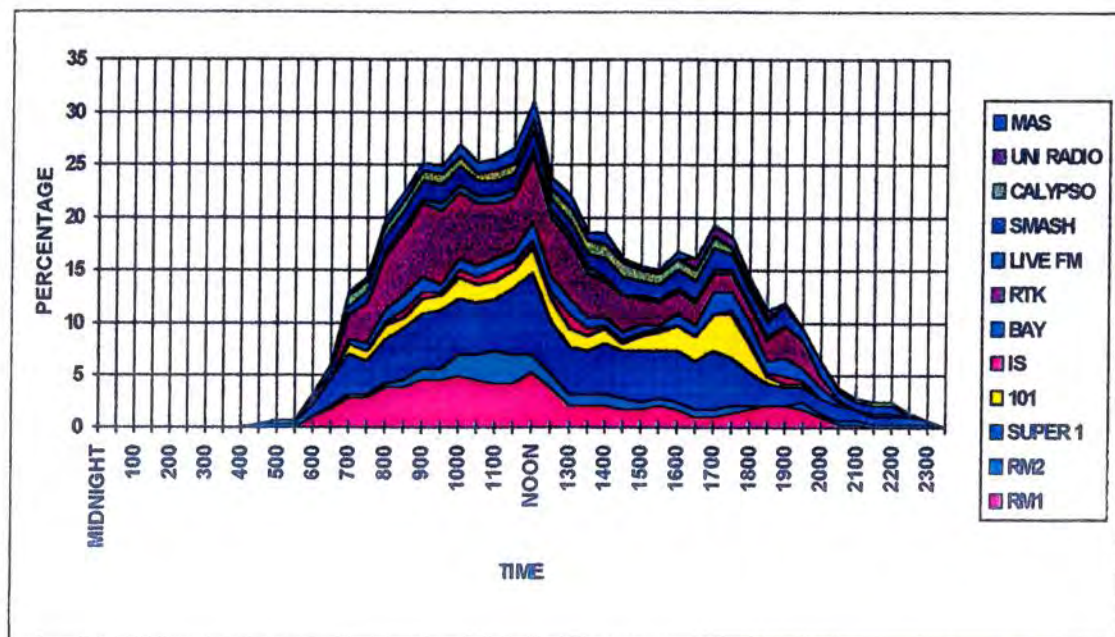


Fig 7.5: Radio Audiences - Wednesday

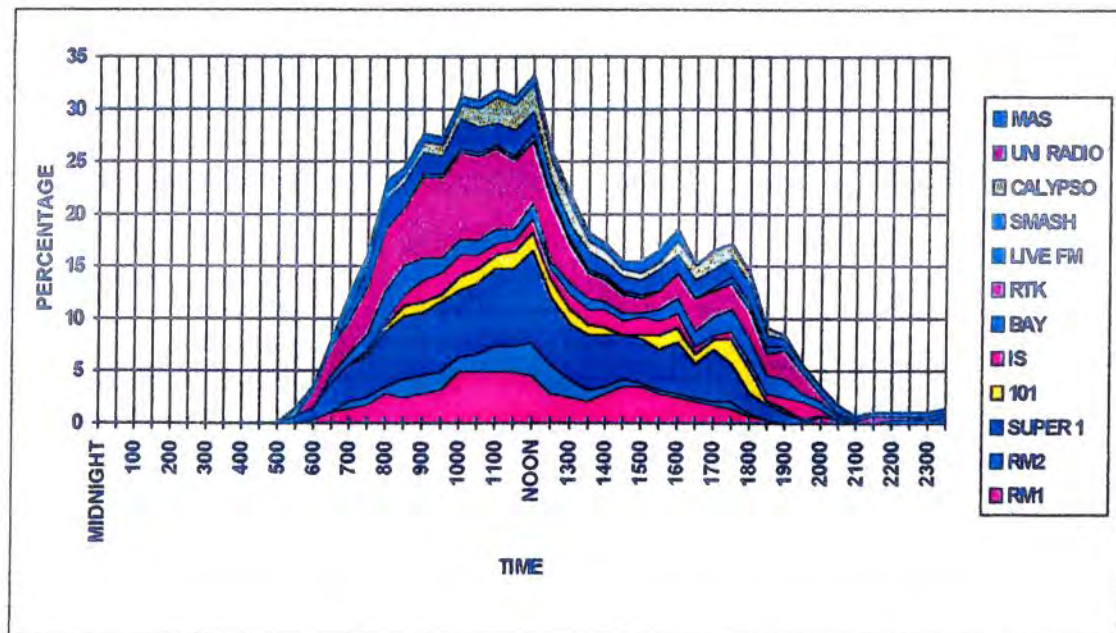


Fig 7.6: Radio Audiences - Thursday

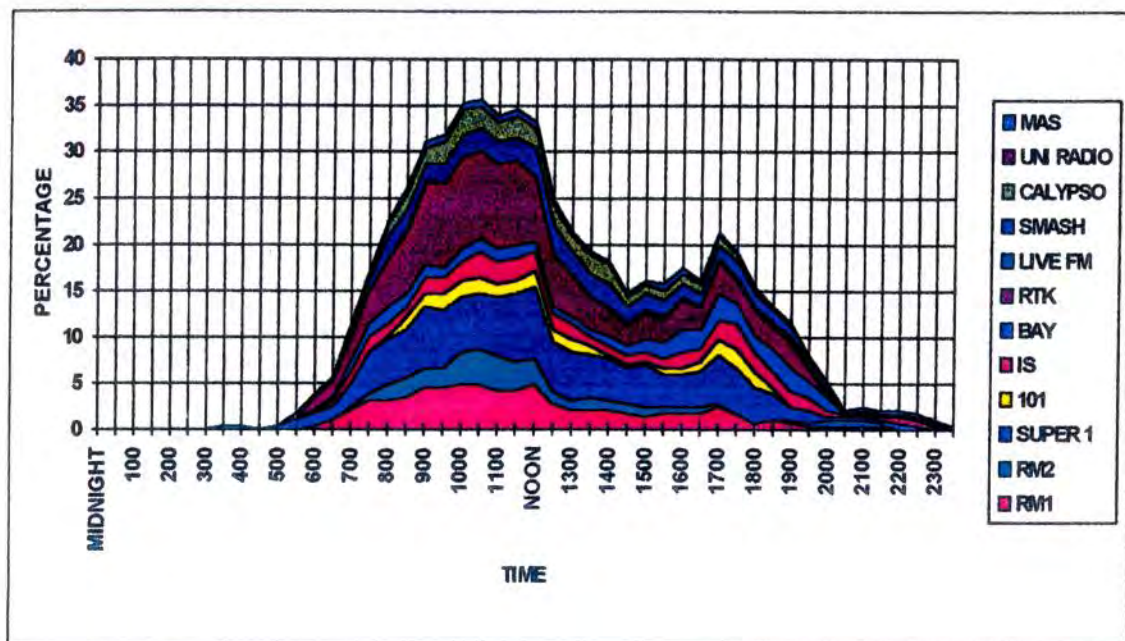


Fig 7.7: Radio Audiences - Friday

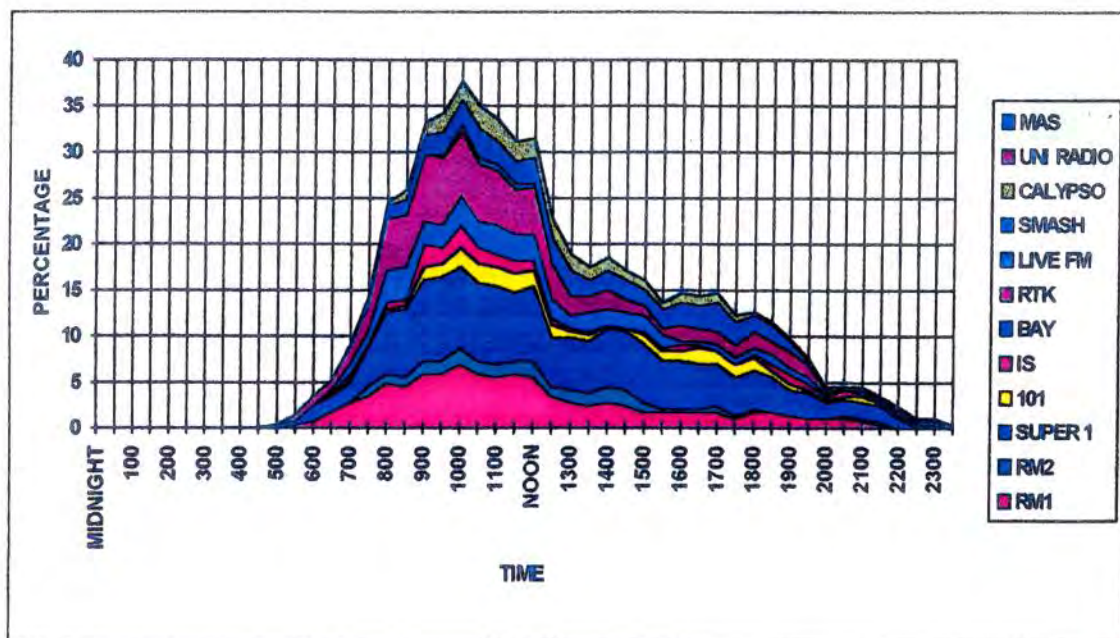


Fig 7.8: Radio Audiences - Saturday

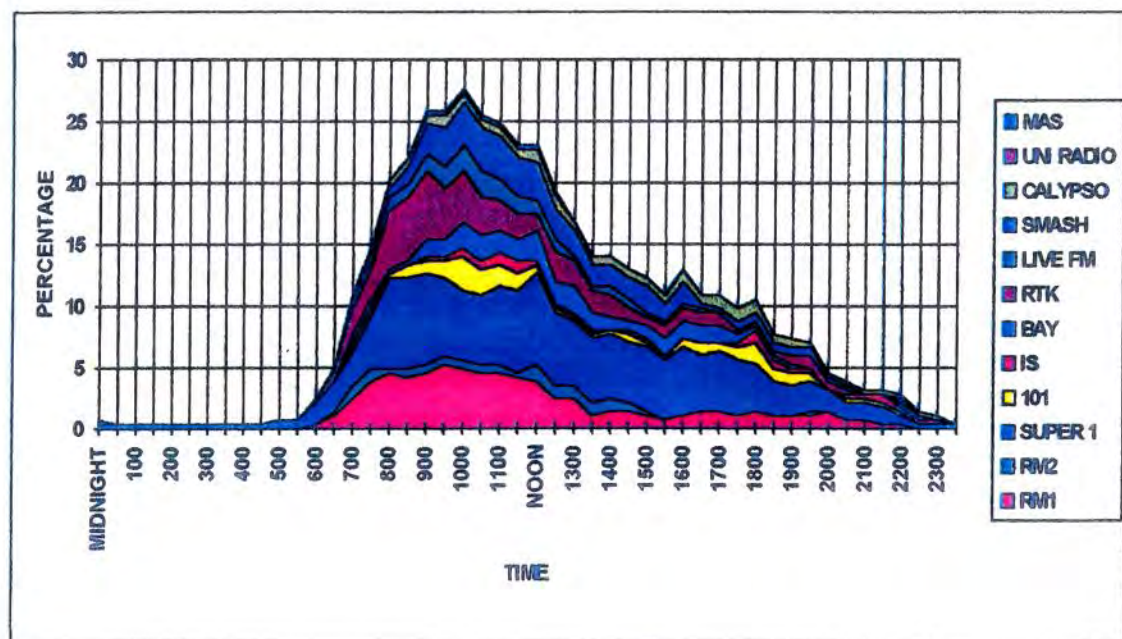


Fig 7.9: Radio Audiences - Sunday

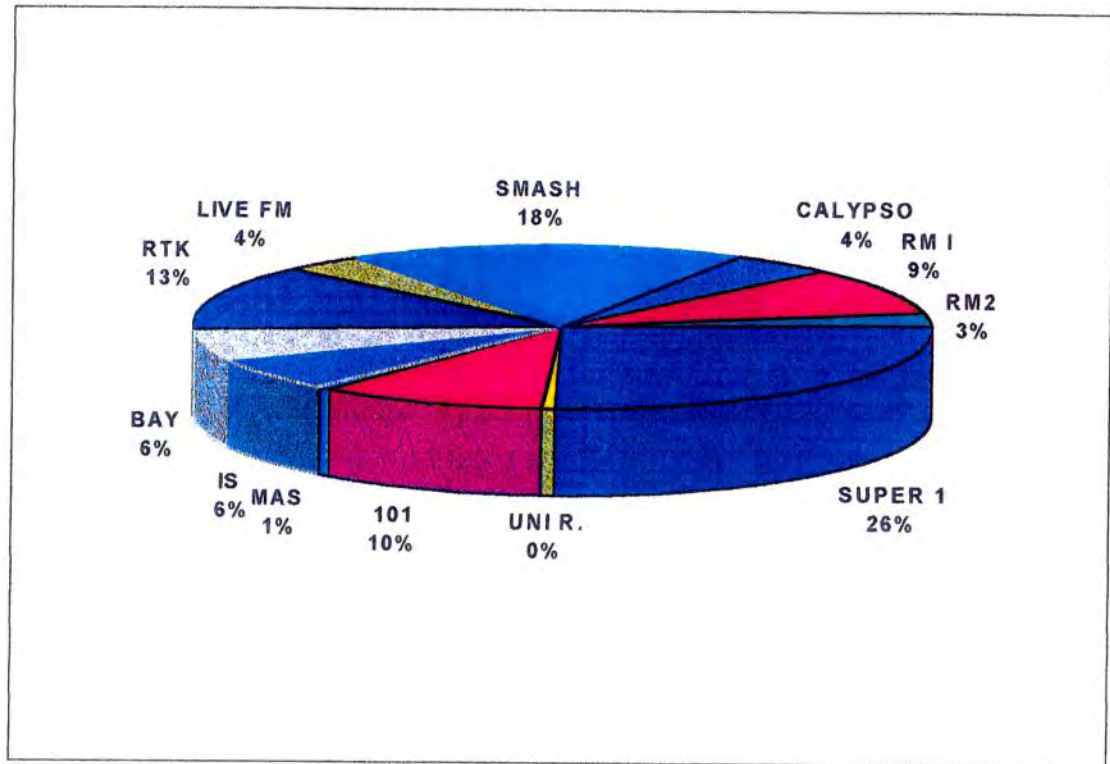


Fig. 7.10: Daily Average Audience Radio Levels - 1995

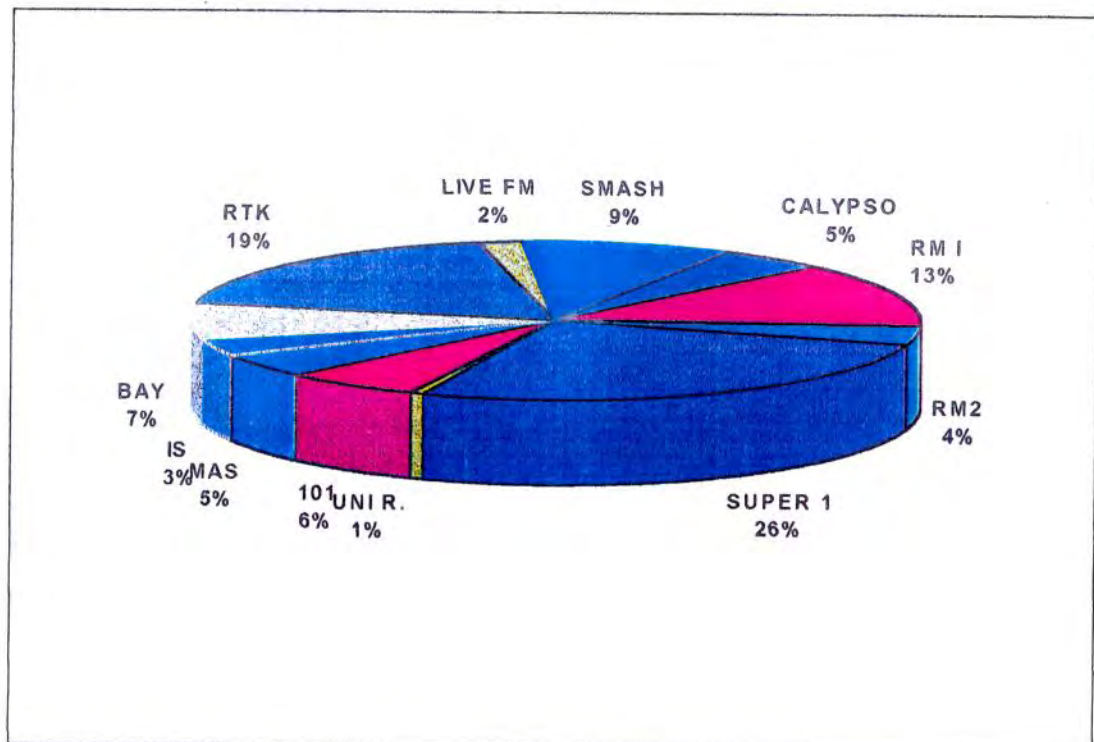


Fig. 7.11: Daily Average Audience Radio Levels - 1996

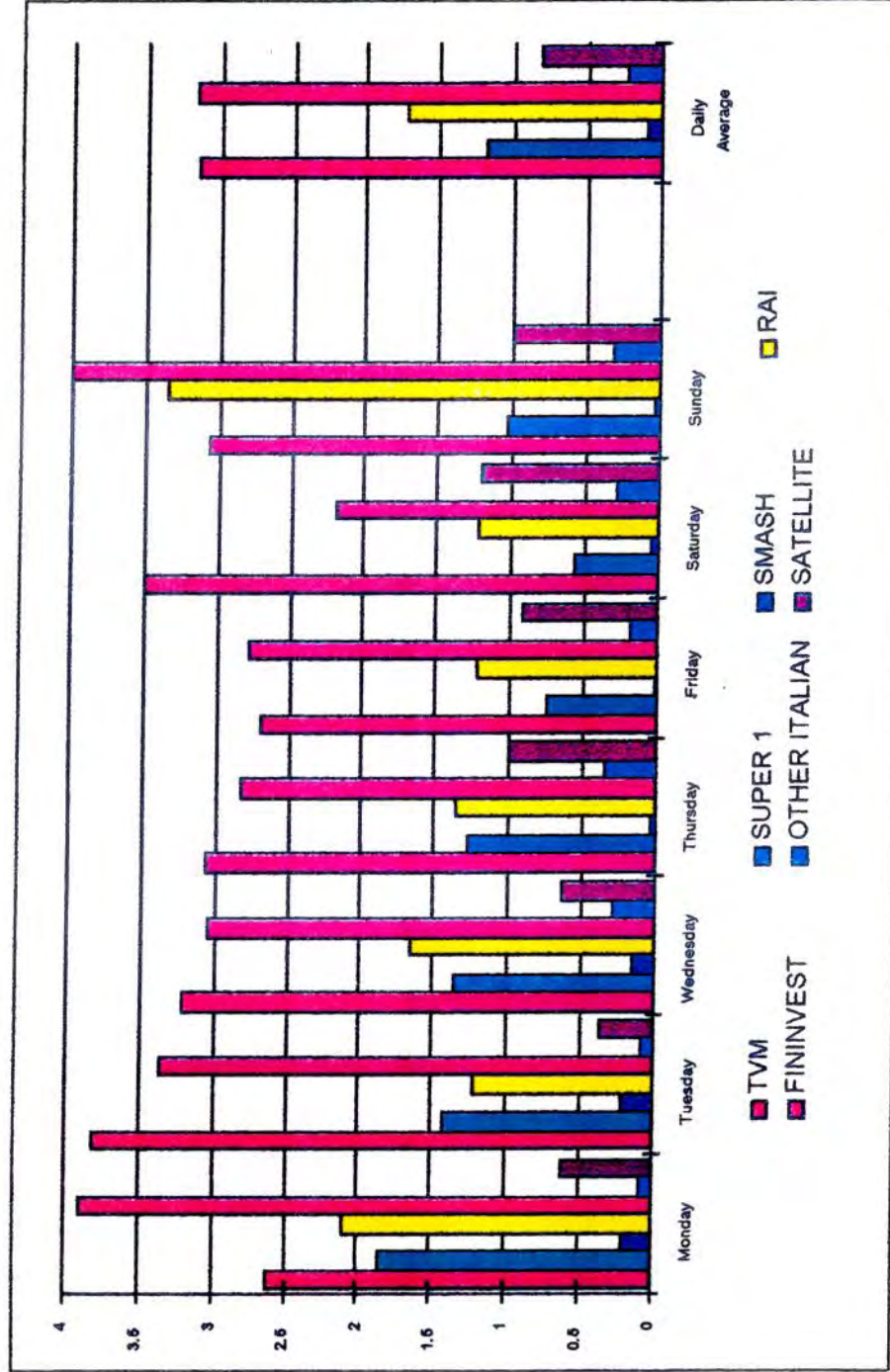


Figure 8.1: Daily TV Average Audience Share

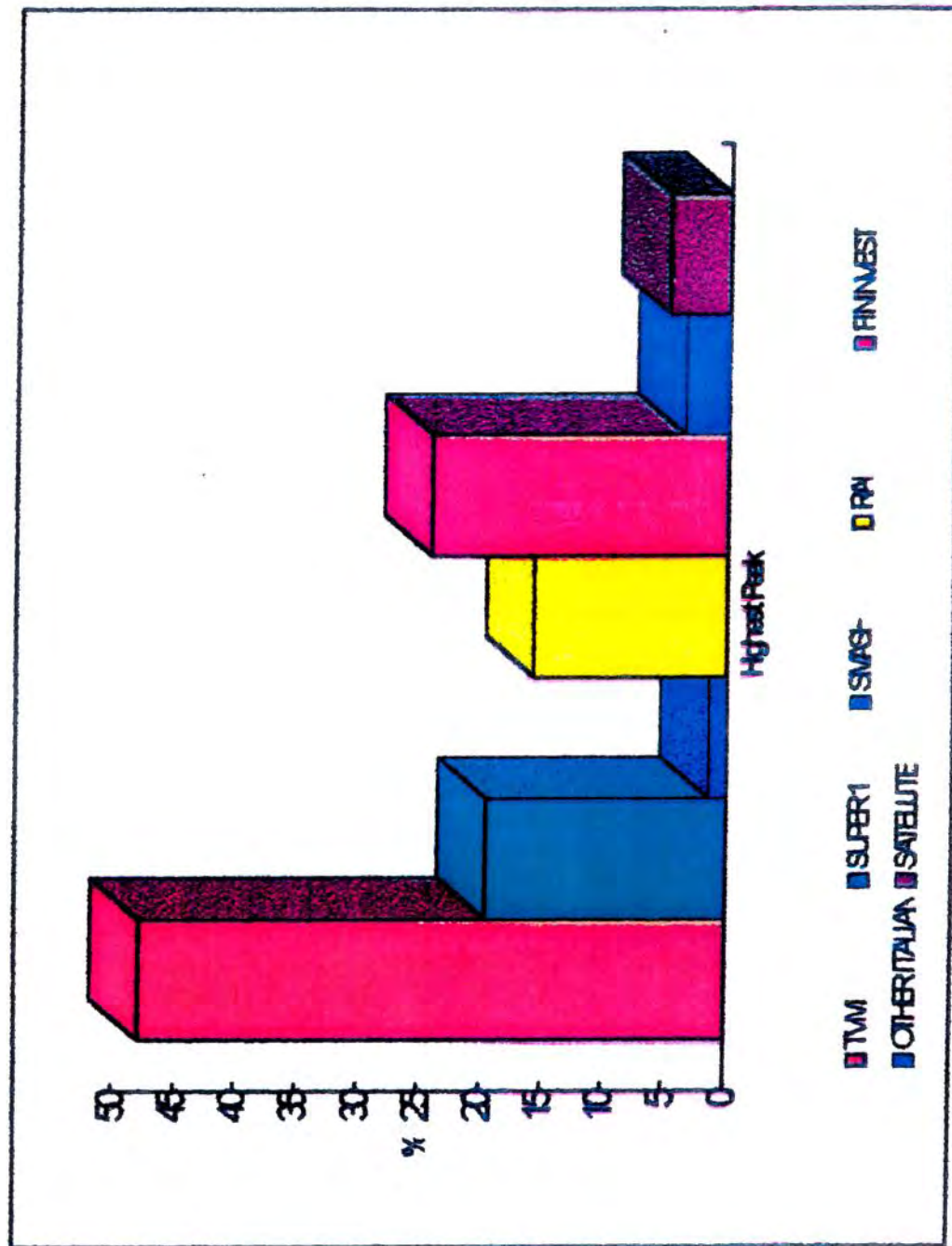


Figure 8.2: Highest TV Channel Peak Audience Share

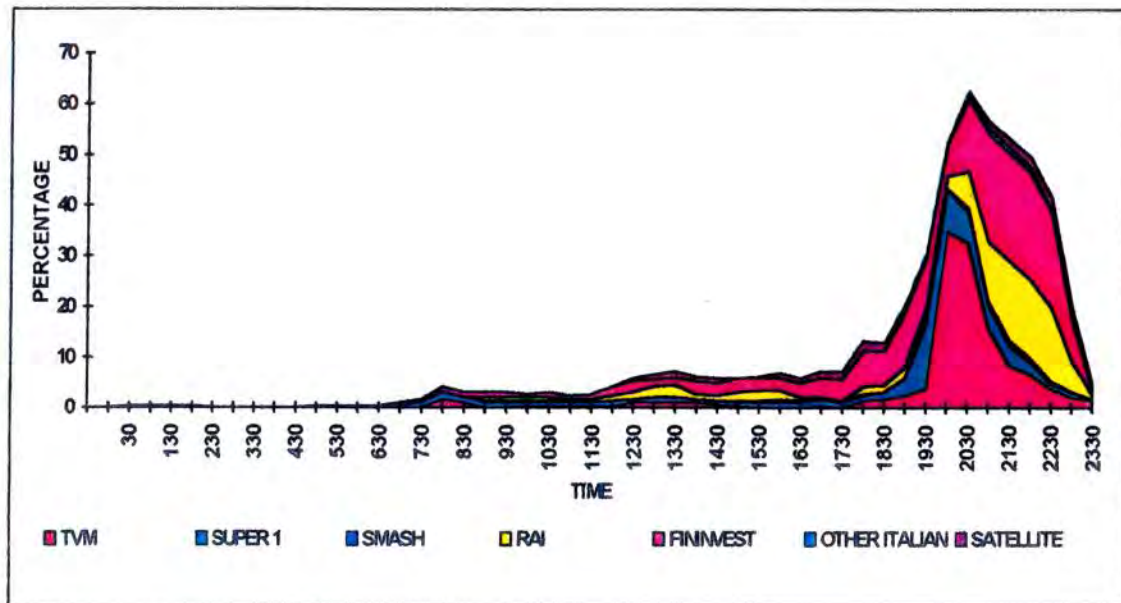


Fig 8.3: TV Audience Shares: Monday

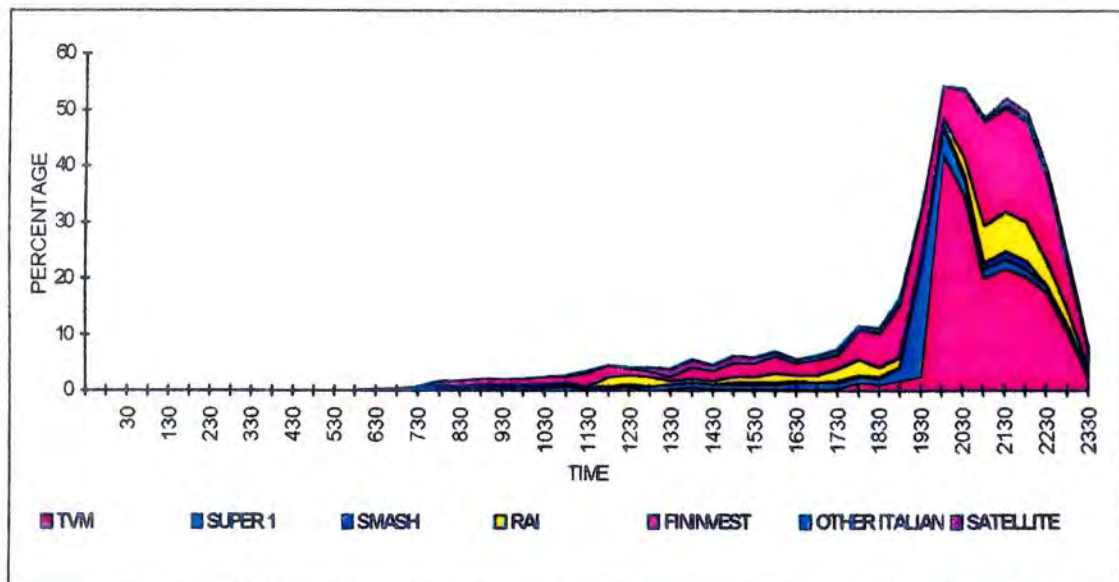


Fig 8.4: TV Audience Shares: Tuesday

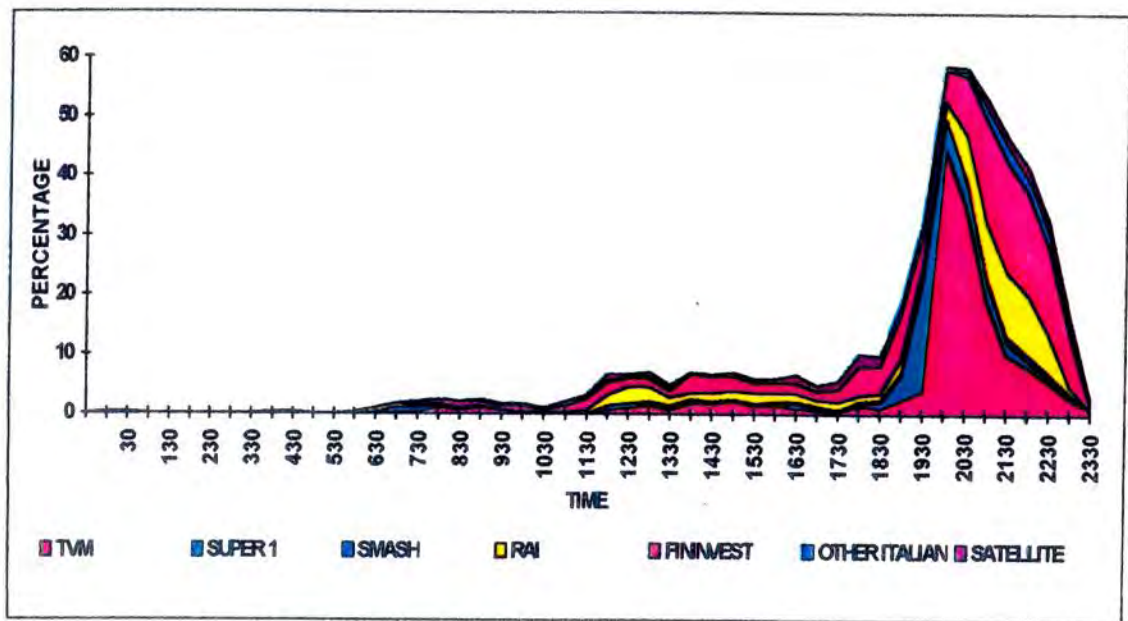


Fig 8.5: TV Audience Shares: Wednesday

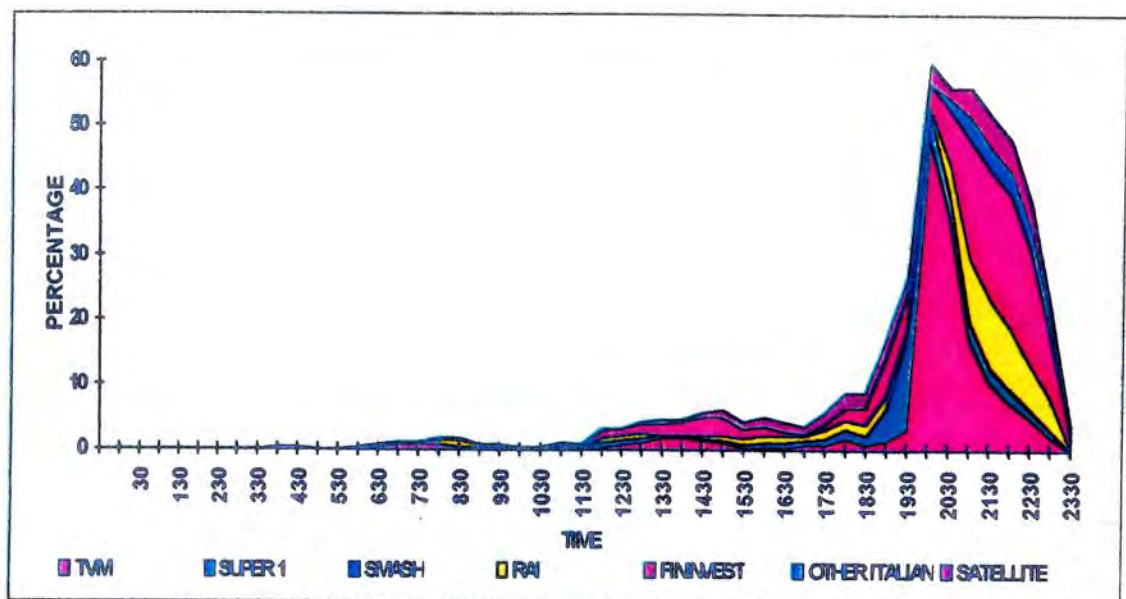


Fig 8.6: TV Audience Shares: Thursday

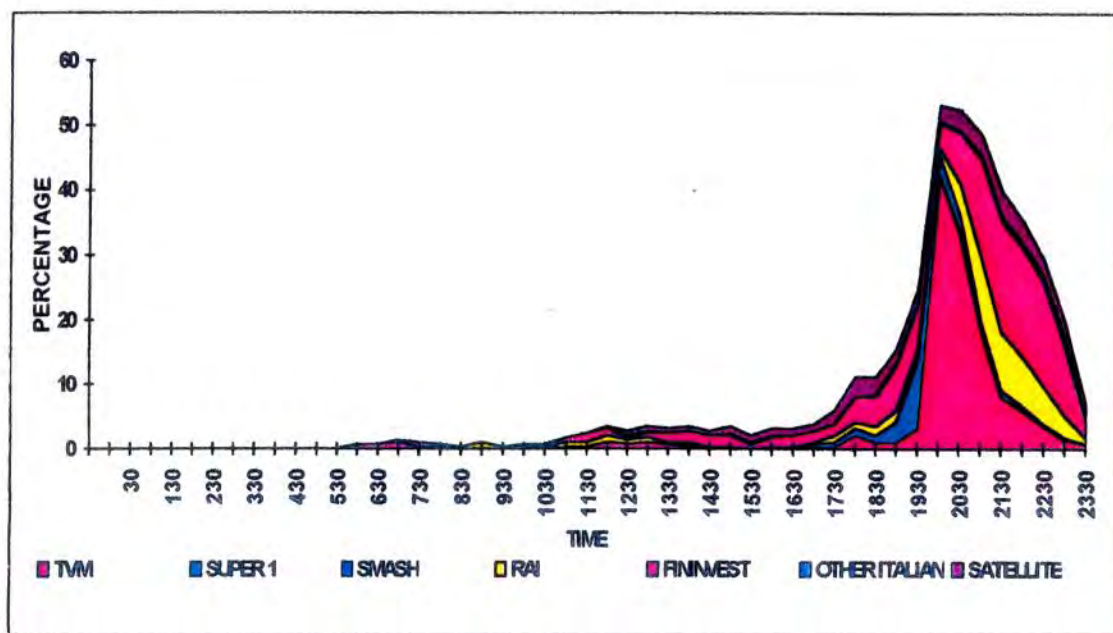


Fig 8.7: TV Audience Shares: Friday

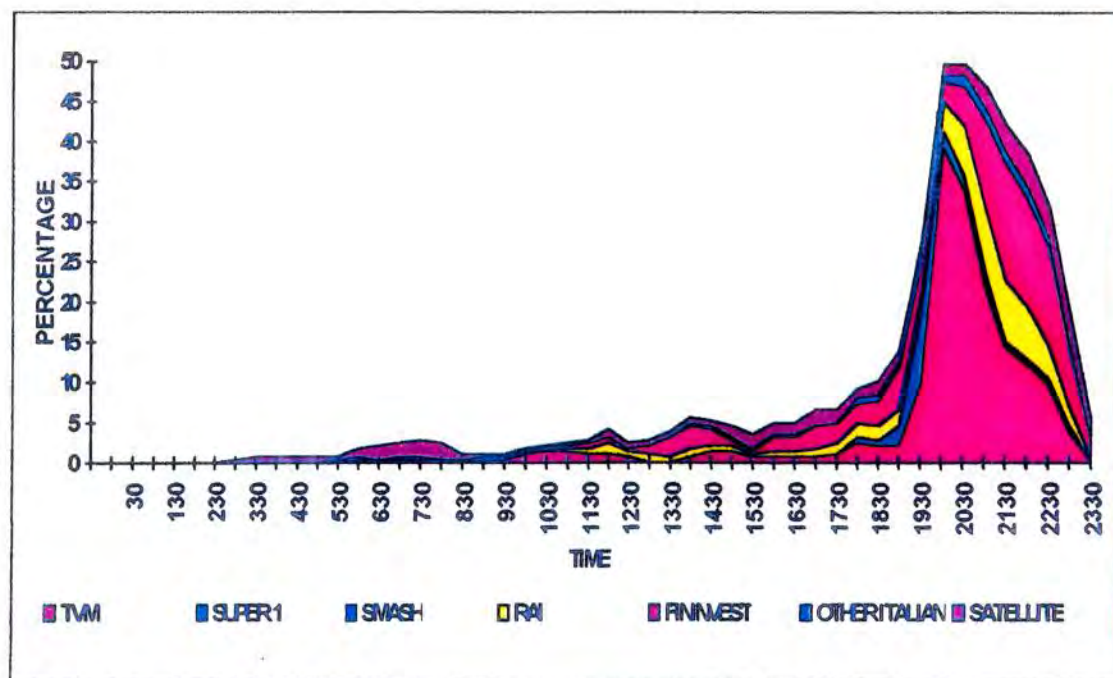


Fig 8.8: TV Audience Shares: Saturday

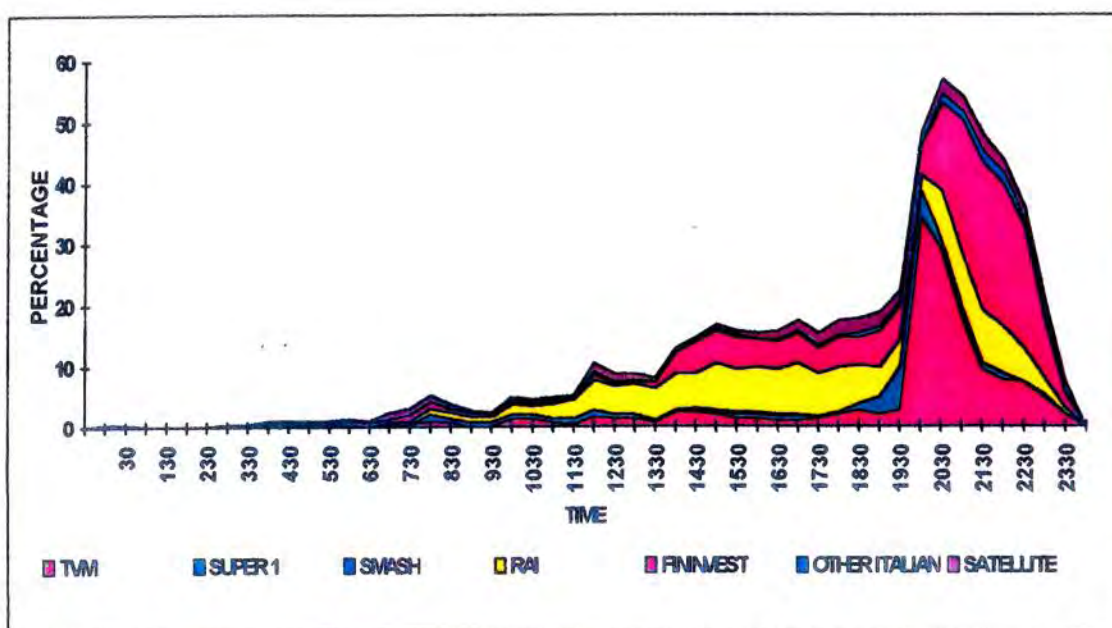


Fig 89: TV Audience Shares: Sunday

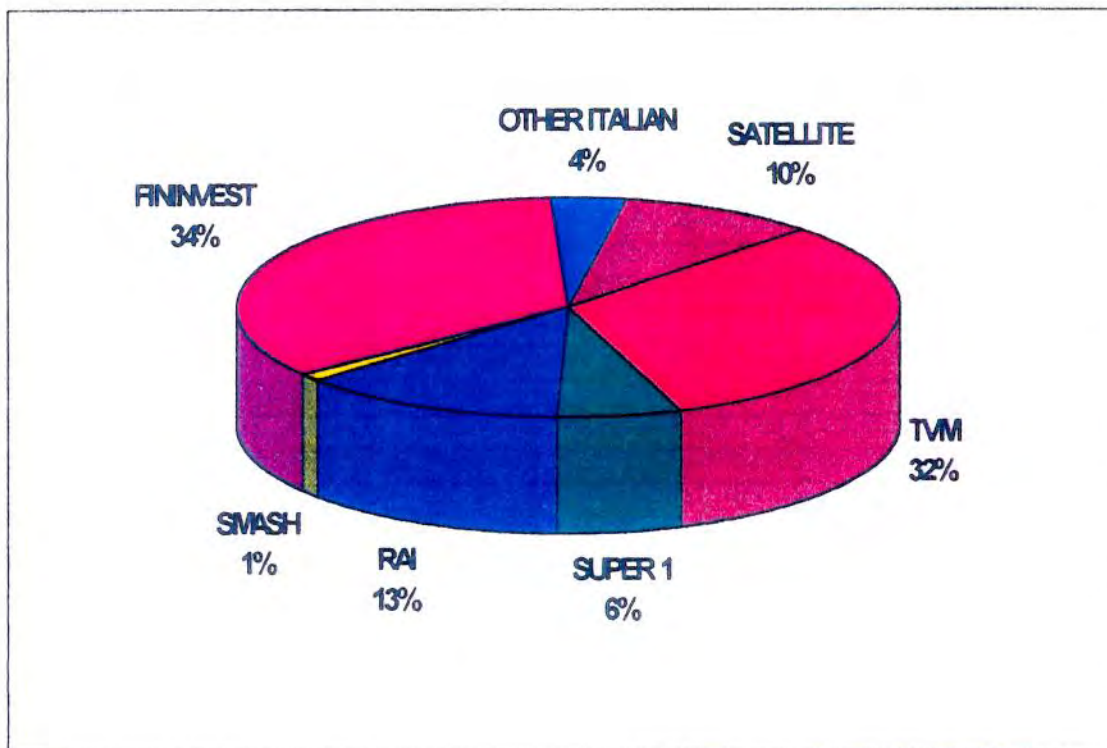


Fig. 8.10: Daily Average Audience TV Levels - 1995

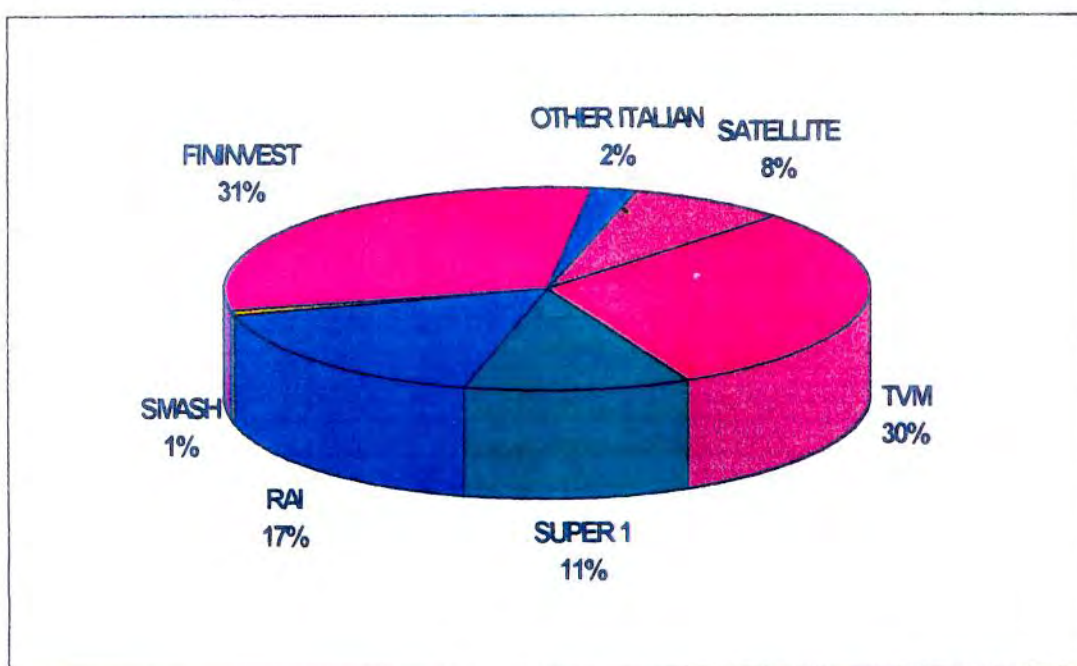


Fig. 8.11: Daily Average Audience TV Levels - 1996