

A Report

an A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

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May 2003

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- AGE BY GENDER, SOCIO-ECONOMIC GROUP & LAST SCHOOL ATTENDED

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP				EDUCATIONAL LEVEL				
		MALE	FEMALE	AB	C1	C2	DE	NO SCHOOL	PRIMARY	SECONDARY	TECHNICAL INSTITUTE	TERTIARY
TOTAL.....	1001	490	511	143	285	289	284	14	163	610	69	145
AGE GROUP												
12 - 17.....	112	56	56	18	31	39	24	0	0	105	3	4
.....	11.2%	11.4%	11.0%	12.6%	10.9%	13.5%	8.5%	.0%	.0%	17.2%	4.3%	2.8%
.....	100%	50.0%	50.0%	16.1%	27.7%	34.8%	21.4%	.0%	.0%	93.8%	2.7%	3.6%
18 - 30.....	210	105	105	29	90	50	41	0	8	109	19	74
.....	21.0%	21.4%	20.5%	20.3%	31.6%	17.3%	14.4%	.0%	4.9%	17.9%	27.5%	51.0%
.....	100%	50.0%	50.0%	13.8%	42.9%	23.8%	19.5%	.0%	3.8%	51.9%	9.0%	35.2%
31 - 50.....	371	182	189	50	107	101	113	0	40	257	32	42
.....	37.1%	37.1%	37.0%	35.0%	37.5%	34.9%	39.8%	.0%	24.5%	42.1%	46.4%	29.0%
.....	100%	49.1%	50.9%	13.5%	28.8%	27.2%	30.5%	.0%	10.8%	69.3%	8.6%	11.3%
51 - 65.....	182	91	91	31	36	51	64	0	56	96	11	19
.....	18.2%	18.6%	17.8%	21.7%	12.6%	17.6%	22.5%	.0%	34.4%	15.7%	15.9%	13.1%
.....	100%	50.0%	50.0%	17.0%	19.8%	28.0%	35.2%	.0%	30.8%	52.7%	6.0%	10.4%
OVER 65.....	126	56	70	15	21	48	42	14	59	43	4	6
.....	12.6%	11.4%	13.7%	10.5%	7.4%	16.6%	14.8%	100%	36.2%	7.0%	5.8%	4.1%
.....	100%	44.4%	55.6%	11.9%	16.7%	38.1%	33.3%	11.1%	46.8%	34.1%	3.2%	4.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K3												
LISTEN TO THE RADIO..	721	354	367	71	164	265	130	91	100	202	209	210
.....	72.0%	72.2%	71.8%	63.4%	78.1%	71.4%	71.4%	72.2%	69.9%	70.9%	72.3%	73.9%
.....	100%	49.1%	50.9%	9.8%	22.7%	36.8%	18.0%	12.6%	13.9%	28.0%	29.0%	29.1%
DO NOT LISTEN TO THE												
RADIO.....	280	136	144	41	46	106	52	35	43	83	80	74
.....	28.0%	27.8%	28.2%	36.6%	21.9%	28.6%	28.6%	27.8%	30.1%	29.1%	27.7%	26.1%
.....	100%	48.6%	51.4%	14.6%	16.4%	37.9%	18.6%	12.5%	15.4%	29.6%	28.6%	26.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
VARIES CONSIDERABLY..	3	0	3	0	1	1	1	0	2	0	1	0
.....	.4%	.0%	.8%	.0%	.6%	.4%	.8%	.0%	2.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	.0%	33.3%	.0%
ONE.....	211	120	91	23	65	74	32	17	53	67	46	45
.....	29.3%	33.9%	24.8%	32.4%	39.6%	27.9%	24.6%	18.7%	53.0%	33.2%	22.0%	21.4%
.....	100%	56.9%	43.1%	10.9%	30.8%	35.1%	15.2%	8.1%	25.1%	31.8%	21.8%	21.3%
TWO.....	168	83	85	30	37	51	31	19	21	53	47	47
.....	23.3%	23.4%	23.2%	42.3%	22.6%	19.2%	23.8%	20.9%	21.0%	26.2%	22.5%	22.4%
.....	100%	49.4%	50.6%	17.9%	22.0%	30.4%	18.5%	11.3%	12.5%	31.5%	28.0%	28.0%
THREE.....	88	39	49	4	15	43	13	13	11	21	28	28
.....	12.2%	11.0%	13.4%	5.6%	9.1%	16.2%	10.0%	14.3%	11.0%	10.4%	13.4%	13.3%
.....	100%	44.3%	55.7%	4.5%	17.0%	48.9%	14.8%	14.8%	12.5%	23.9%	31.8%	31.8%
FOUR.....	82	37	45	7	18	26	19	12	3	19	34	26
.....	11.4%	10.5%	12.3%	9.9%	11.0%	9.8%	14.6%	13.2%	3.0%	9.4%	16.3%	12.4%
.....	100%	45.1%	54.9%	8.5%	22.0%	31.7%	23.2%	14.6%	3.7%	23.2%	41.5%	31.7%
FIVE.....	51	24	27	4	6	26	10	5	3	14	17	17
.....	7.1%	6.8%	7.4%	5.6%	3.7%	9.8%	7.7%	5.5%	3.0%	6.9%	8.1%	8.1%
.....	100%	47.1%	52.9%	7.8%	11.8%	51.0%	19.6%	9.8%	5.9%	27.5%	33.3%	33.3%
SIX.....	51	20	31	2	8	16	11	14	5	12	15	19
.....	7.1%	5.6%	8.4%	2.8%	4.9%	6.0%	8.5%	15.4%	5.0%	5.9%	7.2%	9.0%
.....	100%	39.2%	60.8%	3.9%	15.7%	31.4%	21.6%	27.5%	9.8%	23.5%	29.4%	37.3%
SEVE.....	12	4	8	0	2	6	3	1	0	1	4	7
.....	1.7%	1.1%	2.2%	.0%	1.2%	2.3%	2.3%	1.1%	.0%	.5%	1.9%	3.3%
.....	100%	33.3%	66.7%	.0%	16.7%	50.0%	25.0%	8.3%	.0%	8.3%	33.3%	58.3%
EIGHT.....	25	11	14	1	7	9	5	3	0	5	9	11
.....	3.5%	3.1%	3.8%	1.4%	4.3%	3.4%	3.8%	3.3%	.0%	2.5%	4.3%	5.2%
.....	100%	44.0%	56.0%	4.0%	28.0%	36.0%	20.0%	12.0%	.0%	20.0%	36.0%	44.0%
NINE.....	7	2	5	0	2	3	1	1	2	1	1	3
.....	1.0%	.6%	1.4%	.0%	1.2%	1.1%	.8%	1.1%	2.0%	.5%	.5%	1.4%
.....	100%	28.6%	71.4%	.0%	28.6%	42.9%	14.3%	14.3%	28.6%	14.3%	14.3%	42.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	14	8	6	0	3	8	0	3	0	5	5	4
.....	1.9%	2.3%	1.6%	.0%	1.8%	3.0%	.0%	3.3%	.0%	2.5%	2.4%	1.9%
.....	100%	57.1%	42.9%	.0%	21.4%	57.1%	.0%	21.4%	.0%	35.7%	35.7%	28.6%
TWELVE.....	3	2	1	0	0	1	2	0	0	1	2	0
.....	.4%	.6%	.3%	.0%	.0%	.4%	1.5%	.0%	.0%	.5%	1.0%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%
THIRTEEN.....	2	2	0	0	0	1	0	1	0	1	0	1
.....	.3%	.6%	.0%	.0%	.0%	.4%	.0%	1.1%	.0%	.5%	.0%	.5%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
FOURTEEN.....	4	2	2	0	0	0	2	2	0	2	0	2
.....	.6%	.6%	.5%	.0%	.0%	.0%	1.5%	2.2%	.0%	1.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
NO ANSWER.....	4	3	1	1	1	2	0	0	0	1	1	2
.....	.6%	.8%	.3%	1.4%	.6%	.8%	.0%	.0%	.0%	.5%	.5%	1.0%
.....	100%	75.0%	25.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
AT HOME.....	536	219	317	64	85	187	109	91	64	138	171	163
.....	74.3%	61.9%	86.4%	90.1%	51.8%	70.6%	83.8%	100%	64.0%	68.3%	81.8%	77.6%
.....	100%	40.9%	59.1%	11.9%	15.9%	34.9%	20.3%	17.0%	11.9%	25.7%	31.9%	30.4%
AT WORK.....	120	94	26	1	43	58	18	0	9	36	37	38
.....	16.6%	26.6%	7.1%	1.4%	26.2%	21.9%	13.8%	.0%	9.0%	17.8%	17.7%	18.1%
.....	100%	78.3%	21.7%	.8%	35.8%	48.3%	15.0%	.0%	7.5%	30.0%	36.8%	31.7%
IN THE CAR.....	256	172	84	14	104	102	33	3	48	92	53	63
.....	35.5%	48.6%	22.9%	19.7%	63.4%	38.5%	25.4%	3.3%	48.0%	45.5%	25.4%	30.0%
.....	100%	67.2%	32.8%	5.5%	40.6%	39.8%	12.9%	1.2%	18.8%	35.9%	20.7%	24.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K20												
WATCH TV.....	995	487	508	112	210	370	180	123	143	285	286	281
.....	99.4%	99.4%	99.4%	100%	100%	99.7%	98.9%	97.6%	100%	100%	99.0%	98.9%
.....	100%	48.9%	51.1%	11.3%	21.1%	37.2%	18.1%	12.4%	14.4%	28.6%	28.7%	28.2%
DO NOT WATCH TV.....	6	3	3	0	0	1	2	3	0	0	3	3
.....	.6%	.6%	.6%	.0%	.0%	.3%	1.1%	2.4%	.0%	.0%	1.0%	1.1%
.....	100%	50.0%	50.0%	.0%	.0%	16.7%	33.3%	50.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
VARIES CONSIDERABLY..	3	2	1	0	1	1	0	1	1	0	1	1
.....	.3%	.4%	.2%	.0%	.5%	.3%	.0%	.8%	.7%	.0%	.3%	.4%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%
ONE.....	117	56	61	10	25	38	20	24	17	37	29	34
.....	11.8%	11.5%	12.0%	8.9%	11.9%	10.3%	11.1%	19.5%	11.9%	13.0%	10.1%	12.1%
.....	100%	47.9%	52.1%	8.5%	21.4%	32.5%	17.1%	20.5%	14.5%	31.6%	24.8%	29.1%
TWO.....	345	170	175	33	93	135	46	38	52	92	103	98
.....	34.7%	34.9%	34.4%	29.5%	44.3%	36.5%	25.6%	30.9%	36.4%	32.3%	36.0%	34.9%
.....	100%	49.3%	50.7%	9.6%	27.0%	39.1%	13.3%	11.0%	15.1%	26.7%	29.9%	28.4%
THREE.....	286	145	141	26	61	110	64	25	39	88	82	77
.....	28.7%	29.8%	27.8%	23.2%	29.0%	29.7%	35.6%	20.3%	27.3%	30.9%	28.7%	27.4%
.....	100%	50.7%	49.3%	9.1%	21.3%	38.5%	22.4%	8.7%	13.6%	30.8%	28.7%	26.9%
FOUR.....	130	69	61	32	17	44	22	15	25	39	32	34
.....	13.1%	14.2%	12.0%	28.6%	8.1%	11.9%	12.2%	12.2%	17.5%	13.7%	11.2%	12.1%
.....	100%	53.1%	46.9%	24.6%	13.1%	33.8%	16.9%	11.5%	19.2%	30.0%	24.6%	26.2%
FIVE.....	57	22	35	7	8	21	12	9	3	11	22	21
.....	5.7%	4.5%	6.9%	6.3%	3.8%	5.7%	6.7%	7.3%	2.1%	3.9%	7.7%	7.5%
.....	100%	38.6%	61.4%	12.3%	14.0%	36.8%	21.1%	15.8%	5.3%	19.3%	38.6%	36.8%
SIX.....	27	12	15	1	2	9	9	6	3	7	7	10
.....	2.7%	2.5%	3.0%	.9%	1.0%	2.4%	5.0%	4.9%	2.1%	2.5%	2.4%	3.6%
.....	100%	44.4%	55.6%	3.7%	7.4%	33.3%	33.3%	22.2%	11.1%	25.9%	25.9%	37.0%
SEVEN.....	10	4	6	1	1	3	4	1	0	6	2	2
.....	1.0%	.8%	1.2%	.9%	.5%	.8%	2.2%	.8%	.0%	2.1%	.7%	.7%
.....	100%	40.0%	60.0%	10.0%	10.0%	30.0%	40.0%	10.0%	.0%	60.0%	20.0%	20.0%
EIGHT.....	12	3	9	1	1	5	3	2	1	3	6	2
.....	1.2%	.6%	1.8%	.9%	.5%	1.4%	1.7%	1.6%	.7%	1.1%	2.1%	.7%
.....	100%	25.0%	75.0%	8.3%	8.3%	41.7%	25.0%	16.7%	8.3%	25.0%	50.0%	16.7%
NINE.....	3	1	2	1	0	1	0	1	0	1	2	0
.....	.3%	.2%	.4%	.9%	.0%	.3%	.0%	.8%	.0%	.4%	.7%	.0%
.....	100%	33.3%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	.0%	33.3%	66.7%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	3	3	0	0	0	2	0	1	1	1	0	1
.....	.3%	.6%	.0%	.0%	.0%	.5%	.0%	.8%	.7%	.4%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%
TWELVE.....	2	0	2	0	1	1	0	0	1	0	0	1
.....	.2%	.0%	.4%	.0%	.5%	.3%	.0%	.0%	.7%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
IN THE SITTING ROOM..	500	242	258	55	100	198	83	64	90	138	131	141
.....	50.3%	49.7%	50.8%	49.1%	47.6%	53.5%	46.1%	52.0%	62.9%	48.4%	45.8%	50.2%
.....	100%	48.4%	51.6%	11.0%	20.0%	39.6%	16.6%	12.8%	18.0%	27.6%	26.2%	28.2%
IN THE DINING ROOM...	33	14	19	4	5	13	2	9	3	9	4	17
.....	3.3%	2.9%	3.7%	3.6%	2.4%	3.5%	1.1%	7.3%	2.1%	3.2%	1.4%	6.0%
.....	100%	42.4%	57.6%	12.1%	15.2%	39.4%	6.1%	27.3%	9.1%	27.3%	12.1%	51.5%
IN THE KITCHEN.....	184	67	117	25	26	72	47	14	20	53	63	48
.....	18.5%	13.8%	23.0%	22.3%	12.4%	19.5%	26.1%	11.4%	14.0%	18.6%	22.0%	17.1%
.....	100%	36.4%	63.6%	13.6%	14.1%	39.1%	25.5%	7.6%	10.9%	28.8%	34.2%	26.1%
IN THE BEDROOM.....	269	155	114	28	77	81	47	36	29	83	85	72
.....	27.0%	31.8%	22.4%	25.0%	36.7%	21.9%	26.1%	29.3%	20.3%	29.1%	29.7%	25.6%
.....	100%	57.6%	42.4%	10.4%	28.6%	30.1%	17.5%	13.4%	10.8%	30.9%	31.6%	26.8%
AT ANOTHER PLACE.....	9	9	0	0	2	6	1	0	1	2	3	3
.....	.9%	1.8%	.0%	.0%	1.0%	1.6%	.6%	.0%	.7%	.7%	1.0%	1.1%
.....	100%	100%	.0%	.0%	22.2%	66.7%	11.1%	.0%	11.1%	22.2%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 4.7: MEANS OF TV SIGNAL RECEPTION
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
ROOF ANTENNA.....	325	145	180	36	49	121	58	61	32	82	103	108
.....	32.5%	29.6%	35.2%	32.1%	23.3%	32.6%	31.9%	48.4%	22.4%	28.8%	35.6%	38.0%
.....	100%	44.6%	55.4%	11.1%	15.1%	37.2%	17.8%	18.8%	9.8%	25.2%	31.7%	33.2%
CABLE.....	674	339	335	73	154	250	130	67	109	199	189	177
.....	67.3%	69.2%	65.6%	65.2%	73.3%	67.4%	71.4%	53.2%	76.2%	69.8%	65.4%	62.3%
.....	100%	50.3%	49.7%	10.8%	22.8%	37.1%	19.3%	9.9%	16.2%	29.5%	28.0%	26.3%
SATELLITE DISH.....	136	92	44	21	34	57	17	7	24	47	32	33
.....	13.6%	18.8%	8.6%	18.8%	16.2%	15.4%	9.3%	5.6%	16.8%	16.5%	11.1%	11.6%
.....	100%	67.6%	32.4%	15.4%	25.0%	41.9%	12.5%	5.1%	17.6%	34.6%	23.5%	24.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.8: CABLE TV FACILITY
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	674	339	335	73	154	250	130	67	109	199	189	177
SUBSCRIPTION TYPE												
RECEPTION.....	309	150	159	21	70	108	67	43	34	71	99	105
.....	45.8%	44.2%	47.5%	28.8%	45.5%	43.2%	51.5%	64.2%	31.2%	35.7%	52.4%	59.3%
.....	100%	48.5%	51.5%	6.8%	22.7%	35.0%	21.7%	13.9%	11.0%	23.0%	32.0%	34.0%
BASIC.....	258	127	131	31	61	103	47	16	45	96	60	57
.....	38.3%	37.5%	39.1%	42.5%	39.6%	41.2%	36.2%	23.9%	41.3%	48.2%	31.7%	32.2%
.....	100%	49.2%	50.8%	12.0%	23.6%	39.9%	18.2%	6.2%	17.4%	37.2%	23.3%	22.1%
TV PLUS.....	91	50	41	18	20	33	14	6	25	27	24	15
.....	13.5%	14.7%	12.2%	24.7%	13.0%	13.2%	10.8%	9.0%	22.9%	13.6%	12.7%	8.5%
.....	100%	54.9%	45.1%	19.8%	22.0%	36.3%	15.4%	6.6%	27.5%	29.7%	26.4%	16.5%
MOVIE CH.....	50	26	24	9	14	21	3	3	9	19	14	8
.....	7.4%	7.7%	7.2%	12.3%	9.1%	8.4%	2.3%	4.5%	8.3%	9.5%	7.4%	4.5%
.....	100%	52.0%	48.0%	18.0%	28.0%	42.0%	6.0%	6.0%	18.0%	38.0%	28.0%	16.0%
SPORTS CH.....	64	34	30	9	22	19	11	3	19	18	11	16
.....	9.5%	10.0%	9.0%	12.3%	14.3%	7.6%	8.5%	4.5%	17.4%	9.0%	5.8%	9.0%
.....	100%	53.1%	46.9%	14.1%	34.4%	29.7%	17.2%	4.7%	29.7%	28.1%	17.2%	25.0%
FLEXIPACK SUBSCRIBER.	20	12	8	4	4	7	3	2	5	7	5	3
.....	3.0%	3.5%	2.4%	5.5%	2.6%	2.8%	2.3%	3.0%	4.6%	3.5%	2.6%	1.7%
.....	100%	60.0%	40.0%	20.0%	20.0%	35.0%	15.0%	10.0%	25.0%	35.0%	25.0%	15.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = CABLE TV SUBSCRIBERS ONLY

**TABLE 4.9: WHO IS MOST INFLUENTIAL PERSON IN THE FAMILY
ON WHICH CHANNEL IS CHOSEN
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP**

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K45												
NO ONE IN PARTICULAR.....	357	174	183	41	81	137	54	44	40	106	121	90
.....	35.7%	35.5%	35.8%	36.6%	38.6%	36.9%	29.7%	34.9%	28.0%	37.2%	41.9%	31.7%
.....	100%	48.7%	51.3%	11.5%	22.7%	38.4%	15.1%	12.3%	11.2%	29.7%	33.9%	25.2%
THE HUSBAND.....	377	215	162	29	78	146	76	48	54	110	97	116
.....	37.7%	43.9%	31.7%	25.9%	37.1%	39.4%	41.8%	38.1%	37.8%	38.6%	33.6%	40.8%
.....	100%	57.0%	43.0%	7.7%	20.7%	38.7%	20.2%	12.7%	14.3%	29.2%	25.7%	30.8%
THE WIFE.....	152	42	110	6	21	55	39	31	22	30	43	57
.....	15.2%	8.6%	21.5%	5.4%	10.0%	14.8%	21.4%	24.6%	15.4%	10.5%	14.9%	20.1%
.....	100%	27.6%	72.4%	3.9%	13.8%	36.2%	25.7%	20.4%	14.5%	19.7%	28.3%	37.5%
CHILDREN - BOYS.....	70	48	22	21	19	21	8	1	16	26	17	11
.....	7.0%	9.8%	4.3%	18.8%	9.0%	5.7%	4.4%	.8%	11.2%	9.1%	5.9%	3.9%
.....	100%	68.6%	31.4%	30.0%	27.1%	30.0%	11.4%	1.4%	22.9%	37.1%	24.3%	15.7%
CHILDREN - GIRLS.....	45	11	34	15	11	12	5	2	11	13	11	10
.....	4.5%	2.2%	6.7%	13.4%	5.2%	3.2%	2.7%	1.6%	7.7%	4.6%	3.8%	3.5%
.....	100%	24.4%	75.6%	33.3%	24.4%	26.7%	11.1%	4.4%	24.4%	28.9%	24.4%	22.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K1												
NO PARTICULAR												
PREFERENCE.....	10	8	2	3	2	4	0	1	0	3	5	2
.....	1.0%	1.6%	.4%	2.7%	1.0%	1.1%	.0%	.8%	.0%	1.1%	1.7%	.7%
.....	100%	80.0%	20.0%	30.0%	20.0%	40.0%	.0%	10.0%	.0%	30.0%	50.0%	20.0%
LISTEN TO THEM ON THE												
RADIO.....	74	27	47	4	13	24	10	23	5	19	22	28
.....	7.4%	5.5%	9.2%	3.6%	6.2%	6.5%	5.5%	18.3%	3.5%	6.7%	7.6%	9.9%
.....	100%	36.5%	63.5%	5.4%	17.6%	32.4%	13.5%	31.1%	6.8%	25.7%	29.7%	37.8%
WATCH THEM ON TV....	842	410	432	91	176	316	161	98	122	238	244	238
.....	84.1%	83.7%	84.5%	81.3%	83.8%	85.2%	88.5%	77.8%	85.3%	83.5%	84.4%	83.8%
.....	100%	48.7%	51.3%	10.8%	20.9%	37.5%	19.1%	11.6%	14.5%	28.3%	29.0%	28.3%
READ THEM IN A												
NEWSPAPER.....	57	38	19	6	15	24	9	3	14	20	12	11
.....	5.7%	7.8%	3.7%	5.4%	7.1%	6.5%	4.9%	2.4%	9.8%	7.0%	4.2%	3.9%
.....	100%	66.7%	33.3%	10.5%	26.3%	42.1%	15.8%	5.3%	24.6%	35.1%	21.1%	19.3%
PICK THEM UP FROM												
OTHER PERSONS.....	18	7	11	8	4	3	2	1	2	5	6	5
.....	1.8%	1.4%	2.2%	7.1%	1.9%	.8%	1.1%	.8%	1.4%	1.8%	2.1%	1.8%
.....	100%	38.9%	61.1%	44.4%	22.2%	16.7%	11.1%	5.6%	11.1%	27.8%	33.3%	27.8%

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	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K2												
NO PARTICULAR												
PREFERENCE.....	25	16	9	5	4	11	3	2	0	7	8	10
.....	2.5%	3.3%	1.8%	4.5%	1.9%	3.0%	1.6%	1.6%	.0%	2.5%	2.8%	3.5%
.....	100%	64.0%	36.0%	20.0%	16.0%	44.0%	12.0%	8.0%	.0%	28.0%	32.0%	40.0%
LISTEN TO THEM ON THE												
RADIO.....	65	26	39	2	10	23	8	22	6	14	17	28
.....	6.5%	5.3%	7.6%	1.8%	4.8%	6.2%	4.4%	17.5%	4.2%	4.9%	5.9%	9.9%
.....	100%	40.0%	60.0%	3.1%	15.4%	35.4%	12.3%	33.8%	9.2%	21.5%	26.2%	43.1%
WATCH THEM ON TV.....	860	418	442	92	184	322	163	99	126	248	247	239
.....	85.9%	85.3%	86.5%	82.1%	87.6%	86.8%	89.6%	78.6%	88.1%	87.0%	85.5%	84.2%
.....	100%	48.6%	51.4%	10.7%	21.4%	37.4%	19.0%	11.5%	14.7%	28.8%	28.7%	27.8%
READ THEM IN A												
NEWSPAPER.....	34	22	12	7	7	13	6	1	10	11	10	3
.....	3.4%	4.5%	2.3%	6.3%	3.3%	3.5%	3.3%	.8%	7.0%	3.9%	3.5%	1.1%
.....	100%	64.7%	35.3%	20.6%	20.6%	38.2%	17.6%	2.9%	29.4%	32.4%	29.4%	8.8%
PICK THEM UP FROM												
OTHER PERSONS.....	17	8	9	6	5	2	2	2	1	5	7	4
.....	1.7%	1.6%	1.8%	5.4%	2.4%	.5%	1.1%	1.6%	.7%	1.8%	2.4%	1.4%
.....	100%	47.1%	52.9%	35.3%	29.4%	11.8%	11.8%	11.8%	5.9%	29.4%	41.2%	23.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.3: PREFERRED TIME FOR MAIN TV NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K23												
NA.....	20	11	9	6	2	6	3	3	4	4	8	4
.....	2.0%	2.2%	1.8%	5.4%	1.0%	1.6%	1.6%	2.4%	2.8%	1.4%	2.8%	1.4%
.....	100%	55.0%	45.0%	30.0%	10.0%	30.0%	15.0%	15.0%	20.0%	20.0%	40.0%	20.0%
1045.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
1200.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
1400.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.5%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
1500.....	2	1	1	1	0	1	0	0	0	0	0	2
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.7%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
1700.....	2	1	1	0	1	1	0	0	0	0	2	0
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.0%	.0%	.7%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%
1730.....	2	1	1	0	0	2	0	0	0	0	1	1
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
1800.....	7	2	5	1	2	0	1	3	1	2	2	2
.....	.7%	.4%	1.0%	.9%	1.0%	.0%	.5%	2.4%	.7%	.7%	.7%	.7%
.....	100%	28.6%	71.4%	14.3%	28.6%	.0%	14.3%	42.9%	14.3%	28.6%	28.6%	28.6%
1830.....	2	2	0	0	1	0	0	1	1	1	0	0
.....	.2%	.4%	.0%	.0%	.5%	.0%	.0%	.8%	.7%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
1900.....	12	2	10	3	3	1	1	4	1	2	6	3
.....	1.2%	.4%	2.0%	2.7%	1.4%	.3%	.5%	3.2%	.7%	.7%	2.1%	1.1%
.....	100%	16.7%	83.3%	25.0%	25.0%	8.3%	8.3%	33.3%	8.3%	16.7%	50.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 5.3: PREFERRED TIME FOR MAIN TV NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1930.....	142	75	67	9	20	58	35	20	10	38	40	54
.....	14.2%	15.3%	13.1%	8.0%	9.5%	15.6%	19.2%	15.9%	7.0%	13.3%	13.8%	19.0%
.....	100%	52.8%	47.2%	6.3%	14.1%	40.8%	24.6%	14.1%	7.0%	26.8%	28.2%	38.0%
1945.....	50	25	25	5	8	13	17	7	7	16	15	12
.....	5.0%	5.1%	4.9%	4.5%	3.8%	3.5%	9.3%	5.6%	4.9%	5.6%	5.2%	4.2%
.....	100%	50.0%	50.0%	10.0%	16.0%	26.0%	34.0%	14.0%	14.0%	32.0%	30.0%	24.0%
2000.....	684	326	358	80	157	256	108	83	101	192	198	193
.....	68.3%	66.5%	70.1%	71.4%	74.8%	69.0%	59.3%	65.9%	70.6%	67.4%	68.5%	68.0%
.....	100%	47.7%	52.3%	11.7%	23.0%	37.4%	15.8%	12.1%	14.8%	28.1%	28.9%	28.2%
2015.....	5	3	2	0	1	0	3	1	0	1	4	0
.....	.5%	.6%	.4%	.0%	.5%	.0%	1.6%	.8%	.0%	.4%	1.4%	.0%
.....	100%	60.0%	40.0%	.0%	20.0%	.0%	60.0%	20.0%	.0%	20.0%	80.0%	.0%
2030.....	23	13	10	4	4	13	2	0	6	7	4	6
.....	2.3%	2.7%	2.0%	3.6%	1.9%	3.5%	1.1%	.0%	4.2%	2.5%	1.4%	2.1%
.....	100%	56.5%	43.5%	17.4%	17.4%	56.5%	8.7%	.0%	26.1%	30.4%	17.4%	26.1%
2100.....	22	11	11	2	3	9	7	1	4	10	4	4
.....	2.2%	2.2%	2.2%	1.8%	1.4%	2.4%	3.8%	.8%	2.8%	3.5%	1.4%	1.4%
.....	100%	50.0%	50.0%	9.1%	13.6%	40.9%	31.8%	4.5%	18.2%	45.5%	18.2%	18.2%
2130.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.3%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
2200.....	7	5	2	0	4	2	1	0	1	3	1	2
.....	.7%	1.0%	.4%	.0%	1.9%	.5%	.5%	.0%	.7%	1.1%	.3%	.7%
.....	100%	71.4%	28.6%	.0%	57.1%	28.6%	14.3%	.0%	14.3%	42.9%	14.3%	28.6%
2230.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
2245.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
2300.....	14	8	6	1	2	7	2	2	4	6	3	1
.....	1.4%	1.6%	1.2%	.9%	1.0%	1.9%	1.1%	1.6%	2.8%	2.1%	1.0%	.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 5.3: PREFERRED TIME FOR MAIN TV NEWS
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	57.1%	42.9%	7.1%	14.3%	50.0%	14.3%	14.3%	28.6%	42.9%	21.4%	7.1%
2330.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.4: ON WHICH TV STATION/S NEWS WAS FOLLOWED DAY PRIOR TO INTERVIEW
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
DID NOT WATCH THE												
NEWS.....	574	291	283	91	143	193	96	51	92	163	168	151
.....	57.7%	59.8%	55.7%	81.3%	68.1%	52.2%	53.3%	41.5%	64.3%	57.2%	58.7%	53.7%
.....	100%	50.7%	49.3%	15.9%	24.9%	33.6%	16.7%	8.9%	16.0%	28.4%	29.3%	26.3%
TVM.....	299	143	156	16	48	132	56	47	47	93	85	74
.....	30.1%	29.4%	30.7%	14.3%	22.9%	35.7%	31.1%	38.2%	32.9%	32.6%	29.7%	26.3%
.....	100%	47.8%	52.2%	5.4%	16.1%	44.1%	18.7%	15.7%	15.7%	31.1%	28.4%	24.7%
SUPER 1.....	196	89	107	5	26	75	48	42	16	48	54	78
.....	19.7%	18.3%	21.1%	4.5%	12.4%	20.3%	26.7%	34.1%	11.2%	16.8%	18.9%	27.8%
.....	100%	45.4%	54.6%	2.6%	13.3%	38.3%	24.5%	21.4%	8.2%	24.5%	27.6%	39.8%
NET TV.....	139	73	66	4	18	51	39	27	25	37	41	36
.....	14.0%	15.0%	13.0%	3.6%	8.6%	13.8%	21.7%	22.0%	17.5%	13.0%	14.3%	12.8%
.....	100%	52.5%	47.5%	2.9%	12.9%	36.7%	28.1%	19.4%	18.0%	26.6%	29.5%	25.9%
SMASH.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.7%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

TABLE 5.5: ON WHICH TV STATION/S NEWS WAS FOLLOWED TWO DAYS PRIOR TO INTERVIEW
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
DID NOT WATCH THE												
NEWS.....	597	292	305	98	146	207	87	59	94	172	182	149
.....	60.0%	60.0%	60.0%	87.5%	69.5%	55.9%	48.3%	48.0%	65.7%	60.4%	63.6%	53.0%
.....	100%	48.9%	51.1%	16.4%	24.5%	34.7%	14.6%	9.9%	15.7%	28.8%	30.5%	25.0%
TVM.....	280	135	145	9	47	125	59	40	45	83	71	81
.....	28.1%	27.7%	28.5%	8.0%	22.4%	33.8%	32.8%	32.5%	31.5%	29.1%	24.8%	28.8%
.....	100%	48.2%	51.8%	3.2%	16.8%	44.6%	21.1%	14.3%	16.1%	29.6%	25.4%	28.9%
SUPER 1.....	198	99	99	5	30	73	52	38	13	51	54	80
.....	19.9%	20.3%	19.5%	4.5%	14.3%	19.7%	28.9%	30.9%	9.1%	17.9%	18.9%	28.5%
.....	100%	50.0%	50.0%	2.5%	15.2%	36.9%	26.3%	19.2%	6.6%	25.8%	27.3%	40.4%
NET TV.....	136	71	65	6	26	46	27	31	22	40	37	37
.....	13.7%	14.6%	12.8%	5.4%	12.4%	12.4%	15.0%	25.2%	15.4%	14.0%	12.9%	13.2%
.....	100%	52.2%	47.8%	4.4%	19.1%	33.8%	19.9%	22.8%	16.2%	29.4%	27.2%	27.2%
SMASH.....	2	1	1	0	0	1	1	0	0	0	0	2
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.0%	.0%	.0%	.7%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV REGULARLY

Table 6.1 General Preferences for Radio Programme Sectors 2002-2003
(Ranked by values obtained)

PROGRAMME SECTOR	%	%
	2002 (2 nd Quarter)	2003 (2 nd Quarter)
Music	85.3	89.3
Local News	74.9	77.5
Foreign News	71.7	73.8
Discussions on Personal Problems	51.9	54.6
Current Affairs	35.3	44.0
Health/Beauty/Home/Law	43.4	43.0
Religion	40.2	41.9
Women	36.1	35.9
Culture	33.3	34.4
Sports	30.3	34.3
Novels/Plays	32.0	32.9
Money/Business	18.8	20.0
Children	17.5	19.8

Table 6.2 General Preferences for TV Programme Sectors 2002 - 2003
(Ranked by values obtained)

PROGRAMME SECTOR	%	%
	2002 (2 nd Quarter)	2003 (2 nd Quarter)
Local News	91.3	94.8
Foreign News	91.7	93.9
Feature Films	72.7	73.3
Documentaries	59.3	71.6
Weather	68.6	70.4
Discussions	69.2	69.3
Quizzes / Game Shows / Variety Programmes	51.6	65.9
Sports	55.0	58.2
Plays	50.5	53.4
Serials/Soap Operas	51.0	52.5
Current Affairs	42.9	48.9
Religion	42.9	47.7
Women's Programmes	48.4	43.2
Children's Programmes	31.9	31.8
Music Video-Clips	26.4	31.8
Art & Culture	33.0	28.4
Business & Finance	15.4	18.2

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(2nd Quarter 2002)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY. PSO	CAMPUS	FM IRONJ	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	8.5	10.0	15.5	4.7	4.1	13.3	6.5	5.5	10.9	-	1.3	7.2	14.7	100
Discussions	8.6	0.3	18.9	6.3	-	0.3	15.2	0.3	1.4	-	0.4	0.1	48.1	100
Sport	4.5	0.3	11.4	4.1	0.6	2.1	4.2	0.6	1.7	-	0.3	0.6	69.7	100
Money & Business	3.9	0.1	8.2	2.3	-	0.1	3.7	-	0.3	-	-	0.1	81.2	100
Culture	7.1	0.1	12.0	4.5	0.1	0.4	6.2	0.1	0.7	0.4	1.0	0.6	68.7	100
Health/Beauty/Home/Law	7.9	0.1	15.4	5.6	-	0.3	12.7	0.1	0.6	0.1	-	0.6	56.6	100
Religion	6.5	0.3	9.6	2.8	-	0.1	19.9	0.1	0.4	-	0.1	0.3	59.8	100
Novels & Plays	7.8	0.1	13.1	3.8	-	0.1	6.1	-	0.4	-	0.3	0.3	68.0	100
Children	3.2	0.1	7.2	2.0	-	0.1	3.9	0.4	0.1	-	0.1	0.1	82.5	100
Women's Prg	7.5	0.1	12.6	4.2	-	-	10.7	-	0.4	-	0.1	0.4	63.9	100
Local News	12.4	0.3	22.8	10.7	2.1	6.9	11.3	1.1	3.2	-	0.4	3.5	25.1	100
Foreign News	12.0	0.3	21.0	10.0	2.4	6.6	11.8	1.3	2.5	0.3	0.1	3.2	28.3	100
Current Affairs	6.5	0.1	13.5	5.9	0.8	1.7	4.5	-	0.7	0.1	0.1	1.1	64.7	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(2nd Quarter 2003)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY. PSO	CAMPUS	FM IRONJ	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.0	8.0	14.6	10.1	0.8	18.2	6.8	10.8	6.8	-	0.7	6.5	10.7	100
Discussions	7.6	0.7	17.5	10.1	0.3	2.5	14.3	0.8	0.6	-	0.1	0.1	45.4	100
Sport	5.0	1.0	10.8	6.0	0.6	4.6	3.1	2.1	0.3	0.1	-	0.8	65.7	100
Money & Business	2.8	0.7	6.5	2.9	0.1	2.2	3.2	1.1	0.3	-	-	0.1	80.0	100
Culture	6.5	0.4	10.0	5.5	0.3	1.7	6.9	1.2	0.7	0.3	0.7	0.1	65.6	100
Health/Beauty/Home/Law	7.2	0.6	13.6	6.2	0.1	3.1	10.0	1.5	0.4	-	-	0.3	57.0	100
Religion	4.9	0.1	9.7	3.5	0.1	1.5	20.1	1.4	0.3	-	0.1	0.1	58.1	100
Novels & Plays	6.2	0.4	11.2	4.9	0.3	1.8	6.2	1.1	0.3	-	0.3	0.1	67.1	100
Children	2.8	0.4	6.0	2.9	0.3	1.4	4.6	1.0	0.3	-	-	0.3	80.2	100
Women's Prg	5.8	0.3	10.5	6.7	0.4	1.8	8.9	1.1	0.3	-	-	0.1	64.1	100
Local News	11.8	0.8	22.5	17.3	1.0	7.8	8.9	4.0	1.2	-	-	2.2	22.5	100
Foreign News	11.0	0.7	21.8	16.0	1.0	7.1	8.9	3.9	1.2	-	-	2.4	26.2	100
Current Affairs	7.2	0.4	13.9	10.3	0.4	3.2	4.7	1.5	1.0	-	-	0.8	56.0	100

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
MUSIC												
NONE.....	77	36	41	2	3	23	26	23	14	15	25	23
.....	10.7%	10.2%	11.2%	2.8%	1.8%	8.7%	20.0%	25.3%	14.0%	7.4%	12.0%	11.0%
.....	100%	46.8%	53.2%	2.6%	3.9%	29.9%	33.8%	29.9%	18.2%	19.5%	32.5%	29.9%
RM.....	43	23	20	1	0	15	15	12	3	8	18	14
.....	6.0%	6.5%	5.4%	1.4%	.0%	5.7%	11.5%	13.2%	3.0%	4.0%	8.6%	6.7%
.....	100%	53.5%	46.5%	2.3%	.0%	34.9%	34.9%	27.9%	7.0%	18.6%	41.9%	32.6%
RP/106.6.....	58	36	22	29	23	6	0	0	5	16	21	16
.....	8.0%	10.2%	6.0%	40.8%	14.0%	2.3%	.0%	.0%	5.0%	7.9%	10.0%	7.6%
.....	100%	62.1%	37.9%	50.0%	39.7%	10.3%	.0%	.0%	8.6%	27.6%	36.2%	27.6%
SUP 1.....	105	50	55	3	11	45	29	17	6	26	28	45
.....	14.6%	14.1%	15.0%	4.2%	6.7%	17.0%	22.3%	18.7%	6.0%	12.9%	13.4%	21.4%
.....	100%	47.6%	52.4%	2.9%	10.5%	42.9%	27.6%	16.2%	5.7%	24.8%	26.7%	42.9%
101.....	73	34	39	3	7	30	22	11	12	27	18	16
.....	10.1%	9.6%	10.6%	4.2%	4.3%	11.3%	16.9%	12.1%	12.0%	13.4%	8.6%	7.6%
.....	100%	46.6%	53.4%	4.1%	9.6%	41.1%	30.1%	15.1%	16.4%	37.0%	24.7%	21.9%
IS.....	6	2	4	0	1	3	2	0	2	2	2	0
.....	.8%	.6%	1.1%	.0%	.6%	1.1%	1.5%	.0%	2.0%	1.0%	1.0%	.0%
.....	100%	33.3%	66.7%	.0%	16.7%	50.0%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
BAY.....	131	61	70	16	62	44	7	2	22	53	30	26
.....	18.2%	17.2%	19.1%	22.5%	37.8%	16.6%	5.4%	2.2%	22.0%	26.2%	14.4%	12.4%
.....	100%	46.6%	53.4%	12.2%	47.3%	33.6%	5.3%	1.5%	16.8%	40.5%	22.9%	19.8%
RTK.....	49	15	34	0	1	15	13	20	9	8	14	18
.....	6.8%	4.2%	9.3%	.0%	.6%	5.7%	10.0%	22.0%	9.0%	4.0%	6.7%	8.6%
.....	100%	30.6%	69.4%	.0%	2.0%	30.6%	26.5%	40.8%	18.4%	16.3%	28.6%	36.7%
SMASH.....	78	38	40	13	32	28	4	1	9	19	24	26
.....	10.8%	10.7%	10.9%	18.3%	19.5%	10.6%	3.1%	1.1%	9.0%	9.4%	11.5%	12.4%
.....	100%	48.7%	51.3%	16.7%	41.0%	35.9%	5.1%	1.3%	11.5%	24.4%	30.8%	33.3%
CALYPSO.....	49	29	20	0	8	33	8	0	10	10	15	14
.....	6.8%	8.2%	5.4%	.0%	4.9%	12.5%	6.2%	.0%	10.0%	5.0%	7.2%	6.7%
.....	100%	59.2%	40.8%	.0%	16.3%	67.3%	16.3%	.0%	20.4%	20.4%	30.6%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BRONJA.....	5	3	2	0	0	3	0	2	2	3	0	0
.....	.7%	.8%	.5%	.0%	.0%	1.1%	.0%	2.2%	2.0%	1.5%	.0%	.0%
.....	100%	60.0%	40.0%	.0%	.0%	60.0%	.0%	40.0%	40.0%	60.0%	.0%	.0%
CAPITAL.....	47	27	20	4	16	20	4	3	6	15	14	12
.....	6.5%	7.6%	5.4%	5.6%	9.8%	7.5%	3.1%	3.3%	6.0%	7.4%	6.7%	5.7%
.....	100%	57.4%	42.6%	8.5%	34.0%	42.6%	8.5%	6.4%	12.8%	31.9%	29.8%	25.5%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	327	191	136	56	107	96	46	22	60	98	90	79
.....	45.4%	54.0%	37.1%	78.9%	65.2%	36.2%	35.4%	24.2%	60.0%	48.5%	43.1%	37.6%
.....	100%	58.4%	41.6%	17.1%	32.7%	29.4%	14.1%	6.7%	18.3%	30.0%	27.5%	24.2%
RM.....	55	18	37	0	2	24	12	17	5	11	23	16
.....	7.6%	5.1%	10.1%	.0%	1.2%	9.1%	9.2%	18.7%	5.0%	5.4%	11.0%	7.6%
.....	100%	32.7%	67.3%	.0%	3.6%	43.6%	21.8%	30.9%	9.1%	20.0%	41.8%	29.1%
RP/106.6.....	5	4	1	4	0	1	0	0	1	1	1	2
.....	.7%	1.1%	.3%	5.6%	.0%	.4%	.0%	.0%	1.0%	.5%	.5%	1.0%
.....	100%	80.0%	20.0%	80.0%	.0%	20.0%	.0%	.0%	20.0%	20.0%	20.0%	40.0%
SUP 1.....	126	60	66	3	22	52	31	18	4	30	38	54
.....	17.5%	16.9%	18.0%	4.2%	13.4%	19.6%	23.8%	19.8%	4.0%	14.9%	18.2%	25.7%
.....	100%	47.6%	52.4%	2.4%	17.5%	41.3%	24.6%	14.3%	3.2%	23.8%	30.2%	42.9%
101.....	73	37	36	2	7	33	20	11	9	25	22	17
.....	10.1%	10.5%	9.8%	2.8%	4.3%	12.5%	15.4%	12.1%	9.0%	12.4%	10.5%	8.1%
.....	100%	50.7%	49.3%	2.7%	9.6%	45.2%	27.4%	15.1%	12.3%	34.2%	30.1%	23.3%
IS.....	2	0	2	0	1	1	0	0	0	0	1	1
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
BAY.....	18	9	9	1	7	7	2	1	2	7	4	5
.....	2.5%	2.5%	2.5%	1.4%	4.3%	2.6%	1.5%	1.1%	2.0%	3.5%	1.9%	2.4%
.....	100%	50.0%	50.0%	5.6%	38.9%	38.9%	11.1%	5.6%	11.1%	38.9%	22.2%	27.8%
RTK.....	103	29	74	3	13	46	19	22	18	24	29	32
.....	14.3%	8.2%	20.2%	4.2%	7.9%	17.4%	14.6%	24.2%	18.0%	11.9%	13.9%	15.2%
.....	100%	28.2%	71.8%	2.9%	12.6%	44.7%	18.4%	21.4%	17.5%	23.3%	28.2%	31.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH.....	6	4	2	1	3	2	0	0	0	5	1	0
.....	.8%	1.1%	.5%	1.4%	1.8%	.8%	.0%	.0%	.0%	2.5%	.5%	.0%
.....	100%	66.7%	33.3%	16.7%	50.0%	33.3%	.0%	.0%	.0%	83.3%	16.7%	.0%
CALYPSO.....	4	2	2	1	1	2	0	0	0	1	0	3
.....	.6%	.6%	.5%	1.4%	.6%	.8%	.0%	.0%	.0%	.5%	.0%	1.4%
.....	100%	50.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	25.0%	.0%	75.0%
BRONJA.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	1.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
CAPITAL.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
SPORT												
NONE.....	474	196	278	50	110	161	94	59	75	138	137	124
.....	65.7%	55.4%	75.7%	70.4%	67.1%	60.8%	72.3%	64.8%	75.0%	68.3%	65.6%	59.0%
.....	100%	41.4%	58.6%	10.5%	23.2%	34.0%	19.8%	12.4%	15.8%	29.1%	28.9%	26.2%
RM.....	36	23	13	1	2	20	7	6	5	7	12	12
.....	5.0%	6.5%	3.5%	1.4%	1.2%	7.5%	5.4%	6.6%	5.0%	3.5%	5.7%	5.7%
.....	100%	63.9%	36.1%	2.8%	5.6%	55.6%	19.4%	16.7%	13.9%	19.4%	33.3%	33.3%
RP/106.6.....	7	5	2	4	2	1	0	0	1	1	3	2
.....	1.0%	1.4%	.5%	5.6%	1.2%	.4%	.0%	.0%	1.0%	.5%	1.4%	1.0%
.....	100%	71.4%	28.6%	57.1%	28.6%	14.3%	.0%	.0%	14.3%	14.3%	42.9%	28.6%
SUP 1.....	78	47	31	4	13	38	12	11	4	16	23	35
.....	10.8%	13.3%	8.4%	5.6%	7.9%	14.3%	9.2%	12.1%	4.0%	7.9%	11.0%	16.7%
.....	100%	60.3%	39.7%	5.1%	16.7%	48.7%	15.4%	14.1%	5.1%	20.5%	29.5%	44.9%
101.....	43	28	15	5	6	17	10	5	4	16	10	13
.....	6.0%	7.9%	4.1%	7.0%	3.7%	6.4%	7.7%	5.5%	4.0%	7.9%	4.8%	6.2%
.....	100%	65.1%	34.9%	11.6%	14.0%	39.5%	23.3%	11.6%	9.3%	37.2%	23.3%	30.2%
IS.....	4	2	2	0	2	1	1	0	0	2	2	0
.....	.6%	.6%	.5%	.0%	1.2%	.4%	.8%	.0%	.0%	1.0%	1.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	25.0%	25.0%	.0%	.0%	50.0%	50.0%	.0%
BAY.....	33	21	12	3	18	8	2	2	6	12	9	6

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	4.6%	5.9%	3.3%	4.2%	11.0%	3.0%	1.5%	2.2%	6.0%	5.9%	4.3%	2.9%
.....	100%	63.6%	36.4%	9.1%	54.5%	24.2%	6.1%	6.1%	18.2%	36.4%	27.3%	18.2%
RTK.....	22	12	10	0	2	11	3	6	3	3	8	8
.....	3.1%	3.4%	2.7%	.0%	1.2%	4.2%	2.3%	6.6%	3.0%	1.5%	3.8%	3.8%
.....	100%	54.5%	45.5%	.0%	9.1%	50.0%	13.6%	27.3%	13.6%	13.6%	36.4%	36.4%
SMASH.....	15	13	2	4	6	4	0	1	1	6	2	6
.....	2.1%	3.7%	.5%	5.6%	3.7%	1.5%	.0%	1.1%	1.0%	3.0%	1.0%	2.9%
.....	100%	86.7%	13.3%	26.7%	40.0%	26.7%	.0%	6.7%	6.7%	40.0%	13.3%	40.0%
CALYPSO.....	2	2	0	0	0	1	1	0	0	0	1	1
.....	.3%	.6%	.0%	.0%	.0%	.4%	.8%	.0%	.0%	.0%	.5%	.5%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%
CAMPUS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
CAPITAL.....	6	5	1	0	3	2	0	1	1	1	1	3
.....	.8%	1.4%	.3%	.0%	1.8%	.8%	.0%	1.1%	1.0%	.5%	.5%	1.4%
.....	100%	83.3%	16.7%	.0%	50.0%	33.3%	.0%	16.7%	16.7%	16.7%	16.7%	50.0%
MONEY & BUSINESS												
NONE.....	577	281	296	62	143	199	106	67	85	160	172	160
.....	80.0%	79.4%	80.7%	87.3%	87.2%	75.1%	81.5%	73.6%	85.0%	79.2%	82.3%	76.2%
.....	100%	48.7%	51.3%	10.7%	24.8%	34.5%	18.4%	11.6%	14.7%	27.7%	29.8%	27.7%
RM.....	20	10	10	0	1	15	2	2	5	4	7	4
.....	2.8%	2.8%	2.7%	.0%	.6%	5.7%	1.5%	2.2%	5.0%	2.0%	3.3%	1.9%
.....	100%	50.0%	50.0%	.0%	5.0%	75.0%	10.0%	10.0%	25.0%	20.0%	35.0%	20.0%
RP/106.6.....	5	3	2	3	1	1	0	0	1	0	3	1
.....	.7%	.8%	.5%	4.2%	.6%	.4%	.0%	.0%	1.0%	.0%	1.4%	.5%
.....	100%	60.0%	40.0%	60.0%	20.0%	20.0%	.0%	.0%	20.0%	.0%	60.0%	20.0%
SUP 1.....	47	23	24	3	5	21	10	8	1	11	10	25
.....	6.5%	6.5%	6.5%	4.2%	3.0%	7.9%	7.7%	8.8%	1.0%	5.4%	4.8%	11.9%
.....	100%	48.9%	51.1%	6.4%	10.6%	44.7%	21.3%	17.0%	2.1%	23.4%	21.3%	53.2%
101.....	21	11	10	0	4	7	5	5	2	12	3	4
.....	2.9%	3.1%	2.7%	.0%	2.4%	2.6%	3.8%	5.5%	2.0%	5.9%	1.4%	1.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	52.4%	47.6%	.0%	19.0%	33.3%	23.8%	23.8%	9.5%	57.1%	14.3%	19.0%
IS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BAY.....	16	9	7	2	5	6	2	1	2	6	5	3
.....	2.2%	2.5%	1.9%	2.8%	3.0%	2.3%	1.5%	1.1%	2.0%	3.0%	2.4%	1.4%
.....	100%	56.3%	43.8%	12.5%	31.3%	37.5%	12.5%	6.3%	12.5%	37.5%	31.3%	18.8%
RTK.....	23	9	14	0	0	11	5	7	4	4	7	8
.....	3.2%	2.5%	3.8%	.0%	.0%	4.2%	3.8%	7.7%	4.0%	2.0%	3.3%	3.8%
.....	100%	39.1%	60.9%	.0%	.0%	47.8%	21.7%	30.4%	17.4%	17.4%	30.4%	34.8%
SMASH.....	8	6	2	1	3	3	0	1	0	5	0	3
.....	1.1%	1.7%	.5%	1.4%	1.8%	1.1%	.0%	1.1%	.0%	2.5%	.0%	1.4%
.....	100%	75.0%	25.0%	12.5%	37.5%	37.5%	.0%	12.5%	.0%	62.5%	.0%	37.5%
CALYPSO.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CAPITAL.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
CULTURE												
NONE.....	473	245	228	61	136	152	78	46	69	139	132	133
.....	65.6%	69.2%	62.1%	85.9%	82.9%	57.4%	60.0%	50.5%	69.0%	68.8%	63.2%	63.3%
.....	100%	51.8%	48.2%	12.9%	28.8%	32.1%	16.5%	9.7%	14.6%	29.4%	27.9%	28.1%
RM.....	47	21	26	0	3	24	10	10	5	12	19	11
.....	6.5%	5.9%	7.1%	.0%	1.8%	9.1%	7.7%	11.0%	5.0%	5.9%	9.1%	5.2%
.....	100%	44.7%	55.3%	.0%	6.4%	51.1%	21.3%	21.3%	10.6%	25.5%	40.4%	23.4%
RP/106.6.....	3	3	0	3	0	0	0	0	1	0	0	2
.....	.4%	.8%	.0%	4.2%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	1.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	33.3%	.0%	.0%	66.7%
SUP 1.....	72	30	42	3	13	28	16	12	4	16	25	27
.....	10.0%	8.5%	11.4%	4.2%	7.9%	10.6%	12.3%	13.2%	4.0%	7.9%	12.0%	12.9%
.....	100%	41.7%	58.3%	4.2%	18.1%	38.9%	22.2%	16.7%	5.6%	22.2%	34.7%	37.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
101.....	40	18	22	0	3	16	13	8	7	15	9	9
.....	5.5%	5.1%	6.0%	.0%	1.8%	6.0%	10.0%	8.8%	7.0%	7.4%	4.3%	4.3%
.....	100%	45.0%	55.0%	.0%	7.5%	40.0%	32.5%	20.0%	17.5%	37.5%	22.5%	22.5%
IS.....	2	0	2	0	1	0	1	0	0	1	1	0
.....	.3%	.0%	.5%	.0%	.6%	.0%	.8%	.0%	.0%	.5%	.5%	.0%
.....	100%	.0%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
BAY.....	12	7	5	2	2	6	1	1	2	3	4	3
.....	1.7%	2.0%	1.4%	2.8%	1.2%	2.3%	.8%	1.1%	2.0%	1.5%	1.9%	1.4%
.....	100%	58.3%	41.7%	16.7%	16.7%	50.0%	8.3%	8.3%	16.7%	25.0%	33.3%	25.0%
RTK.....	50	16	34	1	1	27	9	12	5	10	17	18
.....	6.9%	4.5%	9.3%	1.4%	.6%	10.2%	6.9%	13.2%	5.0%	5.0%	8.1%	8.6%
.....	100%	32.0%	68.0%	2.0%	2.0%	54.0%	18.0%	24.0%	10.0%	20.0%	34.0%	36.0%
SMASH.....	9	6	3	1	3	4	0	1	0	5	0	4
.....	1.2%	1.7%	.8%	1.4%	1.8%	1.5%	.0%	1.1%	.0%	2.5%	.0%	1.9%
.....	100%	66.7%	33.3%	11.1%	33.3%	44.4%	.0%	11.1%	.0%	55.6%	.0%	44.4%
CALYPSO.....	5	2	3	0	0	5	0	0	1	0	1	3
.....	.7%	.6%	.8%	.0%	.0%	1.9%	.0%	.0%	1.0%	.0%	.5%	1.4%
.....	100%	40.0%	60.0%	.0%	.0%	100%	.0%	.0%	20.0%	.0%	20.0%	60.0%
CAMPUS.....	2	0	2	0	0	1	1	0	2	0	0	0
.....	.3%	.0%	.5%	.0%	.0%	.4%	.8%	.0%	2.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%
BRONJA.....	5	5	0	0	1	2	1	1	4	1	0	0
.....	.7%	1.4%	.0%	.0%	.6%	.8%	.8%	1.1%	4.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	20.0%	40.0%	20.0%	20.0%	80.0%	20.0%	.0%	.0%
CAPITAL.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	411	240	171	58	115	133	64	41	67	120	112	112
.....	57.0%	67.8%	46.6%	81.7%	70.1%	50.2%	49.2%	45.1%	67.0%	59.4%	53.6%	53.3%
.....	100%	58.4%	41.6%	14.1%	28.0%	32.4%	15.6%	10.0%	16.3%	29.2%	27.3%	27.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RM.....	52	15	37	2	2	24	12	12	4	12	19	17
.....	7.2%	4.2%	10.1%	2.8%	1.2%	9.1%	9.2%	13.2%	4.0%	5.9%	9.1%	8.1%
.....	100%	28.8%	71.2%	3.8%	3.8%	46.2%	23.1%	23.1%	7.7%	23.1%	36.5%	32.7%
RP/106.6.....	4	4	0	3	0	1	0	0	1	1	0	2
.....	.6%	1.1%	.0%	4.2%	.0%	.4%	.0%	.0%	1.0%	.5%	.0%	1.0%
.....	100%	100%	.0%	75.0%	.0%	25.0%	.0%	.0%	25.0%	25.0%	.0%	50.0%
SUP 1.....	98	39	59	2	19	42	23	12	6	26	30	36
.....	13.6%	11.0%	16.1%	2.8%	11.6%	15.8%	17.7%	13.2%	6.0%	12.9%	14.4%	17.1%
.....	100%	39.8%	60.2%	2.0%	19.4%	42.9%	23.5%	12.2%	6.1%	26.5%	30.6%	36.7%
101.....	45	17	28	2	6	17	13	7	6	12	15	12
.....	6.2%	4.8%	7.6%	2.8%	3.7%	6.4%	10.0%	7.7%	6.0%	5.9%	7.2%	5.7%
.....	100%	37.8%	62.2%	4.4%	13.3%	37.8%	28.9%	15.6%	13.3%	26.7%	33.3%	26.7%
IS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BAY.....	22	10	12	3	8	9	1	1	2	9	7	4
.....	3.1%	2.8%	3.3%	4.2%	4.9%	3.4%	.8%	1.1%	2.0%	4.5%	3.3%	1.9%
.....	100%	45.5%	54.5%	13.6%	36.4%	40.9%	4.5%	4.5%	9.1%	40.9%	31.8%	18.2%
RTK.....	72	20	52	0	5	33	17	17	14	16	21	21
.....	10.0%	5.6%	14.2%	.0%	3.0%	12.5%	13.1%	18.7%	14.0%	7.9%	10.0%	10.0%
.....	100%	27.8%	72.2%	.0%	6.9%	45.8%	23.6%	23.6%	19.4%	22.2%	29.2%	29.2%
SMASH.....	11	7	4	1	5	4	0	1	0	6	2	3
.....	1.5%	2.0%	1.1%	1.4%	3.0%	1.5%	.0%	1.1%	.0%	3.0%	1.0%	1.4%
.....	100%	63.6%	36.4%	9.1%	45.5%	36.4%	.0%	9.1%	.0%	54.5%	18.2%	27.3%
CALYPSO.....	3	1	2	0	1	2	0	0	0	0	1	2
.....	.4%	.3%	.5%	.0%	.6%	.8%	.0%	.0%	.0%	.0%	.5%	1.0%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%
CAPITAL.....	2	1	1	0	2	0	0	0	0	0	1	1
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
RELIGION												
NONE.....	419	229	190	60	127	146	61	25	71	119	119	110
.....	58.1%	64.7%	51.8%	84.5%	77.4%	55.1%	46.9%	27.5%	71.0%	58.9%	56.9%	52.4%
.....	100%	54.7%	45.3%	14.3%	30.3%	34.8%	14.6%	6.0%	16.9%	28.4%	28.4%	26.3%
RM.....	35	14	21	1	1	16	4	13	3	7	12	13
.....	4.9%	4.0%	5.7%	1.4%	.6%	6.0%	3.1%	14.3%	3.0%	3.5%	5.7%	6.2%
.....	100%	40.0%	60.0%	2.9%	2.9%	45.7%	11.4%	37.1%	8.6%	20.0%	34.3%	37.1%
RP/106.6.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	1.4%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
SUP 1.....	70	28	42	1	10	27	20	12	3	21	18	28
.....	9.7%	7.9%	11.4%	1.4%	6.1%	10.2%	15.4%	13.2%	3.0%	10.4%	8.6%	13.3%
.....	100%	40.0%	60.0%	1.4%	14.3%	38.6%	28.6%	17.1%	4.3%	30.0%	25.7%	40.0%
101.....	25	10	15	0	1	12	7	5	2	8	9	6
.....	3.5%	2.8%	4.1%	.0%	.6%	4.5%	5.4%	5.5%	2.0%	4.0%	4.3%	2.9%
.....	100%	40.0%	60.0%	.0%	4.0%	48.0%	28.0%	20.0%	8.0%	32.0%	36.0%	24.0%
IS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BAY.....	11	7	4	2	3	6	0	0	1	5	3	2
.....	1.5%	2.0%	1.1%	2.8%	1.8%	2.3%	.0%	.0%	1.0%	2.5%	1.4%	1.0%
.....	100%	63.6%	36.4%	18.2%	27.3%	54.5%	.0%	.0%	9.1%	45.5%	27.3%	18.2%
RTK.....	145	57	88	5	18	53	34	35	19	39	44	43
.....	20.1%	16.1%	24.0%	7.0%	11.0%	20.0%	26.2%	38.5%	19.0%	19.3%	21.1%	20.5%
.....	100%	39.3%	60.7%	3.4%	12.4%	36.6%	23.4%	24.1%	13.1%	26.9%	30.3%	29.7%
SMASH.....	10	5	5	1	2	3	3	1	0	3	3	4
.....	1.4%	1.4%	1.4%	1.4%	1.2%	1.1%	2.3%	1.1%	.0%	1.5%	1.4%	1.9%
.....	100%	50.0%	50.0%	10.0%	20.0%	30.0%	30.0%	10.0%	.0%	30.0%	30.0%	40.0%
CALYPSO.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BRONJA.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.8%	.0%	1.0%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
CAPITAL.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
NOVELS & PLAYS												
NONE.....	484	253	231	61	131	165	78	49	84	134	137	129
.....	67.1%	71.5%	62.9%	85.9%	79.9%	62.3%	60.0%	53.8%	84.0%	66.3%	65.6%	61.4%
.....	100%	52.3%	47.7%	12.6%	27.1%	34.1%	16.1%	10.1%	17.4%	27.7%	28.3%	26.7%
RM.....	45	19	27	2	5	19	8	11	5	13	15	12
.....	6.2%	5.1%	7.4%	2.8%	3.0%	7.2%	6.2%	12.1%	5.0%	6.4%	7.2%	5.7%
.....	100%	40.0%	60.0%	4.4%	11.1%	42.2%	17.8%	24.4%	11.1%	28.9%	33.3%	26.7%
RP/106.6.....	3	2	1	2	1	0	0	0	0	0	1	2
.....	.4%	.6%	.3%	2.8%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	1.0%
.....	100%	66.7%	33.3%	66.7%	33.3%	.0%	.0%	.0%	.0%	.0%	33.3%	66.7%
SUP 1.....	81	35	46	3	12	33	23	10	4	21	23	33
.....	11.2%	9.9%	12.5%	4.2%	7.3%	12.5%	17.7%	11.0%	4.0%	10.4%	11.0%	15.7%
.....	100%	43.2%	56.8%	3.7%	14.8%	40.7%	28.4%	12.3%	4.9%	25.9%	28.4%	40.7%
101.....	35	14	21	0	2	17	10	6	2	12	10	11
.....	4.9%	4.0%	5.7%	.0%	1.2%	6.4%	7.7%	6.6%	2.0%	5.9%	4.8%	5.2%
.....	100%	40.0%	60.0%	.0%	5.7%	48.6%	28.6%	17.1%	5.7%	34.3%	28.6%	31.4%
IS.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.5%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY.....	13	7	6	1	5	6	1	0	1	6	5	1
.....	1.8%	2.0%	1.6%	1.4%	3.0%	2.3%	.8%	.0%	1.0%	3.0%	2.4%	.5%
.....	100%	53.8%	46.2%	7.7%	38.5%	46.2%	7.7%	.0%	7.7%	46.2%	38.5%	7.7%
RTK.....	45	17	28	2	2	18	9	14	4	11	15	15
.....	6.2%	4.8%	7.6%	2.8%	1.2%	6.8%	6.9%	15.4%	4.0%	5.4%	7.2%	7.1%
.....	100%	37.8%	62.2%	4.4%	4.4%	40.0%	20.0%	31.1%	8.9%	24.4%	33.3%	33.3%
SMASH.....	8	4	4	0	2	4	1	1	0	3	1	4

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	1.1%	1.1%	1.1%	.0%	1.2%	1.5%	.8%	1.1%	.0%	1.5%	.5%	1.9%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	12.5%	12.5%	.0%	37.5%	12.5%	50.0%
CALYPSO.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
BRONJA.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.4%	.0%	.0%	.0%	.5%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
CAPITAL.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
CHILDREN'S PROGRAMMES												
NONE.....	578	288	290	61	145	197	107	68	89	162	168	159
.....	80.2%	81.4%	79.0%	85.9%	88.4%	74.3%	82.3%	74.7%	89.0%	80.2%	80.4%	75.7%
.....	100%	49.8%	50.2%	10.6%	25.1%	34.1%	18.5%	11.8%	15.4%	28.0%	29.1%	27.5%
RM.....	20	10	10	0	2	11	1	6	2	8	5	5
.....	2.8%	2.8%	2.7%	.0%	1.2%	4.2%	.8%	6.6%	2.0%	4.0%	2.4%	2.4%
.....	100%	50.0%	50.0%	.0%	10.0%	55.0%	5.0%	30.0%	10.0%	40.0%	25.0%	25.0%
RP/106.6.....	3	2	1	1	1	1	0	0	0	0	2	1
.....	.4%	.6%	.3%	1.4%	.6%	.4%	.0%	.0%	.0%	.0%	1.0%	.5%
.....	100%	66.7%	33.3%	33.3%	33.3%	33.3%	.0%	.0%	.0%	.0%	66.7%	33.3%
SUP 1.....	43	17	26	3	3	23	8	6	1	7	13	22
.....	6.0%	4.8%	7.1%	4.2%	1.8%	8.7%	6.2%	6.6%	1.0%	3.5%	6.2%	10.5%
.....	100%	39.5%	60.5%	7.0%	7.0%	53.5%	18.6%	14.0%	2.3%	16.3%	30.2%	51.2%
101.....	21	11	10	1	2	9	6	3	1	8	6	6
.....	2.9%	3.1%	2.7%	1.4%	1.2%	3.4%	4.6%	3.3%	1.0%	4.0%	2.9%	2.9%
.....	100%	52.4%	47.6%	4.8%	9.5%	42.9%	28.6%	14.3%	4.8%	38.1%	28.6%	28.6%
IS.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.5%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY.....	10	6	4	0	5	3	2	0	2	6	2	0
.....	1.4%	1.7%	1.1%	.0%	3.0%	1.1%	1.5%	.0%	2.0%	3.0%	1.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	60.0%	40.0%	.0%	50.0%	30.0%	20.0%	.0%	20.0%	60.0%	20.0%	.0%
RTK.....	33	11	22	4	2	15	5	7	4	7	12	10
.....	4.6%	3.1%	6.0%	5.6%	1.2%	5.7%	3.8%	7.7%	4.0%	3.5%	5.7%	4.8%
.....	100%	33.3%	66.7%	12.1%	6.1%	45.5%	15.2%	21.2%	12.1%	21.2%	36.4%	30.3%
SMASH.....	7	5	2	0	1	4	1	1	0	3	0	4
.....	1.0%	1.4%	.5%	.0%	.6%	1.5%	.8%	1.1%	.0%	1.5%	.0%	1.9%
.....	100%	71.4%	28.6%	.0%	14.3%	57.1%	14.3%	14.3%	.0%	42.9%	.0%	57.1%
CALYPSO.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CAPITAL.....	2	2	0	1	1	0	0	0	1	0	0	1
.....	.3%	.6%	.0%	1.4%	.6%	.0%	.0%	.0%	1.0%	.0%	.0%	.5%
.....	100%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
WOMEN'S PROGRAMMES												
NONE.....	462	280	182	63	133	155	71	40	79	137	125	121
.....	64.1%	79.1%	49.6%	88.7%	81.1%	58.5%	54.6%	44.0%	79.0%	67.8%	59.8%	57.6%
.....	100%	60.6%	39.4%	13.6%	28.8%	33.5%	15.4%	8.7%	17.1%	29.7%	27.1%	26.2%
RM.....	42	5	37	0	1	20	8	13	2	10	18	12
.....	5.8%	1.4%	10.1%	.0%	.6%	7.5%	6.2%	14.3%	2.0%	5.0%	8.6%	5.7%
.....	100%	11.9%	88.1%	.0%	2.4%	47.6%	19.0%	31.0%	4.8%	23.8%	42.9%	28.6%
RP/106.6.....	2	1	1	1	1	0	0	0	0	0	1	1
.....	.3%	.3%	.3%	1.4%	.6%	.0%	.0%	.0%	.0%	.0%	.5%	.5%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
SUP 1.....	76	21	55	2	8	33	21	12	3	15	26	32
.....	10.5%	5.9%	15.0%	2.8%	4.9%	12.5%	16.2%	13.2%	3.0%	7.4%	12.4%	15.2%
.....	100%	27.6%	72.4%	2.6%	10.5%	43.4%	27.6%	15.8%	3.9%	19.7%	34.2%	42.1%
101.....	48	16	32	4	4	20	12	8	4	16	15	13
.....	6.7%	4.5%	8.7%	5.6%	2.4%	7.5%	9.2%	8.8%	4.0%	7.9%	7.2%	6.2%
.....	100%	33.3%	66.7%	8.3%	8.3%	41.7%	25.0%	16.7%	8.3%	33.3%	31.3%	27.1%
IS.....	3	1	2	0	2	1	0	0	0	2	1	0
.....	.4%	.3%	.5%	.0%	1.2%	.4%	.0%	.0%	.0%	1.0%	.5%	.0%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY.....	13	7	6	0	7	3	3	0	3	6	3	1
.....	1.8%	2.0%	1.6%	.0%	4.3%	1.1%	2.3%	.0%	3.0%	3.0%	1.4%	.5%
.....	100%	53.8%	46.2%	.0%	53.8%	23.1%	23.1%	.0%	23.1%	46.2%	23.1%	7.7%
RTK.....	64	17	47	1	6	26	14	17	9	14	19	22
.....	8.9%	4.8%	12.8%	1.4%	3.7%	9.8%	10.8%	18.7%	9.0%	6.9%	9.1%	10.5%
.....	100%	26.6%	73.4%	1.6%	9.4%	40.6%	21.9%	26.6%	14.1%	21.9%	29.7%	34.4%
SMASH.....	8	4	4	0	1	5	1	1	0	2	1	5
.....	1.1%	1.1%	1.1%	.0%	.6%	1.9%	.8%	1.1%	.0%	1.0%	.5%	2.4%
.....	100%	50.0%	50.0%	.0%	12.5%	62.5%	12.5%	12.5%	.0%	25.0%	12.5%	62.5%
CALYPSO.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.3%	.3%	.3%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	1.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CAPITAL.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
LOCAL NEWS												
NONE.....	162	75	87	40	45	46	19	12	33	46	47	36
.....	22.5%	21.2%	23.7%	56.3%	27.4%	17.4%	14.6%	13.2%	33.0%	22.8%	22.5%	17.1%
.....	100%	46.3%	53.7%	24.7%	27.8%	28.4%	11.7%	7.4%	20.4%	28.4%	29.0%	22.2%
RM.....	85	38	47	5	6	37	19	18	9	20	32	24
.....	11.8%	10.7%	12.8%	7.0%	3.7%	14.0%	14.6%	19.8%	9.0%	9.9%	15.3%	11.4%
.....	100%	44.7%	55.3%	5.9%	7.1%	43.5%	22.4%	21.2%	10.6%	23.5%	37.6%	28.2%
RP/106.6.....	6	4	2	3	3	0	0	0	1	0	4	1
.....	.8%	1.1%	.5%	4.2%	1.8%	.0%	.0%	.0%	1.0%	.0%	1.9%	.5%
.....	100%	66.7%	33.3%	50.0%	50.0%	.0%	.0%	.0%	16.7%	.0%	66.7%	16.7%
SUP 1.....	162	88	74	6	26	68	40	22	9	42	49	62
.....	22.5%	24.9%	20.2%	8.5%	15.9%	25.7%	30.8%	24.2%	9.0%	20.8%	23.4%	29.5%
.....	100%	54.3%	45.7%	3.7%	16.0%	42.0%	24.7%	13.6%	5.6%	25.9%	30.2%	38.3%
101.....	125	61	64	7	20	47	32	19	18	45	32	30
.....	17.3%	17.2%	17.4%	9.9%	12.2%	17.7%	24.6%	20.9%	18.0%	22.3%	15.3%	14.3%
.....	100%	48.8%	51.2%	5.6%	16.0%	37.6%	25.6%	15.2%	14.4%	36.0%	25.6%	24.0%
IS.....	7	4	3	1	2	4	0	0	1	4	1	1

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	1.0%	1.1%	.8%	1.4%	1.2%	1.5%	.0%	.0%	1.0%	2.0%	.5%	.5%
.....	100%	57.1%	42.9%	14.3%	28.6%	57.1%	.0%	.0%	14.3%	57.1%	14.3%	14.3%
BAY.....	56	33	23	7	35	12	2	0	14	22	10	10
.....	7.8%	9.3%	6.3%	9.9%	21.3%	4.5%	1.5%	.0%	14.0%	10.9%	4.8%	4.8%
.....	100%	58.9%	41.1%	12.5%	62.5%	21.4%	3.6%	.0%	25.0%	39.3%	17.9%	17.9%
RTK.....	64	18	46	0	5	30	11	18	9	12	21	22
.....	8.9%	5.1%	12.5%	.0%	3.0%	11.3%	8.5%	19.8%	9.0%	5.9%	10.0%	10.5%
.....	100%	28.1%	71.9%	.0%	7.8%	46.9%	17.2%	28.1%	14.1%	18.8%	32.8%	34.4%
SMASH.....	29	18	11	2	7	15	3	2	1	5	8	15
.....	4.0%	5.1%	3.0%	2.8%	4.3%	5.7%	2.3%	2.2%	1.0%	2.5%	3.8%	7.1%
.....	100%	62.1%	37.9%	6.9%	24.1%	51.7%	10.3%	6.9%	3.4%	17.2%	27.6%	51.7%
CALYPSO.....	9	5	4	0	4	3	2	0	3	1	2	3
.....	1.2%	1.4%	1.1%	.0%	2.4%	1.1%	1.5%	.0%	3.0%	.5%	1.0%	1.4%
.....	100%	55.6%	44.4%	.0%	44.4%	33.3%	22.2%	.0%	33.3%	11.1%	22.2%	33.3%
CAPITAL.....	16	10	6	0	11	3	2	0	2	5	3	6
.....	2.2%	2.8%	1.6%	.0%	6.7%	1.1%	1.5%	.0%	2.0%	2.5%	1.4%	2.9%
.....	100%	62.5%	37.5%	.0%	68.8%	18.8%	12.5%	.0%	12.5%	31.3%	18.8%	37.5%
FOREIGN NEWS												
NONE.....	189	93	96	44	54	52	27	12	37	55	51	46
.....	26.2%	26.3%	26.2%	62.0%	32.9%	19.6%	20.8%	13.2%	37.0%	27.2%	24.4%	21.9%
.....	100%	49.2%	50.8%	23.3%	28.6%	27.5%	14.3%	6.3%	19.6%	29.1%	27.0%	24.3%
RM.....	79	35	44	4	6	32	19	18	8	19	30	22
.....	11.0%	9.9%	12.0%	5.6%	3.7%	12.1%	14.6%	19.8%	8.0%	9.4%	14.4%	10.5%
.....	100%	44.3%	55.7%	5.1%	7.6%	40.5%	24.1%	22.8%	10.1%	24.1%	38.0%	27.8%
RP/106.6.....	5	4	1	3	2	0	0	0	1	0	3	1
.....	.7%	1.1%	.3%	4.2%	1.2%	.0%	.0%	.0%	1.0%	.0%	1.4%	.5%
.....	100%	80.0%	20.0%	60.0%	40.0%	.0%	.0%	.0%	20.0%	.0%	60.0%	20.0%
SUP 1.....	157	81	76	6	24	68	37	22	10	40	47	60
.....	21.8%	22.9%	20.7%	8.5%	14.6%	25.7%	28.5%	24.2%	10.0%	19.8%	22.5%	28.6%
.....	100%	51.6%	48.4%	3.8%	15.3%	43.3%	23.6%	14.0%	6.4%	25.5%	29.9%	38.2%
101.....	115	57	58	6	16	47	28	18	15	40	32	28
.....	16.0%	16.1%	15.8%	8.5%	9.8%	17.7%	21.5%	19.8%	15.0%	19.8%	15.3%	13.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	49.6%	50.4%	5.2%	13.9%	40.9%	24.3%	15.7%	13.0%	34.8%	27.8%	24.3%
IS.....	7	4	3	0	2	4	0	1	2	4	1	0
.....	1.0%	1.1%	.8%	.0%	1.2%	1.5%	.0%	1.1%	2.0%	2.0%	.5%	.0%
.....	100%	57.1%	42.9%	.0%	28.6%	57.1%	.0%	14.3%	28.6%	57.1%	14.3%	.0%
BAY.....	51	30	21	6	33	10	2	0	12	21	10	8
.....	7.1%	8.5%	5.7%	8.5%	20.1%	3.8%	1.5%	.0%	12.0%	10.4%	4.8%	3.8%
.....	100%	58.8%	41.2%	11.8%	64.7%	19.6%	3.9%	.0%	23.5%	41.2%	19.6%	15.7%
RTK.....	64	18	46	0	5	30	10	19	9	11	22	22
.....	8.9%	5.1%	12.5%	.0%	3.0%	11.3%	7.7%	20.9%	9.0%	5.4%	10.5%	10.5%
.....	100%	28.1%	71.9%	.0%	7.8%	46.9%	15.6%	29.7%	14.1%	17.2%	34.4%	34.4%
SMASH.....	28	17	11	2	7	15	3	1	1	5	8	14
.....	3.9%	4.8%	3.0%	2.8%	4.3%	5.7%	2.3%	1.1%	1.0%	2.5%	3.8%	6.7%
.....	100%	60.7%	39.3%	7.1%	25.0%	53.6%	10.7%	3.6%	3.6%	17.9%	28.6%	50.0%
CALYPSO.....	9	5	4	0	4	3	2	0	3	1	2	3
.....	1.2%	1.4%	1.1%	.0%	2.4%	1.1%	1.5%	.0%	3.0%	.5%	1.0%	1.4%
.....	100%	55.6%	44.4%	.0%	44.4%	33.3%	22.2%	.0%	33.3%	11.1%	22.2%	33.3%
CAPITAL.....	17	10	7	0	11	4	2	0	2	6	3	6
.....	2.4%	2.8%	1.9%	.0%	6.7%	1.5%	1.5%	.0%	2.0%	3.0%	1.4%	2.9%
.....	100%	58.8%	41.2%	.0%	64.7%	23.5%	11.8%	.0%	11.8%	35.3%	17.6%	35.3%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	404	192	212	52	102	142	67	41	61	116	109	118
.....	56.0%	54.2%	57.8%	73.2%	62.2%	53.6%	51.5%	45.1%	61.0%	57.4%	52.2%	56.2%
.....	100%	47.5%	52.5%	12.9%	25.2%	35.1%	16.6%	10.1%	15.1%	28.7%	27.0%	29.2%
RM.....	52	25	27	4	5	24	9	10	5	17	17	13
.....	7.2%	7.1%	7.4%	5.6%	3.0%	9.1%	6.9%	11.0%	5.0%	8.4%	8.1%	6.2%
.....	100%	48.1%	51.9%	7.7%	9.6%	46.2%	17.3%	19.2%	9.6%	32.7%	32.7%	25.0%
RP/106.6.....	3	2	1	2	1	0	0	0	1	0	2	0
.....	.4%	.6%	.3%	2.8%	.6%	.0%	.0%	.0%	1.0%	.0%	1.0%	.0%
.....	100%	66.7%	33.3%	66.7%	33.3%	.0%	.0%	.0%	33.3%	.0%	66.7%	.0%
SUP 1.....	100	51	49	3	16	41	28	12	5	22	34	39

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	13.9%	14.4%	13.4%	4.2%	9.8%	15.5%	21.5%	13.2%	5.0%	10.9%	16.3%	18.6%
.....	100%	51.0%	49.0%	3.0%	16.0%	41.0%	28.0%	12.0%	5.0%	22.0%	34.0%	39.0%
101.....	78	43	35	6	12	29	16	15	12	24	24	18
.....	10.8%	12.1%	9.5%	8.5%	7.3%	10.9%	12.3%	16.5%	12.0%	11.9%	11.5%	8.6%
.....	100%	55.1%	44.9%	7.7%	15.4%	37.2%	20.5%	19.2%	15.4%	30.8%	30.8%	23.1%
IS.....	3	1	2	0	1	2	0	0	1	1	1	0
.....	.4%	.3%	.5%	.0%	.6%	.8%	.0%	.0%	1.0%	.5%	.5%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%
BAY.....	23	14	9	3	15	3	2	0	5	11	3	4
.....	3.2%	4.0%	2.5%	4.2%	9.1%	1.1%	1.5%	.0%	5.0%	5.4%	1.4%	1.9%
.....	100%	60.9%	39.1%	13.0%	65.2%	13.0%	8.7%	.0%	21.7%	47.8%	13.0%	17.4%
RTK.....	34	12	22	0	1	15	6	12	6	7	13	8
.....	4.7%	3.4%	6.0%	.0%	.6%	5.7%	4.6%	13.2%	6.0%	3.5%	6.2%	3.8%
.....	100%	35.3%	64.7%	.0%	2.9%	44.1%	17.6%	35.3%	17.6%	20.6%	38.2%	23.5%
SMASH.....	11	7	4	1	3	6	0	1	1	3	3	4
.....	1.5%	2.0%	1.1%	1.4%	1.8%	2.3%	.0%	1.1%	1.0%	1.5%	1.4%	1.9%
.....	100%	63.6%	36.4%	9.1%	27.3%	54.5%	.0%	9.1%	9.1%	27.3%	27.3%	36.4%
CALYPSO.....	7	3	4	0	3	3	1	0	3	0	1	3
.....	1.0%	.8%	1.1%	.0%	1.8%	1.1%	.8%	.0%	3.0%	.0%	.5%	1.4%
.....	100%	42.9%	57.1%	.0%	42.9%	42.9%	14.3%	.0%	42.9%	.0%	14.3%	42.9%
CAPITAL.....	6	4	2	0	5	0	1	0	0	1	2	3
.....	.8%	1.1%	.5%	.0%	3.0%	.0%	.8%	.0%	.0%	.5%	1.0%	1.4%
.....	100%	66.7%	33.3%	.0%	83.3%	.0%	16.7%	.0%	.0%	16.7%	33.3%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.4: OVERALL PREFERENCE FOR BEST RADIO STATION
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
K6												
NONE.....	18	8	10	3	1	5	8	1	5	4	5	4
.....	2.5%	2.3%	2.7%	4.2%	.6%	1.9%	6.2%	1.1%	5.0%	2.0%	2.4%	1.9%
.....	100%	44.4%	55.6%	16.7%	5.6%	27.8%	44.4%	5.6%	27.8%	22.2%	27.8%	22.2%
RM.....	74	33	41	1	2	29	19	23	5	14	30	25
.....	10.3%	9.3%	11.2%	1.4%	1.2%	10.9%	14.6%	25.3%	5.0%	6.9%	14.4%	11.9%
.....	100%	44.6%	55.4%	1.4%	2.7%	39.2%	25.7%	31.1%	6.8%	18.9%	40.5%	33.8%
RP/106.6.....	50	30	20	28	17	5	0	0	4	11	22	13
.....	6.9%	8.5%	5.4%	39.4%	10.4%	1.9%	.0%	.0%	4.0%	5.4%	10.5%	6.2%
.....	100%	60.0%	40.0%	56.0%	34.0%	10.0%	.0%	.0%	8.0%	22.0%	44.0%	26.0%
SUP 1.....	152	78	74	3	22	67	37	23	11	38	42	61
.....	21.1%	22.0%	20.2%	4.2%	13.4%	25.3%	28.5%	25.3%	11.0%	18.8%	20.1%	29.0%
.....	100%	51.3%	48.7%	2.0%	14.5%	44.1%	24.3%	15.1%	7.2%	25.0%	27.6%	40.1%
101.....	104	49	55	6	13	42	30	13	19	38	21	26
.....	14.4%	13.8%	15.0%	8.5%	7.9%	15.8%	23.1%	14.3%	19.0%	18.8%	10.0%	12.4%
.....	100%	47.1%	52.9%	5.8%	12.5%	40.4%	28.8%	12.5%	18.3%	36.5%	20.2%	25.0%
IS.....	5	2	3	0	1	2	2	0	1	2	2	0
.....	.7%	.6%	.8%	.0%	.6%	.8%	1.5%	.0%	1.0%	1.0%	1.0%	.0%
.....	100%	40.0%	60.0%	.0%	20.0%	40.0%	40.0%	.0%	20.0%	40.0%	40.0%	.0%
BAY.....	100	52	48	15	55	23	6	1	18	44	22	16
.....	13.9%	14.7%	13.1%	21.1%	33.5%	8.7%	4.6%	1.1%	18.0%	21.8%	10.5%	7.6%
.....	100%	52.0%	48.0%	15.0%	55.0%	23.0%	6.0%	1.0%	18.0%	44.0%	22.0%	16.0%
RTK.....	87	24	63	0	3	39	19	26	15	16	28	28
.....	12.1%	6.8%	17.2%	.0%	1.8%	14.7%	14.6%	28.6%	15.0%	7.9%	13.4%	13.3%
.....	100%	27.6%	72.4%	.0%	3.4%	44.8%	21.8%	29.9%	17.2%	18.4%	32.2%	32.2%
SMASH.....	61	32	29	12	25	20	3	1	6	15	19	21
.....	8.5%	9.0%	7.9%	16.9%	15.2%	7.5%	2.3%	1.1%	6.0%	7.4%	9.1%	10.0%
.....	100%	52.5%	47.5%	19.7%	41.0%	32.8%	4.9%	1.6%	9.8%	24.6%	31.1%	34.4%
CALYPSO.....	33	23	10	0	9	20	4	0	8	6	9	10
.....	4.6%	6.5%	2.7%	.0%	5.5%	7.5%	3.1%	.0%	8.0%	3.0%	4.3%	4.8%
.....	100%	69.7%	30.3%	.0%	27.3%	60.6%	12.1%	.0%	24.2%	18.2%	27.3%	30.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 6.4: OVERALL PREFERENCE FOR BEST RADIO STATION
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
CAMPUS.....	1	0	1	0	0	0	0	1	0	0	1	0
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
BRONJA.....	4	3	1	0	0	2	1	1	2	1	1	0
.....	.6%	.8%	.3%	.0%	.0%	.8%	.8%	1.1%	2.0%	.5%	.5%	.0%
.....	100%	75.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%	50.0%	25.0%	25.0%	.0%
CAPITAL.....	32	20	12	3	16	11	1	1	6	13	7	6
.....	4.4%	5.6%	3.3%	4.2%	9.8%	4.2%	.8%	1.1%	6.0%	6.4%	3.3%	2.9%
.....	100%	62.5%	37.5%	9.4%	50.0%	34.4%	3.1%	3.1%	18.8%	40.6%	21.9%	18.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(2002, 2nd Quarter)**

	TVM	SUPER 1	NET	SMASI	MAX PLUS	RAI	VEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	47.7	27.3	16.3	-	-	-	-	-	-	5.2	100.00
Foreign News	26.1	17.0	10.5	0.2	-	13.7	10.4	-	13.8	8.3	100.00
Sports	8.7	10.8	5.8	0.2	-	6.9	6.5	0.3	15.8	45.0	100.00
Weather	28.9	17.3	9.3	-	-	4.3	2.5	0.4	5.8	31.4	100.00
Feature Films	4.1	5.4	1.5	0.3	1.6	8.0	24.2	0.8	26.7	27.3	100.00
Serials/Soap Operas	7.0	13.2	2.9	0.3	5.0	1.6	13.3	0.2	7.4	49.0	100.00
Documentaries	23.1	2.2	2.2	-	1.1	12.1	6.6	2.2	19.8	30.8	100.00
Current Affairs	23.1	7.7	1.1	-	-	3.3	1.1	-	6.6	57.1	100.00
Discussions	45.1	6.6	3.3	-	-	3.3	-	-	1.1	40.7	100.00
Quizzes/Game Shows/Variety Prog.	12.1	6.6	4.4	-	3.3	4.4	18.7	-	2.2	48.4	100.00
Music Video- Clips	9.9	3.3	-	5.5	-	-	-	1.1	6.6	73.6	100.00
Plays	31.9	15.4	2.2	-	-	1.1	-	-	-	49.5	100.00
Art & Culture	23.1	3.3	-	-	1.1	4.4	-	-	1.1	67.0	100.00
Women	24.2	8.8	2.2	-	9.9	1.1	-	-	2.2	51.6	100.00
Children	13.2	3.3	9.9	-	-	1.1	3.3	-	1.1	68.1	100.00
Religion	16.5	5.5	12.1	2.2	-	4.4	1.1	-	1.1	57.1	100.00
Business & Finance	12.1	2.2	-	-	-	-	1.1	-	-	84.6	100.00

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(2003, 2nd Quarter)**

	TVM	SUPER 1	NET	SMASI	RAI	VEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	53.0	24.2	17.4	0.2	-	-	-	-	4.6	100.00
Foreign News	25.6	15.3	9.4	-	12.0	11.1	0.6	19.9	6.1	100.00
Sports	12.3	8.9	5.9	0.5	8.0	7.0	0.3	15.2	41.8	100.00
Weather	29.6	14.1	10.3	0.1	3.9	3.0	0.2	9.1	29.6	100.00
Feature Films	4.1	3.7	1.6	0.9	10.7	29.4	1.1	21.7	26.7	100.00
Serials/Soap Operas	9.2	8.7	5.7	0.1	2.6	17.6	0.5	7.9	47.5	100.00
Documentaries	11.4	-	2.3	-	17.0	15.9	2.3	22.7	28.4	100.00
Current Affairs	22.7	3.4	5.7	-	3.4	3.4	-	10.2	51.1	100.00
Discussions	48.9	4.5	9.1	1.1	3.4	1.1	-	1.1	30.7	100.00
Quizzes/Game Shows/Variety Prog.	14.8	8.0	3.4	-	2.3	33.0	-	4.5	34.1	100.00
Music Video- Clips	3.4	-	-	2.3	4.5	2.3	3.4	15.9	68.2	100.00
Plays	18.2	14.8	18.2	-	1.1	-	-	1.1	46.6	100.00
Art & Culture	14.8	3.4	2.3	-	3.4	-	-	4.5	71.6	100.00
Women	31.8	4.5	2.3	-	2.3	-	-	2.3	56.8	100.00
Children	6.8	2.3	12.5	-	1.1	5.7	-	3.4	68.2	100.00
Religion	20.5	2.3	10.2	8.0	3.4	-	-	3.4	52.3	100.00
Business & Finance	6.8	-	3.4	1.1	1.1	1.1	-	4.5	81.8	100.00

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
LOCAL NEWS												
NONE.....	52	26	26	10	8	19	11	4	9	18	16	9
.....	5.2%	5.3%	5.1%	8.9%	3.8%	5.1%	6.1%	3.3%	6.3%	6.3%	5.6%	3.2%
.....	100%	50.0%	50.0%	19.2%	15.4%	36.5%	21.2%	7.7%	17.3%	34.6%	30.8%	17.3%
TVM.....	527	257	270	62	125	208	69	63	87	159	142	139
.....	53.0%	52.8%	53.1%	55.4%	59.5%	56.2%	38.3%	51.2%	60.8%	55.8%	49.7%	49.5%
.....	100%	48.8%	51.2%	11.8%	23.7%	39.5%	13.1%	12.0%	16.5%	30.2%	26.9%	26.4%
SUPER 1.....	241	132	109	20	43	94	55	29	17	47	82	95
.....	24.2%	27.1%	21.5%	17.9%	20.5%	25.4%	30.6%	23.6%	11.9%	16.5%	28.7%	33.8%
.....	100%	54.8%	45.2%	8.3%	17.8%	39.0%	22.8%	12.0%	7.1%	19.5%	34.0%	39.4%
NET TV.....	173	71	102	20	34	49	45	25	30	61	46	36
.....	17.4%	14.6%	20.1%	17.9%	16.2%	13.2%	25.0%	20.3%	21.0%	21.4%	16.1%	12.8%
.....	100%	41.0%	59.0%	11.6%	19.7%	28.3%	26.0%	14.5%	17.3%	35.3%	26.6%	20.8%
SMASH TV.....	2	1	1	0	0	0	0	2	0	0	0	2
.....	.2%	.2%	.2%	.0%	.0%	.0%	.0%	1.6%	.0%	.0%	.0%	.7%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
FOREIGN NEWS												
NONE.....	61	31	30	13	11	19	10	8	6	18	18	19
.....	6.1%	6.4%	5.9%	11.6%	5.2%	5.1%	5.6%	6.5%	4.2%	6.3%	6.3%	6.8%
.....	100%	50.8%	49.2%	21.3%	18.0%	31.1%	16.4%	13.1%	9.8%	29.5%	29.5%	31.1%
TVM.....	255	117	138	30	48	96	34	47	28	68	77	82
.....	25.6%	24.0%	27.2%	26.8%	22.9%	25.9%	18.9%	38.2%	19.6%	23.9%	26.9%	29.2%
.....	100%	45.9%	54.1%	11.8%	18.8%	37.6%	13.3%	18.4%	11.0%	26.7%	30.2%	32.2%
SUPER 1.....	152	77	75	9	22	62	38	21	7	27	51	67
.....	15.3%	15.8%	14.8%	8.0%	10.5%	16.8%	21.1%	17.1%	4.9%	9.5%	17.8%	23.8%
.....	100%	50.7%	49.3%	5.9%	14.5%	40.8%	25.0%	13.8%	4.6%	17.8%	33.6%	44.1%
NET TV.....	94	29	65	9	14	23	27	21	15	26	29	24
.....	9.4%	6.0%	12.8%	8.0%	6.7%	6.2%	15.0%	17.1%	10.5%	9.1%	10.1%	8.5%
.....	100%	30.9%	69.1%	9.6%	14.9%	24.5%	28.7%	22.3%	16.0%	27.7%	30.9%	25.5%
RAI.....	119	62	57	7	27	54	25	6	27	39	29	24
.....	12.0%	12.7%	11.2%	6.3%	12.9%	14.6%	13.9%	4.9%	18.9%	13.7%	10.1%	8.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	52.1%	47.9%	5.9%	22.7%	45.4%	21.0%	5.0%	22.7%	32.8%	24.4%	20.2%
MEDIASET	110	49	61	17	36	33	18	6	16	34	30	30
.....	11.1%	10.1%	12.0%	15.2%	17.1%	8.9%	10.0%	4.9%	11.2%	11.9%	10.5%	10.7%
.....	100%	44.5%	55.5%	15.5%	32.7%	30.0%	16.4%	5.5%	14.5%	30.9%	27.3%	27.3%
OTHER ITALIAN	6	3	3	2	1	2	0	1	2	2	1	1
.....	.6%	.6%	.6%	1.8%	.5%	.5%	.0%	.8%	1.4%	.7%	.3%	.4%
.....	100%	50.0%	50.0%	33.3%	16.7%	33.3%	.0%	16.7%	33.3%	33.3%	16.7%	16.7%
SATELLITE	198	119	79	25	51	81	28	13	42	71	51	34
.....	19.9%	24.4%	15.6%	22.3%	24.3%	21.9%	15.6%	10.6%	29.4%	24.9%	17.8%	12.1%
.....	100%	60.1%	39.9%	12.6%	25.8%	40.9%	14.1%	6.6%	21.2%	35.9%	25.8%	17.2%
SPORTS												
NONE	416	114	302	43	80	141	86	66	50	125	130	111
.....	41.8%	23.4%	59.4%	38.4%	38.1%	38.1%	47.8%	53.7%	35.0%	43.9%	45.5%	39.5%
.....	100%	27.4%	72.6%	10.3%	19.2%	33.9%	20.7%	15.9%	12.0%	30.0%	31.3%	26.7%
TVM	122	70	52	17	20	55	10	20	15	27	35	45
.....	12.3%	14.4%	10.2%	15.2%	9.5%	14.9%	5.6%	16.3%	10.5%	9.5%	12.2%	16.0%
.....	100%	57.4%	42.6%	13.9%	16.4%	45.1%	8.2%	16.4%	12.3%	22.1%	28.7%	36.9%
SUPER 1	89	47	42	7	13	39	21	9	7	15	32	35
.....	8.9%	9.7%	8.3%	6.3%	6.2%	10.5%	11.7%	7.3%	4.9%	5.3%	11.2%	12.5%
.....	100%	52.8%	47.2%	7.9%	14.6%	43.8%	23.6%	10.1%	7.9%	16.9%	36.0%	39.3%
NET TV	59	35	24	6	9	24	11	9	4	15	24	16
.....	5.9%	7.2%	4.7%	5.4%	4.3%	6.5%	6.1%	7.3%	2.8%	5.3%	8.4%	5.7%
.....	100%	59.3%	40.7%	10.2%	15.3%	40.7%	18.6%	15.3%	6.8%	25.4%	40.7%	27.1%
SMASH TV	5	1	4	0	0	4	1	0	0	1	0	4
.....	.5%	.2%	.8%	.0%	.0%	1.1%	.6%	.0%	.0%	.4%	.0%	1.4%
.....	100%	20.0%	80.0%	.0%	.0%	80.0%	20.0%	.0%	.0%	20.0%	.0%	80.0%
RAI	80	63	17	8	18	33	17	4	16	27	19	18
.....	8.0%	12.9%	3.3%	7.1%	8.6%	8.9%	9.4%	3.3%	11.2%	9.5%	6.6%	6.4%
.....	100%	78.8%	21.3%	10.0%	22.5%	41.3%	21.3%	5.0%	20.0%	33.8%	23.8%	22.5%
MEDIASET	70	47	23	7	27	20	9	7	13	22	14	21
.....	7.0%	9.7%	4.5%	6.3%	12.9%	5.4%	5.0%	5.7%	9.1%	7.7%	4.9%	7.5%
.....	100%	67.1%	32.9%	10.0%	38.6%	28.6%	12.9%	10.0%	18.6%	31.4%	20.0%	30.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
OTHER ITALIAN.....	3	2	1	0	1	1	1	0	2	0	0	1
.....	.3%	.4%	.2%	.0%	.5%	.3%	.6%	.0%	1.4%	.0%	.0%	.4%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	.0%	.0%	33.3%
SATELLITE.....	151	108	43	24	42	53	24	8	36	53	32	30
.....	15.2%	22.2%	8.5%	21.4%	20.0%	14.3%	13.3%	6.5%	25.2%	18.6%	11.2%	10.7%
.....	100%	71.5%	28.5%	15.9%	27.8%	35.1%	15.9%	5.3%	23.8%	35.1%	21.2%	19.9%
WEATHER												
NONE.....	295	136	159	44	73	105	41	32	41	94	79	81
.....	29.6%	27.9%	31.3%	39.3%	34.8%	28.4%	22.8%	26.0%	28.7%	33.0%	27.6%	28.8%
.....	100%	46.1%	53.9%	14.9%	24.7%	35.6%	13.9%	10.8%	13.9%	31.9%	26.8%	27.5%
TVM.....	295	149	146	36	51	110	52	46	40	75	90	90
.....	29.6%	30.6%	28.7%	32.1%	24.3%	29.7%	28.9%	37.4%	28.0%	26.3%	31.5%	32.0%
.....	100%	50.5%	49.5%	12.2%	17.3%	37.3%	17.6%	15.6%	13.6%	25.4%	30.5%	30.5%
SUPER 1.....	140	77	63	7	19	56	35	23	7	29	45	59
.....	14.1%	15.8%	12.4%	6.3%	9.0%	15.1%	19.4%	18.7%	4.9%	10.2%	15.7%	21.0%
.....	100%	55.0%	45.0%	5.0%	13.6%	40.0%	25.0%	16.4%	5.0%	20.7%	32.1%	42.1%
NET TV.....	102	43	59	10	15	29	29	19	16	28	34	24
.....	10.3%	8.8%	11.6%	8.9%	7.1%	7.8%	16.1%	15.4%	11.2%	9.8%	11.9%	8.5%
.....	100%	42.2%	57.8%	9.8%	14.7%	28.4%	28.4%	18.6%	15.7%	27.5%	33.3%	23.5%
SMASH TV.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
RAI.....	39	17	22	2	9	20	8	0	9	12	11	7
.....	3.9%	3.5%	4.3%	1.8%	4.3%	5.4%	4.4%	.0%	6.3%	4.2%	3.8%	2.5%
.....	100%	43.6%	56.4%	5.1%	23.1%	51.3%	20.5%	.0%	23.1%	30.8%	28.2%	17.9%
MEDIASET.....	30	14	16	3	12	12	3	0	3	12	9	6
.....	3.0%	2.9%	3.1%	2.7%	5.7%	3.2%	1.7%	.0%	2.1%	4.2%	3.1%	2.1%
.....	100%	46.7%	53.3%	10.0%	40.0%	40.0%	10.0%	.0%	10.0%	40.0%	30.0%	20.0%
OTHER ITALIAN.....	2	1	1	0	1	1	0	0	2	0	0	0
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	1.4%	.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%
SATELLITE.....	91	49	42	10	30	37	12	2	25	35	18	13

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	9.1%	10.1%	8.3%	8.9%	14.3%	10.0%	6.7%	1.6%	17.5%	12.3%	6.3%	4.6%
.....	100%	53.8%	46.2%	11.0%	33.0%	40.7%	13.2%	2.2%	27.5%	38.5%	19.8%	14.3%
FEATURE FILMS												
NONE.....	266	130	136	21	40	88	66	51	47	66	72	81
.....	26.7%	26.7%	26.8%	18.8%	19.0%	23.8%	36.7%	41.5%	32.9%	23.2%	25.2%	28.8%
.....	100%	48.9%	51.1%	7.9%	15.0%	33.1%	24.8%	19.2%	17.7%	24.8%	27.1%	30.5%
TVM.....	41	13	28	3	7	16	10	5	5	8	14	14
.....	4.1%	2.7%	5.5%	2.7%	3.3%	4.3%	5.6%	4.1%	3.5%	2.8%	4.9%	5.0%
.....	100%	31.7%	68.3%	7.3%	17.1%	39.0%	24.4%	12.2%	12.2%	19.5%	34.1%	34.1%
SUPER 1.....	37	18	19	1	4	12	12	8	0	8	16	13
.....	3.7%	3.7%	3.7%	.9%	1.9%	3.2%	6.7%	6.5%	.0%	2.8%	5.6%	4.6%
.....	100%	48.6%	51.4%	2.7%	10.8%	32.4%	32.4%	21.6%	.0%	21.6%	43.2%	35.1%
NET TV.....	16	7	9	1	4	7	1	3	1	5	10	0
.....	1.6%	1.4%	1.8%	.9%	1.9%	1.9%	.6%	2.4%	.7%	1.8%	3.5%	.0%
.....	100%	43.8%	56.3%	6.3%	25.0%	43.8%	6.3%	18.8%	6.3%	31.3%	62.5%	.0%
SMASH TV.....	9	4	5	1	2	3	2	1	1	0	5	3
.....	.9%	.8%	1.0%	.9%	1.0%	.8%	1.1%	.8%	.7%	.0%	1.7%	1.1%
.....	100%	44.4%	55.6%	11.1%	22.2%	33.3%	22.2%	11.1%	11.1%	.0%	55.6%	33.3%
RAI.....	106	52	54	5	19	43	23	16	12	27	27	40
.....	10.7%	10.7%	10.6%	4.5%	9.0%	11.6%	12.8%	13.0%	8.4%	9.5%	9.4%	14.2%
.....	100%	49.1%	50.9%	4.7%	17.9%	40.6%	21.7%	15.1%	11.3%	25.5%	25.5%	37.7%
MEDIASET.....	293	139	154	47	70	105	42	29	28	84	89	92
.....	29.4%	28.5%	30.3%	42.0%	33.3%	28.4%	23.3%	23.6%	19.6%	29.5%	31.1%	32.7%
.....	100%	47.4%	52.6%	16.0%	23.9%	35.8%	14.3%	9.9%	9.6%	28.7%	30.4%	31.4%
OTHER ITALIAN.....	11	7	4	1	3	5	2	0	2	5	3	1
.....	1.1%	1.4%	.8%	.9%	1.4%	1.4%	1.1%	.0%	1.4%	1.8%	1.0%	.4%
.....	100%	63.6%	36.4%	9.1%	27.3%	45.5%	18.2%	.0%	18.2%	45.5%	27.3%	9.1%
SATELLITE.....	216	117	99	32	61	91	22	10	47	82	50	37
.....	21.7%	24.0%	19.5%	28.6%	29.0%	24.6%	12.2%	8.1%	32.9%	28.8%	17.5%	13.2%
.....	100%	54.2%	45.8%	14.8%	28.2%	42.1%	10.2%	4.6%	21.8%	38.0%	23.1%	17.1%
SERIALS/SOAP OPERAS												
NONE.....	473	288	185	43	104	180	91	55	86	142	126	119

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	47.5%	59.1%	36.4%	38.4%	49.5%	48.6%	50.6%	44.7%	60.1%	49.8%	44.1%	42.3%
.....	100%	60.9%	39.1%	9.1%	22.0%	38.1%	19.2%	11.6%	18.2%	30.0%	26.6%	25.2%
TVM.....	92	39	53	13	14	34	15	16	10	18	30	34
.....	9.2%	8.0%	10.4%	11.6%	6.7%	9.2%	8.3%	13.0%	7.0%	6.3%	10.5%	12.1%
.....	100%	42.4%	57.6%	14.1%	15.2%	37.0%	16.3%	17.4%	10.9%	19.6%	32.6%	37.0%
SUPER 1.....	87	43	44	12	8	29	23	15	4	18	29	36
.....	8.7%	8.8%	8.7%	10.7%	3.8%	7.8%	12.8%	12.2%	2.8%	6.3%	10.1%	12.8%
.....	100%	49.4%	50.6%	13.8%	9.2%	33.3%	26.4%	17.2%	4.6%	20.7%	33.3%	41.4%
NET TV.....	57	26	31	5	11	18	10	13	6	21	19	11
.....	5.7%	5.3%	6.1%	4.5%	5.2%	4.9%	5.6%	10.6%	4.2%	7.4%	6.6%	3.9%
.....	100%	45.6%	54.4%	8.8%	19.3%	31.6%	17.5%	22.8%	10.5%	36.8%	33.3%	19.3%
SMASH TV.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
RAI.....	26	9	17	2	5	11	7	1	1	8	6	11
.....	2.6%	1.8%	3.3%	1.8%	2.4%	3.0%	3.9%	.8%	.7%	2.8%	2.1%	3.9%
.....	100%	34.6%	65.4%	7.7%	19.2%	42.3%	26.9%	3.8%	3.8%	30.8%	23.1%	42.3%
MEDIASET.....	175	45	130	24	46	62	26	17	25	46	51	53
.....	17.6%	9.2%	25.6%	21.4%	21.9%	16.8%	14.4%	13.8%	17.5%	16.1%	17.8%	18.9%
.....	100%	25.7%	74.3%	13.7%	26.3%	35.4%	14.9%	9.7%	14.3%	26.3%	29.1%	30.3%
OTHER ITALIAN.....	5	2	3	0	1	2	1	1	0	2	2	1
.....	.5%	.4%	.6%	.0%	.5%	.5%	.6%	.8%	.0%	.7%	.7%	.4%
.....	100%	40.0%	60.0%	.0%	20.0%	40.0%	20.0%	20.0%	.0%	40.0%	40.0%	20.0%
SATELLITE.....	79	34	45	13	21	34	6	5	10	30	23	16
.....	7.9%	7.0%	8.9%	11.6%	10.0%	9.2%	3.3%	4.1%	7.0%	10.5%	8.0%	5.7%
.....	100%	43.0%	57.0%	16.5%	26.6%	43.0%	7.6%	6.3%	12.7%	38.0%	29.1%	20.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	88	40	48	5	6	38	20	19	10	21	32	25
DOCUMENTARIES												
NONE.....	25	9	16	1	1	10	8	5	1	7	10	7
.....	28.4%	22.5%	33.3%	20.0%	16.7%	26.3%	40.0%	26.3%	10.0%	33.3%	31.3%	28.0%
.....	100%	36.0%	64.0%	4.0%	4.0%	40.0%	32.0%	20.0%	4.0%	28.0%	40.0%	28.0%
TVM.....	10	3	7	0	1	4	2	3	0	2	4	4
.....	11.4%	7.5%	14.6%	.0%	16.7%	10.5%	10.0%	15.8%	.0%	9.5%	12.5%	16.0%
.....	100%	30.0%	70.0%	.0%	10.0%	40.0%	20.0%	30.0%	.0%	20.0%	40.0%	40.0%
NET TV.....	2	2	0	0	0	1	0	1	1	0	1	0
.....	2.3%	5.0%	.0%	.0%	.0%	2.6%	.0%	5.3%	10.0%	.0%	3.1%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
RAI.....	15	6	9	1	2	6	4	2	2	3	4	6
.....	17.0%	15.0%	18.8%	20.0%	33.3%	15.8%	20.0%	10.5%	20.0%	14.3%	12.5%	24.0%
.....	100%	40.0%	60.0%	6.7%	13.3%	40.0%	26.7%	13.3%	13.3%	20.0%	26.7%	40.0%
MEDIASET.....	14	5	9	2	0	6	2	4	4	4	4	2
.....	15.9%	12.5%	18.8%	40.0%	.0%	15.8%	10.0%	21.1%	40.0%	19.0%	12.5%	8.0%
.....	100%	35.7%	64.3%	14.3%	.0%	42.9%	14.3%	28.6%	28.6%	28.6%	28.6%	14.3%
OTHER ITALIAN.....	2	1	1	0	0	0	0	2	0	0	2	0
.....	2.3%	2.5%	2.1%	.0%	.0%	.0%	.0%	10.5%	.0%	.0%	6.3%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
SATELLITE.....	20	14	6	1	2	11	4	2	2	5	7	6
.....	22.7%	35.0%	12.5%	20.0%	33.3%	28.9%	20.0%	10.5%	20.0%	23.8%	21.9%	24.0%
.....	100%	70.0%	30.0%	5.0%	10.0%	55.0%	20.0%	10.0%	10.0%	25.0%	35.0%	30.0%
CURRENT AFFAIRS												
NONE.....	45	19	26	4	2	20	9	10	6	9	15	15
.....	51.1%	47.5%	54.2%	80.0%	33.3%	52.6%	45.0%	52.6%	60.0%	42.9%	46.9%	60.0%
.....	100%	42.2%	57.8%	8.9%	4.4%	44.4%	20.0%	22.2%	13.3%	20.0%	33.3%	33.3%
TVM.....	20	10	10	0	2	8	4	6	0	5	8	7
.....	22.7%	25.0%	20.8%	.0%	33.3%	21.1%	20.0%	31.6%	.0%	23.8%	25.0%	28.0%
.....	100%	50.0%	50.0%	.0%	10.0%	40.0%	20.0%	30.0%	.0%	25.0%	40.0%	35.0%
SUPER 1.....	3	0	3	0	0	3	0	0	1	1	1	0
.....	3.4%	.0%	6.3%	.0%	.0%	7.9%	.0%	.0%	10.0%	4.8%	3.1%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	33.3%	33.3%	33.3%	.0%
NET TV.....	5	2	3	0	0	2	2	1	1	1	3	0
.....	5.7%	5.0%	6.3%	.0%	.0%	5.3%	10.0%	5.3%	10.0%	4.8%	9.4%	.0%
.....	100%	40.0%	60.0%	.0%	.0%	40.0%	40.0%	20.0%	20.0%	20.0%	60.0%	.0%
RAI.....	3	2	1	1	0	1	1	0	0	1	1	1
.....	3.4%	5.0%	2.1%	20.0%	.0%	2.6%	5.0%	.0%	.0%	4.8%	3.1%	4.0%
.....	100%	66.7%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	.0%	33.3%	33.3%	33.3%
MEDIASET.....	3	2	1	0	1	0	1	1	1	1	1	0
.....	3.4%	5.0%	2.1%	.0%	16.7%	.0%	5.0%	5.3%	10.0%	4.8%	3.1%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	33.3%	33.3%	33.3%	.0%
SATELLITE.....	9	5	4	0	1	4	3	1	1	3	3	2
.....	10.2%	12.5%	8.3%	.0%	16.7%	10.5%	15.0%	5.3%	10.0%	14.3%	9.4%	8.0%
.....	100%	55.6%	44.4%	.0%	11.1%	44.4%	33.3%	11.1%	11.1%	33.3%	33.3%	22.2%
DISCUSSIONS												
NONE.....	27	13	14	2	2	11	6	6	2	6	9	10
.....	30.7%	32.5%	29.2%	40.0%	33.3%	28.9%	30.0%	31.6%	20.0%	28.6%	28.1%	40.0%
.....	100%	48.1%	51.9%	7.4%	7.4%	40.7%	22.2%	22.2%	7.4%	22.2%	33.3%	37.0%
TVM.....	43	19	24	2	3	17	10	11	3	11	18	11
.....	48.9%	47.5%	50.0%	40.0%	50.0%	44.7%	50.0%	57.9%	30.0%	52.4%	56.3%	44.0%
.....	100%	44.2%	55.8%	4.7%	7.0%	39.5%	23.3%	25.6%	7.0%	25.6%	41.9%	25.6%
SUPER 1.....	4	1	3	0	1	2	1	0	0	2	2	0
.....	4.5%	2.5%	6.3%	.0%	16.7%	5.3%	5.0%	.0%	.0%	9.5%	6.3%	.0%
.....	100%	25.0%	75.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	50.0%	50.0%	.0%
NET TV.....	8	3	5	0	0	5	1	2	2	1	2	3
.....	9.1%	7.5%	10.4%	.0%	.0%	13.2%	5.0%	10.5%	20.0%	4.8%	6.3%	12.0%
.....	100%	37.5%	62.5%	.0%	.0%	62.5%	12.5%	25.0%	25.0%	12.5%	25.0%	37.5%
SMASH TV.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	1.1%	.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	10.0%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
RAI.....	3	2	1	0	0	1	2	0	2	0	1	0
.....	3.4%	5.0%	2.1%	.0%	.0%	2.6%	10.0%	.0%	20.0%	.0%	3.1%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%	66.7%	.0%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MEDIASET.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	1.1%	2.5%	.0%	20.0%	.0%	.0%	.0%	.0%	.0%	4.8%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	1.1%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%	4.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
QUIZZES/GAME												
SHOWS/VARIETY												
PROGRAMMES												
NONE.....	30	15	15	1	1	13	5	10	3	8	10	9
.....	34.1%	37.5%	31.3%	20.0%	16.7%	34.2%	25.0%	52.6%	30.0%	38.1%	31.3%	36.0%
.....	100%	50.0%	50.0%	3.3%	3.3%	43.3%	16.7%	33.3%	10.0%	26.7%	33.3%	30.0%
TVM.....	13	5	8	2	0	4	4	3	0	4	7	2
.....	14.8%	12.5%	16.7%	40.0%	.0%	10.5%	20.0%	15.8%	.0%	19.0%	21.9%	8.0%
.....	100%	38.5%	61.5%	15.4%	.0%	30.8%	30.8%	23.1%	.0%	30.8%	53.8%	15.4%
SUPER 1.....	7	2	5	0	0	4	1	2	0	2	4	1
.....	8.0%	5.0%	10.4%	.0%	.0%	10.5%	5.0%	10.5%	.0%	9.5%	12.5%	4.0%
.....	100%	28.6%	71.4%	.0%	.0%	57.1%	14.3%	28.6%	.0%	28.6%	57.1%	14.3%
NET TV.....	3	0	3	0	0	1	1	1	1	0	1	1
.....	3.4%	.0%	6.3%	.0%	.0%	2.6%	5.0%	5.3%	10.0%	.0%	3.1%	4.0%
.....	100%	.0%	100%	.0%	.0%	33.3%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%
RAI.....	2	1	1	0	0	2	0	0	0	0	1	1
.....	2.3%	2.5%	2.1%	.0%	.0%	5.3%	.0%	.0%	.0%	.0%	3.1%	4.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%
MEDIASET.....	29	16	13	1	5	11	9	3	6	6	7	10
.....	33.0%	40.0%	27.1%	20.0%	83.3%	28.9%	45.0%	15.8%	60.0%	28.6%	21.9%	40.0%
.....	100%	55.2%	44.8%	3.4%	17.2%	37.9%	31.0%	10.3%	20.7%	20.7%	24.1%	34.5%
SATELLITE.....	4	1	3	1	0	3	0	0	0	1	2	1
.....	4.5%	2.5%	6.3%	20.0%	.0%	7.9%	.0%	.0%	.0%	4.8%	6.3%	4.0%
.....	100%	25.0%	75.0%	25.0%	.0%	75.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%
MUSIC VIDEO-CLIPS												
NONE.....	60	28	32	1	3	24	14	18	7	13	21	19
.....	68.2%	70.0%	66.7%	20.0%	50.0%	63.2%	70.0%	94.7%	70.0%	61.9%	65.6%	76.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	46.7%	53.3%	1.7%	5.0%	40.0%	23.3%	30.0%	11.7%	21.7%	35.0%	31.7%
TVM	3	1	2	0	0	2	1	0	0	1	0	2
.....	3.4%	2.5%	4.2%	.0%	.0%	5.3%	5.0%	.0%	.0%	4.8%	.0%	8.0%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	.0%	33.3%	.0%	66.7%
SMASH TV	2	1	1	0	0	1	1	0	1	0	1	0
.....	2.3%	2.5%	2.1%	.0%	.0%	2.6%	5.0%	.0%	10.0%	.0%	3.1%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
RAI	4	3	1	1	0	2	0	1	0	2	1	1
.....	4.5%	7.5%	2.1%	20.0%	.0%	5.3%	.0%	5.3%	.0%	9.5%	3.1%	4.0%
.....	100%	75.0%	25.0%	25.0%	.0%	50.0%	.0%	25.0%	.0%	50.0%	25.0%	25.0%
MEDIASET	2	1	1	1	0	1	0	0	0	0	1	1
.....	2.3%	2.5%	2.1%	20.0%	.0%	2.6%	.0%	.0%	.0%	.0%	3.1%	4.0%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
OTHER ITALIAN	3	0	3	0	0	1	2	0	0	1	2	0
.....	3.4%	.0%	6.3%	.0%	.0%	2.6%	10.0%	.0%	.0%	4.8%	6.3%	.0%
.....	100%	.0%	100%	.0%	.0%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%
SATELLITE	14	6	8	2	3	7	2	0	2	4	6	2
.....	15.9%	15.0%	16.7%	40.0%	50.0%	18.4%	10.0%	.0%	20.0%	19.0%	18.8%	8.0%
.....	100%	42.9%	57.1%	14.3%	21.4%	50.0%	14.3%	.0%	14.3%	28.6%	42.9%	14.3%
PLAYS												
NONE	41	24	17	2	2	14	11	12	5	12	13	11
.....	46.6%	60.0%	35.4%	40.0%	33.3%	36.8%	55.0%	63.2%	50.0%	57.1%	40.6%	44.0%
.....	100%	58.5%	41.5%	4.9%	4.9%	34.1%	26.8%	29.3%	12.2%	29.3%	31.7%	26.8%
TVM	16	5	11	1	2	7	5	1	0	2	7	7
.....	18.2%	12.5%	22.9%	20.0%	33.3%	18.4%	25.0%	5.3%	.0%	9.5%	21.9%	28.0%
.....	100%	31.3%	68.8%	6.3%	12.5%	43.8%	31.3%	6.3%	.0%	12.5%	43.8%	43.8%
SUPER 1	13	4	9	0	2	5	2	4	1	4	6	2
.....	14.8%	10.0%	18.8%	.0%	33.3%	13.2%	10.0%	21.1%	10.0%	19.0%	18.8%	8.0%
.....	100%	30.8%	69.2%	.0%	15.4%	38.5%	15.4%	30.8%	7.7%	30.8%	46.2%	15.4%
NET TV	16	5	11	2	0	10	2	2	4	3	5	4
.....	18.2%	12.5%	22.9%	40.0%	.0%	26.3%	10.0%	10.5%	40.0%	14.3%	15.6%	16.0%
.....	100%	31.3%	68.8%	12.5%	.0%	62.5%	12.5%	12.5%	25.0%	18.8%	31.3%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RAI.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	1.1%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	3.1%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
SATELLITE.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	1.1%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%	4.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	88	40	48	5	6	38	20	19	10	21	32	25
ART & CULTURE												
NONE.....	63	30	33	5	4	24	15	15	7	12	25	19
.....	71.6%	75.0%	68.8%	100%	66.7%	63.2%	75.0%	78.9%	70.0%	57.1%	78.1%	76.0%
.....	100%	47.6%	52.4%	7.9%	6.3%	38.1%	23.8%	23.8%	11.1%	19.0%	39.7%	30.2%
TVM.....	13	5	8	0	2	6	3	2	1	4	4	4
.....	14.8%	12.5%	16.7%	.0%	33.3%	15.8%	15.0%	10.5%	10.0%	19.0%	12.5%	16.0%
.....	100%	38.5%	61.5%	.0%	15.4%	46.2%	23.1%	15.4%	7.7%	30.8%	30.8%	30.8%
SUPER 1.....	3	0	3	0	0	3	0	0	0	1	1	1
.....	3.4%	.0%	6.3%	.0%	.0%	7.9%	.0%	.0%	.0%	4.8%	3.1%	4.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	33.3%	33.3%	33.3%
NET TV.....	2	1	1	0	0	1	1	0	1	0	1	0
.....	2.3%	2.5%	2.1%	.0%	.0%	2.6%	5.0%	.0%	10.0%	.0%	3.1%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%
RAI.....	3	1	2	0	0	2	1	0	1	1	1	0
.....	3.4%	2.5%	4.2%	.0%	.0%	5.3%	5.0%	.0%	10.0%	4.8%	3.1%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	66.7%	33.3%	.0%	33.3%	33.3%	33.3%	.0%
SATELLITE.....	4	3	1	0	0	2	0	2	0	3	0	1
.....	4.5%	7.5%	2.1%	.0%	.0%	5.3%	.0%	10.5%	.0%	14.3%	.0%	4.0%
.....	100%	75.0%	25.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	75.0%	.0%	25.0%
WOMEN'S PROGRAMMES												
NONE.....	50	33	17	4	2	17	13	14	6	14	18	12
.....	56.8%	82.5%	35.4%	80.0%	33.3%	44.7%	65.0%	73.7%	60.0%	66.7%	56.3%	48.0%
.....	100%	66.0%	34.0%	8.0%	4.0%	34.0%	26.0%	28.0%	12.0%	28.0%	36.0%	24.0%
TVM.....	28	5	23	1	4	12	7	4	3	5	12	8
.....	31.8%	12.5%	47.9%	20.0%	66.7%	31.6%	35.0%	21.1%	30.0%	23.8%	37.5%	32.0%
.....	100%	17.9%	82.1%	3.6%	14.3%	42.9%	25.0%	14.3%	10.7%	17.9%	42.9%	28.6%
SUPER 1.....	4	0	4	0	0	4	0	0	0	1	1	2
.....	4.5%	.0%	8.3%	.0%	.0%	10.5%	.0%	.0%	.0%	4.8%	3.1%	8.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	25.0%	25.0%	50.0%
NET TV.....	2	0	2	0	0	1	0	1	0	0	0	2
.....	2.3%	.0%	4.2%	.0%	.0%	2.6%	.0%	5.3%	.0%	.0%	.0%	8.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	100%
RAI.....	2	1	1	0	0	2	0	0	1	0	1	0
.....	2.3%	2.5%	2.1%	.0%	.0%	5.3%	.0%	.0%	10.0%	.0%	3.1%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%
SATELLITE.....	2	1	1	0	0	2	0	0	0	1	0	1
.....	2.3%	2.5%	2.1%	.0%	.0%	5.3%	.0%	.0%	.0%	4.8%	.0%	4.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
CHILDREN'S PROGRAMMES												
NONE.....	60	30	30	2	2	22	17	17	7	13	22	18
.....	68.2%	75.0%	62.5%	40.0%	33.3%	57.9%	85.0%	89.5%	70.0%	61.9%	68.8%	72.0%
.....	100%	50.0%	50.0%	3.3%	3.3%	36.7%	28.3%	28.3%	11.7%	21.7%	36.7%	30.0%
TVM.....	6	3	3	1	2	2	0	1	0	2	2	2
.....	6.8%	7.5%	6.3%	20.0%	33.3%	5.3%	.0%	5.3%	.0%	9.5%	6.3%	8.0%
.....	100%	50.0%	50.0%	16.7%	33.3%	33.3%	.0%	16.7%	.0%	33.3%	33.3%	33.3%
SUPER 1.....	2	0	2	0	0	2	0	0	0	1	1	0
.....	2.3%	.0%	4.2%	.0%	.0%	5.3%	.0%	.0%	.0%	4.8%	3.1%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
NET TV.....	11	1	10	0	0	8	2	1	3	2	4	2
.....	12.5%	2.5%	20.8%	.0%	.0%	21.1%	10.0%	5.3%	30.0%	9.5%	12.5%	8.0%
.....	100%	9.1%	90.9%	.0%	.0%	72.7%	18.2%	9.1%	27.3%	18.2%	36.4%	18.2%
RAI.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	1.1%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	3.1%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MEDIASET.....	5	4	1	1	2	1	1	0	0	2	1	2
.....	5.7%	10.0%	2.1%	20.0%	33.3%	2.6%	5.0%	.0%	.0%	9.5%	3.1%	8.0%
.....	100%	80.0%	20.0%	20.0%	40.0%	20.0%	20.0%	.0%	.0%	40.0%	20.0%	40.0%
SATELLITE.....	3	1	2	1	0	2	0	0	0	1	1	1
.....	3.4%	2.5%	4.2%	20.0%	.0%	5.3%	.0%	.0%	.0%	4.8%	3.1%	4.0%
.....	100%	33.3%	66.7%	33.3%	.0%	66.7%	.0%	.0%	.0%	33.3%	33.3%	33.3%
RELIGION												
NONE.....	46	20	26	4	4	18	11	9	5	10	17	14
.....	52.3%	50.0%	54.2%	80.0%	66.7%	47.4%	55.0%	47.4%	50.0%	47.6%	53.1%	56.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	43.5%	56.5%	8.7%	8.7%	39.1%	23.9%	19.6%	10.9%	21.7%	37.0%	30.4%
TVM.....	18	11	7	1	2	7	3	5	1	6	7	4
.....	20.5%	27.5%	14.6%	20.0%	33.3%	18.4%	15.0%	26.3%	10.0%	28.6%	21.9%	16.0%
.....	100%	61.1%	38.9%	5.6%	11.1%	38.9%	16.7%	27.8%	5.6%	33.3%	38.9%	22.2%
SUPER 1.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	2.3%	.0%	4.2%	.0%	.0%	2.6%	.0%	5.3%	.0%	.0%	3.1%	4.0%
.....	100%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%
NET TV.....	9	3	6	0	0	3	2	4	1	2	4	2
.....	10.2%	7.5%	12.5%	.0%	.0%	7.9%	10.0%	21.1%	10.0%	9.5%	12.5%	8.0%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	22.2%	44.4%	11.1%	22.2%	44.4%	22.2%
SMASH TV.....	7	3	4	0	0	4	3	0	2	0	2	3
.....	8.0%	7.5%	8.3%	.0%	.0%	10.5%	15.0%	.0%	20.0%	.0%	6.3%	12.0%
.....	100%	42.9%	57.1%	.0%	.0%	57.1%	42.9%	.0%	28.6%	.0%	28.6%	42.9%
RAI.....	3	2	1	0	0	2	1	0	0	2	1	0
.....	3.4%	5.0%	2.1%	.0%	.0%	5.3%	5.0%	.0%	.0%	9.5%	3.1%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%	.0%	66.7%	33.3%	.0%
SATELLITE.....	3	1	2	0	0	3	0	0	1	1	0	1
.....	3.4%	2.5%	4.2%	.0%	.0%	7.9%	.0%	.0%	10.0%	4.8%	.0%	4.0%
.....	100%	33.3%	66.7%	.0%	.0%	100%	.0%	.0%	33.3%	33.3%	.0%	33.3%
BUSINESS/FINANCE												
NONE.....	72	31	41	4	4	28	19	17	7	14	28	23
.....	81.8%	77.5%	85.4%	80.0%	66.7%	73.7%	95.0%	89.5%	70.0%	66.7%	87.5%	92.0%
.....	100%	43.1%	56.9%	5.6%	5.6%	38.9%	26.4%	23.6%	9.7%	19.4%	38.9%	31.9%
TVM.....	6	4	2	0	1	4	1	0	2	2	1	1
.....	6.8%	10.0%	4.2%	.0%	16.7%	10.5%	5.0%	.0%	20.0%	9.5%	3.1%	4.0%
.....	100%	66.7%	33.3%	.0%	16.7%	66.7%	16.7%	.0%	33.3%	33.3%	16.7%	16.7%
NET TV.....	3	1	2	0	0	1	0	2	0	1	2	0
.....	3.4%	2.5%	4.2%	.0%	.0%	2.6%	.0%	10.5%	.0%	4.8%	6.3%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	.0%	66.7%	.0%	33.3%	66.7%	.0%
SMASH TV.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	1.1%	2.5%	.0%	20.0%	.0%	.0%	.0%	.0%	.0%	4.8%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RAI.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	1.1%	2.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	3.1%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MEDIASET.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	1.1%	.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	.0%	4.8%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
SATELLITE.....	4	2	2	0	1	3	0	0	1	2	0	1
.....	4.5%	5.0%	4.2%	.0%	16.7%	7.9%	.0%	.0%	10.0%	9.5%	.0%	4.0%
.....	100%	50.0%	50.0%	.0%	25.0%	75.0%	.0%	.0%	25.0%	50.0%	.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTIAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.6: INTEREST IN BROADCASTING AUTHORITY POLITICAL PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	210	371	182	126	143	285	289	284
K44												
NO ANSWER.....	4	2	2	1	1	2	0	0	0	2	1	1
.....	.4%	.4%	.4%	.9%	.5%	.5%	.0%	.0%	.0%	.7%	.3%	.4%
.....	100%	50.0%	50.0%	25.0%	25.0%	50.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
ALWAYS.....	176	109	67	5	22	67	54	28	34	49	45	48
.....	17.6%	22.2%	13.1%	4.5%	10.5%	18.1%	29.7%	22.2%	23.8%	17.2%	15.6%	16.9%
.....	100%	61.9%	38.1%	2.8%	12.5%	38.1%	30.7%	15.9%	19.3%	27.8%	25.6%	27.3%
SOMETIMES.....	540	257	283	36	133	216	90	65	69	167	152	152
.....	53.9%	52.4%	55.4%	32.1%	63.3%	58.2%	49.5%	51.6%	48.3%	58.6%	52.6%	53.5%
.....	100%	47.6%	52.4%	6.7%	24.6%	40.0%	16.7%	12.0%	12.8%	30.9%	28.1%	28.1%
NEVER.....	281	122	159	70	54	86	38	33	40	67	91	83
.....	28.1%	24.9%	31.1%	62.5%	25.7%	23.2%	20.9%	26.2%	28.0%	23.5%	31.5%	29.2%
.....	100%	43.4%	56.6%	24.9%	19.2%	30.6%	13.5%	11.7%	14.2%	23.8%	32.4%	29.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	721	354	367	71	164	265	130	91	100	202	209	210
NO ANSWER.....	681	334	347	68	155	247	124	87	95	190	196	200
.....	94.5%	94.4%	94.6%	95.8%	94.5%	93.2%	95.4%	95.6%	95.0%	94.1%	93.8%	95.2%
.....	100%	49.0%	51.0%	10.0%	22.8%	36.3%	18.2%	12.8%	14.0%	27.9%	28.8%	29.4%
MORE MUSIC FROM 1970s												
& 1980s.....	4	3	1	0	0	2	1	1	1	1	2	0
.....	.6%	.8%	.3%	.0%	.0%	.8%	.8%	1.1%	1.0%	.5%	1.0%	.0%
.....	100%	75.0%	25.0%	.0%	.0%	50.0%	25.0%	25.0%	25.0%	25.0%	50.0%	.0%
MORE DISCUSSION												
PROGRAMMES.....	5	3	2	0	1	4	0	0	1	1	1	2
.....	.7%	.8%	.5%	.0%	.6%	1.5%	.0%	.0%	1.0%	.5%	.5%	1.0%
.....	100%	60.0%	40.0%	.0%	20.0%	80.0%	.0%	.0%	20.0%	20.0%	20.0%	40.0%
MORE PLAYS.....	6	1	5	1	0	3	2	0	1	0	1	4
.....	.8%	.3%	1.4%	1.4%	.0%	1.1%	1.5%	.0%	1.0%	.0%	.5%	1.9%
.....	100%	16.7%	83.3%	16.7%	.0%	50.0%	33.3%	.0%	16.7%	.0%	16.7%	66.7%
MORE MUSIC.....	8	3	5	1	4	1	1	1	0	4	2	2
.....	1.1%	.8%	1.4%	1.4%	2.4%	.4%	.8%	1.1%	.0%	2.0%	1.0%	1.0%
.....	100%	37.5%	62.5%	12.5%	50.0%	12.5%	12.5%	12.5%	.0%	50.0%	25.0%	25.0%
MORE SPORTS.....	2	2	0	1	0	0	1	0	0	0	2	0
.....	.3%	.6%	.0%	1.4%	.0%	.0%	.8%	.0%	.0%	.0%	1.0%	.0%
.....	100%	100%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%	100%	.0%
QUIZZES.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MORE CULTURAL												
PROGRAMMES.....	3	2	1	0	1	2	0	0	1	1	1	0
.....	.4%	.6%	.3%	.0%	.6%	.8%	.0%	.0%	1.0%	.5%	.5%	.0%
.....	100%	66.7%	33.3%	.0%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%
MORE CHILDREN'S												
PROGRAMMES.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE NEWS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.8%	.0%	1.0%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
MORE EDUCATIONAL												
PROGRAMMES.....	5	1	4	0	1	3	0	1	0	1	2	2
.....	.7%	.3%	1.1%	.0%	.6%	1.1%	.0%	1.1%	.0%	.5%	1.0%	1.0%
.....	100%	20.0%	80.0%	.0%	20.0%	60.0%	.0%	20.0%	.0%	20.0%	40.0%	40.0%
CLASSICAL MUSIC.....	3	3	0	0	1	1	0	1	0	1	2	0
.....	.4%	.8%	.0%	.0%	.6%	.4%	.0%	1.1%	.0%	.5%	1.0%	.0%
.....	100%	100%	.0%	.0%	33.3%	33.3%	.0%	33.3%	.0%	33.3%	66.7%	.0%
LESS ADVERTISING.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
84.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.5%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	995	487	508	112	210	370	180	123	143	285	286	281
NO ANSWER.....	651	333	318	69	144	238	121	79	95	192	180	184
.....	65.4%	68.4%	62.6%	61.6%	68.6%	64.3%	67.2%	64.2%	66.4%	67.4%	62.9%	65.5%
.....	100%	51.2%	48.8%	10.6%	22.1%	36.6%	18.6%	12.1%	14.6%	29.5%	27.6%	28.3%
MORE INFORMATION ON												
EU.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
MORE PLAYS IN MALTESE	89	29	60	8	11	32	22	16	7	15	29	38
.....	8.9%	6.0%	11.8%	7.1%	5.2%	8.6%	12.2%	13.0%	4.9%	5.3%	10.1%	13.5%
.....	100%	32.6%	67.4%	9.0%	12.4%	36.0%	24.7%	18.0%	7.9%	16.9%	32.6%	42.7%
OLD FILMS.....	4	3	1	0	0	1	2	1	1	1	1	1
.....	.4%	.6%	.2%	.0%	.0%	.3%	1.1%	.8%	.7%	.4%	.3%	.4%
.....	100%	75.0%	25.0%	.0%	.0%	25.0%	50.0%	25.0%	25.0%	25.0%	25.0%	25.0%
MORE FILMS.....	66	29	37	9	12	31	7	7	7	13	26	20
.....	6.6%	6.0%	7.3%	8.0%	5.7%	8.4%	3.9%	5.7%	4.9%	4.6%	9.1%	7.1%
.....	100%	43.9%	56.1%	13.6%	18.2%	47.0%	10.6%	10.6%	10.6%	19.7%	39.4%	30.3%
MORE DISCUSSION												
PROGRAMMES.....	9	4	5	0	3	1	3	2	1	3	3	2
.....	.9%	.8%	1.0%	.0%	1.4%	.3%	1.7%	1.6%	.7%	1.1%	1.0%	.7%
.....	100%	44.4%	55.6%	.0%	33.3%	11.1%	33.3%	22.2%	11.1%	33.3%	33.3%	22.2%
QUIZZES.....	23	9	14	1	6	11	4	1	3	8	4	8
.....	2.3%	1.8%	2.8%	.9%	2.9%	3.0%	2.2%	.8%	2.1%	2.8%	1.4%	2.8%
.....	100%	39.1%	60.9%	4.3%	26.1%	47.8%	17.4%	4.3%	13.0%	34.8%	17.4%	34.8%
CARTOONS.....	7	3	4	2	2	3	0	0	2	1	4	0
.....	.7%	.6%	.8%	1.8%	1.0%	.8%	.0%	.0%	1.4%	.4%	1.4%	.0%
.....	100%	42.9%	57.1%	28.6%	28.6%	42.9%	.0%	.0%	28.6%	14.3%	57.1%	.0%
HOUSEHOLD RELATED												
PROGRAMMES:												
COOKING, SEWING												
ETC.....	14	4	10	1	2	8	2	1	1	5	5	3
.....	1.4%	.8%	2.0%	.9%	1.0%	2.2%	1.1%	.8%	.7%	1.8%	1.7%	1.1%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	28.6%	71.4%	7.1%	14.3%	57.1%	14.3%	7.1%	7.1%	35.7%	35.7%	21.4%
CHILDREN'S PROGRAMMES	4	2	2	0	2	2	0	0	0	1	2	1
.....	.4%	.4%	.4%	.0%	1.0%	.5%	.0%	.0%	.0%	.4%	.7%	.4%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%
MORE SPORTS.....	32	28	4	9	7	12	1	3	3	7	9	13
.....	3.2%	5.7%	.8%	8.0%	3.3%	3.2%	.6%	2.4%	2.1%	2.5%	3.1%	4.6%
.....	100%	87.5%	12.5%	28.1%	21.9%	37.5%	3.1%	9.4%	9.4%	21.9%	28.1%	40.6%
DOCUMENTARIES/HISTORY /CULTURE/TRAVEL PROGRAMMES.....	41	27	14	4	8	18	5	6	10	16	5	10
.....	4.1%	5.5%	2.8%	3.6%	3.8%	4.9%	2.8%	4.9%	7.0%	5.6%	1.7%	3.6%
.....	100%	65.9%	34.1%	9.8%	19.5%	43.9%	12.2%	14.6%	24.4%	39.0%	12.2%	24.4%
RECENT MOVIES.....	3	0	3	0	1	1	1	0	1	1	0	1
.....	.3%	.0%	.6%	.0%	.5%	.3%	.6%	.0%	.7%	.4%	.0%	.4%
.....	100%	.0%	100%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
MORE COMEDY.....	25	9	16	3	1	14	3	4	2	6	8	9
.....	2.5%	1.8%	3.1%	2.7%	.5%	3.8%	1.7%	3.3%	1.4%	2.1%	2.8%	3.2%
.....	100%	36.0%	64.0%	12.0%	4.0%	56.0%	12.0%	16.0%	8.0%	24.0%	32.0%	36.0%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	38	19	19	1	9	16	6	6	11	12	10	5
.....	3.8%	3.9%	3.7%	.9%	4.3%	4.3%	3.3%	4.9%	7.7%	4.2%	3.5%	1.8%
.....	100%	50.0%	50.0%	2.6%	23.7%	42.1%	15.8%	15.8%	28.9%	31.6%	26.3%	13.2%
MORE YOUTH PROGRAMMES	14	1	13	7	6	1	0	0	1	6	6	1
.....	1.4%	.2%	2.6%	6.3%	2.9%	.3%	.0%	.0%	.7%	2.1%	2.1%	.4%
.....	100%	7.1%	92.9%	50.0%	42.9%	7.1%	.0%	.0%	7.1%	42.9%	42.9%	7.1%
MORE MUSIC.....	7	5	2	2	3	0	1	1	0	3	2	2
.....	.7%	1.0%	.4%	1.8%	1.4%	.0%	.6%	.8%	.0%	1.1%	.7%	.7%
.....	100%	71.4%	28.6%	28.6%	42.9%	.0%	14.3%	14.3%	.0%	42.9%	28.6%	28.6%
MORE RELIGIOUS PROGRAMMES.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.7%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE MALTESE SOAP												
OPERAS/SERIALS....	23	7	16	3	3	8	5	4	1	10	6	6
.....	2.3%	1.4%	3.1%	2.7%	1.4%	2.2%	2.8%	3.3%	.7%	3.5%	2.1%	2.1%
.....	100%	30.4%	69.6%	13.0%	13.0%	34.8%	21.7%	17.4%	4.3%	43.5%	26.1%	26.1%
MORE VARIETY												
PROGRAMMES.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
HEALTH PROGRAMMES....	8	1	7	0	3	4	1	0	2	3	2	1
.....	.8%	.2%	1.4%	.0%	1.4%	1.1%	.6%	.0%	1.4%	1.1%	.7%	.4%
.....	100%	12.5%	87.5%	.0%	37.5%	50.0%	12.5%	.0%	25.0%	37.5%	25.0%	12.5%
CURRENT AFFAIRS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
F'IDEJN												
L-IMHALLEF-LIKE												
PROGRAMMES.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.3%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
MORE NEWS IN ENGLISH.	2	1	1	0	0	1	1	0	0	0	2	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.0%	.0%	.7%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%
MALTESE GRANDE												
FRATELLO.....	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%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
LESS POLITICS.....	5	3	2	0	2	2	1	0	1	3	1	0
.....	.5%	.6%	.4%	.0%	1.0%	.5%	.6%	.0%	.7%	1.1%	.3%	.0%
.....	100%	60.0%	40.0%	.0%	40.0%	40.0%	20.0%	.0%	20.0%	60.0%	20.0%	.0%
DECREASE TEleshopping												
& ADVERTISING.....	3	0	3	0	1	1	1	0	0	1	1	1
.....	.3%	.0%	.6%	.0%	.5%	.3%	.6%	.0%	.0%	.4%	.3%	.4%
.....	100%	.0%	100%	.0%	33.3%	33.3%	33.3%	.0%	.0%	33.3%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE ENGLISH SOAP												
OPERAS.....	8	1	7	2	1	4	1	0	1	2	3	2
.....	.8%	.2%	1.4%	1.8%	.5%	1.1%	.6%	.0%	.7%	.7%	1.0%	.7%
.....	100%	12.5%	87.5%	25.0%	12.5%	50.0%	12.5%	.0%	12.5%	25.0%	37.5%	25.0%
MORE NEWS.....	6	4	2	0	0	2	2	2	3	1	2	0
.....	.6%	.8%	.4%	.0%	.0%	.5%	1.1%	1.6%	2.1%	.4%	.7%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	33.3%	33.3%	50.0%	16.7%	33.3%	.0%
TISTA' TKUN INT												
SHOULD RUN ALL												
YEAR ROUND.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
LESS REPETITION.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 7.1: Daily Radio Average Audience Share – 2nd Quarter 2003
Basis: All lots when Station is transmitting

	RM	RP /106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE
Monday	0.85	0.51	2.19	1.62	0.09	1.62	2.42	0.74	0.25	0.03	0.01	0.42	89.26
Tuesday	0.98	0.39	2.91	1.72	0.01	0.90	2.12	1.11	0.17	0.02	0.01	0.13	89.52
Wednesday	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93
Thursday	1.20	0.74	1.62	1.54	0.00	1.07	1.78	0.66	0.49	0.04	0.01	0.74	90.12
Friday	1.44	0.58	2.02	1.89	0.12	1.04	1.18	0.56	0.37	0.07	0.07	0.50	90.15
Saturday	1.15	0.68	2.50	1.67	0.28	0.95	1.11	0.87	0.12	0.00	0.04	0.68	89.95
Sunday	1.12	0.62	2.05	0.96	0.17	1.08	1.14	0.45	0.09	0.04	0.33	0.19	91.77
Daily Average	1.16	0.60	2.17	1.50	0.14	1.06	1.68	0.66	0.28	0.03	0.07	0.40	90.24

Table 7.2: Daily Radio Peak Audience Share – 2st Quarter 2003

	RM	RP	JPER 1	101	IS	BAY	RTK	MASH	ALYPSO	CAMPUS	FM BRONJA	CAPITAL
Monday	2.45	1.05	5.94	4.55	0.70	4.20	7.34	2.45	1.05	0.35	0.35	1.40
Tuesday	3.50	1.05	7.34	4.90	0.35	3.15	6.29	3.50	0.70	0.35	0.35	0.70
Wednesday	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05
Thursday	4.55	2.10	4.90	4.20	0.00	4.20	4.90	2.10	1.40	0.35	0.35	3.15
Friday	4.55	1.75	6.99	6.64	0.35	3.85	3.85	2.10	1.75	0.35	0.35	1.75
Saturday	4.90	2.80	8.04	4.90	0.70	4.20	4.20	2.45	1.05	0.00	0.35	2.45
Sunday	3.50	2.10	4.90	3.50	0.70	2.80	3.85	2.10	0.35	0.35	1.05	0.70
Highest Peak	5.59	2.80	8.04	6.64	1.75	4.20	7.34	3.50	1.75	0.35	1.05	3.15

Table 7.3: Weekly Average Audience Levels: 2nd Quarter 2002 & 2003
(Computed on the basis of available time-slot for each station)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53
2nd Quarter 2003 Weekly Average	1.16	0.60	2.17	1.50	0.14	1.06	1.68	0.66	0.28	0.03	0.07	0.40

Table 7.4: Weekly Average Audience Levels: 2nd Quarter 2002 & 2003
(Computed on the basis of audiences between 6.00 a.m. - midnight)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.37	0.90	2.57	1.25	0.21	1.23	1.94	0.44	0.68	0.02	0.09	0.71
2nd Quarter 2003 Weekly Average	1.52	0.77	2.84	2.00	0.19	1.39	2.21	0.88	0.37	0.04	0.10	0.53

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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPU	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGH	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
1030	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1100	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1130	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1200	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
1230	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1300	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1330	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1400	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1430	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1500	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
1530	0.00	0.35	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
1600	0.35	0.35	1.75	0.70	0.00	0.35	2.10	0.00	0.00	0.00	0.00	0.35	94.06	100
1630	0.35	0.00	1.75	0.70	0.00	0.35	3.15	0.35	0.00	0.00	0.00	0.35	93.01	100
1700	1.05	0.00	2.80	1.75	0.00	1.05	4.90	0.35	0.35	0.00	0.00	1.05	86.71	100
1730	1.40	0.00	2.80	2.10	0.00	1.40	5.94	0.70	0.00	0.35	0.00	1.05	84.27	100
1800	1.75	0.00	3.85	3.15	0.00	1.40	6.29	1.40	0.35	0.35	0.00	0.35	81.12	100
1830	2.10	0.00	4.20	2.80	0.00	2.10	5.94	1.40	0.70	0.35	0.00	0.70	79.72	100
1900	2.10	0.35	4.90	3.85	0.35	2.10	6.99	2.10	0.70	0.35	0.00	1.40	74.83	100
1930	2.45	0.35	4.20	3.85	0.35	2.45	6.99	2.45	1.05	0.00	0.00	1.40	74.48	100
1000	2.10	0.35	4.55	4.20	0.35	3.85	7.34	2.45	1.05	0.00	0.00	1.40	72.38	100
1030	1.75	0.35	4.55	4.55	0.00	4.20	7.34	2.10	1.05	0.00	0.00	1.40	72.73	100
1100	1.75	0.70	4.90	4.20	0.00	3.85	6.99	1.75	1.05	0.00	0.00	1.40	73.43	100
1130	1.40	0.70	4.90	3.85	0.00	2.80	6.29	1.75	0.70	0.00	0.35	1.40	75.87	100
NOON	2.10	0.70	5.94	3.50	0.00	3.15	4.90	1.75	0.70	0.00	0.35	1.40	75.52	100
1230	1.75	0.70	5.94	3.50	0.00	2.80	3.15	1.40	0.70	0.00	0.00	1.05	79.02	100
1300	2.45	0.70	5.94	2.80	0.00	2.80	3.50	1.40	0.00	0.00	0.00	1.05	79.37	100
1330	2.10	0.70	4.55	2.10	0.00	1.75	3.15	1.75	0.00	0.00	0.00	0.70	83.22	100
1400	1.75	0.70	3.50	2.10	0.00	1.75	2.80	1.40	0.35	0.00	0.00	0.70	84.97	100
1430	2.10	0.70	2.80	2.45	0.35	1.40	2.45	1.40	0.35	0.00	0.00	0.35	85.66	100
1500	1.40	0.35	1.75	2.45	0.70	1.75	2.10	1.75	0.35	0.00	0.00	0.70	86.71	100
1530	1.40	0.70	2.45	2.10	0.35	2.45	2.10	1.75	0.35	0.00	0.00	0.70	85.66	100
1600	1.40	1.05	2.10	2.45	0.35	2.45	1.75	1.40	0.35	0.00	0.00	0.35	86.36	100
1630	1.05	0.70	1.40	1.75	0.35	2.80	1.75	1.05	0.35	0.00	0.00	0.00	88.81	100
1700	0.35	1.05	2.45	2.80	0.00	3.50	2.45	1.05	0.35	0.00	0.00	0.00	86.01	100
1730	0.35	1.05	2.10	2.45	0.00	3.50	2.10	0.35	0.35	0.00	0.00	0.35	87.41	100
1800	0.00	1.05	2.10	3.15	0.00	2.45	2.10	0.35	0.70	0.00	0.00	0.35	87.76	100
1830	0.00	1.05	1.40	2.80	0.00	2.80	1.75	0.35	0.00	0.00	0.00	0.00	89.86	100
1900	0.35	0.70	1.75	1.75	0.35	3.15	2.10	0.35	0.00	0.00	0.00	0.00	89.51	100
1930	0.35	0.70	1.75	1.05	0.35	2.10	1.05	0.70	0.00	0.00	0.00	0.00	91.96	100
2000	0.35	1.05	1.75	0.70	0.35	1.40	0.70	0.35	0.00	0.00	0.00	0.00	93.36	100
2030	0.35	1.05	1.05	0.70	0.00	1.40	0.35	0.00	0.00	0.00	0.00	0.35	94.76	100
2100	0.00	1.05	1.05	0.35	0.00	1.40	0.70	0.00	0.00	0.00	0.00	0.00	95.45	100
2130	0.00	1.05	1.05	0.35	0.00	1.05	0.70	0.00	0.00	0.00	0.00	0.00	95.80	100
2200	0.35	1.05	1.05	0.35	0.00	1.05	1.05	0.00	0.00	0.00	0.00	0.00	95.10	100
2230	0.70	0.70	1.40	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	96.15	100
2300	0.70	0.35	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	96.50	100
2330	1.05	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	96.50	100
average	0.85	0.51	2.19	1.62	0.09	1.62	2.42	0.74	0.25	0.03	0.01	0.42	89.26	
maximum	2.45	1.05	5.94	4.55	0.70	4.20	7.34	2.45	1.05	0.35	0.35	1.40	99.65	
std. dev.	0.84	0.37	1.80	1.47	0.17	1.20	2.39	0.80	0.34	0.10	0.07	0.52	8.72	
average for 0600- 2400 hrs	1.14	0.61	2.87	2.15	0.12	2.06	3.19	0.98	0.33	0.04	0.02	0.56	85.95	

**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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	JALYPS	CAMPU	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGH	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1030	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1100	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1130	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1200	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1230	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1300	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1330	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1400	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1430	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1500	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1530	0.00	0.35	1.05	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
1600	0.35	0.35	1.75	0.70	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	95.10	100
1630	1.05	0.00	2.45	1.40	0.00	0.00	2.10	0.35	0.00	0.00	0.00	0.00	92.66	100
1700	1.05	0.00	2.80	1.75	0.00	0.00	3.85	0.70	0.00	0.00	0.00	0.35	89.51	100
1730	1.05	0.00	2.80	1.75	0.00	0.70	3.85	0.70	0.70	0.35	0.00	0.00	88.11	100
1800	2.10	0.00	4.20	3.50	0.00	1.05	4.20	2.10	0.35	0.35	0.00	0.00	82.17	100
1830	2.45	0.00	3.85	4.20	0.00	0.70	4.90	2.80	0.35	0.35	0.00	0.00	80.42	100
1900	2.80	0.35	5.94	4.90	0.00	1.40	5.94	3.50	0.00	0.00	0.00	0.35	74.83	100
1930	3.15	0.35	6.64	4.55	0.00	1.40	5.94	3.50	0.00	0.00	0.00	0.35	74.13	100
2000	3.15	0.35	6.64	3.85	0.35	3.15	6.29	3.50	0.00	0.00	0.00	0.35	72.38	100
2030	2.45	0.35	6.64	4.20	0.00	2.10	6.29	3.50	0.00	0.00	0.35	0.70	73.43	100
2100	2.80	0.70	7.34	4.55	0.00	2.10	5.94	3.15	0.35	0.00	0.00	0.70	72.38	100
2130	2.45	0.70	6.99	3.85	0.00	2.10	5.94	2.80	0.35	0.00	0.00	0.70	74.13	100
NOON	3.50	0.70	6.99	3.15	0.00	2.80	5.24	2.45	0.70	0.00	0.00	0.35	74.13	100
1230	2.80	0.70	6.29	3.15	0.00	1.75	3.85	2.10	0.70	0.00	0.35	0.35	77.97	100
1300	2.10	1.05	6.29	3.15	0.00	1.75	2.80	2.80	0.70	0.00	0.00	0.35	79.02	100
1330	1.40	1.05	6.29	2.80	0.00	1.75	2.80	2.10	0.35	0.00	0.00	0.35	81.12	100
1400	1.05	0.70	5.24	3.15	0.00	1.40	3.15	2.10	0.00	0.00	0.00	0.35	82.87	100
1430	1.05	0.70	4.20	2.45	0.00	0.70	3.15	2.10	0.00	0.00	0.00	0.00	85.66	100
1500	0.70	0.70	3.50	2.45	0.00	0.70	3.15	1.75	0.00	0.00	0.00	0.00	87.06	100
1530	0.70	0.70	3.15	2.45	0.00	0.70	3.50	1.75	0.00	0.00	0.00	0.00	87.06	100
1600	0.70	0.70	3.15	2.45	0.00	1.05	2.80	1.40	0.35	0.00	0.00	0.00	87.41	100
1630	1.40	0.70	3.15	2.10	0.00	1.05	2.45	1.05	0.35	0.00	0.00	0.00	87.76	100
1700	1.40	0.70	3.50	3.50	0.00	1.40	2.45	1.05	0.35	0.00	0.00	0.35	85.31	100
1730	1.40	0.35	4.55	2.80	0.35	1.05	1.75	1.75	0.00	0.00	0.00	0.35	85.66	100
1800	1.40	0.35	4.55	2.10	0.00	0.70	1.40	1.75	0.70	0.00	0.00	0.00	87.06	100
1830	0.70	0.35	3.15	1.40	0.00	0.70	1.75	1.05	0.35	0.00	0.00	0.00	90.56	100
1900	0.35	0.35	1.75	1.75	0.00	1.05	2.45	1.05	0.35	0.00	0.00	0.00	90.91	100
1930	0.35	0.35	1.40	1.40	0.00	1.05	1.40	0.35	0.35	0.00	0.00	0.00	93.36	100
2000	0.00	0.35	1.40	1.40	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	95.80	100
2030	0.00	0.35	1.05	1.40	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	96.15	100
2100	0.00	0.70	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.35	96.85	100
2130	0.00	0.70	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.70	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
2230	0.35	0.35	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2300	0.35	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2330	0.35	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
average	0.98	0.39	2.91	1.72	0.01	0.90	2.12	1.11	0.17	0.02	0.01	0.13	89.52	
maximum	3.50	1.05	7.34	4.90	0.35	3.15	6.29	3.50	0.70	0.35	0.35	0.70	99.30	
std. dev.	1.06	0.29	2.31	1.58	0.07	0.71	2.14	1.22	0.24	0.08	0.07	0.21	9.06	
average for 0600-2400 hrs	1.31	0.46	3.72	2.29	0.02	1.09	2.81	1.48	0.22	0.03	0.02	0.17	86.38	

**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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	DALYPS	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	0.00	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
1130	0.00	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
1140	0.00	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
1150	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
1430	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1500	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1530	0.35	0.00	1.05	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.55	100
1600	1.05	0.00	1.40	1.05	0.35	0.00	2.45	0.00	0.35	0.00	0.00	0.00	93.36	100
1630	1.40	0.00	2.45	1.05	0.35	1.05	2.10	0.00	0.35	0.00	0.00	0.00	91.26	100
1700	2.45	0.00	3.15	2.45	0.35	1.40	3.50	0.00	0.70	0.00	0.00	0.35	85.66	100
1730	2.80	0.35	3.50	2.80	0.35	2.10	3.50	0.00	0.70	0.00	0.00	1.05	82.87	100
1800	3.85	1.40	3.85	2.45	0.70	2.10	3.50	0.00	0.70	0.00	0.00	0.35	81.12	100
1830	4.20	1.05	4.90	2.45	0.35	2.10	3.50	0.00	0.70	0.00	0.00	0.00	80.77	100
1900	4.20	1.40	5.24	2.45	0.70	2.80	3.85	0.00	1.05	0.00	0.00	0.00	78.32	100
1930	4.55	1.40	5.24	2.80	0.35	2.10	4.55	0.35	1.05	0.00	0.00	0.70	76.92	100
1000	5.59	2.10	4.90	3.15	0.70	2.10	6.29	1.05	0.70	0.00	0.35	0.70	72.38	100
1030	4.90	1.40	4.20	3.15	0.70	2.10	6.64	1.05	0.70	0.00	0.00	0.35	74.83	100
1100	4.90	1.05	4.55	3.50	0.70	2.45	6.29	1.05	0.70	0.00	0.00	0.35	74.48	100
1130	4.90	0.70	4.55	3.85	0.35	2.10	5.94	0.00	0.70	0.00	0.00	0.00	76.92	100
NOON	3.85	1.05	4.55	4.20	0.35	2.10	3.85	0.00	1.05	0.00	0.00	0.00	79.02	100
1230	4.20	1.05	3.50	2.80	0.35	1.40	3.85	0.00	1.40	0.00	0.35	0.00	81.12	100
1300	1.40	0.70	3.85	2.45	0.70	1.40	3.15	0.00	1.05	0.00	0.35	0.00	84.97	100
1330	1.05	0.35	3.50	2.10	0.70	1.05	2.80	0.00	0.70	0.00	0.35	0.70	86.71	100
1400	0.70	0.70	3.50	1.40	0.70	1.05	2.10	0.00	1.05	0.00	0.00	0.35	88.46	100
1430	0.70	0.70	3.15	1.05	0.70	0.70	2.10	0.00	1.05	0.00	0.00	0.00	89.86	100
1500	0.70	1.40	2.10	0.70	0.70	1.05	2.45	0.00	0.70	0.00	0.00	0.00	90.21	100
1530	0.70	1.40	2.10	1.05	0.70	1.05	2.45	0.35	0.70	0.00	0.00	0.00	89.51	100
1600	0.70	2.45	2.10	1.40	1.05	1.05	3.15	0.00	0.35	0.00	0.00	0.00	87.76	100
1630	1.05	1.75	2.45	1.05	1.40	0.70	2.80	0.35	0.70	0.00	0.00	0.00	87.76	100
1700	1.05	1.75	3.15	1.40	1.05	1.05	2.45	0.70	0.70	0.00	0.00	0.00	86.71	100
1730	0.70	1.75	2.45	1.40	1.75	1.05	2.10	0.35	1.05	0.00	0.00	0.00	87.41	100
1800	0.70	2.10	2.45	1.05	0.35	1.05	1.75	1.05	0.70	0.00	0.00	0.00	88.81	100
1830	0.70	1.75	1.40	0.70	0.35	0.35	0.70	1.05	0.35	0.00	0.00	0.00	92.66	100
1900	0.70	1.40	1.40	0.00	0.00	0.70	2.80	1.05	0.35	0.00	0.00	0.00	91.61	100
1930	0.35	1.05	0.35	0.00	0.00	0.35	1.05	1.05	0.35	0.00	0.00	0.35	95.10	100
2000	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	98.25	100
2030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
2100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	99.30	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
2230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	98.95	100
average	1.34	0.68	1.94	1.12	0.35	0.80	2.00	0.23	0.47	0.00	0.03	0.12	90.93	
maximum	5.59	2.45	5.24	4.20	1.75	2.80	6.64	1.05	1.40	0.00	0.35	1.05	100.00	
std. dev.	1.75	0.74	1.80	1.27	0.41	0.86	1.89	0.38	0.39	0.00	0.10	0.24	8.60	
average for 0600- 2400 hrs	1.78	0.90	2.51	1.50	0.47	1.07	2.59	0.30	0.62	0.00	0.04	0.16	88.07	

**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*)

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1100-1130	0.00	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
1130-1200	0.00	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
1200-1230	0.00	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
1230-1300	0.00	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
1300-1330	0.00	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
1330-1400	0.00	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
1400-1430	0.00	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
1430-1500	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
1500-1530	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.25	100
1530-1600	0.70	0.35	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.55	100
1600-1630	0.70	0.35	0.35	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.50	100
1630-1700	1.75	0.35	0.35	1.75	0.00	0.70	3.15	0.35	0.35	0.00	0.00	0.35	90.91	100
1700-1730	1.40	0.35	1.05	1.75	0.00	0.70	3.15	0.35	0.35	0.00	0.00	1.05	89.86	100
1730-1800	2.10	0.70	2.10	2.45	0.00	1.40	3.50	0.70	0.70	0.35	0.00	1.75	84.27	100
1800-1830	2.45	0.70	2.10	1.05	0.00	1.40	3.85	1.05	0.70	0.00	0.00	1.75	84.97	100
1830-1900	3.50	1.40	3.85	2.80	0.00	2.10	4.55	1.40	1.05	0.00	0.00	2.80	76.57	100
1900-1930	3.50	1.40	3.15	3.50	0.00	1.75	4.20	1.75	1.05	0.00	0.00	3.15	76.57	100
1930-2000	3.85	1.75	4.20	3.85	0.00	2.45	4.90	1.75	1.05	0.00	0.00	2.80	73.43	100
2000-2030	4.20	2.10	4.20	3.85	0.00	3.15	4.20	1.75	1.05	0.00	0.00	2.80	72.73	100
2030-2100	4.55	1.75	4.55	4.20	0.00	3.50	4.20	2.10	1.05	0.00	0.00	2.10	72.03	100
2100-2130	3.50	1.75	4.20	3.85	0.00	3.15	3.15	2.10	1.05	0.35	0.00	2.10	74.83	100
2130-2200	3.50	2.10	4.90	4.20	0.00	4.20	3.85	1.75	0.70	0.00	0.35	2.10	72.38	100
2200-2230	2.80	1.40	4.90	3.50	0.00	2.80	3.15	1.40	0.35	0.00	0.00	1.75	77.97	100
2230-2300	2.45	1.75	4.90	3.85	0.00	2.10	2.80	1.75	0.35	0.00	0.00	1.40	78.67	100
2300-2330	1.75	1.75	3.85	3.85	0.00	1.40	3.15	1.05	0.35	0.00	0.00	1.40	81.47	100
2330-2400	1.05	1.75	2.80	4.20	0.00	1.40	2.80	1.40	0.35	0.00	0.00	1.40	82.87	100
2400-2430	1.40	1.05	3.15	2.80	0.00	2.45	2.45	1.40	0.35	0.00	0.00	1.05	83.92	100
2430-2500	1.75	0.70	2.45	3.15	0.00	1.75	2.80	1.40	0.35	0.00	0.00	0.70	84.97	100
2500-2530	1.40	2.10	2.45	2.10	0.00	1.75	2.45	1.05	0.70	0.35	0.00	0.70	84.97	100
2530-2600	1.75	2.10	2.45	2.10	0.00	1.75	2.45	0.70	0.70	0.35	0.00	1.05	84.62	100
2600-2630	1.40	1.40	2.80	1.75	0.00	1.75	2.10	0.70	0.70	0.00	0.35	1.05	86.01	100
2630-2700	1.05	1.40	2.80	3.50	0.00	1.40	2.10	1.05	0.70	0.35	0.00	0.70	84.97	100
2700-2730	1.05	1.05	2.45	2.80	0.00	0.35	2.10	1.05	0.35	0.35	0.00	0.35	88.11	100
2730-2800	1.05	0.35	1.75	3.15	0.00	0.00	1.05	1.40	1.40	0.00	0.00	0.35	89.51	100
2800-2830	0.70	0.00	0.70	1.40	0.00	0.00	2.10	1.05	1.05	0.00	0.00	0.00	93.01	100
2830-2900	0.35	0.00	1.05	1.05	0.00	0.70	2.80	0.70	1.40	0.00	0.00	0.00	91.96	100
2900-2930	0.00	0.00	0.70	0.70	0.00	1.05	2.45	0.00	1.05	0.00	0.00	0.00	94.06	100
2930-3000	0.35	0.35	0.70	0.00	0.00	1.05	1.40	0.35	1.40	0.00	0.00	0.00	94.41	100
3000-3030	0.35	0.35	0.70	0.00	0.00	1.05	0.70	0.00	1.05	0.00	0.00	0.00	95.80	100
3030-3100	0.00	0.70	0.70	0.00	0.00	1.05	0.35	0.00	0.70	0.00	0.00	0.35	96.15	100
3100-3130	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
3130-3200	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
3200-3230	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	98.60	100
3230-3300	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
3300-3330	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.20	0.74	1.62	1.54	0.00	1.07	1.78	0.66	0.49	0.04	0.01	0.74	90.12	
maximum	4.55	2.10	4.90	4.20	0.00	4.20	4.90	2.10	1.40	0.35	0.35	3.15	100.00	
std. dev.	1.32	0.74	1.67	1.60	0.00	1.08	1.55	0.71	0.45	0.12	0.07	0.94	9.30	
average for 0600- 2400 hrs	1.56	0.96	2.15	2.05	0.00	1.43	2.35	0.87	0.65	0.06	0.02	0.98	86.92	

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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.00	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
1430	0.00	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
1500	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	100.00	100
1530	1.05	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
1600	1.40	0.35	0.00	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.25	100
1630	1.40	0.70	1.05	1.05	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.35	96.85	100
1700	2.45	1.05	1.40	2.10	0.00	0.70	1.40	0.35	0.35	0.00	0.00	0.35	94.06	100
1730	2.10	1.40	3.15	2.45	0.00	1.05	1.40	0.35	0.35	0.00	0.00	0.35	89.86	100
1800	3.85	1.40	3.50	2.45	0.00	1.40	1.40	0.35	0.70	0.35	0.00	0.70	87.06	100
1830	4.20	1.05	3.50	2.45	0.00	1.40	1.40	0.70	0.35	0.35	0.00	0.35	83.92	100
1900	4.20	1.75	3.15	2.80	0.35	2.45	2.80	0.70	0.35	0.35	0.00	0.35	84.27	100
1930	3.50	1.75	4.55	3.85	0.35	2.45	3.50	1.40	0.35	0.35	0.00	1.40	79.72	100
1000	4.20	1.75	5.59	4.20	0.35	3.50	3.50	1.40	0.35	0.35	0.00	1.40	76.57	100
1030	4.20	1.75	5.24	3.85	0.35	3.85	3.85	1.75	0.35	0.35	0.00	1.05	73.43	100
1100	4.55	1.75	5.24	4.90	0.35	3.50	3.85	1.75	0.35	0.35	0.00	1.05	72.38	100
1130	4.55	1.75	5.24	4.90	0.35	3.50	3.15	1.75	0.35	0.35	0.00	1.40	72.73	100
NOON	4.55	1.40	6.99	6.64	0.35	3.50	3.15	2.10	0.35	0.00	0.35	1.75	68.88	100
1230	2.10	1.40	6.64	5.94	0.35	2.80	2.80	2.10	0.70	0.00	0.35	1.40	73.43	100
1300	2.45	0.70	5.24	4.55	0.35	3.15	3.15	1.75	0.35	0.00	0.35	1.05	76.92	100
1330	1.05	0.70	3.85	4.20	0.00	1.75	2.10	1.75	0.35	0.00	0.35	0.70	83.22	100
1400	0.70	0.70	3.15	3.85	0.00	1.40	1.40	1.75	0.35	0.00	0.35	0.70	85.66	100
1430	0.70	0.35	3.15	3.15	0.00	0.70	0.70	0.70	0.35	0.00	0.35	0.70	89.16	100
1500	1.05	0.35	3.15	2.45	0.00	1.40	0.70	0.70	0.35	0.00	0.35	0.70	88.81	100
1530	1.05	0.35	3.50	1.75	0.00	1.05	1.05	0.70	0.70	0.00	0.35	0.35	89.16	100
1600	1.40	0.35	3.50	2.10	0.35	0.70	1.05	1.05	1.05	0.00	0.35	0.35	87.76	100
1630	1.40	0.35	2.45	2.10	0.35	0.70	1.05	1.40	1.40	0.00	0.35	0.35	88.11	100
1700	1.40	0.35	2.45	3.85	0.35	1.75	1.05	0.70	1.75	0.35	0.00	0.35	85.66	100
1730	1.40	0.35	1.75	3.15	0.35	0.70	1.05	0.70	1.75	0.35	0.00	0.35	88.11	100
1800	1.05	0.70	2.45	3.50	0.35	0.35	1.05	0.35	1.05	0.00	0.00	0.70	88.46	100
1830	1.05	0.70	1.40	2.10	0.35	0.70	1.75	0.35	0.70	0.00	0.00	0.35	90.56	100
1900	1.05	0.35	0.70	1.40	0.35	0.70	2.10	0.00	0.70	0.00	0.00	0.35	92.31	100
1930	1.05	0.70	0.35	1.05	0.00	0.70	1.75	0.00	0.70	0.00	0.00	0.35	93.36	100
2000	0.70	0.00	1.05	1.05	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.35	95.10	100
2030	1.05	0.00	0.70	0.70	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.35	96.15	100
2100	0.70	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
2130	0.70	0.00	1.05	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.70	95.80	100
2200	0.70	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
2230	0.00	0.35	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
2300	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	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	0.00	99.65	100
average	1.44	0.58	2.02	1.89	0.12	1.04	1.18	0.56	0.37	0.07	0.07	0.50	90.15	
maximum	4.55	1.75	6.99	6.64	0.35	3.85	3.85	2.10	1.75	0.35	0.35	1.75	100.00	
std. dev.	1.48	0.60	2.06	1.83	0.16	1.15	1.18	0.69	0.43	0.14	0.14	0.48	9.30	
average for 0600- 2400 hrs	1.88	0.75	2.69	2.52	0.16	1.39	1.56	0.75	0.50	0.10	0.10	0.67	86.95	

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

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

	RM	RP / 106.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
1200-1230	0.00	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
1230-1300	0.00	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
1300-1330	0.00	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
1330-1400	0.00	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
1400-1430	0.00	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
1430-1500	0.00	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
1500-1530	0.00	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
1530-1600	0.00	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
1600-1630	0.00	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
1630-1700	0.00	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
1700-1730	0.00	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
1730-1800	0.00	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
1800-1830	0.00	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
1830-1900	0.00	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
1900-1930	0.00	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
1930-2000	0.00	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
2000-2030	0.00	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
2030-2100	0.00	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
2100-2130	0.00	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
2130-2200	0.00	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
2200-2230	0.00	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
2230-2300	0.00	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
2300-2330	0.00	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
2330-2400	0.00	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	1.15	0.68	2.50	1.67	0.28	0.95	1.11	0.87	0.12	0.00	0.04	0.68	89.95	
maximum	4.90	2.80	8.04	4.90	0.70	4.20	4.20	2.45	1.05	0.00	0.35	2.45	100.00	
std. dev.	1.54	0.88	2.44	1.62	0.23	1.07	1.26	0.82	0.25	0.00	0.11	0.73	9.73	
average for 0600- 2400 hrs	1.52	0.90	3.29	2.21	0.37	1.25	1.49	1.17	0.17	0.00	0.05	0.90	86.68	

**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*)

	RM	RP / 108.6	SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
11DNIGHT	0.00	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
1030	0.00	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
1100	0.00	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
1130	0.00	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
1200	0.00	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
1230	0.00	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
1300	0.00	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
1330	0.00	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
1400	0.00	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
1430	0.00	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
1500	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
1530	0.35	0.00	1.75	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.20	100
1600	1.05	0.00	2.45	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	94.76	100
1630	0.70	0.35	1.75	0.70	0.35	0.70	1.40	0.00	0.00	0.00	0.35	0.00	93.71	100
1700	1.05	0.35	2.45	1.05	0.35	0.70	2.10	0.35	0.00	0.00	0.35	0.00	91.26	100
1730	1.40	0.35	2.10	1.40	0.35	0.70	1.75	0.70	0.00	0.00	0.35	0.00	90.91	100
1800	2.10	0.35	2.80	1.40	0.35	0.70	2.80	1.40	0.00	0.00	0.70	0.00	87.41	100
1830	2.45	0.35	3.15	2.10	0.35	0.70	2.80	1.75	0.00	0.00	0.70	0.00	85.66	100
1900	2.45	0.70	4.90	2.80	0.70	1.40	3.50	1.75	0.00	0.00	0.70	0.00	81.12	100
1930	2.45	0.70	4.90	3.15	0.35	1.75	3.50	1.75	0.00	0.00	0.70	0.70	80.07	100
1000	3.50	0.70	4.20	3.50	0.00	1.75	3.50	2.10	0.00	0.00	0.35	0.70	79.72	100
1030	3.50	0.70	4.20	3.50	0.00	2.10	3.85	2.10	0.00	0.00	0.35	0.70	79.02	100
1100	3.50	1.40	4.55	2.45	0.00	2.10	3.50	1.75	0.35	0.00	0.70	0.70	79.02	100
1130	3.50	1.40	3.50	1.75	0.00	2.10	3.50	1.40	0.35	0.00	0.70	0.70	81.12	100
NOON	3.50	1.05	4.20	1.40	0.35	2.10	3.50	1.40	0.35	0.00	0.70	0.70	80.77	100
1230	2.10	1.05	4.20	1.40	0.35	2.45	1.75	1.40	0.35	0.00	0.70	0.35	83.92	100
1300	2.80	1.05	4.20	1.05	0.35	2.45	1.05	1.05	0.00	0.00	0.70	0.70	84.62	100
1330	1.40	1.05	3.50	1.40	0.35	1.75	0.70	0.70	0.00	0.00	0.35	0.70	88.11	100
1400	1.05	2.10	2.80	1.75	0.00	1.75	0.70	0.35	0.00	0.00	0.35	0.70	88.46	100
1430	1.05	1.40	2.80	1.75	0.00	1.40	0.35	0.00	0.00	0.00	0.70	0.70	89.86	100
1500	0.35	1.75	3.15	1.75	0.35	1.75	0.35	0.00	0.00	0.00	1.05	0.70	88.81	100
1530	1.40	1.75	4.55	1.75	0.70	1.75	0.35	0.00	0.00	0.00	0.70	0.00	87.06	100
1600	1.75	2.10	3.85	1.75	0.35	2.80	1.05	0.00	0.00	0.00	0.70	0.35	85.31	100
1630	1.40	1.05	3.50	1.40	0.35	2.80	1.05	0.00	0.35	0.00	0.70	0.35	87.06	100
1700	1.40	0.70	2.10	1.40	0.35	2.80	1.75	0.00	0.35	0.00	0.70	0.35	88.11	100
1730	1.75	0.00	1.75	1.40	0.35	2.80	1.40	0.00	0.35	0.00	0.70	0.00	89.51	100
1800	1.05	1.05	2.45	1.05	0.00	2.10	1.40	0.00	0.35	0.35	0.70	0.00	89.51	100
1830	0.00	1.05	1.75	0.70	0.00	1.75	1.75	0.35	0.35	0.35	0.35	0.00	91.61	100
1900	0.35	0.70	1.75	1.05	0.00	1.40	1.40	0.70	0.35	0.35	0.35	0.00	91.61	100
1930	0.35	0.70	1.75	0.70	0.35	1.05	0.70	0.35	0.35	0.35	0.00	0.00	93.36	100
2000	0.70	0.70	1.75	0.35	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	94.06	100
2030	0.70	0.70	1.05	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	96.50	100
2100	0.35	0.70	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
2130	0.35	0.70	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.20	100
2200	0.35	0.35	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	97.55	100
2230	0.35	0.35	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2300	0.35	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
2330	0.70	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.25	100
average	1.12	0.62	2.05	0.96	0.17	1.08	1.14	0.45	0.09	0.04	0.33	0.19	91.77	
maximum	3.50	2.10	4.90	3.50	0.70	2.80	3.85	2.10	0.35	0.35	1.05	0.70	100.00	
std. dev.	1.12	0.59	1.61	1.00	0.20	0.95	1.23	0.68	0.15	0.11	0.32	0.29	6.91	
average for 0600- 2400 hrs	1.48	0.83	2.68	1.28	0.22	1.43	1.50	0.60	0.12	0.05	0.44	0.25	89.13	

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

Table 8.1 TV Audience Average Share (2nd Quarter 2003) – All Available Slots

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.26	2.55	2.70	0.09	0.69	2.33	0.10	0.02	0.02	1.67	87.56
Tuesday	1.88	2.58	1.27	0.07	0.59	2.51	0.19	0.86	0.00	1.51	88.54
Wednesday	3.35	2.79	1.36	0.06	0.62	2.28	0.10	0.05	0.04	2.01	87.34
Thursday	2.07	3.07	1.31	0.23	0.82	2.68	0.19	0.01	0.00	2.57	87.05
Friday	6.79	1.93	1.07	0.13	0.30	1.79	0.11	0.00	0.00	1.02	86.86
Saturday	2.71	2.83	0.88	0.00	0.39	2.03	0.06	0.00	0.06	2.38	88.67
Sunday	5.92	2.75	1.21	0.04	0.78	2.33	0.01	0.02	0.06	2.52	84.35
Daily Average	3.57	2.64	1.40	0.09	0.60	2.28	0.11	0.14	0.03	1.95	87.20

Table 8.2 Daily Peak TV Audience Share (2nd Quarter, 2003)

	TVM	SUPER 1	NET TV	SMASH H	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	26.92	22.73	24.48	0.70	3.85	13.64	1.05	0.35	0.35	6.99
Tuesday	28.32	20.98	10.84	0.70	2.80	14.34	1.75	7.69	0.00	6.99
Wednesday	27.97	19.93	13.64	0.35	3.85	12.94	0.70	0.70	0.35	6.64
Thursday	30.07	18.88	16.78	1.75	6.29	15.38	1.40	0.35	0.00	10.49
Friday	50.00	17.48	15.38	0.70	1.40	10.84	0.70	0.00	0.00	3.15
Saturday	20.63	18.18	11.54	0.00	3.15	9.44	0.35	0.00	0.35	6.64
Sunday	27.62	20.28	13.99	0.35	3.50	11.19	0.35	0.35	0.70	8.74
Highest Peak	50.00	22.73	24.48	1.75	6.29	15.38	1.75	7.69	0.70	10.49

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

	TVM	SUPER 1	NET TV	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0800	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
0830	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100
0900	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.35	97.55	100
0930	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.35	0.00	0.35	97.20	100
1000	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.70	97.20	100
1030	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.70	98.25	100
1100	0.35	0.00	0.70	0.00	0.35	0.70	0.00	0.00	0.00	1.05	96.85	100
1130	0.35	0.35	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.85	100
NOON	1.05	0.35	1.05	0.00	0.35	1.75	0.00	0.00	0.00	1.05	94.41	100
1230	0.70	0.35	0.35	0.00	0.00	2.80	0.00	0.00	0.00	0.70	95.10	100
1300	2.10	0.35	0.00	0.00	0.00	2.10	0.00	0.00	0.00	1.05	94.41	100
1330	1.40	0.35	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.15	100
1400	2.45	1.40	1.40	0.00	1.05	1.40	0.00	0.00	0.00	0.70	91.61	100
1430	2.10	1.40	1.05	0.00	1.40	2.10	0.00	0.00	0.00	1.05	90.91	100
1500	2.10	1.75	1.40	0.35	1.40	2.80	0.00	0.00	0.35	1.40	88.46	100
1530	1.40	1.75	1.75	0.35	1.40	2.45	0.00	0.00	0.00	1.75	89.16	100
1600	1.40	2.10	3.15	0.00	0.70	2.10	0.00	0.00	0.00	2.10	88.46	100
1630	1.40	2.10	2.80	0.00	0.00	1.75	0.00	0.00	0.00	2.45	89.51	100
1700	1.05	2.45	2.80	0.70	0.35	2.10	0.00	0.00	0.00	2.10	88.46	100
1730	0.70	2.10	2.10	0.70	0.70	1.05	0.00	0.00	0.00	2.45	90.21	100
1800	1.05	3.50	1.75	0.00	1.05	2.10	0.00	0.00	0.00	3.15	87.41	100
1830	1.05	4.20	2.10	0.00	1.40	3.85	0.00	0.00	0.00	3.15	84.27	100
1900	1.40	5.59	1.40	0.00	2.10	5.24	0.35	0.00	0.00	2.10	81.82	100
1930	2.10	22.73	2.45	0.00	1.40	4.20	0.35	0.00	0.00	3.50	63.29	100
1945	2.45	18.53	15.03	0.00	1.05	3.15	0.35	0.00	0.00	3.50	55.94	100
2000	26.92	12.94	9.09	0.00	1.75	4.55	0.35	0.00	0.00	5.59	38.81	100
2030	20.63	10.84	22.38	0.35	2.10	7.34	0.35	0.00	0.00	5.59	30.42	100
2100	12.59	7.69	24.48	0.70	3.15	11.54	1.05	0.00	0.00	6.99	31.82	100
2130	7.69	6.99	19.58	0.35	3.85	12.24	0.35	0.00	0.00	6.99	41.96	100
2200	6.64	5.94	8.04	0.35	3.15	13.64	0.35	0.00	0.35	6.99	54.55	100
2230	3.50	3.85	2.80	0.35	2.80	11.19	0.35	0.00	0.35	6.64	68.18	100
2300	2.45	2.10	0.35	0.35	1.40	7.69	0.00	0.00	0.00	3.15	82.52	100
2330	0.70	1.05	0.35	0.00	0.35	1.75	0.00	0.00	0.00	1.75	94.06	100
Tot. Avg.	2.26	2.55	2.70	0.09	0.69	2.33	0.10	0.02	0.02	1.67	87.56	
maximum	26.92	22.73	24.48	0.70	3.85	13.64	1.05	0.35	0.35	6.99	100.00	
std. dev.	5.00	4.70	5.65	0.20	0.99	3.47	0.20	0.08	0.08	2.08	18.90	
Band 1	0.32	0.23	0.35	0.00	0.06	0.20	0.09	0.09	0.00	0.44	98.22	
Band 2	1.42	1.72	1.57	0.15	0.72	2.07	0.00	0.00	0.02	1.70	90.61	
Band 3	7.91	8.93	9.63	0.22	2.10	7.50	0.35	0.00	0.06	4.80	58.49	

**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	NET TV	SMASI	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IATELLITI	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.35	99.65	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0800	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0830	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0900	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.70	98.60	100
0930	0.00	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	1.40	97.55	100
1000	0.35	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.10	95.80	100
1030	0.00	0.70	0.00	0.00	0.35	1.05	0.00	0.00	0.00	2.10	95.80	100
1100	0.35	0.70	0.35	0.00	0.35	0.70	0.00	0.00	0.00	1.75	95.80	100
1130	0.35	1.75	0.35	0.00	0.35	0.35	0.00	0.00	0.00	1.40	95.45	100
NOON	0.70	2.10	0.70	0.35	0.35	1.75	0.00	0.00	0.00	1.05	93.01	100
1230	0.35	2.10	0.70	0.35	0.00	2.10	0.00	0.00	0.00	1.05	93.36	100
1300	1.05	2.45	1.40	0.00	0.00	1.40	0.00	0.00	0.00	1.40	92.31	100
1330	0.70	2.45	2.10	0.00	0.00	2.10	0.00	0.00	0.00	1.05	91.61	100
1400	1.05	3.85	2.45	0.00	0.70	1.40	0.00	0.00	0.00	1.40	89.16	100
1430	1.40	3.85	2.10	0.00	0.70	2.80	0.00	0.00	0.00	1.75	87.41	100
1500	1.40	3.15	2.45	0.00	1.05	3.15	0.00	0.00	0.00	1.75	87.06	100
1530	0.70	3.15	2.45	0.00	1.40	2.45	0.00	0.00	0.00	1.05	88.81	100
1600	0.35	3.15	2.10	0.00	1.40	2.45	0.00	0.00	0.00	1.05	89.51	100
1630	0.35	2.45	1.40	0.00	1.05	2.45	0.00	0.00	0.00	0.70	91.61	100
1700	0.70	2.45	1.75	0.70	1.05	2.80	0.00	0.00	0.00	1.05	89.51	100
1730	0.35	3.15	1.40	0.70	0.70	2.45	0.00	0.00	0.00	2.10	89.16	100
1800	0.35	2.80	2.10	0.00	1.40	2.80	0.00	0.00	0.00	2.45	88.11	100
1830	1.05	3.15	2.10	0.00	1.05	2.80	0.00	0.00	0.00	2.80	87.06	100
1900	1.05	4.55	1.75	0.35	0.35	3.15	0.00	0.00	0.00	2.45	86.36	100
1930	1.40	20.98	1.40	0.35	0.35	2.80	0.00	0.00	0.00	2.45	70.28	100
1945	1.75	15.03	10.84	0.00	0.70	2.10	0.35	0.00	0.00	1.75	67.48	100
2000	28.32	9.44	3.85	0.00	1.75	4.20	0.70	1.40	0.00	3.15	47.20	100
2030	17.48	8.04	2.80	0.00	2.45	10.14	0.70	6.99	0.00	4.20	47.20	100
2100	11.54	8.04	3.15	0.00	2.80	14.34	0.70	7.69	0.00	6.99	44.76	100
2130	8.39	5.94	4.20	0.00	2.45	14.34	1.40	7.69	0.00	6.64	48.95	100
2200	5.59	4.55	3.50	0.00	2.10	14.34	1.75	7.69	0.00	5.24	55.24	100
2230	3.50	3.85	2.80	0.00	2.10	10.84	1.40	6.99	0.00	5.59	62.94	100
2300	1.40	2.10	1.75	0.00	1.05	6.99	1.05	3.15	0.00	3.50	79.02	100
2330	0.00	0.35	0.35	0.00	0.35	3.50	0.35	0.70	0.00	1.40	93.01	100
Tot. Avg.	1.88	2.58	1.27	0.07	0.59	2.51	0.19	0.86	0.00	1.51	88.54	
maximum	28.32	20.98	10.84	0.70	2.80	14.34	1.75	7.69	0.00	6.99	100.00	
std. dev.	4.95	3.99	1.85	0.17	0.77	3.81	0.41	2.26	0.00	1.74	15.89	
Band 1	0.09	0.26	0.06	0.06	0.12	0.29	0.09	0.00	0.00	0.79	98.25	
Band 2	0.75	2.87	1.80	0.15	0.77	2.35	0.00	0.00	0.00	1.47	89.84	
Band 3	7.31	7.53	3.31	0.06	1.49	7.88	0.76	3.85	0.00	3.94	63.86	

**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	NET TV	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	IAELLIT	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0130	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.30	100
0200	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0630	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.30	100
0700	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35	98.25	100
0730	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35	98.25	100
0800	0.35	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	97.90	100
0830	0.35	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00	0.35	97.20	100
0900	0.35	1.05	0.35	0.00	0.35	0.70	0.35	0.00	0.00	0.35	96.50	100
0930	0.35	1.05	0.35	0.00	0.35	1.05	0.00	0.00	0.00	1.05	95.80	100
1000	0.35	1.05	0.00	0.35	0.00	1.05	0.00	0.00	0.00	1.75	95.45	100
1030	0.35	1.05	0.00	0.35	0.00	0.70	0.00	0.00	0.00	1.75	95.80	100
1100	0.35	1.40	0.70	0.35	0.00	0.70	0.00	0.00	0.00	2.10	94.41	100
1130	0.70	1.40	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.75	94.76	100
NOON	1.05	1.75	0.35	0.35	0.00	1.05	0.00	0.00	0.00	1.40	94.06	100
1230	1.05	1.75	0.35	0.35	0.35	0.70	0.00	0.00	0.00	1.40	94.06	100
1300	1.75	2.10	0.00	0.00	0.00	1.05	0.00	0.00	0.00	2.45	92.66	100
1330	1.40	2.10	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	92.66	100
1400	2.10	3.50	0.70	0.00	0.35	3.50	0.00	0.00	0.00	2.45	87.41	100
1430	2.10	3.50	0.70	0.00	1.05	3.85	0.00	0.00	0.00	2.80	86.01	100
1500	1.75	4.20	0.70	0.00	1.40	2.45	0.00	0.00	0.00	2.45	87.06	100
1530	1.05	4.20	1.05	0.00	1.40	2.45	0.00	0.00	0.00	2.80	87.06	100
1600	0.70	3.15	1.75	0.35	1.05	2.45	0.00	0.00	0.00	2.45	88.11	100
1630	0.35	3.15	2.10	0.35	0.70	2.10	0.00	0.00	0.00	2.45	88.81	100
1700	0.70	2.45	2.10	0.00	0.70	2.80	0.00	0.00	0.00	2.45	88.81	100
1730	0.70	3.15	1.75	0.00	1.05	1.75	0.00	0.00	0.00	3.15	88.46	100
1800	0.70	3.50	2.10	0.00	1.05	1.75	0.00	0.00	0.00	3.85	87.06	100
1830	0.35	3.15	2.10	0.00	1.05	2.45	0.00	0.00	0.00	4.20	86.71	100
1900	0.70	5.59	2.10	0.00	1.40	2.45	0.00	0.00	0.00	4.20	83.57	100
1930	1.40	19.93	2.45	0.00	1.05	2.80	0.00	0.00	0.00	3.15	69.23	100
1945	1.75	13.29	13.64	0.00	1.05	2.80	0.35	0.00	0.00	3.50	63.64	100
2000	27.97	10.84	5.94	0.00	1.40	4.55	0.35	0.00	0.35	3.50	45.10	100
2030	25.17	8.74	7.34	0.00	1.40	9.09	0.70	0.70	0.35	5.24	41.26	100
2100	23.43	6.64	6.64	0.00	3.85	12.94	0.70	0.70	0.35	6.64	38.11	100
2130	19.93	5.94	4.20	0.00	2.80	12.24	0.70	0.35	0.35	6.64	46.85	100
2200	18.18	4.90	2.80	0.00	3.15	12.24	0.35	0.35	0.35	6.29	51.40	100
2230	16.08	4.55	1.05	0.00	2.45	9.79	0.00	0.35	0.00	5.94	59.79	100
2300	6.64	2.45	1.05	0.00	0.35	4.55	0.00	0.00	0.00	5.59	79.37	100
2330	2.80	1.05	0.00	0.00	0.35	1.75	0.00	0.00	0.00	1.40	92.66	100
Tot. Avg.	3.35	2.79	1.36	0.06	0.62	2.28	0.10	0.05	0.04	2.01	87.34	
maximum	27.97	19.93	13.64	0.35	3.85	12.94	0.70	0.70	0.35	6.64	100.00	
std. dev.	7.12	3.76	2.45	0.13	0.89	3.30	0.20	0.16	0.11	1.99	16.99	
Band 1	0.26	0.93	0.26	0.12	0.09	0.41	0.15	0.00	0.00	0.84	96.94	
Band 2	1.12	2.97	1.15	0.10	0.72	2.12	0.00	0.00	0.00	2.60	89.21	
Band 3	13.10	7.63	4.29	0.00	1.75	6.83	0.29	0.22	0.16	4.74	61.00	

**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	NET TV	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0300	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.35	99.65	100
0400	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.35	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0700	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.55	100
0730	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	97.90	100
0800	0.70	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	96.85	100
0830	0.35	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
0900	0.35	1.75	0.35	0.00	0.35	0.00	0.00	0.00	0.00	2.10	95.10	100
0930	0.35	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	95.45	100
1000	0.35	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00	1.75	95.80	100
1030	0.35	1.40	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.40	95.45	100
1100	0.35	1.05	0.70	0.35	0.35	0.70	0.00	0.00	0.00	1.75	94.76	100
1130	0.35	1.05	0.35	0.35	0.70	0.70	0.00	0.00	0.00	1.40	95.10	100
NOON	0.70	1.75	0.70	0.35	0.70	0.70	0.35	0.00	0.00	1.40	93.36	100
1230	0.70	1.75	0.70	0.00	0.35	1.40	0.35	0.00	0.00	1.40	93.36	100
1300	2.10	1.40	0.70	0.00	0.35	1.05	0.35	0.00	0.00	2.10	91.96	100
1330	1.75	1.05	1.05	0.00	0.70	0.70	0.35	0.00	0.00	2.45	91.96	100
1400	1.75	1.40	1.05	0.00	0.70	3.50	0.35	0.00	0.00	2.80	88.46	100
1430	1.40	1.40	1.05	0.00	0.70	3.50	0.00	0.00	0.00	2.45	89.51	100
1500	1.05	1.40	0.70	0.00	0.70	3.15	0.00	0.00	0.00	2.10	90.91	100
1530	0.70	2.10	1.05	0.35	0.70	2.80	0.35	0.00	0.00	2.10	89.86	100
1600	0.70	2.45	2.10	0.35	1.40	2.80	0.35	0.00	0.00	2.10	87.76	100
1630	0.35	2.80	1.75	0.70	1.40	2.10	0.35	0.00	0.00	2.80	87.76	100
1700	0.35	2.10	2.45	0.35	0.70	2.10	0.35	0.00	0.00	3.85	87.76	100
1730	0.35	2.10	2.10	0.35	0.35	3.50	0.35	0.00	0.00	4.20	86.71	100
1800	1.05	4.20	2.10	0.00	0.35	3.15	0.00	0.00	0.00	4.55	84.62	100
1830	0.70	4.55	2.10	0.00	0.35	3.85	0.00	0.00	0.00	4.90	83.57	100
1900	1.05	4.90	2.10	0.35	0.00	4.20	0.00	0.00	0.00	4.90	82.52	100
1930	1.05	18.88	1.75	0.35	0.35	3.15	0.00	0.00	0.00	4.55	69.93	100
1945	2.10	11.54	16.78	0.35	0.35	3.50	0.00	0.00	0.00	3.85	61.54	100
2000	30.07	11.19	5.94	0.70	1.40	6.64	0.00	0.00	0.00	5.59	38.46	100
2030	21.68	14.69	3.50	0.70	2.80	9.09	1.05	0.00	0.00	6.64	39.86	100
2100	10.49	16.78	3.50	1.40	5.59	13.64	1.05	0.35	0.00	9.09	38.11	100
2130	8.74	13.64	3.50	1.75	5.59	15.38	1.05	0.35	0.00	9.44	40.56	100
2200	5.59	7.69	3.85	1.05	6.29	14.69	1.40	0.00	0.00	10.49	48.95	100
2230	3.15	3.85	1.40	0.35	4.55	12.94	0.70	0.00	0.00	9.09	63.99	100
2300	0.00	1.40	0.35	0.35	1.05	7.34	0.35	0.00	0.00	5.59	83.57	100
2330	0.00	0.70	0.35	0.35	0.70	3.15	0.35	0.00	0.00	1.75	92.66	100
Tot. Avg.	2.07	3.07	1.31	0.23	0.82	2.68	0.19	0.01	0.00	2.57	87.05	
maximum	30.07	18.88	16.78	1.75	6.29	15.38	1.40	0.35	0.00	10.49	100.00	
std. dev.	5.38	4.61	2.59	0.37	1.50	4.01	0.33	0.07	0.00	2.71	17.73	
Band 1	0.32	1.22	0.15	0.09	0.17	0.26	0.00	0.00	0.00	1.11	96.68	
Band 2	0.97	2.17	1.40	0.17	0.67	2.45	0.25	0.00	0.00	2.80	89.11	
Band 3	7.63	9.57	3.91	0.70	2.61	8.52	0.54	0.06	0.00	6.45	60.01	

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

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

	TVM	SUPER 1	NETTV	SMAS1	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	IATELLIT	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
3530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
3700	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
3730	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
3800	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
3830	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.35	98.25	100
3900	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	97.55	100
3930	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	97.55	100
4000	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.90	100
4030	0.00	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.70	97.55	100
4100	0.00	1.05	0.00	0.70	0.35	0.35	0.00	0.00	0.00	1.05	96.50	100
4130	0.00	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.85	100
NOON	0.00	0.70	0.35	0.35	0.00	0.70	0.35	0.00	0.00	1.40	96.15	100
1230	0.00	0.70	0.35	0.00	0.00	0.70	0.35	0.00	0.00	1.40	96.50	100
1300	2.45	0.70	0.35	0.00	0.00	1.05	0.00	0.00	0.00	1.40	94.06	100
1330	2.10	1.05	0.35	0.00	0.00	1.40	0.00	0.00	0.00	0.70	94.41	100
1400	2.10	1.40	0.35	0.00	0.00	3.85	0.00	0.00	0.00	0.70	91.61	100
1430	2.10	1.75	0.35	0.35	0.35	3.15	0.00	0.00	0.00	0.35	91.61	100
1500	1.75	1.75	0.70	0.35	0.00	3.15	0.00	0.00	0.00	0.35	91.96	100
1530	0.35	1.75	0.70	0.00	0.00	2.80	0.00	0.00	0.00	1.05	93.36	100
1600	0.35	1.75	1.40	0.35	0.35	2.45	0.00	0.00	0.00	1.40	91.96	100
1630	0.00	1.75	1.40	0.35	0.35	2.10	0.00	0.00	0.00	1.05	93.01	100
1700	0.35	2.45	1.40	0.70	0.00	1.75	0.00	0.00	0.00	1.75	91.61	100
1730	0.00	2.80	1.05	0.00	0.00	1.40	0.35	0.00	0.00	1.05	93.36	100
1800	1.05	3.15	2.10	0.35	0.35	1.40	0.35	0.00	0.00	1.75	89.51	100
1830	0.70	3.15	1.75	0.35	0.70	1.75	0.35	0.00	0.00	1.40	89.86	100
1900	1.05	3.50	1.75	0.35	1.05	1.75	0.35	0.00	0.00	1.75	88.46	100
1930	1.40	17.48	1.40	0.35	1.40	1.75	0.35	0.00	0.00	1.40	74.48	100
1945	1.75	11.19	15.38	0.35	1.05	2.10	0.35	0.00	0.00	1.05	66.78	100
2000	42.66	7.34	6.99	0.35	0.70	3.85	0.35	0.00	0.00	1.75	36.01	100
2030	46.50	5.59	5.24	0.00	1.05	6.99	0.70	0.00	0.00	2.80	31.12	100
2100	50.00	4.55	2.45	0.00	1.40	10.84	0.35	0.00	0.00	3.15	27.27	100
2130	50.00	4.90	2.10	0.00	1.40	9.44	0.35	0.00	0.00	2.80	29.02	100
2200	46.85	4.20	1.40	0.00	1.40	9.44	0.35	0.00	0.00	2.80	33.57	100
2230	41.26	3.50	1.40	0.00	0.70	6.64	0.35	0.00	0.00	1.75	44.41	100
2300	23.78	0.35	1.05	0.00	0.70	3.15	0.00	0.00	0.00	2.10	68.88	100
2330	13.64	0.00	0.70	0.00	0.35	1.40	0.00	0.00	0.00	2.10	81.82	100
Tot. Avg.	6.79	1.93	1.07	0.13	0.30	1.79	0.11	0.00	0.00	1.02	86.86	
maximum	50.00	17.48	15.38	0.70	1.40	10.84	0.70	0.00	0.00	3.15	100.00	
std. dev.	15.25	3.13	2.45	0.21	0.45	2.62	0.18	0.00	0.00	0.82	21.30	
Band 1	0.06	0.61	0.00	0.15	0.12	0.23	0.00	0.00	0.00	0.67	98.16	
Band 2	0.95	1.77	0.90	0.22	0.15	1.97	0.12	0.00	0.00	1.12	92.78	
Band 3	28.99	5.69	3.62	0.13	1.02	5.21	0.32	0.00	0.00	2.13	52.89	

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

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

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0700	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0800	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0830	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0900	0.35	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.70	96.50	100
0930	0.70	1.05	0.70	0.00	0.35	0.00	0.00	0.00	0.00	1.05	96.15	100
1000	0.35	1.05	0.35	0.00	0.35	0.00	0.00	0.00	0.00	1.40	96.50	100
1030	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	1.05	97.20	100
1100	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	1.75	96.50	100
1130	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	2.45	96.15	100
NOON	1.40	1.75	0.35	0.00	0.00	0.70	0.00	0.00	0.35	2.45	93.01	100
1230	2.45	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	1.75	94.06	100
1300	3.15	1.05	0.35	0.00	0.00	1.05	0.00	0.00	0.00	2.45	91.96	100
1330	2.45	1.40	0.35	0.00	0.00	1.40	0.00	0.00	0.35	3.15	90.91	100
1400	4.90	4.20	0.35	0.00	0.00	2.80	0.35	0.00	0.35	3.85	83.22	100
1430	5.59	4.55	0.35	0.00	0.00	3.15	0.35	0.00	0.35	3.85	81.82	100
1500	5.94	4.90	0.35	0.00	0.35	3.85	0.35	0.00	0.35	4.90	79.02	100
1530	5.59	4.90	0.35	0.00	0.35	4.90	0.35	0.00	0.35	4.90	78.32	100
1600	5.59	5.24	1.05	0.00	0.35	4.55	0.35	0.00	0.00	5.24	77.62	100
1630	5.24	5.24	1.05	0.00	0.00	4.55	0.00	0.00	0.00	4.90	79.02	100
1700	4.90	5.59	0.70	0.00	0.00	3.85	0.00	0.00	0.00	4.55	80.42	100
1730	4.90	5.24	0.70	0.00	0.00	3.15	0.00	0.00	0.00	4.20	81.82	100
1800	5.59	3.85	0.35	0.00	0.35	3.85	0.00	0.00	0.00	4.20	81.82	100
1830	3.50	3.50	0.00	0.00	0.70	3.15	0.00	0.00	0.00	2.45	86.71	100
1900	2.80	4.90	0.00	0.00	1.05	2.45	0.00	0.00	0.00	4.55	84.27	100
1930	2.80	18.18	0.00	0.00	1.05	2.10	0.00	0.00	0.00	4.20	71.68	100
1945	3.50	11.19	11.54	0.00	0.70	2.45	0.00	0.00	0.00	3.50	67.13	100
2000	20.63	9.44	6.29	0.00	0.70	3.50	0.00	0.00	0.00	4.55	54.90	100
2030	12.94	6.64	4.90	0.00	1.75	6.29	0.00	0.00	0.00	5.94	61.54	100
2100	8.74	6.99	3.15	0.00	3.15	9.09	0.35	0.00	0.00	6.64	61.89	100
2130	6.64	6.64	2.10	0.00	2.45	8.74	0.35	0.00	0.00	6.29	66.78	100
2200	5.59	5.59	1.40	0.00	2.45	9.44	0.35	0.00	0.00	6.29	68.88	100
2230	4.90	4.20	1.40	0.00	1.40	8.39	0.35	0.00	0.00	4.55	74.83	100
2300	1.75	2.45	1.05	0.00	0.35	3.85	0.00	0.00	0.00	4.20	86.36	100
2330	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.00	0.00	2.80	93.71	100
Tot. Avg.	2.71	2.83	0.88	0.00	0.39	2.03	0.06	0.00	0.06	2.38	88.67	
maximum	20.63	18.18	11.54	0.00	3.15	9.44	0.35	0.00	0.35	6.64	100.00	
std. dev.	3.88	3.54	1.95	0.00	0.71	2.69	0.14	0.00	0.14	2.17	12.56	
Band 1	0.12	0.73	0.32	0.00	0.15	0.00	0.00	0.00	0.09	0.82	97.79	
Band 2	4.37	3.72	0.47	0.00	0.15	2.97	0.12	0.00	0.15	3.77	84.27	
Band 3	6.39	7.06	2.96	0.00	1.37	5.24	0.13	0.00	0.00	4.86	72.00	

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

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	ATELLIT	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0700	1.05	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35	97.90	100
0730	1.05	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
0800	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100
0830	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.90	100
0900	1.75	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.85	100
0930	4.90	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	93.36	100
1000	15.38	0.35	0.70	0.00	0.70	0.00	0.00	0.00	0.00	1.05	81.82	100
1030	20.28	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00	1.05	76.92	100
1100	26.92	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.40	70.28	100
1130	26.22	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00	1.05	71.33	100
NOON	20.63	1.40	0.00	0.00	0.00	0.70	0.00	0.00	0.00	2.10	75.17	100
1230	14.34	1.75	0.00	0.00	0.00	1.40	0.00	0.00	0.00	2.10	80.42	100
1300	8.04	2.10	0.00	0.00	0.00	1.05	0.00	0.00	0.00	2.45	86.36	100
1330	3.85	2.45	0.00	0.35	0.35	1.40	0.00	0.00	0.00	2.10	89.51	100
1400	3.50	2.80	0.35	0.00	1.40	2.45	0.00	0.00	0.00	2.10	87.41	100
1430	3.15	2.45	0.00	0.00	1.40	2.10	0.00	0.35	0.00	2.10	88.46	100
1500	3.15	2.45	0.35	0.00	2.45	3.50	0.00	0.35	0.00	3.85	83.92	100
1530	3.15	2.45	1.05	0.00	2.45	4.55	0.00	0.35	0.00	3.85	82.17	100
1600	2.80	2.80	0.35	0.00	1.40	4.90	0.00	0.00	0.00	4.55	83.22	100
1630	2.45	2.10	0.70	0.00	1.05	4.55	0.00	0.00	0.00	3.85	85.31	100
1700	2.10	2.80	1.40	0.00	1.05	5.24	0.00	0.00	0.00	4.90	82.52	100
1730	1.40	2.45	1.40	0.00	1.40	3.15	0.00	0.00	0.00	5.24	84.97	100
1800	1.75	2.10	1.05	0.35	1.75	3.85	0.00	0.00	0.00	6.99	82.17	100
1830	1.40	2.45	0.35	0.35	1.40	4.20	0.00	0.00	0.00	6.99	82.87	100
1900	2.80	4.90	0.35	0.35	1.40	4.55	0.00	0.00	0.00	5.59	80.07	100
1930	1.75	20.28	1.05	0.35	1.05	3.15	0.00	0.00	0.00	4.55	67.83	100
1945	2.10	12.94	13.99	0.35	1.05	2.80	0.00	0.00	0.00	4.55	62.24	100
2000	27.62	9.44	5.24	0.00	1.05	3.85	0.00	0.00	0.35	5.59	46.85	100
2030	25.17	12.59	5.59	0.00	1.40	6.29	0.00	0.00	0.35	8.04	40.56	100
2100	22.38	11.89	5.24	0.00	2.80	10.14	0.00	0.00	0.70	8.74	38.11	100
2130	20.28	9.09	4.90	0.00	3.15	8.74	0.00	0.00	0.35	7.69	45.80	100
2200	11.89	6.29	3.50	0.00	3.50	9.44	0.00	0.00	0.35	8.39	56.64	100
2230	4.90	5.24	3.50	0.00	2.80	11.19	0.35	0.00	0.35	6.29	65.38	100
2300	1.05	4.20	1.05	0.00	2.10	6.64	0.35	0.00	0.35	3.50	80.77	100
2330	0.35	1.05	0.70	0.00	0.70	3.15	0.00	0.00	0.00	1.40	92.66	100
Tot. Avg.	5.92	2.75	1.21	0.04	0.78	2.33	0.01	0.02	0.06	2.52	84.35	
maximum	27.62	20.28	13.99	0.35	3.50	11.19	0.35	0.35	0.70	8.74	100.00	
std. dev.	8.62	4.21	2.38	0.11	0.99	2.99	0.07	0.08	0.15	2.73	16.86	
Band 1	8.19	0.38	0.58	0.00	0.12	0.09	0.00	0.00	0.00	0.50	90.15	
Band 2	5.12	2.32	0.50	0.07	1.15	3.07	0.00	0.07	0.00	3.80	83.89	
Band 3	10.93	8.90	4.10	0.10	1.91	6.36	0.06	0.00	0.25	5.85	61.54	

**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 8.3: Time Band 1 - TV Audience Average Share
0600 HRS -NOON

	TVM	SUP 1	NET	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.32	0.23	0.35	0.00	0.06	0.20	0.09	0.09	0.00	0.44	98.22
Tuesday	0.09	0.26	0.06	0.06	0.12	0.29	0.09	0.00	0.00	0.79	98.25
Wednesday	0.26	0.93	0.26	0.12	0.09	0.41	0.15	0.00	0.00	0.84	96.94
Thursday	0.32	1.22	0.15	0.09	0.17	0.26	0.00	0.00	0.00	1.11	96.68
Friday	0.06	0.61	0.00	0.15	0.12	0.23	0.00	0.00	0.00	0.67	98.16
Saturday	0.12	0.73	0.32	0.00	0.15	0.00	0.00	0.00	0.09	0.82	97.79
Sunday	8.19	0.38	0.58	0.00	0.12	0.09	0.00	0.00	0.00	0.50	90.15
Daily Averag	1.34	0.62	0.25	0.06	0.12	0.21	0.05	0.01	0.01	0.74	96.60

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS

	TVM	SUP 1	NET	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	1.42	1.72	1.57	0.15	0.72	2.07	0.00	0.00	0.02	1.70	90.61
Tuesday	0.75	2.87	1.80	0.15	0.77	2.35	0.00	0.00	0.00	1.47	89.84
Wednesday	1.12	2.97	1.15	0.10	0.72	2.12	0.00	0.00	0.00	2.60	89.21
Thursday	0.97	2.17	1.40	0.17	0.67	2.45	0.25	0.00	0.00	2.80	89.11
Friday	0.95	1.77	0.90	0.22	0.15	1.97	0.12	0.00	0.00	1.12	92.78
Saturday	4.37	3.72	0.47	0.00	0.15	2.97	0.12	0.00	0.15	3.77	84.27
Sunday	5.12	2.32	0.50	0.07	1.15	3.07	0.00	0.07	0.00	3.80	83.89
Daily Averag	2.10	2.51	1.11	0.12	0.62	2.43	0.07	0.01	0.02	2.47	88.53

Table 8.5: Time Band 3 - TV Audience Average Share
1900 HRS - MIDNIGHT

	TVM	SUP 1	NET	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	7.91	8.93	9.63	0.22	2.10	7.50	0.35	0.00	0.06	4.80	58.49
Tuesday	7.31	7.53	3.31	0.06	1.49	7.88	0.76	3.85	0.00	3.94	63.86
Wednesday	13.10	7.63	4.29	0.00	1.75	6.83	0.29	0.22	0.16	4.74	61.00
Thursday	7.63	9.57	3.91	0.70	2.61	8.52	0.54	0.06	0.00	6.45	60.01
Friday	28.99	5.69	3.62	0.13	1.02	5.21	0.32	0.00	0.00	2.13	52.89
Saturday	6.39	7.06	2.96	0.00	1.37	5.24	0.13	0.00	0.00	4.86	72.00
Sunday	10.93	8.90	4.10	0.10	1.91	6.36	0.06	0.00	0.25	5.85	61.54
Daily Averag	11.75	7.90	4.55	0.17	1.75	6.79	0.35	0.59	0.07	4.68	61.40

**Table 8.6: Audience Share Summary by Time-Band
(2nd Quarter 2003)**

	Time Band 1 0600 hrs – 1200 hrs		Time Band 2 1200 hrs – 1900hrs		Time Band 3 1900 hrs – 2400 hrs	
	2002	2003	2002	2003	2002	2003
	%	%	%	%	%	%
TVM	32.0	39.3	11.1	18.3	31.5	30.4
Super 1 TV	5.5	18.2	15.0	21.9	20.5	20.5
NET	6.5	7.3	14.0	9.7	10.1	11.8
Smash TV	2.3	1.8	3.2	1.0	0.3	0.4
Channel 12	0.6	3.5	0.2	5.4	1.0	4.5
Channel 22	0.0	6.2	0.1	21.2	0.0	17.6
RAI	7.8	1.5	8.5	0.6	6.7	0.9
Mediaset	13.9	0.3	19.0	0.1	16.2	1.5
Other Italian	3.6	0.3	0.6	0.2	1.1	0.2
Satellite Stations	21.0	21.7	20.0	21.6	12.1	12.1

**Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(2nd Quarter 2003)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	40.2	18.2	30.4
Super 1 TV	17.0	21.8	20.5
NET	6.8	9.8	11.8
Smash TV	2.0	1.2	0.5
Channel 12	0.5	0.1	1.5
Channel 22	0.5	0.3	0.2
RAI	4.2	5.2	4.5
Mediaset	5.8	21.0	17.6
Other Italian	1.8	0.8	0.9
Satellite Stations*	21.2	21.4	12.1

**Note: Satellite stations can also be received via a dish antenna system.*

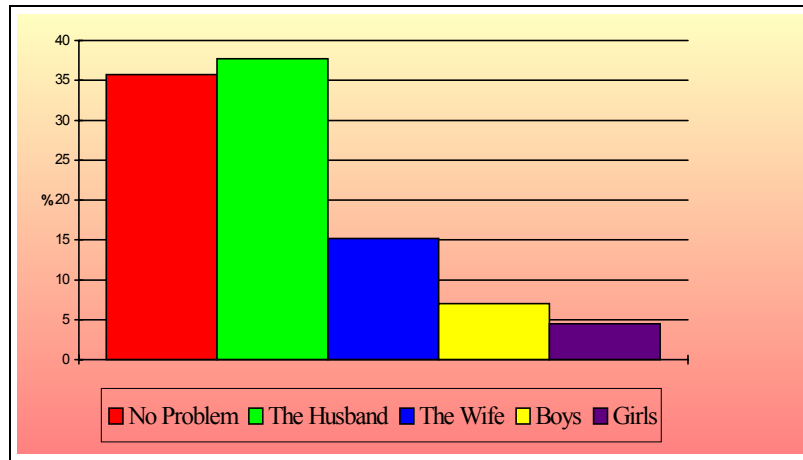


Figure 4.1: Who Decides which Channel is Selected in the Family

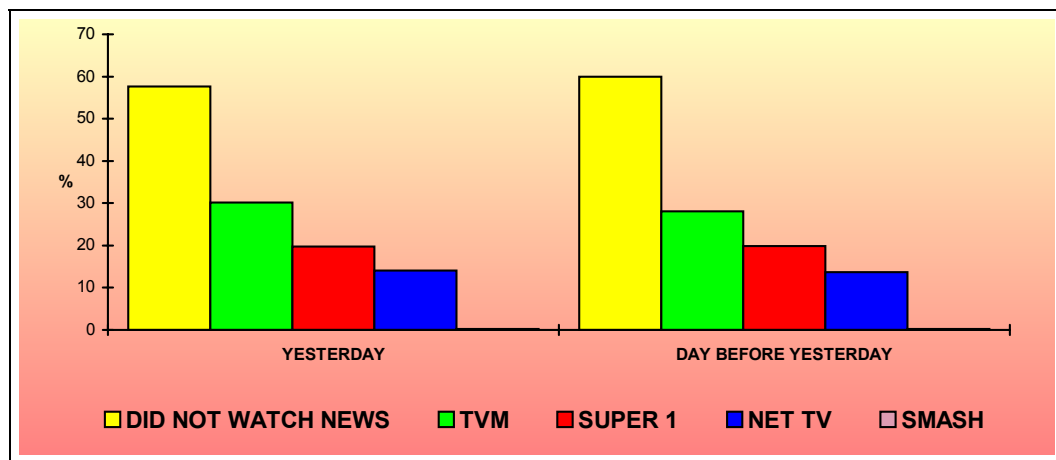


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

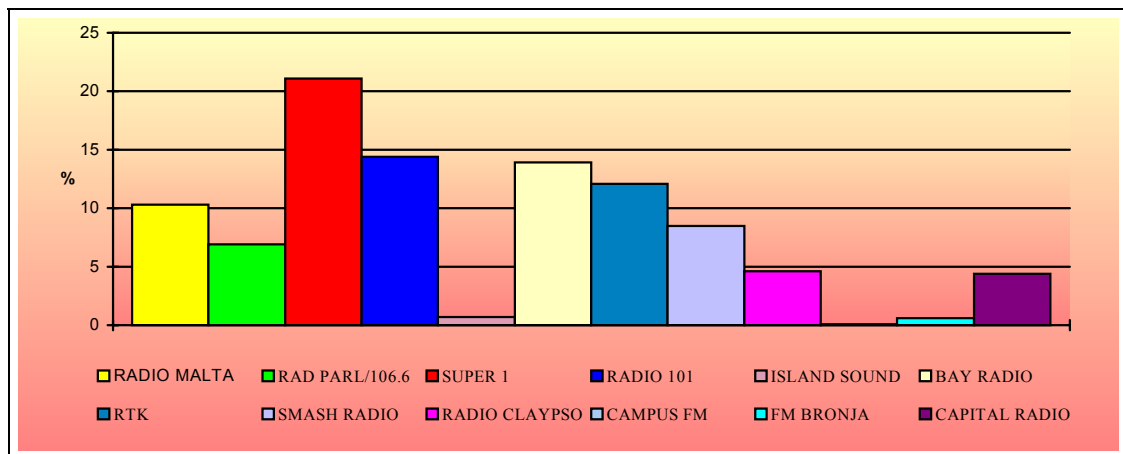


Fig 6.1: Overall Preference for 'Best Radio Station'

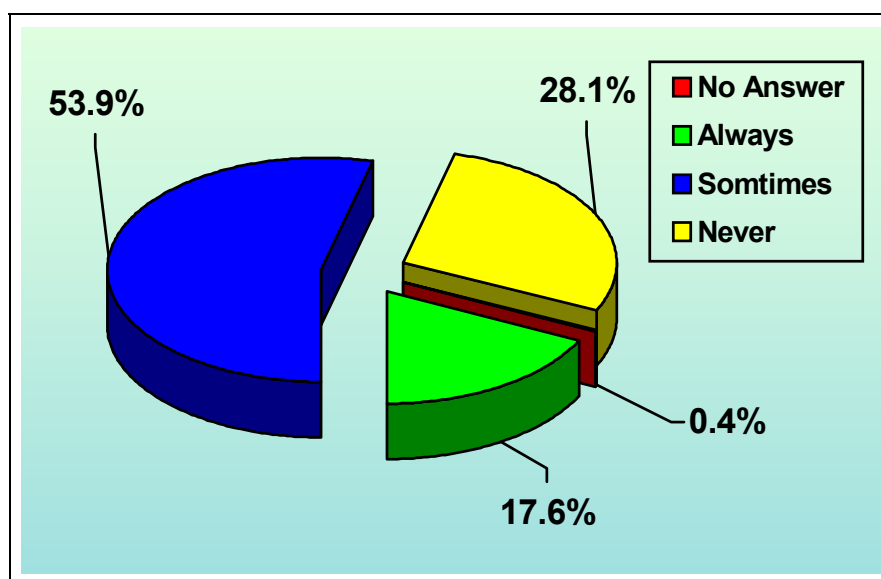


Fig 6.2: Extent of Interest in Political
2003 (2nd Quarter)

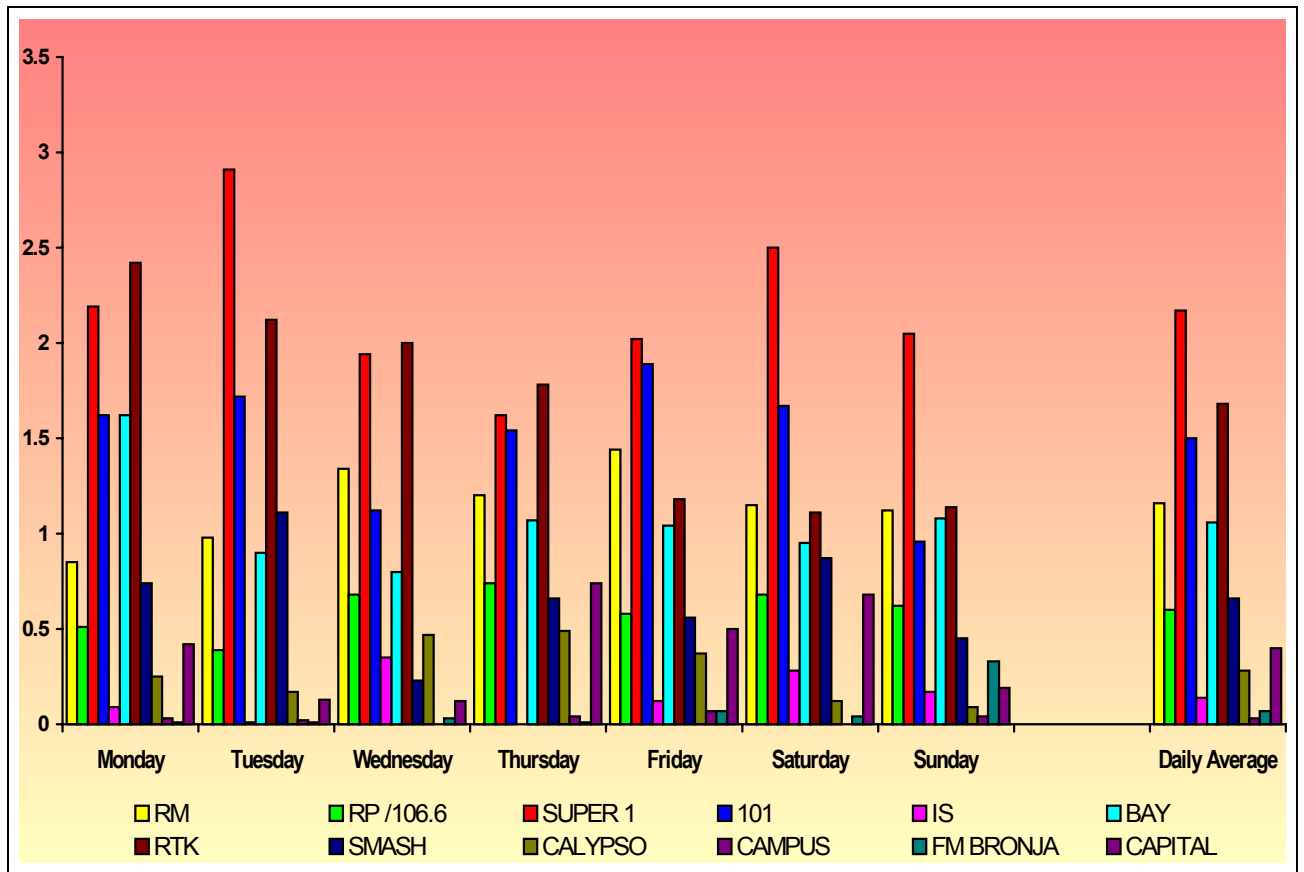


Figure 7.1: Daily Radio Average Audience Share 2nd Quarter 2003

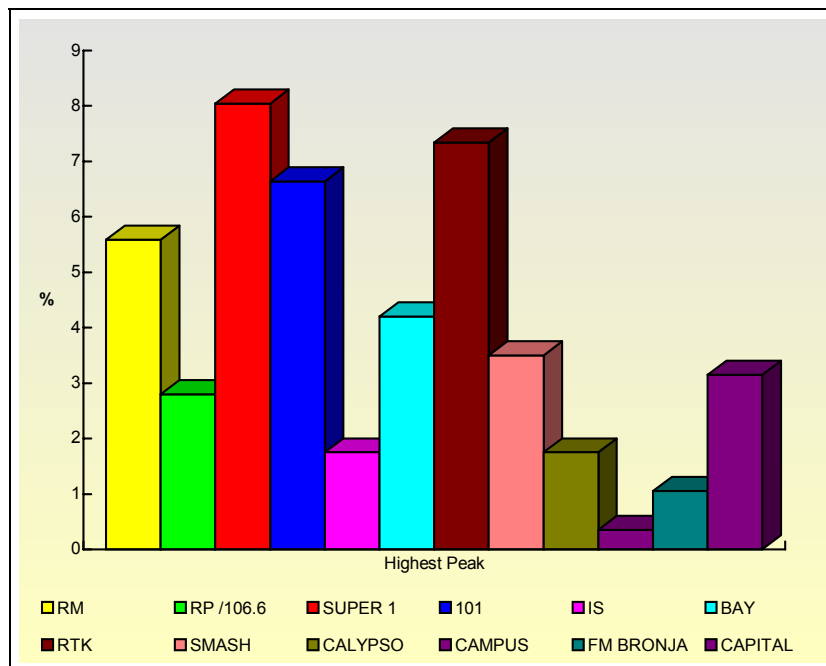


Figure 7.2: Highest Radio Station Peak Audience Share – 2nd Quarter 2003

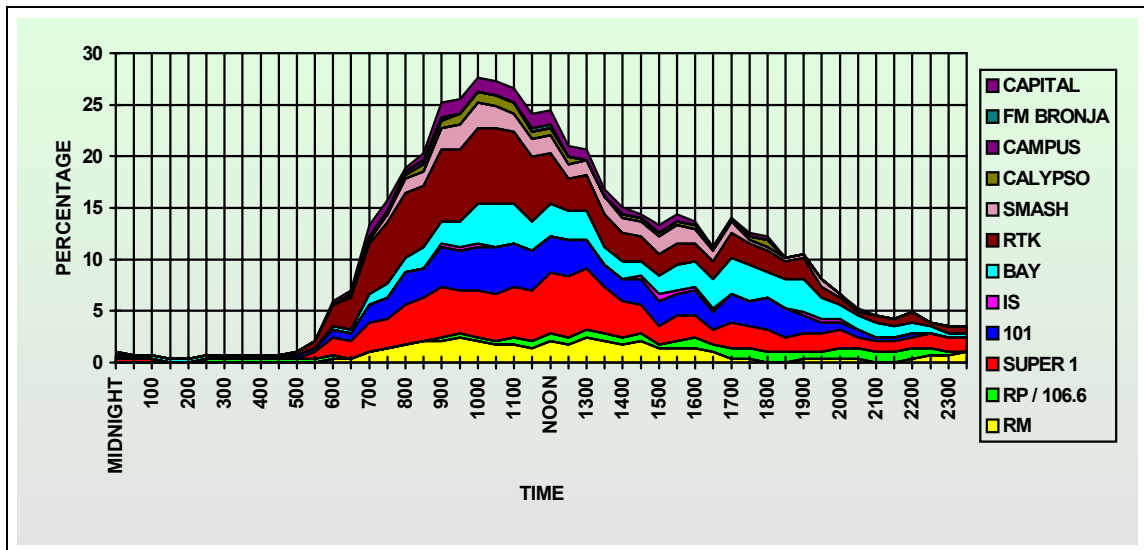


Fig 7.3: Radio Audiences - Monday

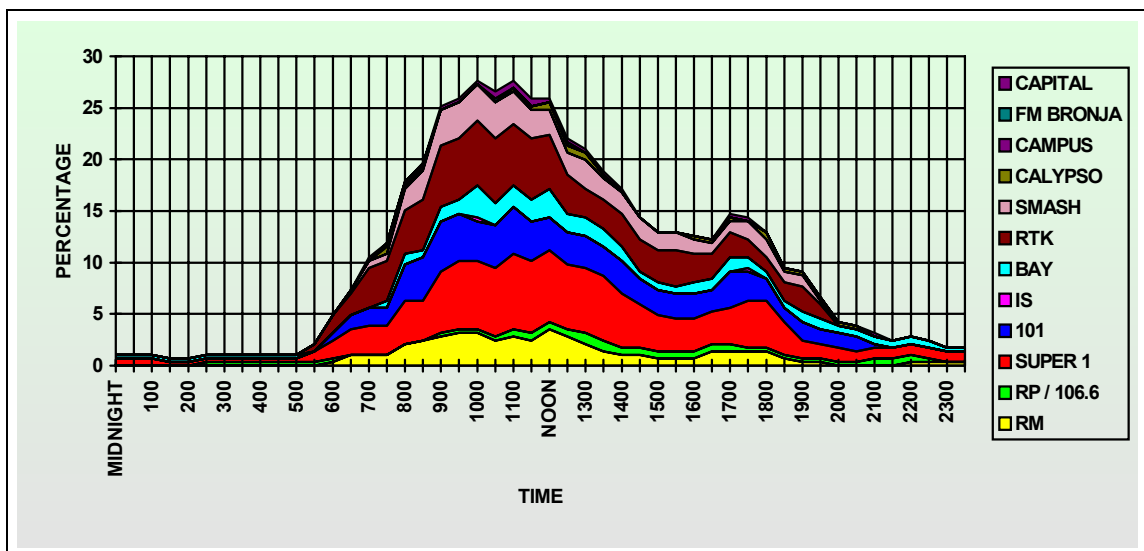


Fig 7.4: Radio Audiences – Tuesday

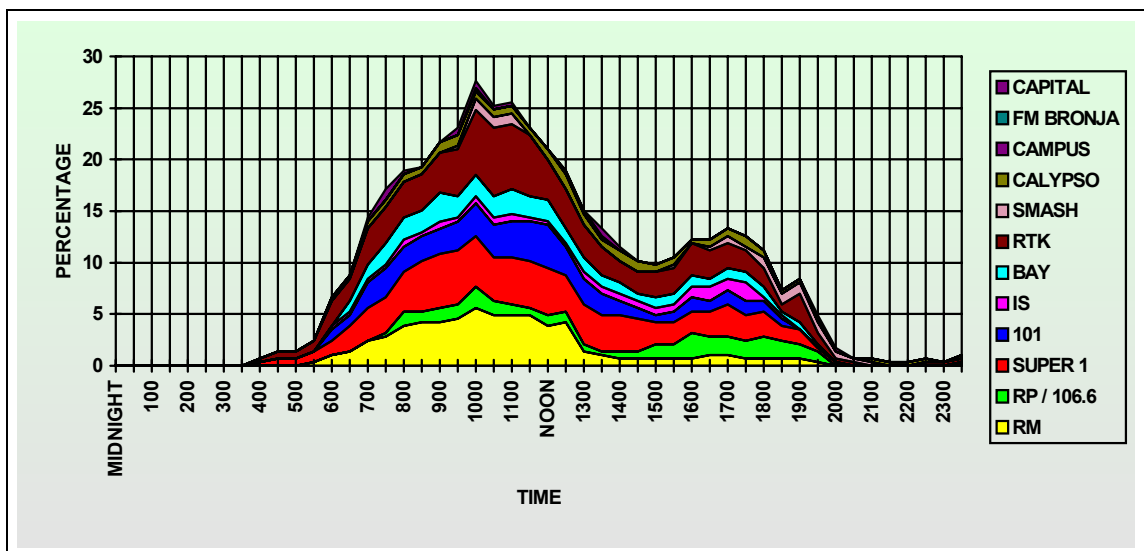


Fig 7.5: Radio Audiences - Wednesday

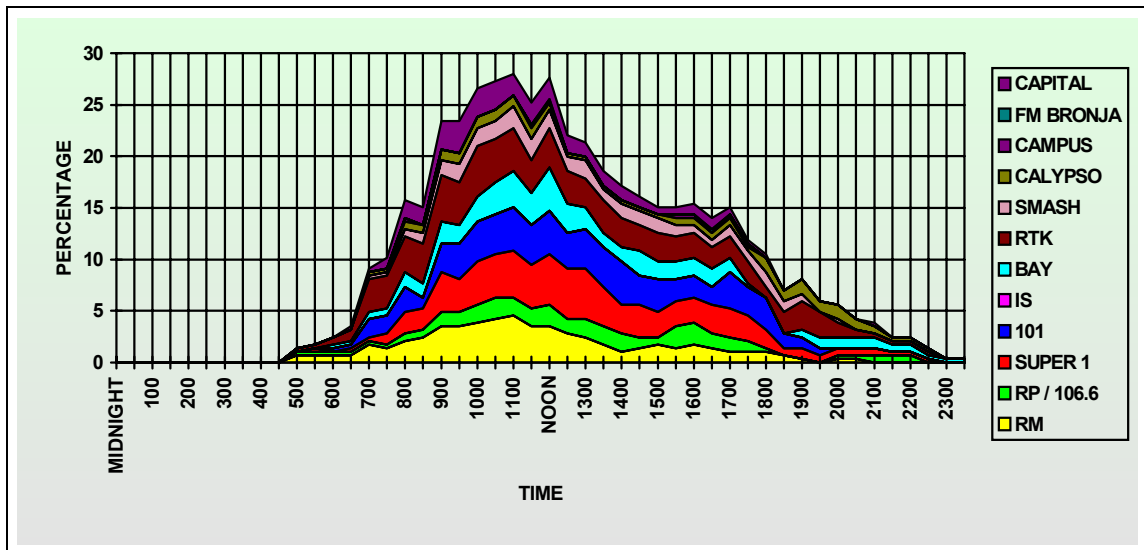


Fig 7.6: Radio Audiences - Thursday

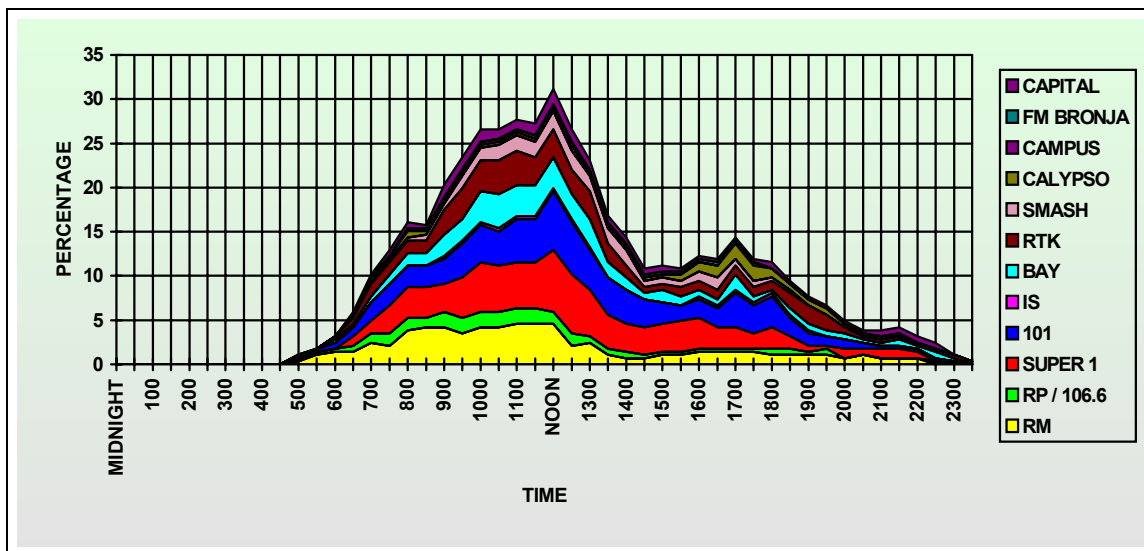


Fig 7.7: Radio Audiences – Friday

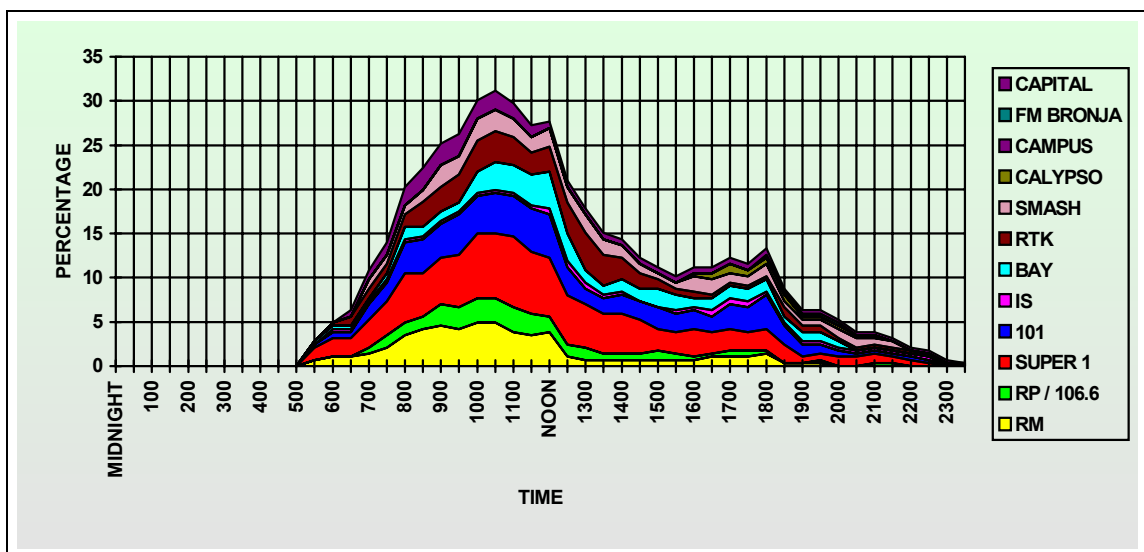


Fig 7.8: Radio Audiences - Saturday

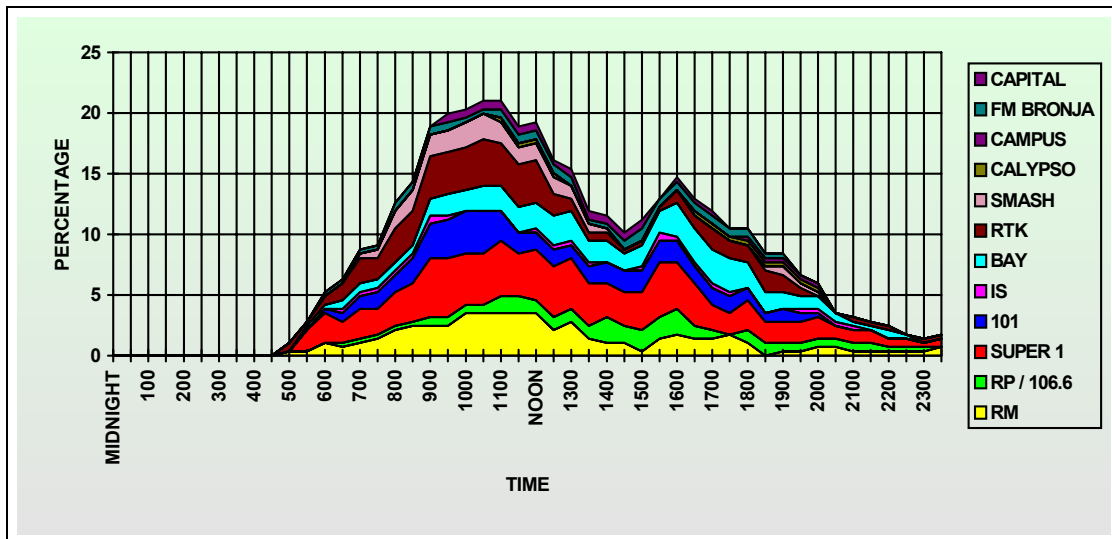


Fig 7.9: Radio Audiences - Sunday

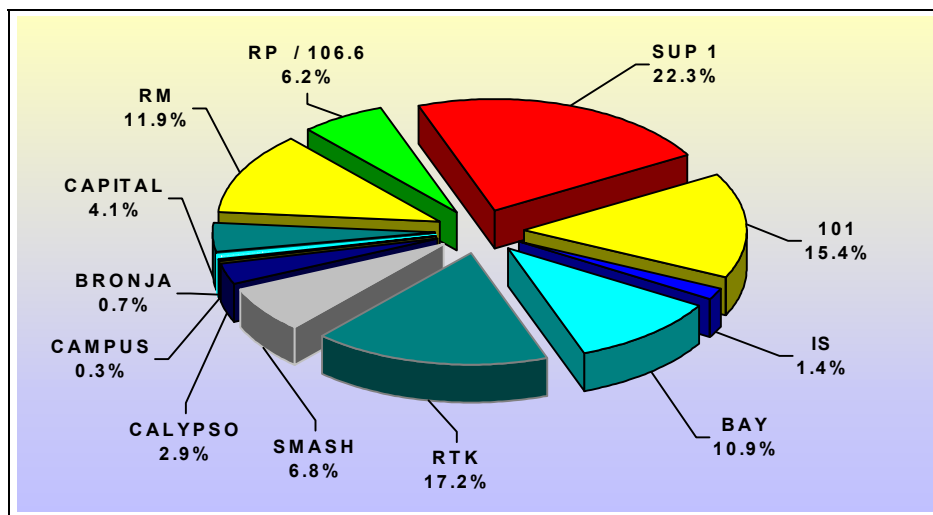


Fig. 7.10: Daily Average Audience Radio Levels - 2nd Quarter 2003
(Basis: All Available Time-Slots)

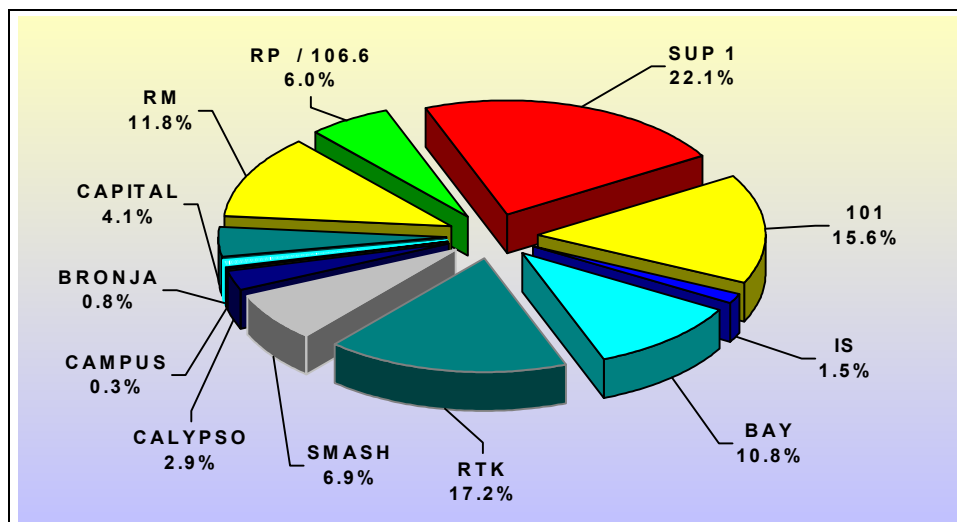


Fig. 7.11: Daily Average Audience Radio Levels – 2nd Quarter 2003
(6 a.m. - Midnight)

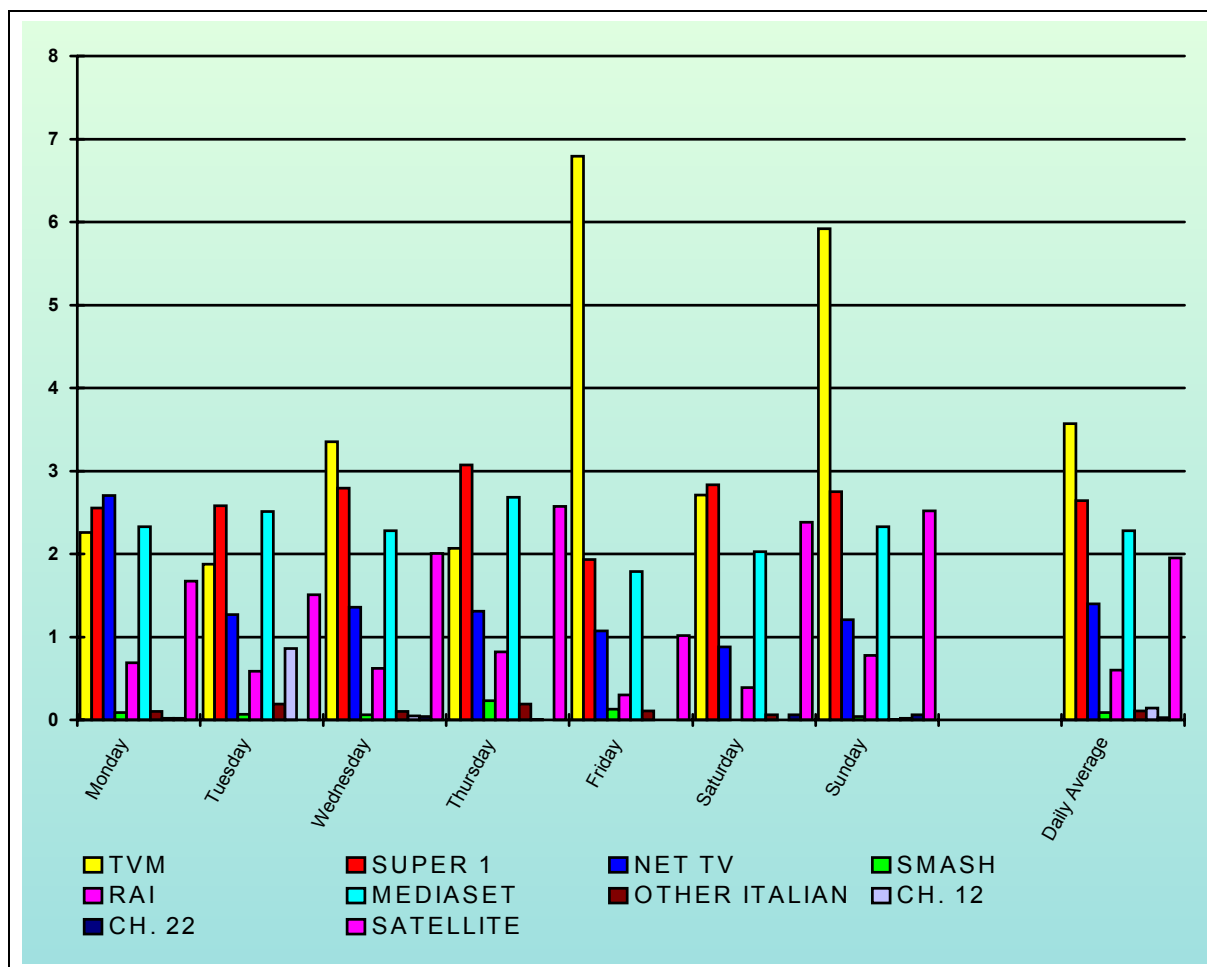


Figure 8.1: Daily TV Average Audience Share: 2nd Quarter 2003
All Available Slots

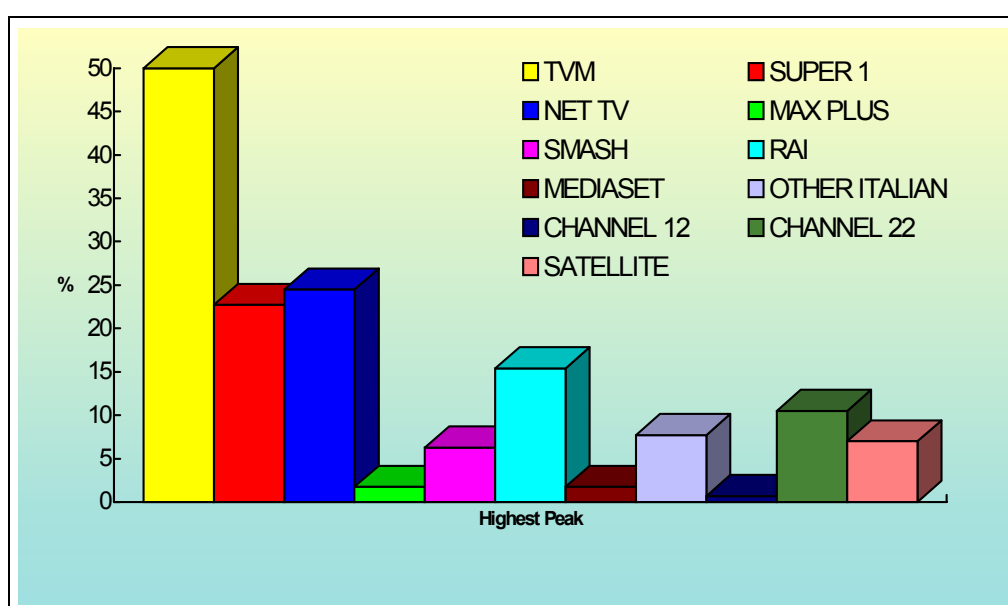


Figure 8.2: Highest TV Channel Peak Audience Share: 2nd Quarter 2003

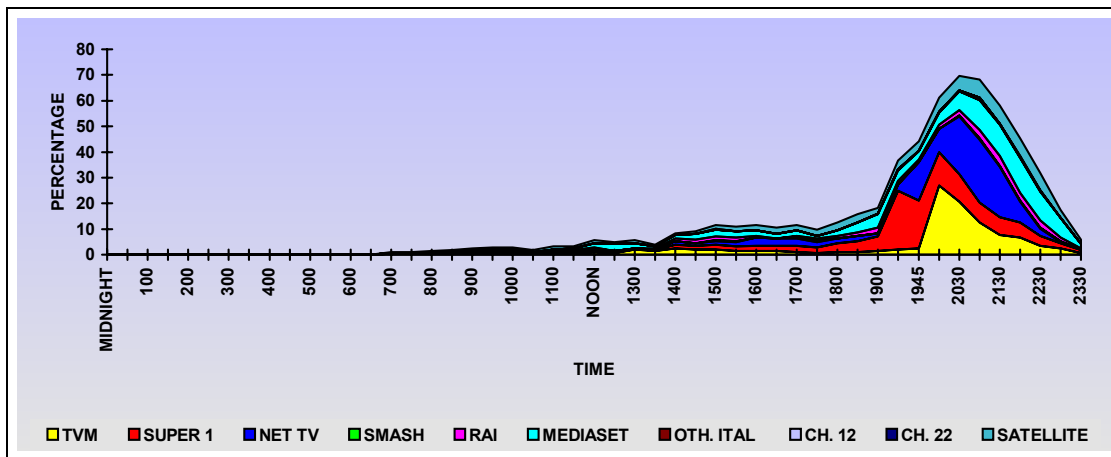


Fig 8.3: TV Audience Shares: Monday

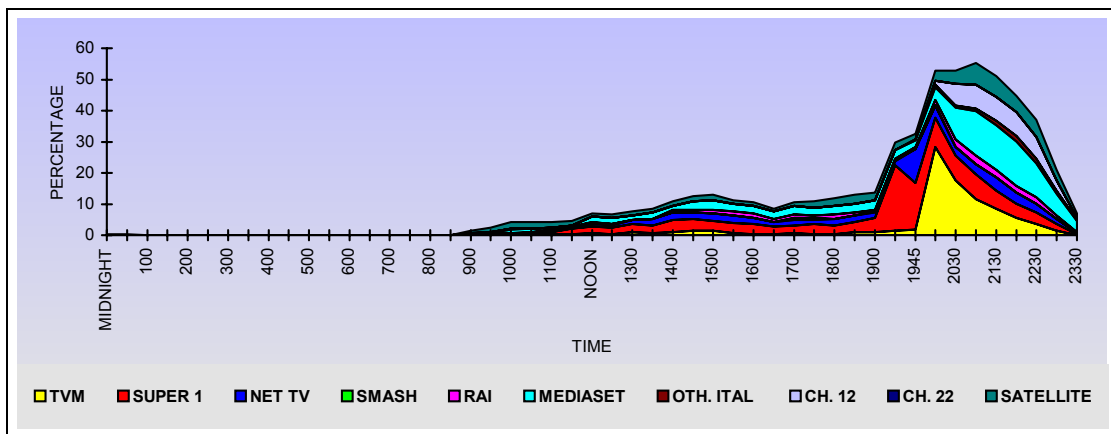


Fig 8.4: TV Audience Shares: Tuesday

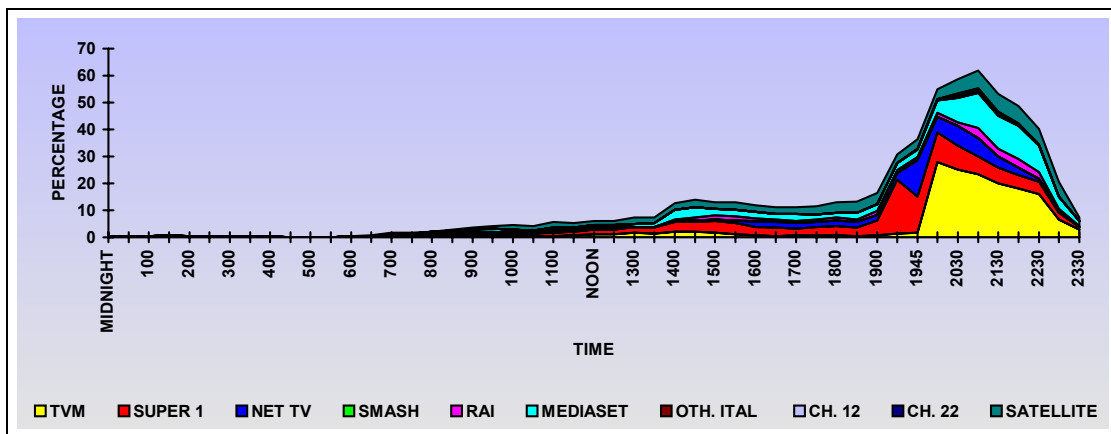


Fig 8.5: TV Audience Shares: Wednesday

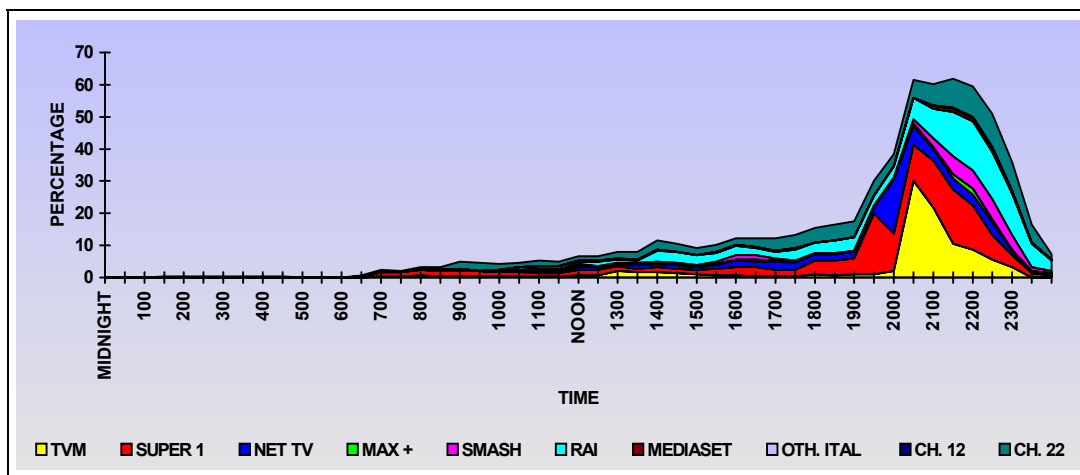


Fig 8.6: TV Audience Shares: Thursday

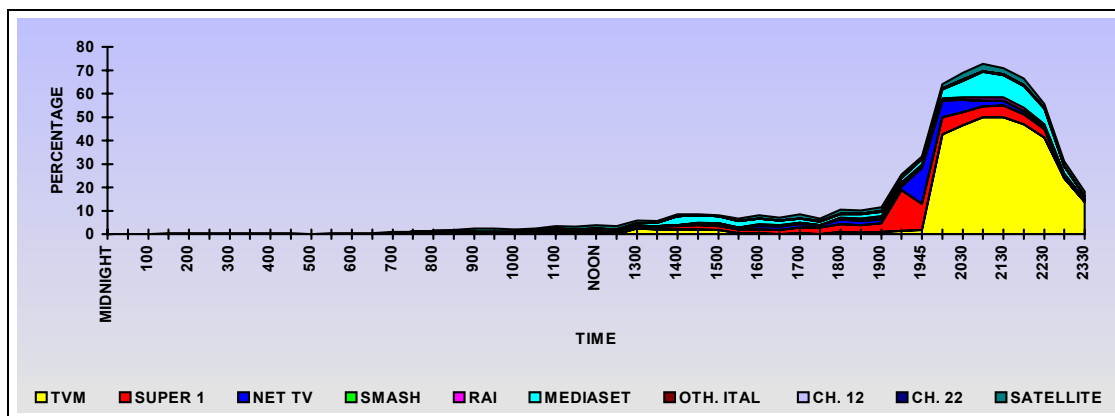


Fig 8.7: TV Audience Shares: Friday

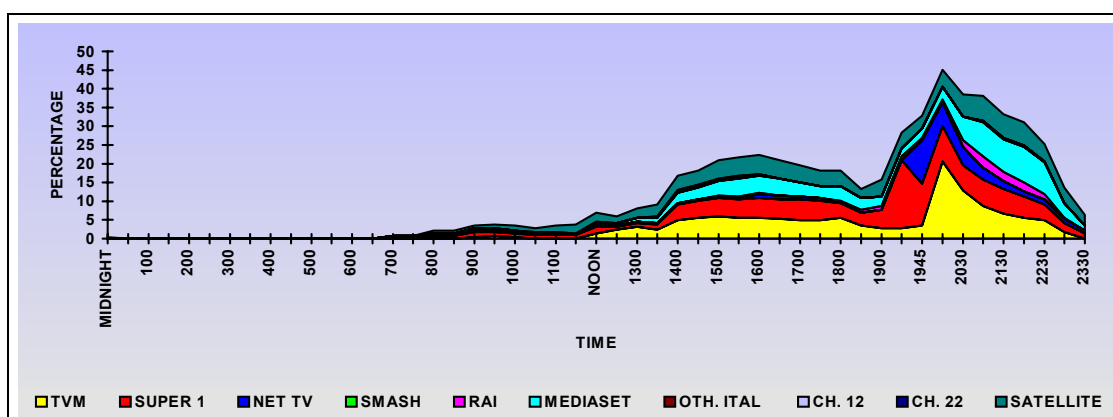


Fig 8.8: TV Audience Shares: Saturday

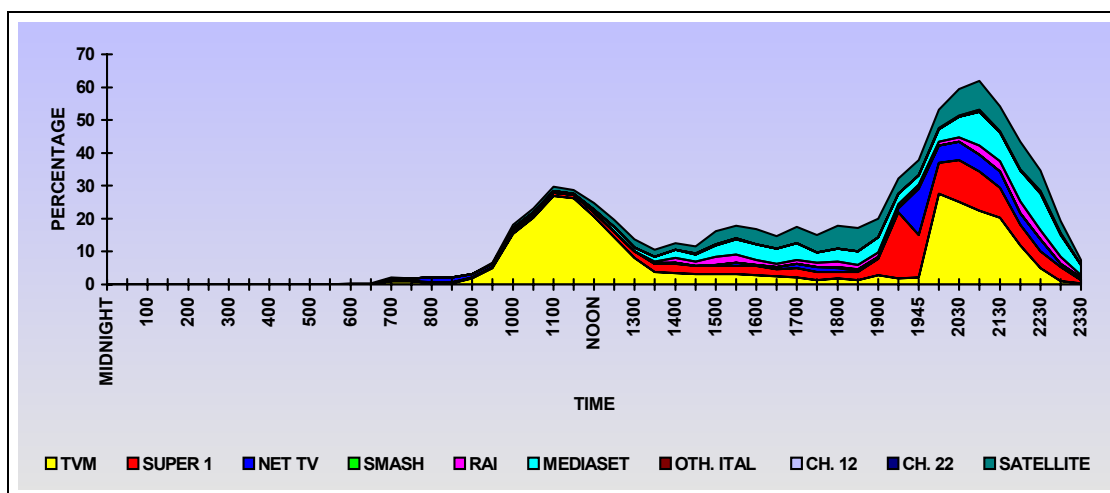


Fig 8.9: TV Audience Shares: Sunday

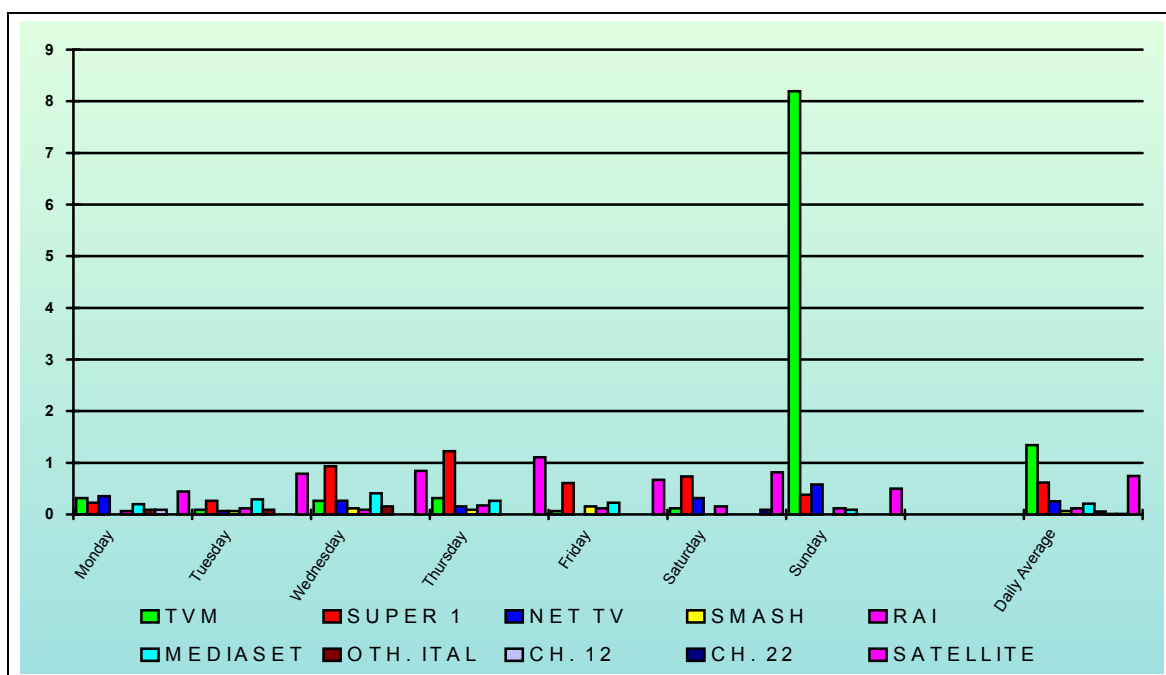


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 2nd Quarter 2003
0600 HRS -NOON

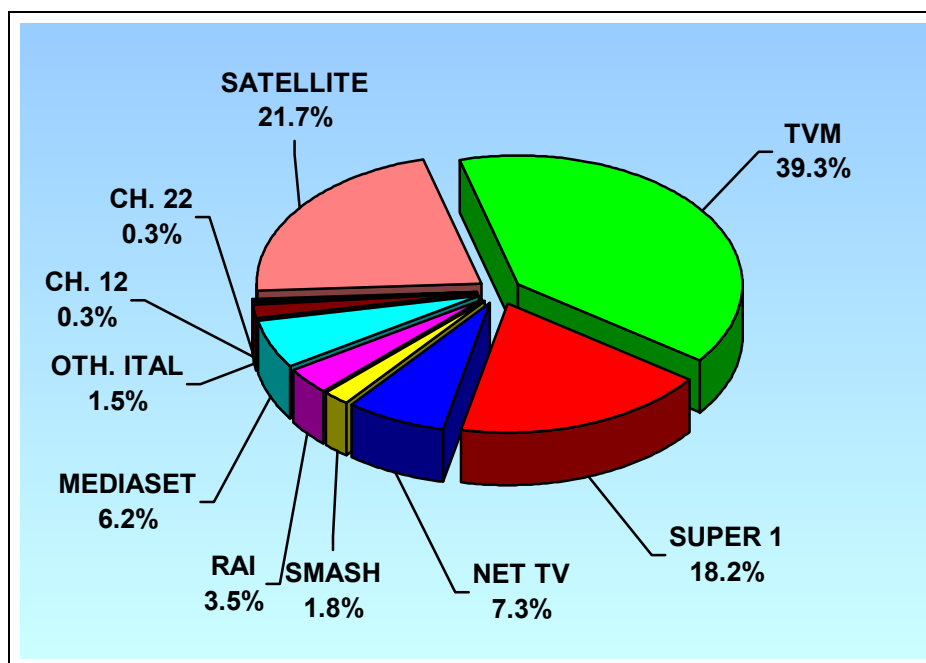


Fig. 8.11: Time Band 1: TV Average Audience Share – 2nd Quarter 2003
0600 HRS -NOON

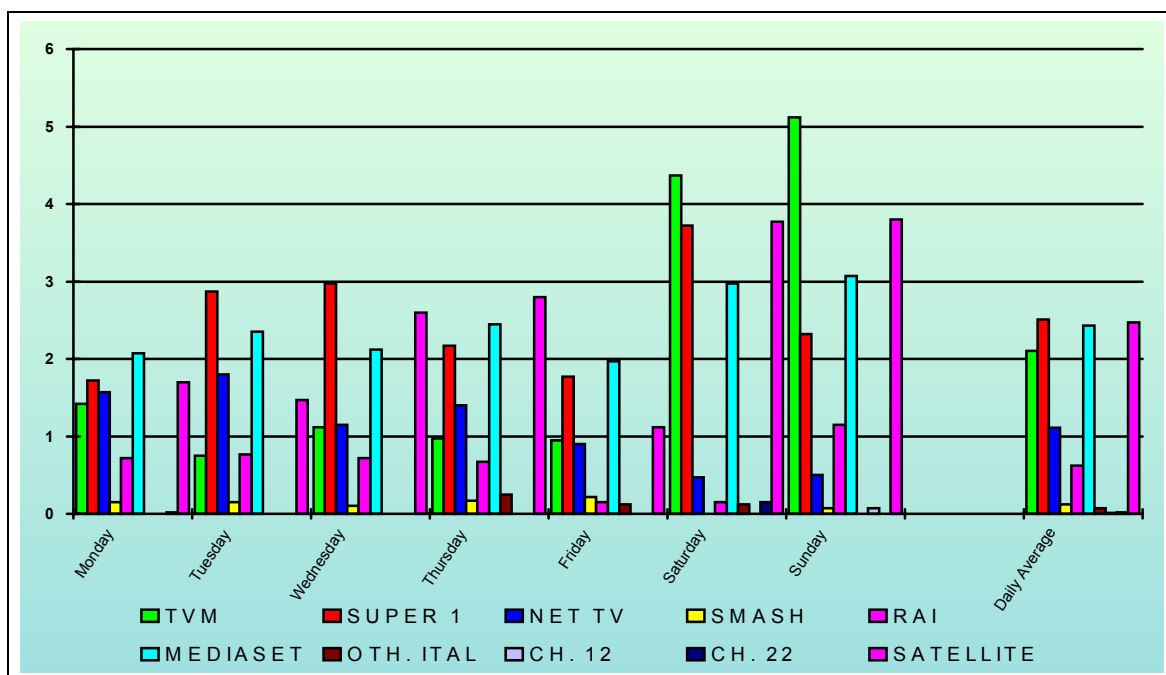


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 2nd Quarter 2003
NOON - 1900 HRS

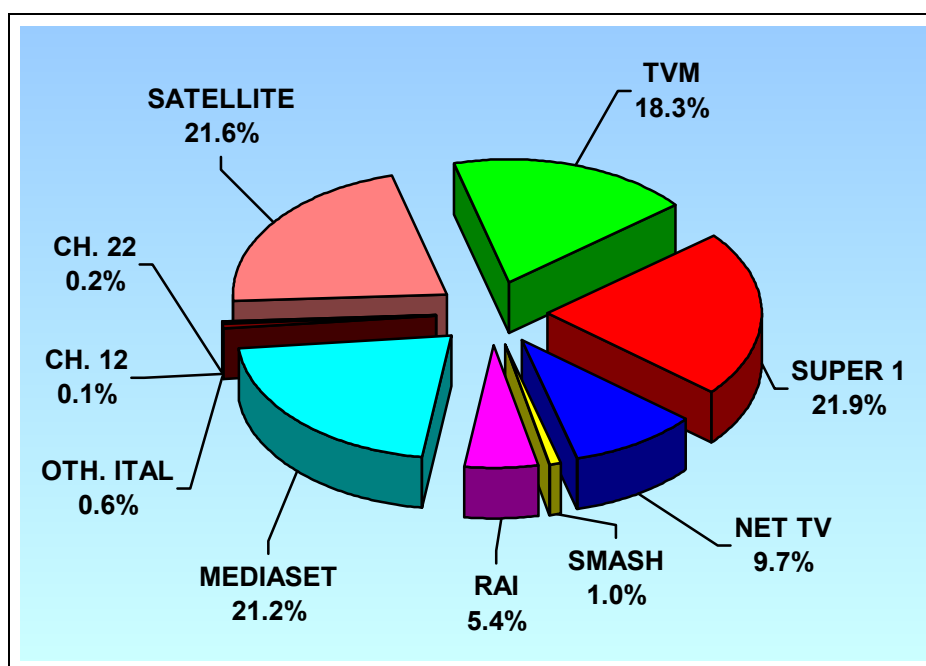


Fig. 8.13: Time Band 2: TV Average Audience Share – 2nd Quarter 2003
NOON - 1900 HRS

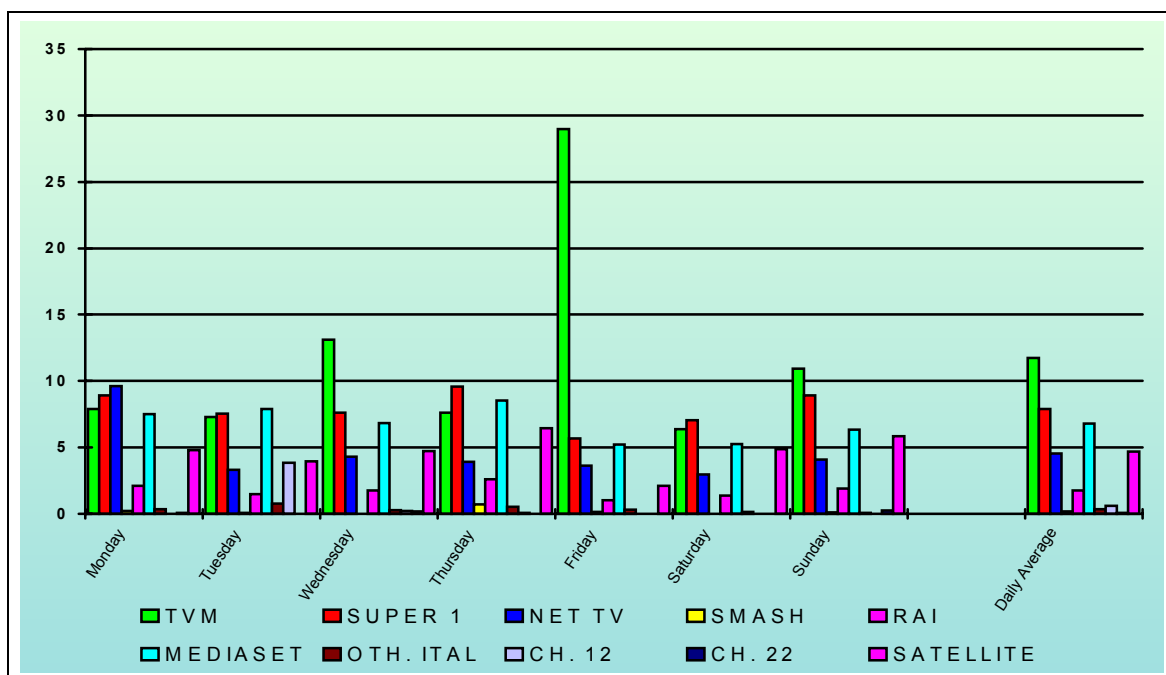


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 2nd Quarter 2003
1900 HRS – MIDNIGHT

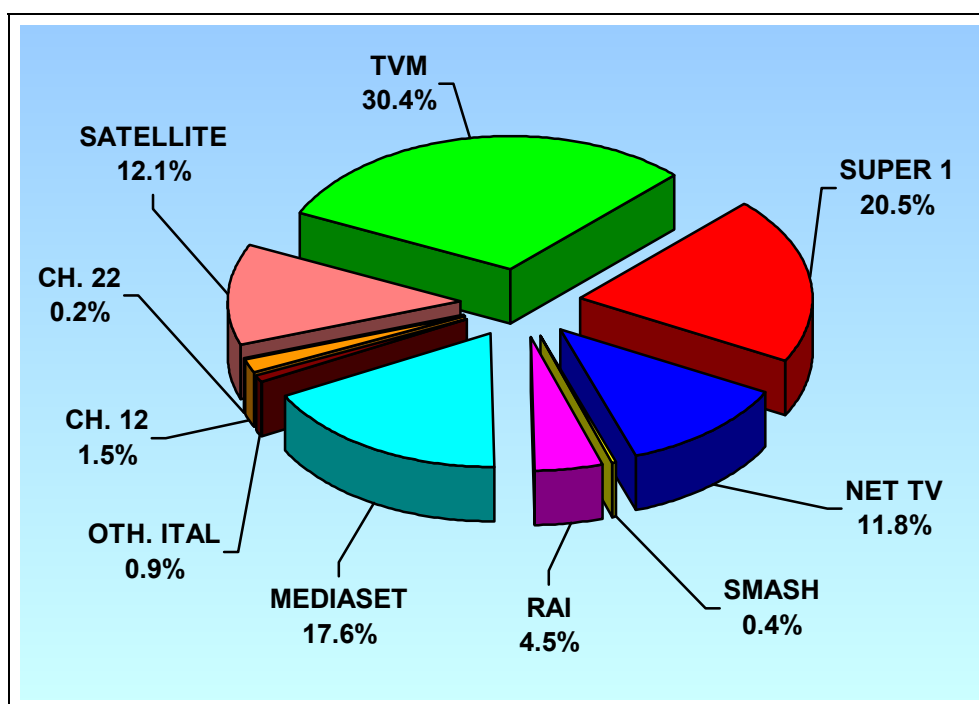


Fig. 8.15: Time Band 3: TV Average Audience Share – 2nd Quarter 2003
1900 HRS – MIDNIGHT

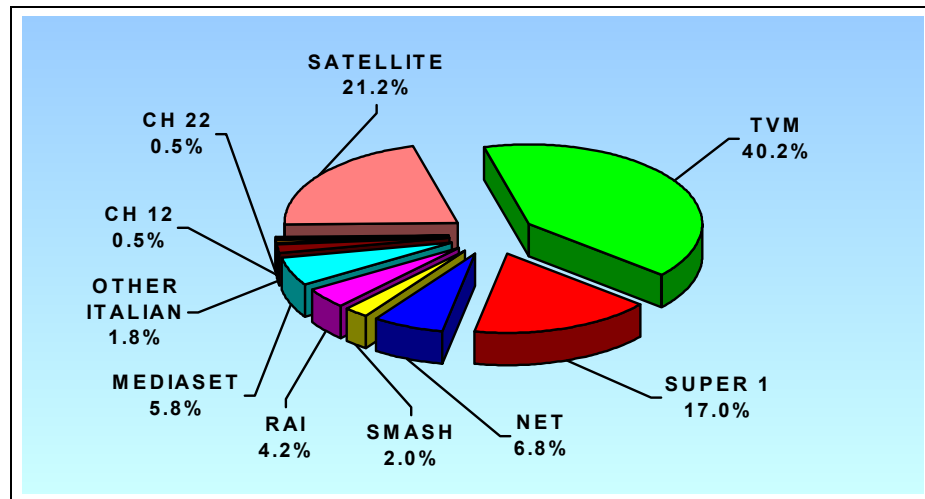


Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs - Noon

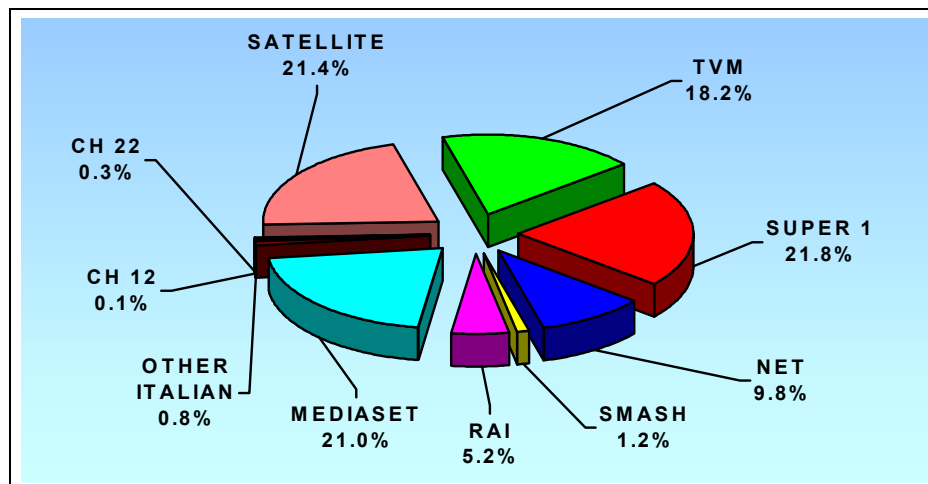


Figure AC2: Cable Network Only, Time-Band 2: Noon - 1900 hrs

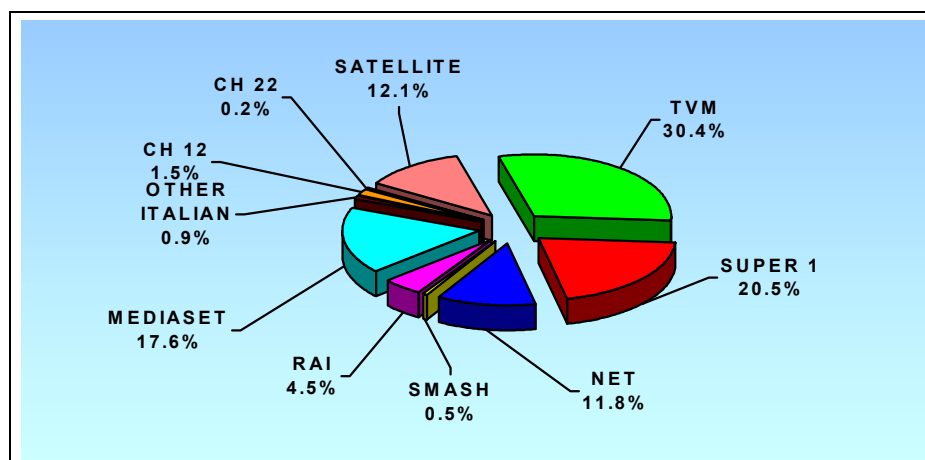


Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs - Midnight