

A Report

on A Study of

TV and Radio Audiences in Malta

(Part II – Tables & Figures)

prepared for the

Broadcasting Authority

by

Mario Vassallo

B.A., Lic.D., D.Phil. (Oxon.)

Brazilia Court 4,
Tunnara Promenade,
Mellieha.

Tel: 2146 6841

Fax: 2152 2227

November 2003

LIST OF TABLES

Table 3.1-2	Sample Profile by Gender
Table 4.1	Who Listens to Radio
Table 4.2	Average Number of Hours Radio is Listened to
Table 4.3	Where do People Listen to the Radio
Table 4.4:	Who watches TV
Table 4.5	Average Number of Hours TV is Watched
Table 4.6	Where in the House is TV viewed
Table 4.7	Means of TV Signal Reception
Table 4.8	Cable TV Facility
Table 4.9	Who is the Most Influential Person in the Family on which Channel is Chosen
Table 5.1	Preferred Source for News on Malta
Table 5.2	Preferred Source for Foreign News
Table 5.3	Preferred Time for Main Evening News Bulletin
Table 5.4	On Which TV Station/s News was followed on the Day Prior to Interview
Table 5.5	On Which TV Station/s News was followed Two Days Prior to Interview
Table 6.1	General Preferences for Radio Programme Sectors (2002-2003)
Table 6.2	General Preferences for TV Programme Sectors (2002-2003)
Table 6.3-1.1	Radio Station Preferences for Different Programme Sectors: 4th Quarter 2003
Table 6.3-1.2	Radio Station Preferences for Different Programme Sectors: 4th Quarter 2003
Table 6.3-1	Radio Station Comparison on a Set of Six Programme Sectors
Table 6.3-2	Radio Station Comparison on a Set of Seven Programme Sectors
Table 6.4	Overall Preference for Best Radio Station
Table 6.5-1.1	TV Channel Preferences for Different Programme Sectors: 4th Quarter 2002
Table 6.5-1.2	TV Channel Preferences for Different Programme Sectors: 4th Quarter 2003
Table 6.5-1	TV Station Comparison on a Set of Six Programme Sectors
Table 6.5-2	TV Station Comparison on a Set of Six Programme Sectors
Table 6.5-3	TV Station Comparison on a Set of Five Programme Sectors
Table 6.6	Interest in Broadcasting Authority Political Programmes
Table 6.7	Suggestions for New Radio Programmes
Table 6.8	Suggestions for New TV Programmes
Table 7.1	Daily Average Audience Levels – Radio: 4th Quarter 2003 (<i>All available Time Slots</i>)
Table 7.2	Daily Peak Radio Audience Share: 4th Quarter 2003
Table 7.3	Weekly Average Audience Levels : 4th Quarter 2002 & 2003 (<i>All available Time Slots</i>)
Table 7.4	Weekly Average Audience Levels : 4th Quarter 2002 & 2003 (<i>6.00 a.m. - Midnight</i>)
Table R1	Radio Listenership: Monday
Table R2	Radio Listenership: Tuesday
Table R3	Radio Listenership: Wednesday
Table R4	Radio Listenership: Thursday
Table R5	Radio Listenership: Friday
Table R6	Radio Listenership: Saturday
Table R7	Radio Listenership: Sunday
Table 8.1	TV Audience Average Share: 4th Quarter 2003 (<i>All available Time Slots</i>)
Table 8.2	Daily Peak TV Audience Share: 4th Quarter 2003
Table T1	TV Viewing: Monday
Table T2	TV Viewing: Tuesday
Table T3	TV Viewing: Wednesday
Table T4	TV Viewing: Thursday
Table T5	TV Viewing: Friday
Table T6	TV Viewing: Saturday
Table T7	TV Viewing: Sunday
Table 8.3	TV Average Audience Share – Time Band 1: 0600 hrs – Noon
Table 8.4	TV Average Audience Share – Time Band 2: Noon – 1900 hrs
Table 8.5	TV Average Audience Share – Time Band 3: 1900 hrs – Midnight
Table 8.6	Audience Share Summary by Time Band: 4th Quarter 2003
Table AC-2	Audience Share Summary by Time Band – Cable Network Only: 4th Quarter 2003

LIST OF FIGURES

Fig. 4.1:	Who Decides on 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 Preferences for 'Best Radio Station'
Fig. 6.2:	Extent of Interest in Political Broadcasts: 4th Quarter, 2003
Fig. 7.1:	Daily Radio Average Audience Share: 4th Quarter, 2003
Fig. 7.2:	Highest Radio Station Peak Audience Share: 4th 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 - All available slots: : 4th Quarter, 2003
Fig. 7.11:	Daily Average Audience Radio Levels: 2001 & 2002 – 0600 hrs – Midnight: 4th Quarter, 2003
Fig. 8.1:	Daily TV Average Audience Share - All available slots: 4th Quarter, 2003
Fig. 8.2:	Highest TV Channel Peak Audience Share: 4th 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 – 0600 Hrs – Noon: 4th Quarter, 2003
Fig. 8.11:	Time Band 1: TV Average Audience Share – 0600 Hrs – Noon: 4th Quarter, 2003
Fig. 8.12:	Time Band 2: Daily Average Audience TV Levels – Noon - 1900 Hrs: 4th Quarter, 2003
Fig. 8.13:	Time Band 2: Daily Average Audience TV Levels – Noon - 1900 Hrs: 4th Quarter, 2003
Fig. 8.13:	Time Band 2: TV Average Audience Share – Noon - 1900 Hrs: 4th Quarter, 2003
Fig. 8.14:	Time Band 3: Daily Average Audience TV Levels – 1900 Hrs – Midnight: 4th Quarter, 2003
Fig. 8.15:	Time Band 3: TV Average Audience Share – 1900 Hrs – Midnight: 4th Quarter, 2003
Fig. 8.15:	Time Band 3: TV Average Audience Share – 1900 Hrs – Midnight
Fig AC1:	Time Band 1 – Cable Network Only
Fig AC2:	Time Band 2 – Cable Network Only
Fig AC3:	Time Band 3 – Cable Network Only

TABLE 3.1-2: SAMPLE PROFILE
- 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	147	296	249	309	12	203	576	91	119
AGE GROUP												
12 - 17.....	112	56	56	21	31	34	26	0	2	102	4	4
.....	11.2%	11.4%	11.0%	14.3%	10.5%	13.7%	8.4%	.0%	1.0%	17.7%	4.4%	3.4%
.....	100%	50.0%	50.0%	18.8%	27.7%	30.4%	23.2%	.0%	1.8%	91.1%	3.6%	3.6%
18 - 30.....	209	104	105	28	87	42	52	0	2	130	24	53
.....	20.9%	21.2%	20.5%	19.0%	29.4%	16.9%	16.8%	.0%	1.0%	22.6%	26.4%	44.5%
.....	100%	49.8%	50.2%	13.4%	41.6%	20.1%	24.9%	.0%	1.0%	62.2%	11.5%	25.4%
31 - 50.....	372	183	189	48	94	105	125	1	59	227	49	36
.....	37.2%	37.3%	37.0%	32.7%	31.8%	42.2%	40.5%	8.3%	29.1%	39.4%	53.8%	30.3%
.....	100%	49.2%	50.8%	12.9%	25.3%	28.2%	33.6%	.3%	15.9%	61.0%	13.2%	9.7%
51 - 65.....	182	91	91	29	49	40	64	1	73	81	11	16
.....	18.2%	18.6%	17.8%	19.7%	16.6%	16.1%	20.7%	8.3%	36.0%	14.1%	12.1%	13.4%
.....	100%	50.0%	50.0%	15.9%	26.9%	22.0%	35.2%	.5%	40.1%	44.5%	6.0%	8.8%
OVER 65.....	126	56	70	21	35	28	42	10	67	36	3	10
.....	12.6%	11.4%	13.7%	14.3%	11.8%	11.2%	13.6%	83.3%	33.0%	6.3%	3.3%	8.4%
.....	100%	44.4%	55.6%	16.7%	27.8%	22.2%	33.3%	7.9%	53.2%	28.6%	2.4%	7.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	209	372	182	126	147	296	249	309
K3												
LISTEN TO THE RADIO..	764	384	380	73	170	277	137	107	107	238	192	227
.....	76.3%	78.4%	74.4%	65.2%	81.3%	74.5%	75.3%	84.9%	72.8%	80.4%	77.1%	73.5%
.....	100%	50.3%	49.7%	9.6%	22.3%	36.3%	17.9%	14.0%	14.0%	31.2%	25.1%	29.7%
DO NOT LISTEN TO THE												
RADIO.....	237	106	131	39	39	95	45	19	40	58	57	82
.....	23.7%	21.6%	25.6%	34.8%	18.7%	25.5%	24.7%	15.1%	27.2%	19.6%	22.9%	26.5%
.....	100%	44.7%	55.3%	16.5%	16.5%	40.1%	19.0%	8.0%	16.9%	24.5%	24.1%	34.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	764	384	380	73	170	277	137	107	107	238	192	227
VARIES CONSIDERABLY..	5	1	4	0	0	3	1	1	1	1	1	2
.....	.7%	.3%	1.1%	.0%	.0%	1.1%	.7%	.9%	.9%	.4%	.5%	.9%
.....	100%	20.0%	80.0%	.0%	.0%	60.0%	20.0%	20.0%	20.0%	20.0%	20.0%	40.0%
ONE.....	253	146	107	45	61	85	42	20	55	86	60	52
.....	33.1%	38.0%	28.2%	61.6%	35.9%	30.7%	30.7%	18.7%	51.4%	36.1%	31.3%	22.9%
.....	100%	57.7%	42.3%	17.8%	24.1%	33.6%	16.6%	7.9%	21.7%	34.0%	23.7%	20.6%
TWO.....	127	61	66	10	29	52	20	16	16	40	24	47
.....	16.6%	15.9%	17.4%	13.7%	17.1%	18.8%	14.6%	15.0%	15.0%	16.8%	12.5%	20.7%
.....	100%	48.0%	52.0%	7.9%	22.8%	40.9%	15.7%	12.6%	12.6%	31.5%	18.9%	37.0%
THREE.....	96	39	57	8	20	29	21	18	15	29	19	33
.....	12.6%	10.2%	15.0%	11.0%	11.8%	10.5%	15.3%	16.8%	14.0%	12.2%	9.9%	14.5%
.....	100%	40.6%	59.4%	8.3%	20.8%	30.2%	21.9%	18.8%	15.6%	30.2%	19.8%	34.4%
FOUR.....	87	46	41	4	17	33	18	15	11	28	21	27
.....	11.4%	12.0%	10.8%	5.5%	10.0%	11.9%	13.1%	14.0%	10.3%	11.8%	10.9%	11.9%
.....	100%	52.9%	47.1%	4.6%	19.5%	37.9%	20.7%	17.2%	12.6%	32.2%	24.1%	31.0%
FIVE.....	54	21	33	1	11	23	9	10	2	18	17	17
.....	7.1%	5.5%	8.7%	1.4%	6.5%	8.3%	6.6%	9.3%	1.9%	7.6%	8.9%	7.5%
.....	100%	38.9%	61.1%	1.9%	20.4%	42.6%	16.7%	18.5%	3.7%	33.3%	31.5%	31.5%
SIX.....	47	20	27	2	11	16	7	11	3	11	18	15
.....	6.2%	5.2%	7.1%	2.7%	6.5%	5.8%	5.1%	10.3%	2.8%	4.6%	9.4%	6.6%
.....	100%	42.6%	57.4%	4.3%	23.4%	34.0%	14.9%	23.4%	6.4%	23.4%	38.3%	31.9%
SEVE.....	21	12	9	1	3	9	4	4	0	8	10	3
.....	2.7%	3.1%	2.4%	1.4%	1.8%	3.2%	2.9%	3.7%	.0%	3.4%	5.2%	1.3%
.....	100%	57.1%	42.9%	4.8%	14.3%	42.9%	19.0%	19.0%	.0%	38.1%	47.6%	14.3%
EIGHT.....	38	19	19	0	15	13	3	7	1	11	10	16
.....	5.0%	4.9%	5.0%	.0%	8.8%	4.7%	2.2%	6.5%	.9%	4.6%	5.2%	7.0%
.....	100%	50.0%	50.0%	.0%	39.5%	34.2%	7.9%	18.4%	2.6%	28.9%	26.3%	42.1%
NINE.....	9	5	4	1	1	7	0	0	0	2	4	3
.....	1.2%	1.3%	1.1%	1.4%	.6%	2.5%	.0%	.0%	.0%	.8%	2.1%	1.3%
.....	100%	55.6%	44.4%	11.1%	11.1%	77.8%	.0%	.0%	.0%	22.2%	44.4%	33.3%

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
TOTAL.....	764	384	380	73	170	277	137	107	107	238	192	227
VARIES CONSIDERABLY..	5	1	4	0	0	3	1	1	1	1	1	2
.....	.7%	.3%	1.1%	.0%	.0%	1.1%	.7%	.9%	.9%	.4%	.5%	.9%
.....	100%	20.0%	80.0%	.0%	.0%	60.0%	20.0%	20.0%	20.0%	20.0%	20.0%	40.0%
ONE.....	253	146	107	45	61	85	42	20	55	86	60	52
.....	33.1%	38.0%	28.2%	61.6%	35.9%	30.7%	30.7%	18.7%	51.4%	36.1%	31.3%	22.9%
.....	100%	57.7%	42.3%	17.8%	24.1%	33.6%	16.6%	7.9%	21.7%	34.0%	23.7%	20.6%
TWO.....	127	61	66	10	29	52	20	16	16	40	24	47
.....	16.6%	15.9%	17.4%	13.7%	17.1%	18.8%	14.6%	15.0%	15.0%	16.8%	12.5%	20.7%
.....	100%	48.0%	52.0%	7.9%	22.8%	40.9%	15.7%	12.6%	12.6%	31.5%	18.9%	37.0%
THREE.....	96	39	57	8	20	29	21	18	15	29	19	33
.....	12.6%	10.2%	15.0%	11.0%	11.8%	10.5%	15.3%	16.8%	14.0%	12.2%	9.9%	14.5%
.....	100%	40.6%	59.4%	8.3%	20.8%	30.2%	21.9%	18.8%	15.6%	30.2%	19.8%	34.4%
FOUR.....	87	46	41	4	17	33	18	15	11	28	21	27
.....	11.4%	12.0%	10.8%	5.5%	10.0%	11.9%	13.1%	14.0%	10.3%	11.8%	10.9%	11.9%
.....	100%	52.9%	47.1%	4.6%	19.5%	37.9%	20.7%	17.2%	12.6%	32.2%	24.1%	31.0%
FIVE.....	54	21	33	1	11	23	9	10	2	18	17	17
.....	7.1%	5.5%	8.7%	1.4%	6.5%	8.3%	6.6%	9.3%	1.9%	7.6%	8.9%	7.5%
.....	100%	38.9%	61.1%	1.9%	20.4%	42.6%	16.7%	18.5%	3.7%	33.3%	31.5%	31.5%
SIX.....	47	20	27	2	11	16	7	11	3	11	18	15
.....	6.2%	5.2%	7.1%	2.7%	6.5%	5.8%	5.1%	10.3%	2.8%	4.6%	9.4%	6.6%
.....	100%	42.6%	57.4%	4.3%	23.4%	34.0%	14.9%	23.4%	6.4%	23.4%	38.3%	31.9%
SEVE.....	21	12	9	1	3	9	4	4	0	8	10	3
.....	2.7%	3.1%	2.4%	1.4%	1.8%	3.2%	2.9%	3.7%	.0%	3.4%	5.2%	1.3%
.....	100%	57.1%	42.9%	4.8%	14.3%	42.9%	19.0%	19.0%	.0%	38.1%	47.6%	14.3%
EIGHT.....	38	19	19	0	15	13	3	7	1	11	10	16
.....	5.0%	4.9%	5.0%	.0%	8.8%	4.7%	2.2%	6.5%	.9%	4.6%	5.2%	7.0%
.....	100%	50.0%	50.0%	.0%	39.5%	34.2%	7.9%	18.4%	2.6%	28.9%	26.3%	42.1%
NINE.....	9	5	4	1	1	7	0	0	0	2	4	3
.....	1.2%	1.3%	1.1%	1.4%	.6%	2.5%	.0%	.0%	.0%	.8%	2.1%	1.3%
.....	100%	55.6%	44.4%	11.1%	11.1%	77.8%	.0%	.0%	.0%	22.2%	44.4%	33.3%

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.....	12	4	8	1	1	2	5	3	1	2	5	4
.....	1.6%	1.0%	2.1%	1.4%	.6%	.7%	3.6%	2.8%	.9%	.8%	2.6%	1.8%
.....	100%	33.3%	66.7%	8.3%	8.3%	16.7%	41.7%	25.0%	8.3%	16.7%	41.7%	33.3%
ELEVEN.....	4	1	3	0	0	1	2	1	0	1	0	3
.....	.5%	.3%	.8%	.0%	.0%	.4%	1.5%	.9%	.0%	.4%	.0%	1.3%
.....	100%	25.0%	75.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%	25.0%	.0%	75.0%
TWELVE.....	6	5	1	0	1	3	2	0	0	0	2	4
.....	.8%	1.3%	.3%	.0%	.6%	1.1%	1.5%	.0%	.0%	.0%	1.0%	1.8%
.....	100%	83.3%	16.7%	.0%	16.7%	50.0%	33.3%	.0%	.0%	.0%	33.3%	66.7%
THIRTEEN.....	2	1	1	0	0	0	2	0	0	0	1	1
.....	.3%	.3%	.3%	.0%	.0%	.0%	1.5%	.0%	.0%	.0%	.5%	.4%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%
FOURTEEN.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
FIFTEEN.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
SEVENTEEN.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	.9%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.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.....	764	384	380	73	170	277	137	107	107	238	192	227
NO ANSWER.....	6	3	3	0	2	3	0	1	2	2	0	2
.....	.8%	.8%	.8%	.0%	1.2%	1.1%	.0%	.9%	1.9%	.8%	.0%	.9%
.....	100%	50.0%	50.0%	.0%	33.3%	50.0%	.0%	16.7%	33.3%	33.3%	.0%	33.3%
AT HOME.....	541	220	321	62	80	181	114	104	68	150	142	181
.....	70.8%	57.3%	84.5%	84.9%	47.1%	65.3%	83.2%	97.2%	63.6%	63.0%	74.0%	79.7%
.....	100%	40.7%	59.3%	11.5%	14.8%	33.5%	21.1%	19.2%	12.6%	27.7%	26.2%	33.5%
AT WORK.....	148	117	31	2	56	74	15	1	11	55	44	38
.....	19.4%	30.5%	8.2%	2.7%	32.9%	26.7%	10.9%	.9%	10.3%	23.1%	22.9%	16.7%
.....	100%	79.1%	20.9%	1.4%	37.8%	50.0%	10.1%	.7%	7.4%	37.2%	29.7%	25.7%
IN THE CAR.....	275	186	89	19	101	112	36	7	45	104	65	61
.....	36.0%	48.4%	23.4%	26.0%	59.4%	40.4%	26.3%	6.5%	42.1%	43.7%	33.9%	26.9%
.....	100%	67.6%	32.4%	6.9%	36.7%	40.7%	13.1%	2.5%	16.4%	37.8%	23.6%	22.2%

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	209	372	182	126	147	296	249	309
K20												
WATCH TV.....	994	487	507	112	207	371	182	122	146	293	249	306
.....	99.3%	99.4%	99.2%	100%	99.0%	99.7%	100%	96.8%	99.3%	99.0%	100%	99.0%
.....	100%	49.0%	51.0%	11.3%	20.8%	37.3%	18.3%	12.3%	14.7%	29.5%	25.1%	30.8%
DO NOT WATCH TV.....	7	3	4	0	2	1	0	4	1	3	0	3
.....	.7%	.6%	.8%	.0%	1.0%	.3%	.0%	3.2%	.7%	1.0%	.0%	1.0%
.....	100%	42.9%	57.1%	.0%	28.6%	14.3%	.0%	57.1%	14.3%	42.9%	.0%	42.9%

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.....	994	487	507	112	207	371	182	122	146	293	249	306
VARIABLES CONSIDERABLY..	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
ONE.....	147	74	73	20	27	59	21	20	38	32	36	41
.....	14.8%	15.2%	14.4%	17.9%	13.0%	15.9%	11.5%	16.4%	26.0%	10.9%	14.5%	13.4%
.....	100%	50.3%	49.7%	13.6%	18.4%	40.1%	14.3%	13.6%	25.9%	21.8%	24.5%	27.9%
TWO.....	289	145	144	29	71	116	52	21	45	94	61	89
.....	29.1%	29.8%	28.4%	25.9%	34.3%	31.3%	28.6%	17.2%	30.8%	32.1%	24.5%	29.1%
.....	100%	50.2%	49.8%	10.0%	24.6%	40.1%	18.0%	7.3%	15.6%	32.5%	21.1%	30.8%
THREE.....	264	131	133	27	71	93	49	24	37	91	69	67
.....	26.6%	26.9%	26.2%	24.1%	34.3%	25.1%	26.9%	19.7%	25.3%	31.1%	27.7%	21.9%
.....	100%	49.6%	50.4%	10.2%	26.9%	35.2%	18.6%	9.1%	14.0%	34.5%	26.1%	25.4%
FOUR.....	147	79	68	24	25	51	25	22	14	42	39	52
.....	14.8%	16.2%	13.4%	21.4%	12.1%	13.7%	13.7%	18.0%	9.6%	14.3%	15.7%	17.0%
.....	100%	53.7%	46.3%	16.3%	17.0%	34.7%	17.0%	15.0%	9.5%	28.6%	26.5%	35.4%
FIVE.....	62	23	39	6	6	20	16	14	7	14	18	23
.....	6.2%	4.7%	7.7%	5.4%	2.9%	5.4%	8.8%	11.5%	4.8%	4.8%	7.2%	7.5%
.....	100%	37.1%	62.9%	9.7%	9.7%	32.3%	25.8%	22.6%	11.3%	22.6%	29.0%	37.1%
SIX.....	40	16	24	1	4	20	4	11	2	9	13	16
.....	4.0%	3.3%	4.7%	.9%	1.9%	5.4%	2.2%	9.0%	1.4%	3.1%	5.2%	5.2%
.....	100%	40.0%	60.0%	2.5%	10.0%	50.0%	10.0%	27.5%	5.0%	22.5%	32.5%	40.0%
SEVEN.....	14	3	11	3	1	3	4	3	1	4	3	6
.....	1.4%	.6%	2.2%	2.7%	.5%	.8%	2.2%	2.5%	.7%	1.4%	1.2%	2.0%
.....	100%	21.4%	78.6%	21.4%	7.1%	21.4%	28.6%	21.4%	7.1%	28.6%	21.4%	42.9%
EIGHT.....	16	10	6	1	0	3	7	5	1	4	6	5
.....	1.6%	2.1%	1.2%	.9%	.0%	.8%	3.8%	4.1%	.7%	1.4%	2.4%	1.6%
.....	100%	62.5%	37.5%	6.3%	.0%	18.8%	43.8%	31.3%	6.3%	25.0%	37.5%	31.3%
NINE.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	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 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.....	10	4	6	1	2	3	2	2	1	2	2	5
.....	1.0%	.8%	1.2%	.9%	1.0%	.8%	1.1%	1.6%	.7%	.7%	.8%	1.6%
.....	100%	40.0%	60.0%	10.0%	20.0%	30.0%	20.0%	20.0%	10.0%	20.0%	20.0%	50.0%
ELEVEN.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.4%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
TWELVE.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
TWENTY.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.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.....	994	487	507	112	207	371	182	122	146	293	249	306
IN THE SITTING ROOM..	500	235	265	59	107	170	93	71	90	167	111	132
.....	50.3%	48.3%	52.3%	52.7%	51.7%	45.8%	51.1%	58.2%	61.6%	57.0%	44.6%	43.1%
.....	100%	47.0%	53.0%	11.8%	21.4%	34.0%	18.6%	14.2%	18.0%	33.4%	22.2%	26.4%
IN THE DINING ROOM...	34	22	12	0	7	16	3	8	5	10	10	9
.....	3.4%	4.5%	2.4%	.0%	3.4%	4.3%	1.6%	6.6%	3.4%	3.4%	4.0%	2.9%
.....	100%	64.7%	35.3%	.0%	20.6%	47.1%	8.8%	23.5%	14.7%	29.4%	29.4%	26.5%
IN THE KITCHEN.....	204	84	120	19	33	90	44	18	18	53	66	67
.....	20.5%	17.2%	23.7%	17.0%	15.9%	24.3%	24.2%	14.8%	12.3%	18.1%	26.5%	21.9%
.....	100%	41.2%	58.8%	9.3%	16.2%	44.1%	21.6%	8.8%	8.8%	26.0%	32.4%	32.8%
IN THE BEDROOM.....	245	137	108	34	60	86	41	24	32	58	61	94
.....	24.6%	28.1%	21.3%	30.4%	29.0%	23.2%	22.5%	19.7%	21.9%	19.8%	24.5%	30.7%
.....	100%	55.9%	44.1%	13.9%	24.5%	35.1%	16.7%	9.8%	13.1%	23.7%	24.9%	38.4%
AT ANOTHER PLACE.....	11	9	2	0	0	9	1	1	1	5	1	4
.....	1.1%	1.8%	.4%	.0%	.0%	2.4%	.5%	.8%	.7%	1.7%	.4%	1.3%
.....	100%	81.8%	18.2%	.0%	.0%	81.8%	9.1%	9.1%	9.1%	45.5%	9.1%	36.4%

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	209	372	182	126	147	296	249	309
ROOF ANTENNA.....	317	160	157	28	63	118	62	46	33	79	95	110
.....	31.7%	32.7%	30.7%	25.0%	30.1%	31.7%	34.1%	36.5%	22.4%	26.7%	38.2%	35.6%
.....	100%	50.5%	49.5%	8.8%	19.9%	37.2%	19.6%	14.5%	10.4%	24.9%	30.0%	34.7%
CABLE.....	692	336	356	87	142	257	123	83	116	216	154	206
.....	69.1%	68.6%	69.7%	77.7%	67.9%	69.1%	67.6%	65.9%	78.9%	73.0%	61.8%	66.7%
.....	100%	48.6%	51.4%	12.6%	20.5%	37.1%	17.8%	12.0%	16.8%	31.2%	22.3%	29.8%
SATELLITE DISH.....	140	75	65	15	35	65	19	6	23	49	34	34
.....	14.0%	15.3%	12.7%	13.4%	16.7%	17.5%	10.4%	4.8%	15.6%	16.6%	13.7%	11.0%
.....	100%	53.6%	46.4%	10.7%	25.0%	46.4%	13.6%	4.3%	16.4%	35.0%	24.3%	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.....	691	335	356	86	142	257	123	83	116	216	153	206
SUBSCRIPTION TYPE												
RECEPTION.....	332	162	170	34	63	130	60	45	34	95	87	116
.....	48.0%	48.4%	47.8%	39.5%	44.4%	50.6%	48.8%	54.2%	29.3%	44.0%	56.9%	56.3%
.....	100%	48.8%	51.2%	10.2%	19.0%	39.2%	18.1%	13.6%	10.2%	28.6%	26.2%	34.9%
BASIC.....	228	108	120	26	50	78	46	28	39	75	47	67
.....	33.0%	32.2%	33.7%	30.2%	35.2%	30.4%	37.4%	33.7%	33.6%	34.7%	30.7%	32.5%
.....	100%	47.4%	52.6%	11.4%	21.9%	34.2%	20.2%	12.3%	17.1%	32.9%	20.6%	29.4%
TV PLUS.....	118	58	60	20	25	45	17	11	40	40	15	23
.....	17.1%	17.3%	16.9%	23.3%	17.6%	17.5%	13.8%	13.3%	34.5%	18.5%	9.8%	11.2%
.....	100%	49.2%	50.8%	16.9%	21.2%	38.1%	14.4%	9.3%	33.9%	33.9%	12.7%	19.5%
MOVIE CH.....	44	19	25	14	6	18	5	1	13	15	7	9
.....	6.4%	5.7%	7.0%	16.3%	4.2%	7.0%	4.1%	1.2%	11.2%	6.9%	4.6%	4.4%
.....	100%	43.2%	56.8%	31.8%	13.6%	40.9%	11.4%	2.3%	29.5%	34.1%	15.9%	20.5%
SPORTS CH.....	71	45	26	8	19	21	18	5	16	23	11	21
.....	10.3%	13.4%	7.3%	9.3%	13.4%	8.2%	14.6%	6.0%	13.8%	10.6%	7.2%	10.2%
.....	100%	63.4%	36.6%	11.3%	26.8%	29.6%	25.4%	7.0%	22.5%	32.4%	15.5%	29.6%
FLEXIPACK SUBSCRIBER.	12	6	6	5	4	2	1	0	2	4	3	3
.....	1.7%	1.8%	1.7%	5.8%	2.8%	.8%	.8%	.0%	1.7%	1.9%	2.0%	1.5%
.....	100%	50.0%	50.0%	41.7%	33.3%	16.7%	8.3%	.0%	16.7%	33.3%	25.0%	25.0%

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	209	372	182	126	147	296	249	309
K45												
NO ONE IN PARTICULAR.....	483	235	248	48	106	165	91	73	70	132	124	157
.....	48.3%	48.0%	48.5%	42.9%	50.7%	44.4%	50.0%	57.9%	47.6%	44.6%	49.8%	50.8%
.....	100%	48.7%	51.3%	9.9%	21.9%	34.2%	18.8%	15.1%	14.5%	27.3%	25.7%	32.5%
THE HUSBAND.....	239	143	96	20	44	111	43	21	27	85	58	69
.....	23.9%	29.2%	18.8%	17.9%	21.1%	29.8%	23.6%	16.7%	18.4%	28.7%	23.3%	22.3%
.....	100%	59.8%	40.2%	8.4%	18.4%	46.4%	18.0%	8.8%	11.3%	35.6%	24.3%	28.9%
THE WIFE.....	161	48	113	4	24	63	42	28	22	48	42	49
.....	16.1%	9.8%	22.1%	3.6%	11.5%	16.9%	23.1%	22.2%	15.0%	16.2%	16.9%	15.9%
.....	100%	29.8%	70.2%	2.5%	14.9%	39.1%	26.1%	17.4%	13.7%	29.8%	26.1%	30.4%
CHILDREN - BOYS.....	77	57	20	25	22	24	4	2	18	17	19	23
.....	7.7%	11.6%	3.9%	22.3%	10.5%	6.5%	2.2%	1.6%	12.2%	5.7%	7.6%	7.4%
.....	100%	74.0%	26.0%	32.5%	28.6%	31.2%	5.2%	2.6%	23.4%	22.1%	24.7%	29.9%
CHILDREN - GIRLS.....	41	7	34	15	13	9	2	2	10	14	6	11
.....	4.1%	1.4%	6.7%	13.4%	6.2%	2.4%	1.1%	1.6%	6.8%	4.7%	2.4%	3.6%
.....	100%	17.1%	82.9%	36.6%	31.7%	22.0%	4.9%	4.9%	24.4%	34.1%	14.6%	26.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 4TH QUARTER 2003

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	209	372	182	126	147	296	249	309
K1												
NO PARTICULAR												
PREFERENCE.....	9	3	6	1	2	3	2	1	1	2	3	3
.....	.9%	.6%	1.2%	.9%	1.0%	.8%	1.1%	.8%	.7%	.7%	1.2%	1.0%
.....	100%	33.3%	66.7%	11.1%	22.2%	33.3%	22.2%	11.1%	11.1%	22.2%	33.3%	33.3%
LISTEN TO THEM ON THE												
RADIO.....	87	39	48	5	15	27	20	20	10	27	15	35
.....	8.7%	8.0%	9.4%	4.5%	7.2%	7.3%	11.0%	15.9%	6.8%	9.1%	6.0%	11.3%
.....	100%	44.8%	55.2%	5.7%	17.2%	31.0%	23.0%	23.0%	11.5%	31.0%	17.2%	40.2%
WATCH THEM ON TV.....	817	405	412	89	168	319	138	103	113	232	219	253
.....	81.6%	82.7%	80.6%	79.5%	80.4%	85.8%	75.8%	81.7%	76.9%	78.4%	88.0%	81.9%
.....	100%	49.6%	50.4%	10.9%	20.6%	39.0%	16.9%	12.6%	13.8%	28.4%	26.8%	31.0%
READ THEM IN A												
NEWSPAPER.....	62	30	32	5	20	18	19	0	19	31	4	8
.....	6.2%	6.1%	6.3%	4.5%	9.6%	4.8%	10.4%	.0%	12.9%	10.5%	1.6%	2.6%
.....	100%	48.4%	51.6%	8.1%	32.3%	29.0%	30.6%	.0%	30.6%	50.0%	6.5%	12.9%
PICK THEM UP FROM												
OTHER PERSONS.....	26	13	13	12	4	5	3	2	4	4	8	10
.....	2.6%	2.7%	2.5%	10.7%	1.9%	1.3%	1.6%	1.6%	2.7%	1.4%	3.2%	3.2%
.....	100%	50.0%	50.0%	46.2%	15.4%	19.2%	11.5%	7.7%	15.4%	15.4%	30.8%	38.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	490	511	112	209	372	182	126	147	296	249	309
K2												
NO PARTICULAR PREFERENCE.....	18	8	10	2	7	5	1	3	0	6	5	7
.....	1.8%	1.6%	2.0%	1.8%	3.3%	1.3%	.5%	2.4%	.0%	2.0%	2.0%	2.3%
.....	100%	44.4%	55.6%	11.1%	38.9%	27.8%	5.6%	16.7%	.0%	33.3%	27.8%	38.9%
LISTEN TO THEM ON THE RADIO.....	68	29	39	4	8	22	15	19	7	19	10	32
.....	6.8%	5.9%	7.6%	3.6%	3.8%	5.9%	8.2%	15.1%	4.8%	6.4%	4.0%	10.4%
.....	100%	42.6%	57.4%	5.9%	11.8%	32.4%	22.1%	27.9%	10.3%	27.9%	14.7%	47.1%
WATCH THEM ON TV.....	853	421	432	92	173	334	151	103	126	246	225	256
.....	85.2%	85.9%	84.5%	82.1%	82.8%	89.8%	83.0%	81.7%	85.7%	83.1%	90.4%	82.8%
.....	100%	49.4%	50.6%	10.8%	20.3%	39.2%	17.7%	12.1%	14.8%	28.8%	26.4%	30.0%
READ THEM IN A NEWSPAPER.....	43	22	21	6	16	8	13	0	13	20	3	7
.....	4.3%	4.5%	4.1%	5.4%	7.7%	2.2%	7.1%	.0%	8.8%	6.8%	1.2%	2.3%
.....	100%	51.2%	48.8%	14.0%	37.2%	18.6%	30.2%	.0%	30.2%	46.5%	7.0%	16.3%
PICK THEM UP FROM OTHER PERSONS.....	19	10	9	8	5	3	2	1	1	5	6	7
.....	1.9%	2.0%	1.8%	7.1%	2.4%	.8%	1.1%	.8%	.7%	1.7%	2.4%	2.3%
.....	100%	52.6%	47.4%	42.1%	26.3%	15.8%	10.5%	5.3%	5.3%	26.3%	31.6%	36.8%

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	209	372	182	126	147	296	249	309
K23												
NA.....	33	20	13	7	9	9	4	4	3	4	13	13
.....	3.3%	4.1%	2.5%	6.3%	4.3%	2.4%	2.2%	3.2%	2.0%	1.4%	5.2%	4.2%
.....	100%	60.6%	39.4%	21.2%	27.3%	27.3%	12.1%	12.1%	9.1%	12.1%	39.4%	39.4%
1100.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.7%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
1200.....	2	1	1	0	0	2	0	0	1	0	1	0
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.7%	.0%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%
1600.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
1700.....	1	0	1	1	0	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
1730.....	2	1	1	1	0	0	0	1	0	2	0	0
.....	.2%	.2%	.2%	.9%	.0%	.0%	.0%	.8%	.0%	.7%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	100%	.0%	.0%
1800.....	19	10	9	5	1	6	2	5	4	4	6	5
.....	1.9%	2.0%	1.8%	4.5%	.5%	1.6%	1.1%	4.0%	2.7%	1.4%	2.4%	1.6%
.....	100%	52.6%	47.4%	26.3%	5.3%	31.6%	10.5%	26.3%	21.1%	21.1%	31.6%	26.3%
1830.....	2	1	1	0	0	0	1	1	0	1	0	1
.....	.2%	.2%	.2%	.0%	.0%	.0%	.5%	.8%	.0%	.3%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%
1900.....	16	5	11	4	3	1	5	3	3	6	2	5
.....	1.6%	1.0%	2.2%	3.6%	1.4%	.3%	2.7%	2.4%	2.0%	2.0%	.8%	1.6%
.....	100%	31.3%	68.8%	25.0%	18.8%	6.3%	31.3%	18.8%	18.8%	37.5%	12.5%	31.3%
1930.....	232	117	115	13	43	101	37	38	15	58	75	84
.....	23.2%	23.9%	22.5%	11.6%	20.6%	27.2%	20.3%	30.2%	10.2%	19.6%	30.1%	27.2%
.....	100%	50.4%	49.6%	5.6%	18.5%	43.5%	15.9%	16.4%	6.5%	25.0%	32.3%	36.2%

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
1945.....	63	22	41	5	5	17	18	18	10	23	16	14
.....	6.3%	4.5%	8.0%	4.5%	2.4%	4.6%	9.9%	14.3%	6.8%	7.8%	6.4%	4.5%
.....	100%	34.9%	65.1%	7.9%	7.9%	27.0%	28.6%	28.6%	15.9%	36.5%	25.4%	22.2%
2000.....	566	273	293	64	127	212	109	54	97	175	123	171
.....	56.5%	55.7%	57.3%	57.1%	60.8%	57.0%	59.9%	42.9%	66.0%	59.1%	49.4%	55.3%
.....	100%	48.2%	51.8%	11.3%	22.4%	37.5%	19.3%	9.5%	17.1%	30.9%	21.7%	30.2%
2015.....	3	1	2	1	1	1	0	0	0	1	0	2
.....	.3%	.2%	.4%	.9%	.5%	.3%	.0%	.0%	.0%	.3%	.0%	.6%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	.0%	66.7%
2030.....	25	15	10	4	8	8	4	1	7	8	6	4
.....	2.5%	3.1%	2.0%	3.6%	3.8%	2.2%	2.2%	.8%	4.8%	2.7%	2.4%	1.3%
.....	100%	60.0%	40.0%	16.0%	32.0%	32.0%	16.0%	4.0%	28.0%	32.0%	24.0%	16.0%
2100.....	10	5	5	4	2	4	0	0	1	5	2	2
.....	1.0%	1.0%	1.0%	3.6%	1.0%	1.1%	.0%	.0%	.7%	1.7%	.8%	.6%
.....	100%	50.0%	50.0%	40.0%	20.0%	40.0%	.0%	.0%	10.0%	50.0%	20.0%	20.0%
2130.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.4%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
2200.....	10	7	3	1	4	4	1	0	1	3	2	4
.....	1.0%	1.4%	.6%	.9%	1.9%	1.1%	.5%	.0%	.7%	1.0%	.8%	1.3%
.....	100%	70.0%	30.0%	10.0%	40.0%	40.0%	10.0%	.0%	10.0%	30.0%	20.0%	40.0%
2230.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.5%	.0%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
2300.....	11	8	3	1	4	5	0	1	3	3	2	3
.....	1.1%	1.6%	.6%	.9%	1.9%	1.3%	.0%	.8%	2.0%	1.0%	.8%	1.0%
.....	100%	72.7%	27.3%	9.1%	36.4%	45.5%	.0%	9.1%	27.3%	27.3%	18.2%	27.3%
2400.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.7%	.3%	.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

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.....	994	487	507	112	207	371	182	122	146	293	249	306
DID NOT WATCH THE												
NEWS.....	518	248	270	92	118	180	80	48	77	165	127	149
.....	52.1%	50.9%	53.3%	82.1%	57.0%	48.5%	44.0%	39.3%	52.7%	56.3%	51.0%	48.7%
.....	100%	47.9%	52.1%	17.8%	22.8%	34.7%	15.4%	9.3%	14.9%	31.9%	24.5%	28.8%
TVM.....	348	180	168	12	67	148	79	42	57	104	82	105
.....	35.0%	37.0%	33.1%	10.7%	32.4%	39.9%	43.4%	34.4%	39.0%	35.5%	32.9%	34.3%
.....	100%	51.7%	48.3%	3.4%	19.3%	42.5%	22.7%	12.1%	16.4%	29.9%	23.6%	30.2%
SUPER 1.....	256	132	124	8	41	105	59	43	25	62	75	94
.....	25.8%	27.1%	24.5%	7.1%	19.8%	28.3%	32.4%	35.2%	17.1%	21.2%	30.1%	30.7%
.....	100%	51.6%	48.4%	3.1%	16.0%	41.0%	23.0%	16.8%	9.8%	24.2%	29.3%	36.7%
NET TV.....	162	86	76	6	21	70	41	24	26	56	39	41
.....	16.3%	17.7%	15.0%	5.4%	10.1%	18.9%	22.5%	19.7%	17.8%	19.1%	15.7%	13.4%
.....	100%	53.1%	46.9%	3.7%	13.0%	43.2%	25.3%	14.8%	16.0%	34.6%	24.1%	25.3%
SMASH.....	2	2	0	0	0	0	0	2	0	2	0	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%	.7%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.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.....	994	487	507	112	207	371	182	122	146	293	249	306
DID NOT WATCH THE												
NEWS.....	542	246	296	92	130	185	84	51	87	169	133	153
.....	54.5%	50.5%	58.4%	82.1%	62.8%	49.9%	46.2%	41.8%	59.6%	57.7%	53.4%	50.0%
.....	100%	45.4%	54.6%	17.0%	24.0%	34.1%	15.5%	9.4%	16.1%	31.2%	24.5%	28.2%
TVM.....	334	181	153	15	61	144	77	37	52	103	73	106
.....	33.6%	37.2%	30.2%	13.4%	29.5%	38.8%	42.3%	30.3%	35.6%	35.2%	29.3%	34.6%
.....	100%	54.2%	45.8%	4.5%	18.3%	43.1%	23.1%	11.1%	15.6%	30.8%	21.9%	31.7%
SUPER 1.....	247	136	111	9	38	102	55	43	18	57	78	94
.....	24.8%	27.9%	21.9%	8.0%	18.4%	27.5%	30.2%	35.2%	12.3%	19.5%	31.3%	30.7%
.....	100%	55.1%	44.9%	3.6%	15.4%	41.3%	22.3%	17.4%	7.3%	23.1%	31.6%	38.1%
NET TV.....	155	80	75	3	21	64	41	26	22	56	34	43
.....	15.6%	16.4%	14.8%	2.7%	10.1%	17.3%	22.5%	21.3%	15.1%	19.1%	13.7%	14.1%
.....	100%	51.6%	48.4%	1.9%	13.5%	41.3%	26.5%	16.8%	14.2%	36.1%	21.9%	27.7%
SMASH.....	2	0	2	0	1	1	0	0	0	0	1	1
.....	.2%	.0%	.4%	.0%	.5%	.3%	.0%	.0%	.0%	.0%	.4%	.3%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%

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
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	%	%
	2002 (4 th Quarter)	2003 (4 th Quarter)
Music	82.1	85.6
Local News	74.5	74.6
Foreign News	70.9	72.9
Discussions on Personal Problems	47.1	52.4
Current Affairs	38.7	40.7
Health/Beauty/Home/Law	37.4	39.5
Religion	37.6	38.5
Women's Programmes	29.1	32.7
Culture	29.3	29.8
Sports	26.2	28.8
Novels/Plays	25.4	28.3
Money/Business	13.9	15.6
Children	11.0	13.4

Table 6.2 General Preferences for TV Programme Sectors
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	%	%
	2002 (4 th Quarter)	2003 (4 th Quarter)
Foreign News	90.4	94.8
Local News	89.9	94.0
Discussions	74.5	77.4
Weather	65.4	76.0
Documentaries	65.5	70.2
Feature Films	62.3	70.6
Serials/Soap Operas	51.7	60.5
Sports	52.9	59.6
Women's Programmes	41.8	53.2
Plays	56.4	51.6
Quizzes/Game Shows/Variety Progr.	55.5	51.6
Current Affairs	38.2	49.2
Religion	51.8	44.4
Art & Culture	45.5	29.8
Children's Programmes	26.4	29.8
Music Video-Clips	28.2	21.8
Business & Finance	20.9	21.0

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2002)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	NONE	OTAI
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	8.6	10.9	7.3	2.9	16.0	6.9	4.6	9.3	0.4	2.0	6.8	17.9	100
Discussions	11.3	0.3	13.6	7.2	0.1	0.3	13.7	-	0.4	-	-	0.3	52.9	100
Sport	5.1	0.3	9.3	3.3	0.5	2.2	2.6	0.5	1.3	-	-	1.0	73.8	100
Money & Business	3.3	-	5.8	2.6	-	0.1	2.0	-	-	-	-	0.1	86.1	100
Culture	7.7	0.1	8.8	5.0	-	-	5.8	-	0.3	0.3	1.3	0.1	70.7	100
Health/Beauty/home/Law	8.6	0.1	12.3	5.1	-	0.1	10.9	-	-	-	-	0.3	62.6	100
Religion	5.8	0.1	7.2	2.9	-	-	21.1	0.3	0.1	-	-	0.1	62.4	100
Novels & Plays	7.2	0.1	9.8	3.0	-	-	4.8	0.1	-	-	0.1	0.1	74.6	100
Children	2.0	0.1	4.5	2.1	0.1	-	2.1	-	-	-	-	0.1	89.0	100
Women's Prg	7.3	-	8.4	3.9	-	-	9.0	-	-	-	-	0.4	70.9	100
Local News	13.5	1.0	20.5	11.5	1.3	7.5	12.4	2.1	1.4	-	-	3.1	25.5	100
Foreign News	13.5	1.0	19.1	10.7	1.8	6.4	12.2	1.8	1.3	-	0.1	2.9	29.1	100
Current Affairs	7.1	-	10.9	9.7	0.8	2.2	6.5	0.4	0.1	-	0.1	0.9	61.3	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2003)**

	RM	RP 106.6	SUPER 1	101	A3 FM	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	OTAI
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	7.1	11.0	5.4	1.0	13.9	6.5	9.7	11.6	-	1.0	6.0	5.9	14.4	100
Discussions	9.8	0.3	17.7	8.6	0.1	0.3	12.6	0.8	1.4	0.1	-	0.3	0.4	47.6	100
Sport	5.4	0.5	10.1	3.1	-	3.1	2.5	0.9	1.4	-	-	0.9	0.8	71.2	100
Money & Business	3.0	-	5.2	2.6	-	1.0	2.2	0.5	0.3	-	-	0.4	0.3	84.8	100
Culture	7.5	-	9.0	3.8	-	0.5	5.8	0.7	1.0	0.1	0.8	0.3	0.4	70.2	100
Health/Beauty/home/Law	9.0	0.4	13.0	5.5	0.1	0.1	9.0	0.9	0.7	-	-	0.5	0.3	60.5	100
Religion	5.9	-	8.0	1.7	-	0.1	20.8	1.2	0.4	-	0.1	-	0.3	61.5	100
Novels & Plays	7.2	0.1	11.0	3.5	0.1	0.1	5.2	0.3	0.3	0.1	0.3	-	-	71.7	100
Children	4.2	0.1	4.6	1.3	-	0.1	2.6	0.3	0.1	-	-	-	-	86.6	100
Women's Prg	8.4	0.1	10.2	4.6	-	0.3	8.0	0.5	0.5	-	-	0.1	-	67.3	100
Local News	16.0	0.7	20.7	10.3	0.3	6.4	9.8	2.1	3.4	0.1	0.1	2.2	2.5	25.4	100
Foreign News	16.4	0.7	18.7	9.7	0.4	6.7	9.6	2.0	3.5	0.3	0.1	2.1	2.7	27.1	100
Current Affairs	9.4	0.3	11.3	7.1	0.4	2.9	4.7	0.9	1.4	0.3	0.1	0.8	1.2	59.3	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.....	764	384	380	73	170	277	137	107	107	238	192	227
MUSIC												
NONE.....	110	43	67	2	3	36	30	39	19	34	21	36
.....	14.4%	11.2%	17.6%	2.7%	1.8%	13.0%	21.9%	36.4%	17.8%	14.3%	10.9%	15.9%
.....	100%	39.1%	60.9%	1.8%	2.7%	32.7%	27.3%	35.5%	17.3%	30.9%	19.1%	32.7%
RM.....	49	19	30	0	4	12	19	14	8	7	10	24
.....	6.4%	4.9%	7.9%	.0%	2.4%	4.3%	13.9%	13.1%	7.5%	2.9%	5.2%	10.6%
.....	100%	38.8%	61.2%	.0%	8.2%	24.5%	38.8%	28.6%	16.3%	14.3%	20.4%	49.0%
RP/106.6.....	54	34	20	22	17	14	1	0	6	16	20	12
.....	7.1%	8.9%	5.3%	30.1%	10.0%	5.1%	.7%	.0%	5.6%	6.7%	10.4%	5.3%
.....	100%	63.0%	37.0%	40.7%	31.5%	25.9%	1.9%	.0%	11.1%	29.6%	37.0%	22.2%
SUP 1.....	84	41	43	1	10	31	22	20	4	14	27	39
.....	11.0%	10.7%	11.3%	1.4%	5.9%	11.2%	16.1%	18.7%	3.7%	5.9%	14.1%	17.2%
.....	100%	48.8%	51.2%	1.2%	11.9%	36.9%	26.2%	23.8%	4.8%	16.7%	32.1%	46.4%
101.....	41	17	24	2	3	16	16	4	4	15	12	10
.....	5.4%	4.4%	6.3%	2.7%	1.8%	5.8%	11.7%	3.7%	3.7%	6.3%	6.3%	4.4%
.....	100%	41.5%	58.5%	4.9%	7.3%	39.0%	39.0%	9.8%	9.8%	36.6%	29.3%	24.4%
A3FM.....	8	6	2	0	4	3	1	0	1	3	2	2
.....	1.0%	1.6%	.5%	.0%	2.4%	1.1%	.7%	.0%	.9%	1.3%	1.0%	.9%
.....	100%	75.0%	25.0%	.0%	50.0%	37.5%	12.5%	.0%	12.5%	37.5%	25.0%	25.0%
BAY.....	106	64	42	17	61	27	1	0	20	44	28	14
.....	13.9%	16.7%	11.1%	23.3%	35.9%	9.7%	.7%	.0%	18.7%	18.5%	14.6%	6.2%
.....	100%	60.4%	39.6%	16.0%	57.5%	25.5%	.9%	.0%	18.9%	41.5%	26.4%	13.2%
RTK.....	50	21	29	0	4	16	11	19	6	14	13	17
.....	6.5%	5.5%	7.6%	.0%	2.4%	5.8%	8.0%	17.8%	5.6%	5.9%	6.8%	7.5%
.....	100%	42.0%	58.0%	.0%	8.0%	32.0%	22.0%	38.0%	12.0%	28.0%	26.0%	34.0%
SMASH.....	74	35	39	17	26	26	4	1	6	28	18	22
.....	9.7%	9.1%	10.3%	23.3%	15.3%	9.4%	2.9%	.9%	5.6%	11.8%	9.4%	9.7%
.....	100%	47.3%	52.7%	23.0%	35.1%	35.1%	5.4%	1.4%	8.1%	37.8%	24.3%	29.7%
CALYPSO.....	89	52	37	1	6	54	25	3	11	30	18	30
.....	11.6%	13.5%	9.7%	1.4%	3.5%	19.5%	18.2%	2.8%	10.3%	12.6%	9.4%	13.2%
.....	100%	58.4%	41.6%	1.1%	6.7%	60.7%	28.1%	3.4%	12.4%	33.7%	20.2%	33.7%

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.....	8	8	0	0	0	2	2	4	5	0	1	2
.....	1.0%	2.1%	.0%	.0%	.0%	.7%	1.5%	3.7%	4.7%	.0%	.5%	.9%
.....	100%	100%	.0%	.0%	.0%	25.0%	25.0%	50.0%	62.5%	.0%	12.5%	25.0%
CAPITAL.....	46	22	24	1	13	30	1	1	5	14	14	13
.....	6.0%	5.7%	6.3%	1.4%	7.6%	10.8%	.7%	.9%	4.7%	5.9%	7.3%	5.7%
.....	100%	47.8%	52.2%	2.2%	28.3%	65.2%	2.2%	2.2%	10.9%	30.4%	30.4%	28.3%
X FM.....	45	22	23	10	19	10	4	2	12	19	8	6
.....	5.9%	5.7%	6.1%	13.7%	11.2%	3.6%	2.9%	1.9%	11.2%	8.0%	4.2%	2.6%
.....	100%	48.9%	51.1%	22.2%	42.2%	22.2%	8.9%	4.4%	26.7%	42.2%	17.8%	13.3%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	364	206	158	61	120	119	42	22	54	126	89	95
.....	47.6%	53.6%	41.6%	83.6%	70.6%	43.0%	30.7%	20.6%	50.5%	52.9%	46.4%	41.9%
.....	100%	56.6%	43.4%	16.8%	33.0%	32.7%	11.5%	6.0%	14.8%	34.6%	24.5%	26.1%
RM.....	75	25	50	2	6	25	24	18	14	19	15	27
.....	9.8%	6.5%	13.2%	2.7%	3.5%	9.0%	17.5%	16.8%	13.1%	8.0%	7.8%	11.9%
.....	100%	33.3%	66.7%	2.7%	8.0%	33.3%	32.0%	24.0%	18.7%	25.3%	20.0%	36.0%
RP/106.6.....	2	1	1	1	1	0	0	0	0	0	0	2
.....	.3%	.3%	.3%	1.4%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	.9%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
SUP 1.....	135	63	72	3	16	51	34	31	7	27	46	55
.....	17.7%	16.4%	18.9%	4.1%	9.4%	18.4%	24.8%	29.0%	6.5%	11.3%	24.0%	24.2%
.....	100%	46.7%	53.3%	2.2%	11.9%	37.8%	25.2%	23.0%	5.2%	20.0%	34.1%	40.7%
101.....	66	30	36	2	8	31	15	10	10	27	12	17
.....	8.6%	7.8%	9.5%	2.7%	4.7%	11.2%	10.9%	9.3%	9.3%	11.3%	6.3%	7.5%
.....	100%	45.5%	54.5%	3.0%	12.1%	47.0%	22.7%	15.2%	15.2%	40.9%	18.2%	25.8%
A3FM.....	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%
BAY.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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
RTK.....	96	44	52	1	11	37	21	26	18	29	24	25
.....	12.6%	11.5%	13.7%	1.4%	6.5%	13.4%	15.3%	24.3%	16.8%	12.2%	12.5%	11.0%
.....	100%	45.8%	54.2%	1.0%	11.5%	38.5%	21.9%	27.1%	18.8%	30.2%	25.0%	26.0%
SMASH.....	6	1	5	2	1	3	0	0	0	4	0	2
.....	.8%	.3%	1.3%	2.7%	.6%	1.1%	.0%	.0%	.0%	1.7%	.0%	.9%
.....	100%	16.7%	83.3%	33.3%	16.7%	50.0%	.0%	.0%	.0%	66.7%	.0%	33.3%
CALYPSO.....	11	8	3	1	2	7	1	0	1	4	2	4
.....	1.4%	2.1%	.8%	1.4%	1.2%	2.5%	.7%	.0%	.9%	1.7%	1.0%	1.8%
.....	100%	72.7%	27.3%	9.1%	18.2%	63.6%	9.1%	.0%	9.1%	36.4%	18.2%	36.4%
CAMPUS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
CAPITAL.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
X FM.....	3	3	0	0	2	1	0	0	3	0	0	0
.....	.4%	.8%	.0%	.0%	1.2%	.4%	.0%	.0%	2.8%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	66.7%	33.3%	.0%	.0%	100%	.0%	.0%	.0%
SPORT												
NONE.....	544	240	304	54	114	205	91	80	87	177	126	154
.....	71.2%	62.5%	80.0%	74.0%	67.1%	74.0%	66.4%	74.8%	81.3%	74.4%	65.6%	67.8%
.....	100%	44.1%	55.9%	9.9%	21.0%	37.7%	16.7%	14.7%	16.0%	32.5%	23.2%	28.3%
RM.....	41	27	14	0	2	12	20	7	5	6	13	17
.....	5.4%	7.0%	3.7%	.0%	1.2%	4.3%	14.6%	6.5%	4.7%	2.5%	6.8%	7.5%
.....	100%	65.9%	34.1%	.0%	4.9%	29.3%	48.8%	17.1%	12.2%	14.6%	31.7%	41.5%
RP/106.6.....	4	4	0	4	0	0	0	0	0	0	3	1
.....	.5%	1.0%	.0%	5.5%	.0%	.0%	.0%	.0%	.0%	.0%	1.6%	.4%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	75.0%	25.0%
SUP 1.....	77	53	24	5	18	29	14	11	3	16	30	28
.....	10.1%	13.8%	6.3%	6.8%	10.6%	10.5%	10.2%	10.3%	2.8%	6.7%	15.6%	12.3%
.....	100%	68.8%	31.2%	6.5%	23.4%	37.7%	18.2%	14.3%	3.9%	20.8%	39.0%	36.4%
101.....	24	15	9	1	4	7	9	3	5	8	6	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
.....	3.1%	3.9%	2.4%	1.4%	2.4%	2.5%	6.6%	2.8%	4.7%	3.4%	3.1%	2.2%
.....	100%	62.5%	37.5%	4.2%	16.7%	29.2%	37.5%	12.5%	20.8%	33.3%	25.0%	20.8%
BAY.....	24	14	10	3	17	3	1	0	4	11	4	5
.....	3.1%	3.6%	2.6%	4.1%	10.0%	1.1%	.7%	.0%	3.7%	4.6%	2.1%	2.2%
.....	100%	58.3%	41.7%	12.5%	70.8%	12.5%	4.2%	.0%	16.7%	45.8%	16.7%	20.8%
RTK.....	19	11	8	1	5	7	2	4	0	6	6	7
.....	2.5%	2.9%	2.1%	1.4%	2.9%	2.5%	1.5%	3.7%	.0%	2.5%	3.1%	3.1%
.....	100%	57.9%	42.1%	5.3%	26.3%	36.8%	10.5%	21.1%	.0%	31.6%	31.6%	36.8%
SMASH.....	7	5	2	1	2	3	0	1	0	3	1	3
.....	.9%	1.3%	.5%	1.4%	1.2%	1.1%	.0%	.9%	.0%	1.3%	.5%	1.3%
.....	100%	71.4%	28.6%	14.3%	28.6%	42.9%	.0%	14.3%	.0%	42.9%	14.3%	42.9%
CALYPSO.....	11	8	3	2	0	9	0	0	1	6	0	4
.....	1.4%	2.1%	.8%	2.7%	.0%	3.2%	.0%	.0%	.9%	2.5%	.0%	1.8%
.....	100%	72.7%	27.3%	18.2%	.0%	81.8%	.0%	.0%	9.1%	54.5%	.0%	36.4%
CAPITAL.....	7	4	3	1	3	2	0	1	0	3	1	3
.....	.9%	1.0%	.8%	1.4%	1.8%	.7%	.0%	.9%	.0%	1.3%	.5%	1.3%
.....	100%	57.1%	42.9%	14.3%	42.9%	28.6%	.0%	14.3%	.0%	42.9%	14.3%	42.9%
X FM.....	6	3	3	1	5	0	0	0	2	2	2	0
.....	.8%	.8%	.8%	1.4%	2.9%	.0%	.0%	.0%	1.9%	.8%	1.0%	.0%
.....	100%	50.0%	50.0%	16.7%	83.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%	.0%
MONEY & BUSINESS												
NONE.....	645	328	317	67	146	231	114	87	94	203	159	189
.....	84.4%	85.4%	83.4%	91.8%	85.9%	83.4%	83.2%	81.3%	87.9%	85.3%	82.8%	83.3%
.....	100%	50.9%	49.1%	10.4%	22.6%	35.8%	17.7%	13.5%	14.6%	31.5%	24.7%	29.3%
RM.....	23	10	13	0	1	9	8	5	5	4	7	7
.....	3.0%	2.6%	3.4%	.0%	.6%	3.2%	5.8%	4.7%	4.7%	1.7%	3.6%	3.1%
.....	100%	43.5%	56.5%	.0%	4.3%	39.1%	34.8%	21.7%	21.7%	17.4%	30.4%	30.4%
SUP 1.....	40	17	23	2	9	17	6	6	0	11	10	19
.....	5.2%	4.4%	6.1%	2.7%	5.3%	6.1%	4.4%	5.6%	.0%	4.6%	5.2%	8.4%
.....	100%	42.5%	57.5%	5.0%	22.5%	42.5%	15.0%	15.0%	.0%	27.5%	25.0%	47.5%
101.....	20	11	9	1	4	5	8	2	3	7	6	4
.....	2.6%	2.9%	2.4%	1.4%	2.4%	1.8%	5.8%	1.9%	2.8%	2.9%	3.1%	1.8%

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%	55.0%	45.0%	5.0%	20.0%	25.0%	40.0%	10.0%	15.0%	35.0%	30.0%	20.0%
BAY.....	8	3	5	1	5	2	0	0	1	6	1	0
.....	1.0%	.8%	1.3%	1.4%	2.9%	.7%	.0%	.0%	.9%	2.5%	.5%	.0%
.....	100%	37.5%	62.5%	12.5%	62.5%	25.0%	.0%	.0%	12.5%	75.0%	12.5%	.0%
RTK.....	17	8	9	0	3	7	1	6	2	4	6	5
.....	2.2%	2.1%	2.4%	.0%	1.8%	2.5%	.7%	5.6%	1.9%	1.7%	3.1%	2.2%
.....	100%	47.1%	52.9%	.0%	17.6%	41.2%	5.9%	35.3%	11.8%	23.5%	35.3%	29.4%
SMASH.....	4	3	1	1	0	3	0	0	0	1	1	2
.....	.5%	.8%	.3%	1.4%	.0%	1.1%	.0%	.0%	.0%	.4%	.5%	.9%
.....	100%	75.0%	25.0%	25.0%	.0%	75.0%	.0%	.0%	.0%	25.0%	25.0%	50.0%
CALYPSO.....	2	1	1	0	0	2	0	0	1	1	0	0
.....	.3%	.3%	.3%	.0%	.0%	.7%	.0%	.0%	.9%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%
CAPITAL.....	3	1	2	1	1	1	0	0	0	1	1	1
.....	.4%	.3%	.5%	1.4%	.6%	.4%	.0%	.0%	.0%	.4%	.5%	.4%
.....	100%	33.3%	66.7%	33.3%	33.3%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
X FM.....	2	2	0	0	1	0	0	1	1	0	1	0
.....	.3%	.5%	.0%	.0%	.6%	.0%	.0%	.9%	.9%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
CULTURE												
NONE.....	536	279	257	64	133	196	83	60	81	174	128	153
.....	70.2%	72.7%	67.6%	87.7%	78.2%	70.8%	60.6%	56.1%	75.7%	73.1%	66.7%	67.4%
.....	100%	52.1%	47.9%	11.9%	24.8%	36.6%	15.5%	11.2%	15.1%	32.5%	23.9%	28.5%
RM.....	57	25	32	1	6	17	22	11	8	12	14	23
.....	7.5%	6.5%	8.4%	1.4%	3.5%	6.1%	16.1%	10.3%	7.5%	5.0%	7.3%	10.1%
.....	100%	43.9%	56.1%	1.8%	10.5%	29.8%	38.6%	19.3%	14.0%	21.1%	24.6%	40.4%
SUP 1.....	69	30	39	2	13	24	15	15	1	19	19	30
.....	9.0%	7.8%	10.3%	2.7%	7.6%	8.7%	10.9%	14.0%	.9%	8.0%	9.9%	13.2%
.....	100%	43.5%	56.5%	2.9%	18.8%	34.8%	21.7%	21.7%	1.4%	27.5%	27.5%	43.5%
101.....	29	12	17	0	3	15	7	4	5	9	10	5
.....	3.8%	3.1%	4.5%	.0%	1.8%	5.4%	5.1%	3.7%	4.7%	3.8%	5.2%	2.2%
.....	100%	41.4%	58.6%	.0%	10.3%	51.7%	24.1%	13.8%	17.2%	31.0%	34.5%	17.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

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

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY.....	4	3	1	1	2	1	0	0	0	2	2	0
.....	.5%	.8%	.3%	1.4%	1.2%	.4%	.0%	.0%	.0%	.8%	1.0%	.0%
.....	100%	75.0%	25.0%	25.0%	50.0%	25.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RTK.....	44	17	27	1	6	15	10	12	7	15	13	9
.....	5.8%	4.4%	7.1%	1.4%	3.5%	5.4%	7.3%	11.2%	6.5%	6.3%	6.8%	4.0%
.....	100%	38.6%	61.4%	2.3%	13.6%	34.1%	22.7%	27.3%	15.9%	34.1%	29.5%	20.5%
SMASH.....	5	2	3	2	1	2	0	0	0	2	0	3
.....	.7%	.5%	.8%	2.7%	.6%	.7%	.0%	.0%	.0%	.8%	.0%	1.3%
.....	100%	40.0%	60.0%	40.0%	20.0%	40.0%	.0%	.0%	.0%	40.0%	.0%	60.0%
CALYPSO.....	8	8	0	0	3	5	0	0	1	2	3	2
.....	1.0%	2.1%	.0%	.0%	1.8%	1.8%	.0%	.0%	.9%	.8%	1.6%	.9%
.....	100%	100%	.0%	.0%	37.5%	62.5%	.0%	.0%	12.5%	25.0%	37.5%	25.0%
CAMPUS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BRONJA.....	6	6	0	0	0	2	0	4	3	1	1	1
.....	.8%	1.6%	.0%	.0%	.0%	.7%	.0%	3.7%	2.8%	.4%	.5%	.4%
.....	100%	100%	.0%	.0%	.0%	33.3%	.0%	66.7%	50.0%	16.7%	16.7%	16.7%
CAPITAL.....	2	0	2	2	0	0	0	0	0	1	0	1
.....	.3%	.0%	.5%	2.7%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
X FM.....	3	2	1	0	2	0	0	1	1	0	2	0
.....	.4%	.5%	.3%	.0%	1.2%	.0%	.0%	.9%	.9%	.0%	1.0%	.0%
.....	100%	66.7%	33.3%	.0%	66.7%	.0%	.0%	33.3%	33.3%	.0%	66.7%	.0%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	462	275	187	63	124	160	68	47	69	158	104	131
.....	60.5%	71.6%	49.2%	86.3%	72.9%	57.8%	49.6%	43.9%	64.5%	66.4%	54.2%	57.7%
.....	100%	59.5%	40.5%	13.6%	26.8%	34.6%	14.7%	10.2%	14.9%	34.2%	22.5%	28.4%
RM.....	69	21	48	1	6	22	25	15	12	13	20	24
.....	9.0%	5.5%	12.6%	1.4%	3.5%	7.9%	18.2%	14.0%	11.2%	5.5%	10.4%	10.6%
.....	100%	30.4%	69.6%	1.4%	8.7%	31.9%	36.2%	21.7%	17.4%	18.8%	29.0%	34.8%

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
RP/106.6.....	3	3	0	1	0	1	0	1	1	0	1	1
.....	.4%	.8%	.0%	1.4%	.0%	.4%	.0%	.9%	.9%	.0%	.5%	.4%
.....	100%	100%	.0%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%
SUP 1.....	99	43	56	3	20	35	21	20	3	21	36	39
.....	13.0%	11.2%	14.7%	4.1%	11.8%	12.6%	15.3%	18.7%	2.8%	8.8%	18.8%	17.2%
.....	100%	43.4%	56.6%	3.0%	20.2%	35.4%	21.2%	20.2%	3.0%	21.2%	36.4%	39.4%
101.....	42	12	30	1	8	17	10	6	10	16	9	7
.....	5.5%	3.1%	7.9%	1.4%	4.7%	6.1%	7.3%	5.6%	9.3%	6.7%	4.7%	3.1%
.....	100%	28.6%	71.4%	2.4%	19.0%	40.5%	23.8%	14.3%	23.8%	38.1%	21.4%	16.7%
A3FM.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
BAY.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	69	20	49	1	6	32	13	17	10	23	18	18
.....	9.0%	5.2%	12.9%	1.4%	3.5%	11.6%	9.5%	15.9%	9.3%	9.7%	9.4%	7.9%
.....	100%	29.0%	71.0%	1.4%	8.7%	46.4%	18.8%	24.6%	14.5%	33.3%	26.1%	26.1%
SMASH.....	7	3	4	1	3	2	0	1	0	2	2	3
.....	.9%	.8%	1.1%	1.4%	1.8%	.7%	.0%	.9%	.0%	.8%	1.0%	1.3%
.....	100%	42.9%	57.1%	14.3%	42.9%	28.6%	.0%	14.3%	.0%	28.6%	28.6%	42.9%
CALYPSO.....	5	4	1	0	0	5	0	0	0	2	1	2
.....	.7%	1.0%	.3%	.0%	.0%	1.8%	.0%	.0%	.0%	.8%	.5%	.9%
.....	100%	80.0%	20.0%	.0%	.0%	100%	.0%	.0%	.0%	40.0%	20.0%	40.0%
CAPITAL.....	4	1	3	2	0	2	0	0	0	2	1	1
.....	.5%	.3%	.8%	2.7%	.0%	.7%	.0%	.0%	.0%	.8%	.5%	.4%
.....	100%	25.0%	75.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
X FM.....	2	2	0	0	2	0	0	0	2	0	0	0
.....	.3%	.5%	.0%	.0%	1.2%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.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.....	764	384	380	73	170	277	137	107	107	238	192	227
RELIGION												
NONE.....	470	270	200	66	130	173	65	36	76	162	109	123
.....	61.5%	70.3%	52.6%	90.4%	76.5%	62.5%	47.4%	33.6%	71.0%	68.1%	56.8%	54.2%
.....	100%	57.4%	42.6%	14.0%	27.7%	36.8%	13.8%	7.7%	16.2%	34.5%	23.2%	26.2%
RM.....	45	10	35	1	2	10	19	13	8	7	12	18
.....	5.9%	2.6%	9.2%	1.4%	1.2%	3.6%	13.9%	12.1%	7.5%	2.9%	6.3%	7.9%
.....	100%	22.2%	77.8%	2.2%	4.4%	22.2%	42.2%	28.9%	17.8%	15.6%	26.7%	40.0%
SUP 1.....	61	24	37	1	8	20	15	17	0	8	25	28
.....	8.0%	6.3%	9.7%	1.4%	4.7%	7.2%	10.9%	15.9%	.0%	3.4%	13.0%	12.3%
.....	100%	39.3%	60.7%	1.6%	13.1%	32.8%	24.6%	27.9%	.0%	13.1%	41.0%	45.9%
101.....	13	4	9	0	2	4	2	5	0	4	4	5
.....	1.7%	1.0%	2.4%	.0%	1.2%	1.4%	1.5%	4.7%	.0%	1.7%	2.1%	2.2%
.....	100%	30.8%	69.2%	.0%	15.4%	30.8%	15.4%	38.5%	.0%	30.8%	30.8%	38.5%
BAY.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	159	67	92	3	24	63	36	33	23	50	38	48
.....	20.8%	17.4%	24.2%	4.1%	14.1%	22.7%	26.3%	30.8%	21.5%	21.0%	19.8%	21.1%
.....	100%	42.1%	57.9%	1.9%	15.1%	39.6%	22.6%	20.8%	14.5%	31.4%	23.9%	30.2%
SMASH.....	9	3	6	2	2	3	0	2	0	4	4	1
.....	1.2%	.8%	1.6%	2.7%	1.2%	1.1%	.0%	1.9%	.0%	1.7%	2.1%	.4%
.....	100%	33.3%	66.7%	22.2%	22.2%	33.3%	.0%	22.2%	.0%	44.4%	44.4%	11.1%
CALYPSO.....	3	3	0	0	0	3	0	0	0	2	0	1
.....	.4%	.8%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%	.8%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	66.7%	.0%	33.3%
BRONJA.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
X FM.....	2	2	0	0	1	0	0	1	0	0	0	2
.....	.3%	.5%	.0%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.9%
.....	100%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	.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
NOVELS & PLAYS												
NONE.....	548	299	249	64	130	204	91	59	92	182	125	149
.....	71.7%	77.9%	65.5%	87.7%	76.5%	73.6%	66.4%	55.1%	86.0%	76.5%	65.1%	65.6%
.....	100%	54.6%	45.4%	11.7%	23.7%	37.2%	16.6%	10.8%	16.8%	33.2%	22.8%	27.2%
RM.....	55	19	36	2	8	18	16	11	5	13	18	19
.....	7.2%	4.9%	9.5%	2.7%	4.7%	6.5%	11.7%	10.3%	4.7%	5.5%	9.4%	8.4%
.....	100%	34.5%	65.5%	3.6%	14.5%	32.7%	29.1%	20.0%	9.1%	23.6%	32.7%	34.5%
RP/106.6.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
SUP 1.....	84	34	50	3	16	29	17	19	0	17	31	36
.....	11.0%	8.9%	13.2%	4.1%	9.4%	10.5%	12.4%	17.8%	.0%	7.1%	16.1%	15.9%
.....	100%	40.5%	59.5%	3.6%	19.0%	34.5%	20.2%	22.6%	.0%	20.2%	36.9%	42.9%
101.....	27	13	14	2	7	10	5	3	5	10	5	7
.....	3.5%	3.4%	3.7%	2.7%	4.1%	3.6%	3.6%	2.8%	4.7%	4.2%	2.6%	3.1%
.....	100%	48.1%	51.9%	7.4%	25.9%	37.0%	18.5%	11.1%	18.5%	37.0%	18.5%	25.9%
A3FM.....	1	1	0	1	0	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	1.4%	.0%	.0%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BAY.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	40	12	28	1	6	13	8	12	3	13	11	13
.....	5.2%	3.1%	7.4%	1.4%	3.5%	4.7%	5.8%	11.2%	2.8%	5.5%	5.7%	5.7%
.....	100%	30.0%	70.0%	2.5%	15.0%	32.5%	20.0%	30.0%	7.5%	32.5%	27.5%	32.5%
SMASH.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
CALYPSO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.5%	.0%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.4%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CAMPUS.....	1	1	0	0	0	0	0	1	1	0	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
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	.9%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
BRONJA.....	2	2	0	0	0	1	0	1	1	0	0	1
.....	.3%	.5%	.0%	.0%	.0%	.4%	.0%	.9%	.9%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%
CHILDREN'S PROGRAMMES												
NONE.....	662	344	318	64	148	244	118	88	102	208	163	189
.....	86.6%	89.6%	83.7%	87.7%	87.1%	88.1%	86.1%	82.2%	95.3%	87.4%	84.9%	83.3%
.....	100%	52.0%	48.0%	9.7%	22.4%	36.9%	17.8%	13.3%	15.4%	31.4%	24.6%	28.5%
RM.....	32	11	21	2	8	9	9	4	2	9	12	9
.....	4.2%	2.9%	5.5%	2.7%	4.7%	3.2%	6.6%	3.7%	1.9%	3.8%	6.3%	4.0%
.....	100%	34.4%	65.6%	6.3%	25.0%	28.1%	28.1%	12.5%	6.3%	28.1%	37.5%	28.1%
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%	.4%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
SUP 1.....	35	16	19	3	8	13	5	6	0	9	10	16
.....	4.6%	4.2%	5.0%	4.1%	4.7%	4.7%	3.6%	5.6%	.0%	3.8%	5.2%	7.0%
.....	100%	45.7%	54.3%	8.6%	22.9%	37.1%	14.3%	17.1%	.0%	25.7%	28.6%	45.7%
101.....	10	4	6	2	1	2	3	2	1	3	2	4
.....	1.3%	1.0%	1.6%	2.7%	.6%	.7%	2.2%	1.9%	.9%	1.3%	1.0%	1.8%
.....	100%	40.0%	60.0%	20.0%	10.0%	20.0%	30.0%	20.0%	10.0%	30.0%	20.0%	40.0%
BAY.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	20	7	13	0	3	8	2	7	2	6	4	8
.....	2.6%	1.8%	3.4%	.0%	1.8%	2.9%	1.5%	6.5%	1.9%	2.5%	2.1%	3.5%
.....	100%	35.0%	65.0%	.0%	15.0%	40.0%	10.0%	35.0%	10.0%	30.0%	20.0%	40.0%
SMASH.....	2	0	2	1	1	0	0	0	0	1	1	0
.....	.3%	.0%	.5%	1.4%	.6%	.0%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
CALYPSO.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.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%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
WOMEN'S PROGRAMMES												
NONE.....	514	317	197	64	132	187	75	56	84	168	125	137
.....	67.3%	82.6%	51.8%	87.7%	77.6%	67.5%	54.7%	52.3%	78.5%	70.6%	65.1%	60.4%
.....	100%	61.7%	38.3%	12.5%	25.7%	36.4%	14.6%	10.9%	16.3%	32.7%	24.3%	26.7%
RM.....	64	16	48	1	4	22	27	10	7	15	16	26
.....	8.4%	4.2%	12.6%	1.4%	2.4%	7.9%	19.7%	9.3%	6.5%	6.3%	8.3%	11.5%
.....	100%	25.0%	75.0%	1.6%	6.3%	34.4%	42.2%	15.6%	10.9%	23.4%	25.0%	40.6%
RP/106.6.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.4%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
SUP 1.....	78	24	54	3	17	25	15	18	3	15	27	33
.....	10.2%	6.3%	14.2%	4.1%	10.0%	9.0%	10.9%	16.8%	2.8%	6.3%	14.1%	14.5%
.....	100%	30.8%	69.2%	3.8%	21.8%	32.1%	19.2%	23.1%	3.8%	19.2%	34.6%	42.3%
101.....	35	7	28	1	6	14	8	6	5	9	12	9
.....	4.6%	1.8%	7.4%	1.4%	3.5%	5.1%	5.8%	5.6%	4.7%	3.8%	6.3%	4.0%
.....	100%	20.0%	80.0%	2.9%	17.1%	40.0%	22.9%	17.1%	14.3%	25.7%	34.3%	25.7%
BAY.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RTK.....	61	14	47	1	7	25	12	16	8	25	11	17
.....	8.0%	3.6%	12.4%	1.4%	4.1%	9.0%	8.8%	15.0%	7.5%	10.5%	5.7%	7.5%
.....	100%	23.0%	77.0%	1.6%	11.5%	41.0%	19.7%	26.2%	13.1%	41.0%	18.0%	27.9%
SMASH.....	4	1	3	2	1	1	0	0	0	2	0	2
.....	.5%	.3%	.8%	2.7%	.6%	.4%	.0%	.0%	.0%	.8%	.0%	.9%
.....	100%	25.0%	75.0%	50.0%	25.0%	25.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CALYPSO.....	4	3	1	1	0	3	0	0	0	2	0	2
.....	.5%	.8%	.3%	1.4%	.0%	1.1%	.0%	.0%	.0%	.8%	.0%	.9%
.....	100%	75.0%	25.0%	25.0%	.0%	75.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CAPITAL.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(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
LOCAL NEWS												
NONE.....	194	102	92	44	55	61	21	13	31	64	40	59
.....	25.4%	26.6%	24.2%	60.3%	32.4%	22.0%	15.3%	12.1%	29.0%	26.9%	20.8%	26.0%
.....	100%	52.6%	47.4%	22.7%	28.4%	31.4%	10.8%	6.7%	16.0%	33.0%	20.6%	30.4%
RM.....	122	63	59	2	14	33	41	32	19	32	31	40
.....	16.0%	16.4%	15.5%	2.7%	8.2%	11.9%	29.9%	29.9%	17.8%	13.4%	16.1%	17.6%
.....	100%	51.6%	48.4%	1.6%	11.5%	27.0%	33.6%	26.2%	15.6%	26.2%	25.4%	32.8%
RP/106.6.....	5	3	2	2	2	1	0	0	1	2	2	0
.....	.7%	.8%	.5%	2.7%	1.2%	.4%	.0%	.0%	.9%	.8%	1.0%	.0%
.....	100%	60.0%	40.0%	40.0%	40.0%	20.0%	.0%	.0%	20.0%	40.0%	40.0%	.0%
SUP 1.....	158	77	81	4	28	65	33	28	7	35	57	59
.....	20.7%	20.1%	21.3%	5.5%	16.5%	23.5%	24.1%	26.2%	6.5%	14.7%	29.7%	26.0%
.....	100%	48.7%	51.3%	2.5%	17.7%	41.1%	20.9%	17.7%	4.4%	22.2%	36.1%	37.3%
101.....	79	36	43	5	9	32	23	10	13	35	15	16
.....	10.3%	9.4%	11.3%	6.8%	5.3%	11.6%	16.8%	9.3%	12.1%	14.7%	7.8%	7.0%
.....	100%	45.6%	54.4%	6.3%	11.4%	40.5%	29.1%	12.7%	16.5%	44.3%	19.0%	20.3%
A3FM.....	2	0	2	0	0	2	0	0	0	1	1	0
.....	.3%	.0%	.5%	.0%	.0%	.7%	.0%	.0%	.0%	.4%	.5%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
BAY.....	49	32	17	9	31	9	0	0	9	20	13	7
.....	6.4%	8.3%	4.5%	12.3%	18.2%	3.2%	.0%	.0%	8.4%	8.4%	6.8%	3.1%
.....	100%	65.3%	34.7%	18.4%	63.3%	18.4%	.0%	.0%	18.4%	40.8%	26.5%	14.3%
RTK.....	75	30	45	0	8	35	11	21	14	21	16	24
.....	9.8%	7.8%	11.8%	.0%	4.7%	12.6%	8.0%	19.6%	13.1%	8.8%	8.3%	10.6%
.....	100%	40.0%	60.0%	.0%	10.7%	46.7%	14.7%	28.0%	18.7%	28.0%	21.3%	32.0%
SMASH.....	16	5	11	5	5	5	1	0	0	8	3	5
.....	2.1%	1.3%	2.9%	6.8%	2.9%	1.8%	.7%	.0%	.0%	3.4%	1.6%	2.2%
.....	100%	31.3%	68.8%	31.3%	31.3%	31.3%	6.3%	.0%	.0%	50.0%	18.8%	31.3%
CALYPSO.....	26	16	10	0	1	21	3	1	4	9	5	8
.....	3.4%	4.2%	2.6%	.0%	.6%	7.6%	2.2%	.9%	3.7%	3.8%	2.6%	3.5%
.....	100%	61.5%	38.5%	.0%	3.8%	80.8%	11.5%	3.8%	15.4%	34.6%	19.2%	30.8%
CAMPUS.....	1	1	0	0	1	0	0	0	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
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%
BRONJA.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	.9%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL.....	17	7	10	1	7	9	0	0	1	3	7	6
.....	2.2%	1.8%	2.6%	1.4%	4.1%	3.2%	.0%	.0%	.9%	1.3%	3.6%	2.6%
.....	100%	41.2%	58.8%	5.9%	41.2%	52.9%	.0%	.0%	5.9%	17.6%	41.2%	35.3%
X FM.....	19	11	8	1	9	4	4	1	7	7	2	3
.....	2.5%	2.9%	2.1%	1.4%	5.3%	1.4%	2.9%	.9%	6.5%	2.9%	1.0%	1.3%
.....	100%	57.9%	42.1%	5.3%	47.4%	21.1%	21.1%	5.3%	36.8%	36.8%	10.5%	15.8%
FOREIGN NEWS												
NONE.....	207	111	96	45	57	73	21	11	33	67	47	60
.....	27.1%	28.9%	25.3%	61.6%	33.5%	26.4%	15.3%	10.3%	30.8%	28.2%	24.5%	26.4%
.....	100%	53.6%	46.4%	21.7%	27.5%	35.3%	10.1%	5.3%	15.9%	32.4%	22.7%	29.0%
RM.....	125	64	61	2	15	35	41	32	19	34	32	40
.....	16.4%	16.7%	16.1%	2.7%	8.8%	12.6%	29.9%	29.9%	17.8%	14.3%	16.7%	17.6%
.....	100%	51.2%	48.8%	1.6%	12.0%	28.0%	32.8%	25.6%	15.2%	27.2%	25.6%	32.0%
RP/106.6.....	5	3	2	2	2	1	0	0	1	2	2	0
.....	.7%	.8%	.5%	2.7%	1.2%	.4%	.0%	.0%	.9%	.8%	1.0%	.0%
.....	100%	60.0%	40.0%	40.0%	40.0%	20.0%	.0%	.0%	20.0%	40.0%	40.0%	.0%
SUP 1.....	143	67	76	4	23	55	32	29	5	31	51	56
.....	18.7%	17.4%	20.0%	5.5%	13.5%	19.9%	23.4%	27.1%	4.7%	13.0%	26.6%	24.7%
.....	100%	46.9%	53.1%	2.8%	16.1%	38.5%	22.4%	20.3%	3.5%	21.7%	35.7%	39.2%
101.....	74	33	41	4	9	30	22	9	11	32	15	16
.....	9.7%	8.6%	10.8%	5.5%	5.3%	10.8%	16.1%	8.4%	10.3%	13.4%	7.8%	7.0%
.....	100%	44.6%	55.4%	5.4%	12.2%	40.5%	29.7%	12.2%	14.9%	43.2%	20.3%	21.6%
A3FM.....	3	2	1	0	0	1	2	0	0	0	2	1
.....	.4%	.5%	.3%	.0%	.0%	.4%	1.5%	.0%	.0%	.0%	1.0%	.4%
.....	100%	66.7%	33.3%	.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%
BAY.....	51	32	19	9	31	11	0	0	9	22	13	7
.....	6.7%	8.3%	5.0%	12.3%	18.2%	4.0%	.0%	.0%	8.4%	9.2%	6.8%	3.1%

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
.....	100%	62.7%	37.3%	17.6%	60.8%	21.6%	.0%	.0%	17.6%	43.1%	25.5%	13.7%
RTK.....	73	29	44	0	8	33	11	21	14	20	15	24
.....	9.6%	7.6%	11.6%	.0%	4.7%	11.9%	8.0%	19.6%	13.1%	8.4%	7.8%	10.6%
.....	100%	39.7%	60.3%	.0%	11.0%	45.2%	15.1%	28.8%	19.2%	27.4%	20.5%	32.9%
SMASH.....	15	5	10	4	5	5	1	0	0	8	2	5
.....	2.0%	1.3%	2.6%	5.5%	2.9%	1.8%	.7%	.0%	.0%	3.4%	1.0%	2.2%
.....	100%	33.3%	66.7%	26.7%	33.3%	33.3%	6.7%	.0%	.0%	53.3%	13.3%	33.3%
CALYPSO.....	27	17	10	0	2	20	3	2	4	10	4	9
.....	3.5%	4.4%	2.6%	.0%	1.2%	7.2%	2.2%	1.9%	3.7%	4.2%	2.1%	4.0%
.....	100%	63.0%	37.0%	.0%	7.4%	74.1%	11.1%	7.4%	14.8%	37.0%	14.8%	33.3%
CAMPUS.....	2	2	0	0	1	0	0	1	1	1	0	0
.....	.3%	.5%	.0%	.0%	.6%	.0%	.0%	.9%	.9%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
BRONJA.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	.9%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
CAPITAL.....	17	7	10	1	7	9	0	0	1	3	7	6
.....	2.2%	1.8%	2.6%	1.4%	4.1%	3.2%	.0%	.0%	.9%	1.3%	3.6%	2.6%
.....	100%	41.2%	58.8%	5.9%	41.2%	52.9%	.0%	.0%	5.9%	17.6%	41.2%	35.3%
X FM.....	21	11	10	2	10	4	4	1	8	8	2	3
.....	2.7%	2.9%	2.6%	2.7%	5.9%	1.4%	2.9%	.9%	7.5%	3.4%	1.0%	1.3%
.....	100%	52.4%	47.6%	9.5%	47.6%	19.0%	19.0%	4.8%	38.1%	38.1%	9.5%	14.3%
CURRENT												
AFFAIRS/ANALYSIS												
PROGRAMMES												
NONE.....	453	226	227	60	112	157	65	59	65	136	117	135
.....	59.3%	58.9%	59.7%	82.2%	65.9%	56.7%	47.4%	55.1%	60.7%	57.1%	60.9%	59.5%
.....	100%	49.9%	50.1%	13.2%	24.7%	34.7%	14.3%	13.0%	14.3%	30.0%	25.8%	29.8%
RM.....	72	39	33	0	7	22	24	19	12	19	19	22
.....	9.4%	10.2%	8.7%	.0%	4.1%	7.9%	17.5%	17.8%	11.2%	8.0%	9.9%	9.7%
.....	100%	54.2%	45.8%	.0%	9.7%	30.6%	33.3%	26.4%	16.7%	26.4%	26.4%	30.6%
RP/106.6.....	2	0	2	0	1	1	0	0	2	0	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
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	1.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%
SUP 1.....	86	43	43	4	17	32	20	13	3	22	26	35
.....	11.3%	11.2%	11.3%	5.5%	10.0%	11.6%	14.6%	12.1%	2.8%	9.2%	13.5%	15.4%
.....	100%	50.0%	50.0%	4.7%	19.8%	37.2%	23.3%	15.1%	3.5%	25.6%	30.2%	40.7%
101.....	54	29	25	1	5	24	17	7	9	24	9	12
.....	7.1%	7.6%	6.6%	1.4%	2.9%	8.7%	12.4%	6.5%	8.4%	10.1%	4.7%	5.3%
.....	100%	53.7%	46.3%	1.9%	9.3%	44.4%	31.5%	13.0%	16.7%	44.4%	16.7%	22.2%
A3FM.....	3	1	2	0	0	1	2	0	1	0	1	1
.....	.4%	.3%	.5%	.0%	.0%	.4%	1.5%	.0%	.9%	.0%	.5%	.4%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%	33.3%	.0%	33.3%	33.3%
BAY.....	22	10	12	5	12	5	0	0	3	12	6	1
.....	2.9%	2.6%	3.2%	6.8%	7.1%	1.8%	.0%	.0%	2.8%	5.0%	3.1%	.4%
.....	100%	45.5%	54.5%	22.7%	54.5%	22.7%	.0%	.0%	13.6%	54.5%	27.3%	4.5%
RTK.....	36	17	19	0	6	15	6	9	6	13	7	10
.....	4.7%	4.4%	5.0%	.0%	3.5%	5.4%	4.4%	8.4%	5.6%	5.5%	3.6%	4.4%
.....	100%	47.2%	52.8%	.0%	16.7%	41.7%	16.7%	25.0%	16.7%	36.1%	19.4%	27.8%
SMASH.....	7	3	4	1	2	4	0	0	0	4	0	3
.....	.9%	.8%	1.1%	1.4%	1.2%	1.4%	.0%	.0%	.0%	1.7%	.0%	1.3%
.....	100%	42.9%	57.1%	14.3%	28.6%	57.1%	.0%	.0%	.0%	57.1%	.0%	42.9%
CALYPSO.....	11	9	2	0	1	9	1	0	2	3	1	5
.....	1.4%	2.3%	.5%	.0%	.6%	3.2%	.7%	.0%	1.9%	1.3%	.5%	2.2%
.....	100%	81.8%	18.2%	.0%	9.1%	81.8%	9.1%	.0%	18.2%	27.3%	9.1%	45.5%
CAMPUS.....	2	2	0	0	2	0	0	0	0	0	2	0
.....	.3%	.5%	.0%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BRONJA.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.5%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
CAPITAL.....	6	0	6	1	1	4	0	0	1	1	2	2
.....	.8%	.0%	1.6%	1.4%	.6%	1.4%	.0%	.0%	.9%	.4%	1.0%	.9%
.....	100%	.0%	100%	16.7%	16.7%	66.7%	.0%	.0%	16.7%	16.7%	33.3%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF 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
X FM.....	9	4	5	1	4	2	2	0	3	4	1	1
.....	1.2%	1.0%	1.3%	1.4%	2.4%	.7%	1.5%	.0%	2.8%	1.7%	.5%	.4%
.....	100%	44.4%	55.6%	11.1%	44.4%	22.2%	22.2%	.0%	33.3%	44.4%	11.1%	11.1%

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.....	764	384	380	73	170	277	137	107	107	238	192	227
K6												
NONE.....	25	13	12	1	3	9	7	5	2	6	3	14
.....	3.3%	3.4%	3.2%	1.4%	1.8%	3.2%	5.1%	4.7%	1.9%	2.5%	1.6%	6.2%
.....	100%	52.0%	48.0%	4.0%	12.0%	36.0%	28.0%	20.0%	8.0%	24.0%	12.0%	56.0%
RM.....	85	38	47	1	6	25	31	22	13	19	22	31
.....	11.1%	9.9%	12.4%	1.4%	3.5%	9.0%	22.6%	20.6%	12.1%	8.0%	11.5%	13.7%
.....	100%	44.7%	55.3%	1.2%	7.1%	29.4%	36.5%	25.9%	15.3%	22.4%	25.9%	36.5%
RP/106.6.....	48	33	15	22	16	8	2	0	4	14	19	11
.....	6.3%	8.6%	3.9%	30.1%	9.4%	2.9%	1.5%	.0%	3.7%	5.9%	9.9%	4.8%
.....	100%	68.8%	31.3%	45.8%	33.3%	16.7%	4.2%	.0%	8.3%	29.2%	39.6%	22.9%
SUP 1.....	143	72	71	2	18	54	36	33	6	26	51	60
.....	18.7%	18.8%	18.7%	2.7%	10.6%	19.5%	26.3%	30.8%	5.6%	10.9%	26.6%	26.4%
.....	100%	50.3%	49.7%	1.4%	12.6%	37.8%	25.2%	23.1%	4.2%	18.2%	35.7%	42.0%
101.....	67	30	37	1	8	30	18	10	9	30	14	14
.....	8.8%	7.8%	9.7%	1.4%	4.7%	10.8%	13.1%	9.3%	8.4%	12.6%	7.3%	6.2%
.....	100%	44.8%	55.2%	1.5%	11.9%	44.8%	26.9%	14.9%	13.4%	44.8%	20.9%	20.9%
A3FM.....	6	4	2	0	2	3	1	0	0	2	2	2
.....	.8%	1.0%	.5%	.0%	1.2%	1.1%	.7%	.0%	.0%	.8%	1.0%	.9%
.....	100%	66.7%	33.3%	.0%	33.3%	50.0%	16.7%	.0%	.0%	33.3%	33.3%	33.3%
BAY.....	92	53	39	18	53	21	0	0	15	42	23	12
.....	12.0%	13.8%	10.3%	24.7%	31.2%	7.6%	.0%	.0%	14.0%	17.6%	12.0%	5.3%
.....	100%	57.6%	42.4%	19.6%	57.6%	22.8%	.0%	.0%	16.3%	45.7%	25.0%	13.0%
RTK.....	106	42	64	0	7	43	26	30	22	33	20	31
.....	13.9%	10.9%	16.8%	.0%	4.1%	15.5%	19.0%	28.0%	20.6%	13.9%	10.4%	13.7%
.....	100%	39.6%	60.4%	.0%	6.6%	40.6%	24.5%	28.3%	20.8%	31.1%	18.9%	29.2%
SMASH.....	51	20	31	16	19	15	0	1	3	21	9	18
.....	6.7%	5.2%	8.2%	21.9%	11.2%	5.4%	.0%	.9%	2.8%	8.8%	4.7%	7.9%
.....	100%	39.2%	60.8%	31.4%	37.3%	29.4%	.0%	2.0%	5.9%	41.2%	17.6%	35.3%
CALYPSO.....	60	38	22	1	8	38	11	2	12	16	13	19
.....	7.9%	9.9%	5.8%	1.4%	4.7%	13.7%	8.0%	1.9%	11.2%	6.7%	6.8%	8.4%
.....	100%	63.3%	36.7%	1.7%	13.3%	63.3%	18.3%	3.3%	20.0%	26.7%	21.7%	31.7%

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
BRONJA.....	6	6	0	0	0	1	2	3	4	0	1	1
.....	.8%	1.6%	.0%	.0%	.0%	.4%	1.5%	2.8%	3.7%	.0%	.5%	.4%
.....	100%	100%	.0%	.0%	.0%	16.7%	33.3%	50.0%	66.7%	.0%	16.7%	16.7%
CAPITAL.....	36	16	20	1	13	22	0	0	5	12	9	10
.....	4.7%	4.2%	5.3%	1.4%	7.6%	7.9%	.0%	.0%	4.7%	5.0%	4.7%	4.4%
.....	100%	44.4%	55.6%	2.8%	36.1%	61.1%	.0%	.0%	13.9%	33.3%	25.0%	27.8%
X FM.....	39	19	20	10	17	8	3	1	12	17	6	4
.....	5.1%	4.9%	5.3%	13.7%	10.0%	2.9%	2.2%	.9%	11.2%	7.1%	3.1%	1.8%
.....	100%	48.7%	51.3%	25.6%	43.6%	20.5%	7.7%	2.6%	30.8%	43.6%	15.4%	10.3%

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
(4th Quarter 2002)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIA- SET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	51.1	24.4	14.3	0.1	0.1	-	-	-	-	10.1	100
Foreign News	26.7	16.0	7.4	0.1	-	10.9	11.6	0.2	17.4	9.6	100
Sports	9.6	8.8	5.4	0.5	-	5.5	8.0	0.2	15.0	47.1	100
Weather	28.4	14.8	7.7	-	-	4.4	2.4	-	7.6	34.6	100
Feature Films	4.0	2.7	1.2	0.2	1.5	5.9	28.7	0.7	17.3	37.7	100
Serials/Soap Operas	6.9	10.2	6.0	0.1	5.5	1.1	16.6	-	5.2	48.3	100
Documentaries	16.4	2.7	1.8	0.9	-	13.6	5.5	0.9	23.6	34.5	100
Current Affairs	19.1	5.5	0.9	-	-	6.4	1.8	-	4.5	61.8	100
Discussions	57.3	5.5	2.7	-	-	5.5	-	-	3.6	25.5	100
Quizzes/Game Shows/Variety Programmes	12.7	10.9	2.7	-	-	10.0	16.4	-	2.7	44.5	100
Music Video- Clips	6.4	0.9	-	1.9	0.9	0.9	0.9	1.8	14.5	71.8	100
Plays	25.5	20.0	6.4	-	-	1.8	-	-	2.7	43.6	100
Art & Culture	34.5	2.7	0.9	-	-	3.6	0.9	-	2.7	54.5	100
Women	28.2	8.2	-	-	0.9	0.9	1.8	-	1.8	58.2	100
Children	10.0	-	6.4	-	-	1.8	3.6	-	4.5	73.6	100
Religion	23.6	8.2	10.9	3.6	-	2.7	-	-	2.7	48.2	100
Business & Finance	13.6	2.7	0.9	-	-	0.9	-	-	2.7	79.1	100

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(4th Quarter 2003)

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	52.8	25.6	15.5	0.1	-	-	-	-	6.0	100
Foreign News	25.5	15.4	8.0	0.1	11.9	15.0	-	18.9	5.2	100
Sports	11.8	10.5	4.7	0.1	6.7	10.3	-	15.5	40.4	100
Weather	34.0	16.6	8.8	-	4.1	4.5	-	7.9	24.0	100
Feature Films	3.5	5.1	0.6	-	6.5	35.8	0.2	18.8	29.4	100
Serials/Soap Operas	12.3	14.5	6.9	-	1.4	18.6	0.1	6.6	39.5	100
Documentaries	12.9	3.2	3.2	-	19.4	14.5	-	16.9	29.8	100
Current Affairs	27.4	1.6	5.6	-	2.4	5.6	-	6.5	50.8	100
Discussions	56.5	4.8	10.5	-	0.8	3.2	-	1.6	22.6	100
Quizzes/Game Shows/Variety Prog.	9.7	5.6	2.4	-	8.1	23.4	-	2.4	48.4	100
Music Video- Clips	2.4	2.4	-	3.2	0.8	2.4	1.6	8.9	78.2	100
Plays	28.2	9.7	11.3	0.8	0.8	-	-	0.8	48.4	100
Art & Culture	23.4	0.8	-	2.4	-	2.4	-	3.2	70.2	100
Women	29.0	11.3	6.5	2.4	0.8	1.6	-	1.6	46.8	100
Children	8.9	2.4	12.9	-	0.8	2.4	-	2.4	70.2	100
Religion	23.4	5.6	4.0	8.9	1.6	-	-	0.8	55.6	100
Business & Finance	16.1	3.2	-	-	-	-	-	1.6	79.0	100

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.....	994	487	507	112	207	371	182	122	146	293	249	306
LOCAL NEWS												
NONE.....	60	40	20	9	13	22	12	4	12	25	9	14
.....	6.0%	8.2%	3.9%	8.0%	6.3%	5.9%	6.6%	3.3%	8.2%	8.5%	3.6%	4.6%
.....	100%	66.7%	33.3%	15.0%	21.7%	36.7%	20.0%	6.7%	20.0%	41.7%	15.0%	23.3%
TVM.....	525	247	278	62	114	197	98	54	91	163	123	148
.....	52.8%	50.7%	54.8%	55.4%	55.1%	53.1%	53.8%	44.3%	62.3%	55.6%	49.4%	48.4%
.....	100%	47.0%	53.0%	11.8%	21.7%	37.5%	18.7%	10.3%	17.3%	31.0%	23.4%	28.2%
SUPER 1.....	254	128	126	19	52	99	43	41	12	46	87	109
.....	25.6%	26.3%	24.9%	17.0%	25.1%	26.7%	23.6%	33.6%	8.2%	15.7%	34.9%	35.6%
.....	100%	50.4%	49.6%	7.5%	20.5%	39.0%	16.9%	16.1%	4.7%	18.1%	34.3%	42.9%
NET TV.....	154	72	82	22	28	53	28	23	30	59	30	35
.....	15.5%	14.8%	16.2%	19.6%	13.5%	14.3%	15.4%	18.9%	20.5%	20.1%	12.0%	11.4%
.....	100%	46.8%	53.2%	14.3%	18.2%	34.4%	18.2%	14.9%	19.5%	38.3%	19.5%	22.7%
SMASH TV.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.5%	.0%	.7%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
FOREIGN NEWS												
NONE.....	52	29	23	12	12	19	3	6	4	16	16	16
.....	5.2%	6.0%	4.5%	10.7%	5.8%	5.1%	1.6%	4.9%	2.7%	5.5%	6.4%	5.2%
.....	100%	55.8%	44.2%	23.1%	23.1%	36.5%	5.8%	11.5%	7.7%	30.8%	30.8%	30.8%
TVM.....	253	111	142	23	48	90	53	39	27	71	71	84
.....	25.5%	22.8%	28.0%	20.5%	23.2%	24.3%	29.1%	32.0%	18.5%	24.2%	28.5%	27.5%
.....	100%	43.9%	56.1%	9.1%	19.0%	35.6%	20.9%	15.4%	10.7%	28.1%	28.1%	33.2%
SUPER 1.....	153	75	78	11	33	56	29	24	6	24	45	78
.....	15.4%	15.4%	15.4%	9.8%	15.9%	15.1%	15.9%	19.7%	4.1%	8.2%	18.1%	25.5%
.....	100%	49.0%	51.0%	7.2%	21.6%	36.6%	19.0%	15.7%	3.9%	15.7%	29.4%	51.0%
NET TV.....	80	37	43	8	12	27	14	19	9	26	24	21
.....	8.0%	7.6%	8.5%	7.1%	5.8%	7.3%	7.7%	15.6%	6.2%	8.9%	9.6%	6.9%
.....	100%	46.3%	53.8%	10.0%	15.0%	33.8%	17.5%	23.8%	11.3%	32.5%	30.0%	26.3%
SMASH TV.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%

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%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
RAI.....	118	57	61	10	25	51	22	10	32	33	19	34
.....	11.9%	11.7%	12.0%	8.9%	12.1%	13.7%	12.1%	8.2%	21.9%	11.3%	7.6%	11.1%
.....	100%	48.3%	51.7%	8.5%	21.2%	43.2%	18.6%	8.5%	27.1%	28.0%	16.1%	28.8%
MEDIASET.....	149	61	88	22	41	47	30	9	19	50	39	41
.....	15.0%	12.5%	17.4%	19.6%	19.8%	12.7%	16.5%	7.4%	13.0%	17.1%	15.7%	13.4%
.....	100%	40.9%	59.1%	14.8%	27.5%	31.5%	20.1%	6.0%	12.8%	33.6%	26.2%	27.5%
SATELLITE.....	188	116	72	26	36	80	31	15	49	73	35	31
.....	18.9%	23.8%	14.2%	23.2%	17.4%	21.6%	17.0%	12.3%	33.6%	24.9%	14.1%	10.1%
.....	100%	61.7%	38.3%	13.8%	19.1%	42.6%	16.5%	8.0%	26.1%	38.8%	18.6%	16.5%
SPORTS												
NONE.....	402	120	282	25	73	167	78	59	57	113	105	127
.....	40.4%	24.6%	55.6%	22.3%	35.3%	45.0%	42.9%	48.4%	39.0%	38.6%	42.2%	41.5%
.....	100%	29.9%	70.1%	6.2%	18.2%	41.5%	19.4%	14.7%	14.2%	28.1%	26.1%	31.6%
TVM.....	117	59	58	20	24	32	27	14	17	35	28	37
.....	11.8%	12.1%	11.4%	17.9%	11.6%	8.6%	14.8%	11.5%	11.6%	11.9%	11.2%	12.1%
.....	100%	50.4%	49.6%	17.1%	20.5%	27.4%	23.1%	12.0%	14.5%	29.9%	23.9%	31.6%
SUPER 1.....	104	62	42	8	23	40	20	13	7	22	30	45
.....	10.5%	12.7%	8.3%	7.1%	11.1%	10.8%	11.0%	10.7%	4.8%	7.5%	12.0%	14.7%
.....	100%	59.6%	40.4%	7.7%	22.1%	38.5%	19.2%	12.5%	6.7%	21.2%	28.8%	43.3%
NET TV.....	47	22	25	9	10	13	6	9	4	14	16	13
.....	4.7%	4.5%	4.9%	8.0%	4.8%	3.5%	3.3%	7.4%	2.7%	4.8%	6.4%	4.2%
.....	100%	46.8%	53.2%	19.1%	21.3%	27.7%	12.8%	19.1%	8.5%	29.8%	34.0%	27.7%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI.....	67	44	23	4	16	28	13	6	15	15	14	23
.....	6.7%	9.0%	4.5%	3.6%	7.7%	7.5%	7.1%	4.9%	10.3%	5.1%	5.6%	7.5%
.....	100%	65.7%	34.3%	6.0%	23.9%	41.8%	19.4%	9.0%	22.4%	22.4%	20.9%	34.3%
MEDIASET.....	102	73	29	22	31	33	8	8	10	38	28	26
.....	10.3%	15.0%	5.7%	19.6%	15.0%	8.9%	4.4%	6.6%	6.8%	13.0%	11.2%	8.5%
.....	100%	71.6%	28.4%	21.6%	30.4%	32.4%	7.8%	7.8%	9.8%	37.3%	27.5%	25.5%

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
SATELLITE.....	154	106	48	24	29	58	30	13	36	56	28	34
.....	15.5%	21.8%	9.5%	21.4%	14.0%	15.6%	16.5%	10.7%	24.7%	19.1%	11.2%	11.1%
.....	100%	68.8%	31.2%	15.6%	18.8%	37.7%	19.5%	8.4%	23.4%	36.4%	18.2%	22.1%
WEATHER												
NONE.....	239	118	121	30	64	91	35	19	36	82	45	76
.....	24.0%	24.2%	23.9%	26.8%	30.9%	24.5%	19.2%	15.6%	24.7%	28.0%	18.1%	24.8%
.....	100%	49.4%	50.6%	12.6%	26.8%	38.1%	14.6%	7.9%	15.1%	34.3%	18.8%	31.8%
TVM.....	338	161	177	40	64	125	69	40	50	100	86	102
.....	34.0%	33.1%	34.9%	35.7%	30.9%	33.7%	37.9%	32.8%	34.2%	34.1%	34.5%	33.3%
.....	100%	47.6%	52.4%	11.8%	18.9%	37.0%	20.4%	11.8%	14.8%	29.6%	25.4%	30.2%
SUPER 1.....	165	86	79	14	36	62	28	25	9	26	58	72
.....	16.6%	17.7%	15.6%	12.5%	17.4%	16.7%	15.4%	20.5%	6.2%	8.9%	23.3%	23.5%
.....	100%	52.1%	47.9%	8.5%	21.8%	37.6%	17.0%	15.2%	5.5%	15.8%	35.2%	43.6%
NET TV.....	87	37	50	13	13	22	17	22	12	25	23	27
.....	8.8%	7.6%	9.9%	11.6%	6.3%	5.9%	9.3%	18.0%	8.2%	8.5%	9.2%	8.8%
.....	100%	42.5%	57.5%	14.9%	14.9%	25.3%	19.5%	25.3%	13.8%	28.7%	26.4%	31.0%
RAI.....	41	25	16	1	8	18	7	7	8	11	10	12
.....	4.1%	5.1%	3.2%	.9%	3.9%	4.9%	3.8%	5.7%	5.5%	3.8%	4.0%	3.9%
.....	100%	61.0%	39.0%	2.4%	19.5%	43.9%	17.1%	17.1%	19.5%	26.8%	24.4%	29.3%
MEDIASET.....	45	24	21	2	10	18	9	6	7	14	15	9
.....	4.5%	4.9%	4.1%	1.8%	4.8%	4.9%	4.9%	4.9%	4.8%	4.8%	6.0%	2.9%
.....	100%	53.3%	46.7%	4.4%	22.2%	40.0%	20.0%	13.3%	15.6%	31.1%	33.3%	20.0%
SATELLITE.....	79	36	43	12	12	35	17	3	24	35	12	8
.....	7.9%	7.4%	8.5%	10.7%	5.8%	9.4%	9.3%	2.5%	16.4%	11.9%	4.8%	2.6%
.....	100%	45.6%	54.4%	15.2%	15.2%	44.3%	21.5%	3.8%	30.4%	44.3%	15.2%	10.1%
FEATURE FILMS												
NONE.....	292	138	154	22	51	88	70	61	47	82	66	97
.....	29.4%	28.3%	30.4%	19.6%	24.6%	23.7%	38.5%	50.0%	32.2%	28.0%	26.5%	31.7%
.....	100%	47.3%	52.7%	7.5%	17.5%	30.1%	24.0%	20.9%	16.1%	28.1%	22.6%	33.2%
TVM.....	35	20	15	2	3	8	13	9	4	9	9	13
.....	3.5%	4.1%	3.0%	1.8%	1.4%	2.2%	7.1%	7.4%	2.7%	3.1%	3.6%	4.2%
.....	100%	57.1%	42.9%	5.7%	8.6%	22.9%	37.1%	25.7%	11.4%	25.7%	25.7%	37.1%

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
SUPER 1.....	51	22	29	5	11	25	5	5	1	11	15	24
.....	5.1%	4.5%	5.7%	4.5%	5.3%	6.7%	2.7%	4.1%	.7%	3.8%	6.0%	7.8%
.....	100%	43.1%	56.9%	9.8%	21.6%	49.0%	9.8%	9.8%	2.0%	21.6%	29.4%	47.1%
NET TV.....	6	1	5	1	0	3	2	0	0	3	1	2
.....	.6%	.2%	1.0%	.9%	.0%	.8%	1.1%	.0%	.0%	1.0%	.4%	.7%
.....	100%	16.7%	83.3%	16.7%	.0%	50.0%	33.3%	.0%	.0%	50.0%	16.7%	33.3%
RAI.....	65	27	38	1	15	27	13	9	6	26	17	16
.....	6.5%	5.5%	7.5%	.9%	7.2%	7.3%	7.1%	7.4%	4.1%	8.9%	6.8%	5.2%
.....	100%	41.5%	58.5%	1.5%	23.1%	41.5%	20.0%	13.8%	9.2%	40.0%	26.2%	24.6%
MEDIASET.....	356	176	180	55	82	143	54	22	47	97	99	113
.....	35.8%	36.1%	35.5%	49.1%	39.6%	38.5%	29.7%	18.0%	32.2%	33.1%	39.8%	36.9%
.....	100%	49.4%	50.6%	15.4%	23.0%	40.2%	15.2%	6.2%	13.2%	27.2%	27.8%	31.7%
OTHER ITALIAN.....	2	1	1	0	0	0	2	0	0	0	1	1
.....	.2%	.2%	.2%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%	.4%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%
SATELLITE.....	187	102	85	26	45	77	23	16	41	65	41	40
.....	18.8%	20.9%	16.8%	23.2%	21.7%	20.8%	12.6%	13.1%	28.1%	22.2%	16.5%	13.1%
.....	100%	54.5%	45.5%	13.9%	24.1%	41.2%	12.3%	8.6%	21.9%	34.8%	21.9%	21.4%
SERIALS/SOAP OPERAS												
NONE.....	393	248	145	32	88	158	67	48	69	129	84	111
.....	39.5%	50.9%	28.6%	28.6%	42.5%	42.6%	36.8%	39.3%	47.3%	44.0%	33.7%	36.3%
.....	100%	63.1%	36.9%	8.1%	22.4%	40.2%	17.0%	12.2%	17.6%	32.8%	21.4%	28.2%
TVM.....	122	65	57	21	17	50	24	10	17	26	32	47
.....	12.3%	13.3%	11.2%	18.8%	8.2%	13.5%	13.2%	8.2%	11.6%	8.9%	12.9%	15.4%
.....	100%	53.3%	46.7%	17.2%	13.9%	41.0%	19.7%	8.2%	13.9%	21.3%	26.2%	38.5%
SUPER 1.....	144	68	76	17	27	46	29	25	7	37	40	60
.....	14.5%	14.0%	15.0%	15.2%	13.0%	12.4%	15.9%	20.5%	4.8%	12.6%	16.1%	19.6%
.....	100%	47.2%	52.8%	11.8%	18.8%	31.9%	20.1%	17.4%	4.9%	25.7%	27.8%	41.7%
NET TV.....	69	26	43	7	8	19	17	18	15	21	14	19
.....	6.9%	5.3%	8.5%	6.3%	3.9%	5.1%	9.3%	14.8%	10.3%	7.2%	5.6%	6.2%
.....	100%	37.7%	62.3%	10.1%	11.6%	27.5%	24.6%	26.1%	21.7%	30.4%	20.3%	27.5%
RAI.....	14	3	11	3	4	2	2	3	1	5	3	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
.....	1.4%	.6%	2.2%	2.7%	1.9%	.5%	1.1%	2.5%	.7%	1.7%	1.2%	1.6%
.....	100%	21.4%	78.6%	21.4%	28.6%	14.3%	14.3%	21.4%	7.1%	35.7%	21.4%	35.7%
MEDIASET.....	185	53	132	17	54	70	31	13	19	50	63	53
.....	18.6%	10.9%	26.0%	15.2%	26.1%	18.9%	17.0%	10.7%	13.0%	17.1%	25.3%	17.3%
.....	100%	28.6%	71.4%	9.2%	29.2%	37.8%	16.8%	7.0%	10.3%	27.0%	34.1%	28.6%
OTHER ITALIAN.....	1	0	1	0	0	0	0	1	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.0%	.0%	.8%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
SATELLITE.....	66	24	42	15	9	26	12	4	18	24	13	11
.....	6.6%	4.9%	8.3%	13.4%	4.3%	7.0%	6.6%	3.3%	12.3%	8.2%	5.2%	3.6%
.....	100%	36.4%	63.6%	22.7%	13.6%	39.4%	18.2%	6.1%	27.3%	36.4%	19.7%	16.7%

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.....	124	64	60	2	15	33	42	32	19	33	31	41
DOCUMENTARIES												
NONE.....	37	19	18	1	4	10	11	11	4	13	9	11
.....	29.8%	29.7%	30.0%	50.0%	26.7%	30.3%	26.2%	34.4%	21.1%	39.4%	29.0%	26.8%
.....	100%	51.4%	48.6%	2.7%	10.8%	27.0%	29.7%	29.7%	10.8%	35.1%	24.3%	29.7%
TVM.....	16	8	8	1	1	2	8	4	1	2	3	10
.....	12.9%	12.5%	13.3%	50.0%	6.7%	6.1%	19.0%	12.5%	5.3%	6.1%	9.7%	24.4%
.....	100%	50.0%	50.0%	6.3%	6.3%	12.5%	50.0%	25.0%	6.3%	12.5%	18.8%	62.5%
SUPER 1.....	4	1	3	0	0	0	1	3	0	0	3	1
.....	3.2%	1.6%	5.0%	.0%	.0%	.0%	2.4%	9.4%	.0%	.0%	9.7%	2.4%
.....	100%	25.0%	75.0%	.0%	.0%	.0%	25.0%	75.0%	.0%	.0%	75.0%	25.0%
NET TV.....	4	3	1	0	0	0	4	0	1	1	0	2
.....	3.2%	4.7%	1.7%	.0%	.0%	.0%	9.5%	.0%	5.3%	3.0%	.0%	4.9%
.....	100%	75.0%	25.0%	.0%	.0%	.0%	100%	.0%	25.0%	25.0%	.0%	50.0%
RAI.....	24	10	14	0	4	7	9	4	6	5	8	5
.....	19.4%	15.6%	23.3%	.0%	26.7%	21.2%	21.4%	12.5%	31.6%	15.2%	25.8%	12.2%
.....	100%	41.7%	58.3%	.0%	16.7%	29.2%	37.5%	16.7%	25.0%	20.8%	33.3%	20.8%
MEDIASET.....	18	10	8	0	5	10	2	1	0	7	3	8
.....	14.5%	15.6%	13.3%	.0%	33.3%	30.3%	4.8%	3.1%	.0%	21.2%	9.7%	19.5%
.....	100%	55.6%	44.4%	.0%	27.8%	55.6%	11.1%	5.6%	.0%	38.9%	16.7%	44.4%
SATELLITE.....	21	13	8	0	1	4	7	9	7	5	5	4
.....	16.9%	20.3%	13.3%	.0%	6.7%	12.1%	16.7%	28.1%	36.8%	15.2%	16.1%	9.8%
.....	100%	61.9%	38.1%	.0%	4.8%	19.0%	33.3%	42.9%	33.3%	23.8%	23.8%	19.0%
CURRENT AFFAIRS												
NONE.....	63	33	30	1	9	14	21	18	8	16	15	24
.....	50.8%	51.6%	50.0%	50.0%	60.0%	42.4%	50.0%	56.3%	42.1%	48.5%	48.4%	58.5%
.....	100%	52.4%	47.6%	1.6%	14.3%	22.2%	33.3%	28.6%	12.7%	25.4%	23.8%	38.1%
TVM.....	34	16	18	0	2	11	14	7	5	6	11	12
.....	27.4%	25.0%	30.0%	.0%	13.3%	33.3%	33.3%	21.9%	26.3%	18.2%	35.5%	29.3%
.....	100%	47.1%	52.9%	.0%	5.9%	32.4%	41.2%	20.6%	14.7%	17.6%	32.4%	35.3%
SUPER 1.....	2	0	2	1	0	0	0	1	0	1	1	0
.....	1.6%	.0%	3.3%	50.0%	.0%	.0%	.0%	3.1%	.0%	3.0%	3.2%	.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%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
NET TV.....	7	4	3	0	0	2	5	0	1	3	0	3
.....	5.6%	6.3%	5.0%	.0%	.0%	6.1%	11.9%	.0%	5.3%	9.1%	.0%	7.3%
.....	100%	57.1%	42.9%	.0%	.0%	28.6%	71.4%	.0%	14.3%	42.9%	.0%	42.9%
RAI.....	3	2	1	0	0	2	0	1	1	1	0	1
.....	2.4%	3.1%	1.7%	.0%	.0%	6.1%	.0%	3.1%	5.3%	3.0%	.0%	2.4%
.....	100%	66.7%	33.3%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%
MEDIASET.....	7	3	4	0	3	2	0	2	2	4	1	0
.....	5.6%	4.7%	6.7%	.0%	20.0%	6.1%	.0%	6.3%	10.5%	12.1%	3.2%	.0%
.....	100%	42.9%	57.1%	.0%	42.9%	28.6%	.0%	28.6%	28.6%	57.1%	14.3%	.0%
SATELLITE.....	8	6	2	0	1	2	2	3	2	2	3	1
.....	6.5%	9.4%	3.3%	.0%	6.7%	6.1%	4.8%	9.4%	10.5%	6.1%	9.7%	2.4%
.....	100%	75.0%	25.0%	.0%	12.5%	25.0%	25.0%	37.5%	25.0%	25.0%	37.5%	12.5%
DISCUSSIONS												
NONE.....	28	14	14	0	4	8	4	12	5	8	6	9
.....	22.6%	21.9%	23.3%	.0%	26.7%	24.2%	9.5%	37.5%	26.3%	24.2%	19.4%	22.0%
.....	100%	50.0%	50.0%	.0%	14.3%	28.6%	14.3%	42.9%	17.9%	28.6%	21.4%	32.1%
TVM.....	70	37	33	2	6	21	26	15	9	17	16	28
.....	56.5%	57.8%	55.0%	100%	40.0%	63.6%	61.9%	46.9%	47.4%	51.5%	51.6%	68.3%
.....	100%	52.9%	47.1%	2.9%	8.6%	30.0%	37.1%	21.4%	12.9%	24.3%	22.9%	40.0%
SUPER 1.....	6	4	2	0	1	1	3	1	0	3	2	1
.....	4.8%	6.3%	3.3%	.0%	6.7%	3.0%	7.1%	3.1%	.0%	9.1%	6.5%	2.4%
.....	100%	66.7%	33.3%	.0%	16.7%	16.7%	50.0%	16.7%	.0%	50.0%	33.3%	16.7%
NET TV.....	13	7	6	0	2	3	7	1	2	4	5	2
.....	10.5%	10.9%	10.0%	.0%	13.3%	9.1%	16.7%	3.1%	10.5%	12.1%	16.1%	4.9%
.....	100%	53.8%	46.2%	.0%	15.4%	23.1%	53.8%	7.7%	15.4%	30.8%	38.5%	15.4%
RAI.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.8%	1.6%	.0%	.0%	.0%	.0%	.0%	3.1%	5.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
MEDIASET.....	4	0	4	0	1	0	2	1	1	1	1	1
.....	3.2%	.0%	6.7%	.0%	6.7%	.0%	4.8%	3.1%	5.3%	3.0%	3.2%	2.4%
.....	100%	.0%	100%	.0%	25.0%	.0%	50.0%	25.0%	25.0%	25.0%	25.0%	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
SATELLITE.....	2	1	1	0	1	0	0	1	1	0	1	0
.....	1.6%	1.6%	1.7%	.0%	6.7%	.0%	.0%	3.1%	5.3%	.0%	3.2%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	60	34	26	0	6	14	24	16	10	14	13	23
.....	48.4%	53.1%	43.3%	.0%	40.0%	42.4%	57.1%	50.0%	52.6%	42.4%	41.9%	56.1%
.....	100%	56.7%	43.3%	.0%	10.0%	23.3%	40.0%	26.7%	16.7%	23.3%	21.7%	38.3%
TVM.....	12	5	7	1	2	3	1	5	0	4	3	5
.....	9.7%	7.8%	11.7%	50.0%	13.3%	9.1%	2.4%	15.6%	.0%	12.1%	9.7%	12.2%
.....	100%	41.7%	58.3%	8.3%	16.7%	25.0%	8.3%	41.7%	.0%	33.3%	25.0%	41.7%
SUPER 1.....	7	4	3	0	0	2	3	2	0	2	3	2
.....	5.6%	6.3%	5.0%	.0%	.0%	6.1%	7.1%	6.3%	.0%	6.1%	9.7%	4.9%
.....	100%	57.1%	42.9%	.0%	.0%	28.6%	42.9%	28.6%	.0%	28.6%	42.9%	28.6%
NET TV.....	3	1	2	0	2	0	0	1	0	2	1	0
.....	2.4%	1.6%	3.3%	.0%	13.3%	.0%	.0%	3.1%	.0%	6.1%	3.2%	.0%
.....	100%	33.3%	66.7%	.0%	66.7%	.0%	.0%	33.3%	.0%	66.7%	33.3%	.0%
RAI.....	10	3	7	0	1	4	2	3	3	3	3	1
.....	8.1%	4.7%	11.7%	.0%	6.7%	12.1%	4.8%	9.4%	15.8%	9.1%	9.7%	2.4%
.....	100%	30.0%	70.0%	.0%	10.0%	40.0%	20.0%	30.0%	30.0%	30.0%	30.0%	10.0%
MEDIASET.....	29	14	15	1	4	9	11	4	5	7	7	10
.....	23.4%	21.9%	25.0%	50.0%	26.7%	27.3%	26.2%	12.5%	26.3%	21.2%	22.6%	24.4%
.....	100%	48.3%	51.7%	3.4%	13.8%	31.0%	37.9%	13.8%	17.2%	24.1%	24.1%	34.5%
SATELLITE.....	3	3	0	0	0	1	1	1	1	1	1	0
.....	2.4%	4.7%	.0%	.0%	.0%	3.0%	2.4%	3.1%	5.3%	3.0%	3.2%	.0%
.....	100%	100%	.0%	.0%	.0%	33.3%	33.3%	33.3%	33.3%	33.3%	33.3%	.0%
MUSIC VIDEO-CLIPS												
NONE.....	97	49	48	1	10	24	35	27	17	24	23	33
.....	78.2%	76.6%	80.0%	50.0%	66.7%	72.7%	83.3%	84.4%	89.5%	72.7%	74.2%	80.5%
.....	100%	50.5%	49.5%	1.0%	10.3%	24.7%	36.1%	27.8%	17.5%	24.7%	23.7%	34.0%
TVM.....	3	2	1	1	0	0	2	0	0	2	0	1
.....	2.4%	3.1%	1.7%	50.0%	.0%	.0%	4.8%	.0%	.0%	6.1%	.0%	2.4%

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%	66.7%	33.3%	33.3%	.0%	.0%	66.7%	.0%	.0%	66.7%	.0%	33.3%
SUPER 1.....	3	2	1	0	0	0	1	2	0	1	2	0
.....	2.4%	3.1%	1.7%	.0%	.0%	.0%	2.4%	6.3%	.0%	3.0%	6.5%	.0%
.....	100%	66.7%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%	33.3%	66.7%	.0%
SMASH TV.....	4	2	2	0	1	2	1	0	0	0	0	4
.....	3.2%	3.1%	3.3%	.0%	6.7%	6.1%	2.4%	.0%	.0%	.0%	.0%	9.8%
.....	100%	50.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%	.0%	.0%	.0%	100%
RAI.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.8%	1.6%	.0%	.0%	.0%	.0%	.0%	3.1%	5.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
MEDIASET.....	3	1	2	0	0	1	1	1	0	2	1	0
.....	2.4%	1.6%	3.3%	.0%	.0%	3.0%	2.4%	3.1%	.0%	6.1%	3.2%	.0%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	33.3%	.0%
OTHER ITALIAN.....	2	1	1	0	0	1	0	1	1	0	1	0
.....	1.6%	1.6%	1.7%	.0%	.0%	3.0%	.0%	3.1%	5.3%	.0%	3.2%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%
SATELLITE.....	11	6	5	0	4	5	2	0	0	4	4	3
.....	8.9%	9.4%	8.3%	.0%	26.7%	15.2%	4.8%	.0%	.0%	12.1%	12.9%	7.3%
.....	100%	54.5%	45.5%	.0%	36.4%	45.5%	18.2%	.0%	.0%	36.4%	36.4%	27.3%
PLAYS												
NONE.....	60	38	22	0	11	16	15	18	11	15	17	17
.....	48.4%	59.4%	36.7%	.0%	73.3%	48.5%	35.7%	56.3%	57.9%	45.5%	54.8%	41.5%
.....	100%	63.3%	36.7%	.0%	18.3%	26.7%	25.0%	30.0%	18.3%	25.0%	28.3%	28.3%
TVM.....	35	13	22	2	2	8	17	6	4	9	6	16
.....	28.2%	20.3%	36.7%	100%	13.3%	24.2%	40.5%	18.8%	21.1%	27.3%	19.4%	39.0%
.....	100%	37.1%	62.9%	5.7%	5.7%	22.9%	48.6%	17.1%	11.4%	25.7%	17.1%	45.7%
SUPER 1.....	12	6	6	0	2	3	4	3	0	4	3	5
.....	9.7%	9.4%	10.0%	.0%	13.3%	9.1%	9.5%	9.4%	.0%	12.1%	9.7%	12.2%
.....	100%	50.0%	50.0%	.0%	16.7%	25.0%	33.3%	25.0%	.0%	33.3%	25.0%	41.7%
NET TV.....	14	5	9	0	0	6	6	2	1	5	5	3
.....	11.3%	7.8%	15.0%	.0%	.0%	18.2%	14.3%	6.3%	5.3%	15.2%	16.1%	7.3%
.....	100%	35.7%	64.3%	.0%	.0%	42.9%	42.9%	14.3%	7.1%	35.7%	35.7%	21.4%

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
SMASH TV.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.8%	.0%	1.7%	.0%	.0%	.0%	.0%	3.1%	5.3%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
RAI.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.8%	1.6%	.0%	.0%	.0%	.0%	.0%	3.1%	5.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
SATELLITE.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.8%	1.6%	.0%	.0%	.0%	.0%	.0%	3.1%	5.3%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%

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.....	124	64	60	2	15	33	42	32	19	33	31	41
ART & CULTURE												
NONE.....	87	52	35	1	11	26	29	20	13	25	23	26
.....	70.2%	81.3%	58.3%	50.0%	73.3%	78.8%	69.0%	62.5%	68.4%	75.8%	74.2%	63.4%
.....	100%	59.8%	40.2%	1.1%	12.6%	29.9%	33.3%	23.0%	14.9%	28.7%	26.4%	29.9%
TVM.....	29	8	21	0	1	7	12	9	4	6	5	14
.....	23.4%	12.5%	35.0%	.0%	6.7%	21.2%	28.6%	28.1%	21.1%	18.2%	16.1%	34.1%
.....	100%	27.6%	72.4%	.0%	3.4%	24.1%	41.4%	31.0%	13.8%	20.7%	17.2%	48.3%
SUPER 1.....	1	0	1	0	0	0	0	1	0	0	1	0
.....	.8%	.0%	1.7%	.0%	.0%	.0%	.0%	3.1%	.0%	.0%	3.2%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%
RAI.....	3	0	3	1	2	0	0	0	1	2	0	0
.....	2.4%	.0%	5.0%	50.0%	13.3%	.0%	.0%	.0%	5.3%	6.1%	.0%	.0%
.....	100%	.0%	100%	33.3%	66.7%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
SATELLITE.....	4	4	0	0	1	0	1	2	1	0	2	1
.....	3.2%	6.3%	.0%	.0%	6.7%	.0%	2.4%	6.3%	5.3%	.0%	6.5%	2.4%
.....	100%	100%	.0%	.0%	25.0%	.0%	25.0%	50.0%	25.0%	.0%	50.0%	25.0%
WOMEN'S PROGRAMMES												
NONE.....	58	45	13	0	10	15	16	17	10	16	16	16
.....	46.8%	70.3%	21.7%	.0%	66.7%	45.5%	38.1%	53.1%	52.6%	48.5%	51.6%	39.0%
.....	100%	77.6%	22.4%	.0%	17.2%	25.9%	27.6%	29.3%	17.2%	27.6%	27.6%	27.6%
TVM.....	36	10	26	1	3	13	10	9	6	9	6	15
.....	29.0%	15.6%	43.3%	50.0%	20.0%	39.4%	23.8%	28.1%	31.6%	27.3%	19.4%	36.6%
.....	100%	27.8%	72.2%	2.8%	8.3%	36.1%	27.8%	25.0%	16.7%	25.0%	16.7%	41.7%
SUPER 1.....	14	3	11	1	0	4	5	4	0	4	5	5
.....	11.3%	4.7%	18.3%	50.0%	.0%	12.1%	11.9%	12.5%	.0%	12.1%	16.1%	12.2%
.....	100%	21.4%	78.6%	7.1%	.0%	28.6%	35.7%	28.6%	.0%	28.6%	35.7%	35.7%
NET TV.....	8	4	4	0	0	0	7	1	1	3	3	1
.....	6.5%	6.3%	6.7%	.0%	.0%	.0%	16.7%	3.1%	5.3%	9.1%	9.7%	2.4%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	87.5%	12.5%	12.5%	37.5%	37.5%	12.5%
SMASH TV.....	3	1	2	0	0	0	3	0	0	0	0	3
.....	2.4%	1.6%	3.3%	.0%	.0%	.0%	7.1%	.0%	.0%	.0%	.0%	7.3%

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%	33.3%	66.7%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%
RAI.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.8%	.0%	1.7%	.0%	.0%	3.0%	.0%	.0%	.0%	.0%	3.2%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MEDIASET.....	2	0	2	0	1	0	0	1	1	0	0	1
.....	1.6%	.0%	3.3%	.0%	6.7%	.0%	.0%	3.1%	5.3%	.0%	.0%	2.4%
.....	100%	.0%	100%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%
SATELLITE.....	2	1	1	0	1	0	1	0	1	1	0	0
.....	1.6%	1.6%	1.7%	.0%	6.7%	.0%	2.4%	.0%	5.3%	3.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%
CHILDREN'S PROGRAMMES												
NONE.....	87	46	41	1	10	21	26	29	16	23	19	29
.....	70.2%	71.9%	68.3%	50.0%	66.7%	63.6%	61.9%	90.6%	84.2%	69.7%	61.3%	70.7%
.....	100%	52.9%	47.1%	1.1%	11.5%	24.1%	29.9%	33.3%	18.4%	26.4%	21.8%	33.3%
TVM.....	11	3	8	1	2	4	3	1	0	3	6	2
.....	8.9%	4.7%	13.3%	50.0%	13.3%	12.1%	7.1%	3.1%	.0%	9.1%	19.4%	4.9%
.....	100%	27.3%	72.7%	9.1%	18.2%	36.4%	27.3%	9.1%	.0%	27.3%	54.5%	18.2%
SUPER 1.....	3	2	1	0	1	0	1	1	0	1	1	1
.....	2.4%	3.1%	1.7%	.0%	6.7%	.0%	2.4%	3.1%	.0%	3.0%	3.2%	2.4%
.....	100%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%
NET TV.....	16	11	5	0	0	7	8	1	2	5	4	5
.....	12.9%	17.2%	8.3%	.0%	.0%	21.2%	19.0%	3.1%	10.5%	15.2%	12.9%	12.2%
.....	100%	68.8%	31.3%	.0%	.0%	43.8%	50.0%	6.3%	12.5%	31.3%	25.0%	31.3%
RAI.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.8%	1.6%	.0%	.0%	6.7%	.0%	.0%	.0%	.0%	.0%	3.2%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
MEDIASET.....	3	1	2	0	0	1	2	0	0	1	0	2
.....	2.4%	1.6%	3.3%	.0%	.0%	3.0%	4.8%	.0%	.0%	3.0%	.0%	4.9%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	66.7%	.0%	.0%	33.3%	.0%	66.7%
SATELLITE.....	3	0	3	0	1	0	2	0	1	0	0	2
.....	2.4%	.0%	5.0%	.0%	6.7%	.0%	4.8%	.0%	5.3%	.0%	.0%	4.9%
.....	100%	.0%	100%	.0%	33.3%	.0%	66.7%	.0%	33.3%	.0%	.0%	66.7%

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
RELIGION												
NONE.....	69	39	30	1	10	20	23	15	8	19	18	24
.....	55.6%	60.9%	50.0%	50.0%	66.7%	60.6%	54.8%	46.9%	42.1%	57.6%	58.1%	58.5%
.....	100%	56.5%	43.5%	1.4%	14.5%	29.0%	33.3%	21.7%	11.6%	27.5%	26.1%	34.8%
TVM.....	29	14	15	1	3	7	11	7	4	9	8	8
.....	23.4%	21.9%	25.0%	50.0%	20.0%	21.2%	26.2%	21.9%	21.1%	27.3%	25.8%	19.5%
.....	100%	48.3%	51.7%	3.4%	10.3%	24.1%	37.9%	24.1%	13.8%	31.0%	27.6%	27.6%
SUPER 1.....	7	2	5	0	0	2	3	2	0	3	2	2
.....	5.6%	3.1%	8.3%	.0%	.0%	6.1%	7.1%	6.3%	.0%	9.1%	6.5%	4.9%
.....	100%	28.6%	71.4%	.0%	.0%	28.6%	42.9%	28.6%	.0%	42.9%	28.6%	28.6%
NET TV.....	5	1	4	0	0	2	1	2	2	0	1	2
.....	4.0%	1.6%	6.7%	.0%	.0%	6.1%	2.4%	6.3%	10.5%	.0%	3.2%	4.9%
.....	100%	20.0%	80.0%	.0%	.0%	40.0%	20.0%	40.0%	40.0%	.0%	20.0%	40.0%
SMASH TV.....	11	6	5	0	1	2	4	4	3	2	1	5
.....	8.9%	9.4%	8.3%	.0%	6.7%	6.1%	9.5%	12.5%	15.8%	6.1%	3.2%	12.2%
.....	100%	54.5%	45.5%	.0%	9.1%	18.2%	36.4%	36.4%	27.3%	18.2%	9.1%	45.5%
RAI.....	2	1	1	0	0	0	0	2	2	0	0	0
.....	1.6%	1.6%	1.7%	.0%	.0%	.0%	.0%	6.3%	10.5%	.0%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
SATELLITE.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.8%	1.6%	.0%	.0%	6.7%	.0%	.0%	.0%	.0%	.0%	3.2%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
BUSINESS/FINANCE												
NONE.....	98	48	50	1	10	29	32	26	15	25	24	34
.....	79.0%	75.0%	83.3%	50.0%	66.7%	87.9%	76.2%	81.3%	78.9%	75.8%	77.4%	82.9%
.....	100%	49.0%	51.0%	1.0%	10.2%	29.6%	32.7%	26.5%	15.3%	25.5%	24.5%	34.7%
TVM.....	20	13	7	1	2	3	9	5	4	6	5	5
.....	16.1%	20.3%	11.7%	50.0%	13.3%	9.1%	21.4%	15.6%	21.1%	18.2%	16.1%	12.2%
.....	100%	65.0%	35.0%	5.0%	10.0%	15.0%	45.0%	25.0%	20.0%	30.0%	25.0%	25.0%
SUPER 1.....	4	2	2	0	1	1	1	1	0	1	1	2
.....	3.2%	3.1%	3.3%	.0%	6.7%	3.0%	2.4%	3.1%	.0%	3.0%	3.2%	4.9%
.....	100%	50.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%	.0%	25.0%	25.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

BROADCASTING AUTHORITY - MALTA: MEDIA AUDIT - 4TH QUARTER 2003

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
SATELLITE.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	1.6%	1.6%	1.7%	.0%	13.3%	.0%	.0%	.0%	.0%	3.0%	3.2%	.0%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

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	209	372	182	126	147	296	249	309
K44												
NO ANSWER.....	8	5	3	0	0	5	2	1	0	0	3	5
.....	.8%	1.0%	.6%	.0%	.0%	1.3%	1.1%	.8%	.0%	.0%	1.2%	1.6%
.....	100%	62.5%	37.5%	.0%	.0%	62.5%	25.0%	12.5%	.0%	.0%	37.5%	62.5%
ALWAYS.....	143	85	58	2	19	61	37	24	17	49	29	48
.....	14.3%	17.3%	11.4%	1.8%	9.1%	16.4%	20.3%	19.0%	11.6%	16.6%	11.6%	15.5%
.....	100%	59.4%	40.6%	1.4%	13.3%	42.7%	25.9%	16.8%	11.9%	34.3%	20.3%	33.6%
SOMETIMES.....	501	247	254	32	113	198	94	64	75	153	131	142
.....	50.0%	50.4%	49.7%	28.6%	54.1%	53.2%	51.6%	50.8%	51.0%	51.7%	52.6%	46.0%
.....	100%	49.3%	50.7%	6.4%	22.6%	39.5%	18.8%	12.8%	15.0%	30.5%	26.1%	28.3%
NEVER.....	349	153	196	78	77	108	49	37	55	94	86	114
.....	34.9%	31.2%	38.4%	69.6%	36.8%	29.0%	26.9%	29.4%	37.4%	31.8%	34.5%	36.9%
.....	100%	43.8%	56.2%	22.3%	22.1%	30.9%	14.0%	10.6%	15.8%	26.9%	24.6%	32.7%

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.....	764	384	380	73	170	277	137	107	107	238	192	227
NO ANSWER.....	727	364	363	71	163	262	128	103	103	228	181	215
.....	95.2%	94.8%	95.5%	97.3%	95.9%	94.6%	93.4%	96.3%	96.3%	95.8%	94.3%	94.7%
.....	100%	50.1%	49.9%	9.8%	22.4%	36.0%	17.6%	14.2%	14.2%	31.4%	24.9%	29.6%
MORE MUSIC FROM 1970s & 1980s.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.4%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
MORE DISCUSSION PROGRAMMES.....	8	5	3	0	0	6	1	1	0	5	0	3
.....	1.0%	1.3%	.8%	.0%	.0%	2.2%	.7%	.9%	.0%	2.1%	.0%	1.3%
.....	100%	62.5%	37.5%	.0%	.0%	75.0%	12.5%	12.5%	.0%	62.5%	.0%	37.5%
MORE PLAYS.....	6	1	5	0	0	1	4	1	1	0	2	3
.....	.8%	.3%	1.3%	.0%	.0%	.4%	2.9%	.9%	.9%	.0%	1.0%	1.3%
.....	100%	16.7%	83.3%	.0%	.0%	16.7%	66.7%	16.7%	16.7%	.0%	33.3%	50.0%
MORE MUSIC.....	17	8	9	2	5	5	4	1	1	3	7	6
.....	2.2%	2.1%	2.4%	2.7%	2.9%	1.8%	2.9%	.9%	.9%	1.3%	3.6%	2.6%
.....	100%	47.1%	52.9%	11.8%	29.4%	29.4%	23.5%	5.9%	5.9%	17.6%	41.2%	35.3%
MORE SPORTS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
MORE NEWS.....	2	1	1	0	0	0	1	1	1	1	0	0
.....	.3%	.3%	.3%	.0%	.0%	.0%	.7%	.9%	.9%	.4%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%
MORE EDUCATIONAL PROGRAMMES.....	5	4	1	0	1	4	0	0	0	2	2	1
.....	.7%	1.0%	.3%	.0%	.6%	1.4%	.0%	.0%	.0%	.8%	1.0%	.4%
.....	100%	80.0%	20.0%	.0%	20.0%	80.0%	.0%	.0%	.0%	40.0%	40.0%	20.0%

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.....	994	487	507	112	207	371	182	122	146	293	249	306
NO ANSWER.....	570	258	312	72	121	200	99	78	81	170	136	183
.....	57.3%	53.0%	61.5%	64.3%	58.5%	53.9%	54.4%	63.9%	55.5%	58.0%	54.6%	59.8%
.....	100%	45.3%	54.7%	12.6%	21.2%	35.1%	17.4%	13.7%	14.2%	29.8%	23.9%	32.1%
MORE PLAYS IN MALTESE	58	29	29	4	9	22	14	9	3	12	17	26
.....	5.8%	6.0%	5.7%	3.6%	4.3%	5.9%	7.7%	7.4%	2.1%	4.1%	6.8%	8.5%
.....	100%	50.0%	50.0%	6.9%	15.5%	37.9%	24.1%	15.5%	5.2%	20.7%	29.3%	44.8%
OLD FILMS.....	2	1	1	0	0	1	1	0	0	1	1	0
.....	.2%	.2%	.2%	.0%	.0%	.3%	.5%	.0%	.0%	.3%	.4%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
FILMS IN MALTESE.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
MORE FILMS.....	76	38	38	8	18	29	16	5	8	27	20	21
.....	7.6%	7.8%	7.5%	7.1%	8.7%	7.8%	8.8%	4.1%	5.5%	9.2%	8.0%	6.9%
.....	100%	50.0%	50.0%	10.5%	23.7%	38.2%	21.1%	6.6%	10.5%	35.5%	26.3%	27.6%
MORE DISCUSSION												
PROGRAMMES.....	23	13	10	1	5	8	8	1	7	6	5	5
.....	2.3%	2.7%	2.0%	.9%	2.4%	2.2%	4.4%	.8%	4.8%	2.0%	2.0%	1.6%
.....	100%	56.5%	43.5%	4.3%	21.7%	34.8%	34.8%	4.3%	30.4%	26.1%	21.7%	21.7%
QUIZZES.....	12	5	7	2	1	6	2	1	2	4	4	2
.....	1.2%	1.0%	1.4%	1.8%	.5%	1.6%	1.1%	.8%	1.4%	1.4%	1.6%	.7%
.....	100%	41.7%	58.3%	16.7%	8.3%	50.0%	16.7%	8.3%	16.7%	33.3%	33.3%	16.7%
CARTOONS.....	15	7	8	6	2	6	0	1	2	4	5	4
.....	1.5%	1.4%	1.6%	5.4%	1.0%	1.6%	.0%	.8%	1.4%	1.4%	2.0%	1.3%
.....	100%	46.7%	53.3%	40.0%	13.3%	40.0%	.0%	6.7%	13.3%	26.7%	33.3%	26.7%
HOUSEHOLD RELATED												
PROGRAMMES:												
COOKING, SEWING												
ETC.....	23	6	17	4	5	9	3	2	2	7	7	7
.....	2.3%	1.2%	3.4%	3.6%	2.4%	2.4%	1.6%	1.6%	1.4%	2.4%	2.8%	2.3%
.....	100%	26.1%	73.9%	17.4%	21.7%	39.1%	13.0%	8.7%	8.7%	30.4%	30.4%	30.4%

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
CHILDREN'S PROGRAMMES	11	3	8	1	2	8	0	0	3	2	3	3
.....	1.1%	.6%	1.6%	.9%	1.0%	2.2%	.0%	.0%	2.1%	.7%	1.2%	1.0%
.....	100%	27.3%	72.7%	9.1%	18.2%	72.7%	.0%	.0%	27.3%	18.2%	27.3%	27.3%
MORE SPORTS.....	53	47	6	5	18	19	8	3	5	18	11	19
.....	5.3%	9.7%	1.2%	4.5%	8.7%	5.1%	4.4%	2.5%	3.4%	6.1%	4.4%	6.2%
.....	100%	88.7%	11.3%	9.4%	34.0%	35.8%	15.1%	5.7%	9.4%	34.0%	20.8%	35.8%
DOCUMENTARIES/HISTORY /CULTURE/TRAVEL PROGRAMMES.....	49	35	14	2	10	24	8	5	8	12	11	18
.....	4.9%	7.2%	2.8%	1.8%	4.8%	6.5%	4.4%	4.1%	5.5%	4.1%	4.4%	5.9%
.....	100%	71.4%	28.6%	4.1%	20.4%	49.0%	16.3%	10.2%	16.3%	24.5%	22.4%	36.7%
MORE COMEDY.....	24	10	14	0	3	14	3	4	4	8	10	2
.....	2.4%	2.1%	2.8%	.0%	1.4%	3.8%	1.6%	3.3%	2.7%	2.7%	4.0%	.7%
.....	100%	41.7%	58.3%	.0%	12.5%	58.3%	12.5%	16.7%	16.7%	33.3%	41.7%	8.3%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	50	30	20	2	7	24	11	6	16	15	9	10
.....	5.0%	6.2%	3.9%	1.8%	3.4%	6.5%	6.0%	4.9%	11.0%	5.1%	3.6%	3.3%
.....	100%	60.0%	40.0%	4.0%	14.0%	48.0%	22.0%	12.0%	32.0%	30.0%	18.0%	20.0%
MORE YOUTH PROGRAMMES	8	2	6	5	1	0	1	1	0	5	3	0
.....	.8%	.4%	1.2%	4.5%	.5%	.0%	.5%	.8%	.0%	1.7%	1.2%	.0%
.....	100%	25.0%	75.0%	62.5%	12.5%	.0%	12.5%	12.5%	.0%	62.5%	37.5%	.0%
MORE MUSIC.....	20	11	9	7	6	2	1	4	4	7	7	2
.....	2.0%	2.3%	1.8%	6.3%	2.9%	.5%	.5%	3.3%	2.7%	2.4%	2.8%	.7%
.....	100%	55.0%	45.0%	35.0%	30.0%	10.0%	5.0%	20.0%	20.0%	35.0%	35.0%	10.0%
MORE RELIGIOUS PROGRAMMES.....	9	3	6	1	0	5	1	2	3	0	4	2
.....	.9%	.6%	1.2%	.9%	.0%	1.3%	.5%	1.6%	2.1%	.0%	1.6%	.7%
.....	100%	33.3%	66.7%	11.1%	.0%	55.6%	11.1%	22.2%	33.3%	.0%	44.4%	22.2%
MORE MALTESE SOAP OPERAS/SERIALS....	22	7	15	2	2	9	8	1	1	6	8	7
.....	2.2%	1.4%	3.0%	1.8%	1.0%	2.4%	4.4%	.8%	.7%	2.0%	3.2%	2.3%
.....	100%	31.8%	68.2%	9.1%	9.1%	40.9%	36.4%	4.5%	4.5%	27.3%	36.4%	31.8%

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 VARIETY												
PROGRAMMES.....	9	5	4	0	1	3	1	4	2	3	4	0
.....	.9%	1.0%	.8%	.0%	.5%	.8%	.5%	3.3%	1.4%	1.0%	1.6%	.0%
.....	100%	55.6%	44.4%	.0%	11.1%	33.3%	11.1%	44.4%	22.2%	33.3%	44.4%	.0%
CURRENT AFFAIRS.....	3	3	0	0	0	2	1	0	0	0	2	1
.....	.3%	.6%	.0%	.0%	.0%	.5%	.5%	.0%	.0%	.0%	.8%	.3%
.....	100%	100%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%	.0%	66.7%	33.3%
F'IDEJN												
L-IMHALLEF-LIKE												
PROGRAMMES.....	3	1	2	0	0	1	1	1	0	1	1	1
.....	.3%	.2%	.4%	.0%	.0%	.3%	.5%	.8%	.0%	.3%	.4%	.3%
.....	100%	33.3%	66.7%	.0%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%
LESS POLITICS.....	3	2	1	0	1	1	0	1	1	0	0	2
.....	.3%	.4%	.2%	.0%	.5%	.3%	.0%	.8%	.7%	.0%	.0%	.7%
.....	100%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	.0%	.0%	66.7%
INTER-STATION												
CO-ORDINATION TO												
AVOID SAME GENRE												
CONFLICT.....	26	10	16	0	2	15	7	2	1	6	5	14
.....	2.6%	2.1%	3.2%	.0%	1.0%	4.0%	3.8%	1.6%	.7%	2.0%	2.0%	4.6%
.....	100%	38.5%	61.5%	.0%	7.7%	57.7%	26.9%	7.7%	3.8%	23.1%	19.2%	53.8%
MORE ENGLISH SOAP												
OPERAS.....	7	1	6	1	2	3	1	0	1	2	0	4
.....	.7%	.2%	1.2%	.9%	1.0%	.8%	.5%	.0%	.7%	.7%	.0%	1.3%
.....	100%	14.3%	85.7%	14.3%	28.6%	42.9%	14.3%	.0%	14.3%	28.6%	.0%	57.1%
MORE NEWS.....	8	5	3	1	1	3	2	1	2	3	3	0
.....	.8%	1.0%	.6%	.9%	.5%	.8%	1.1%	.8%	1.4%	1.0%	1.2%	.0%
.....	100%	62.5%	37.5%	12.5%	12.5%	37.5%	25.0%	12.5%	25.0%	37.5%	37.5%	.0%
LESS REPETITION.....	2	2	0	0	0	1	1	0	1	0	0	1
.....	.2%	.4%	.0%	.0%	.0%	.3%	.5%	.0%	.7%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

Table 6.1 General Preferences for Radio Programme Sectors
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	%	%
	2002 (4 th Quarter)	2003 (4 th Quarter)
Music	82.1	85.6
Local News	74.5	74.6
Foreign News	70.9	72.9
Discussions on Personal Problems	47.1	52.4
Current Affairs	38.7	40.7
Health/Beauty/Home/Law	37.4	39.5
Religion	37.6	38.5
Women's Programmes	29.1	32.7
Culture	29.3	29.8
Sports	26.2	28.8
Novels/Plays	25.4	28.3
Money/Business	13.9	15.6
Children	11.0	13.4

Table 6.2 General Preferences for TV Programme Sectors
(4th Quarter 2002 - 2003)

PROGRAMME SECTOR	%	%
	2002 (4 th Quarter)	2003 (4 th Quarter)
Foreign News	90.4	94.8
Local News	89.9	94.0
Discussions	74.5	77.4
Weather	65.4	76.0
Documentaries	65.5	70.2
Feature Films	62.3	70.6
Serials/Soap Operas	51.7	60.5
Sports	52.9	59.6
Women's Programmes	41.8	53.2
Plays	56.4	51.6
Quizzes/Game Shows/Variety Progr.	55.5	51.6
Current Affairs	38.2	49.2
Religion	51.8	44.4
Art & Culture	45.5	29.8
Children's Programmes	26.4	29.8
Music Video-Clips	28.2	21.8
Business & Finance	20.9	21.0

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2002)**

	RM	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	NONE	OTAI
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	8.6	10.9	7.3	2.9	16.0	6.9	4.6	9.3	0.4	2.0	6.8	17.9	100
Discussions	11.3	0.3	13.6	7.2	0.1	0.3	13.7		0.4	-	-	0.3	52.9	100
Sport	5.1	0.3	9.3	3.3	0.5	2.2	2.6	0.5	1.3	-	-	1.0	73.8	100
Money & Business	3.3		5.8	2.6	-	0.1	2.0	-		-	-	0.1	86.1	100
Culture	7.7	0.1	8.8	5.0	-		5.8	-	0.3	0.3	1.3	0.1	70.7	100
Health/Beauty/home/Law	8.6	0.1	12.3	5.1	-	0.1	10.9	-		-	-	0.3	62.6	100
Religion	5.8	0.1	7.2	2.9	-		21.1	0.3	0.1	-	-	0.1	62.4	100
Novels & Plays	7.2	0.1	9.8	3.0	-		4.8	0.1		-	0.1	0.1	74.6	100
Children	2.0	0.1	4.5	2.1	0.1		2.1	-		-	-	0.1	89.0	100
Women's Prg	7.3		8.4	3.9			9.0	-		-	-	0.4	70.9	
Local News	13.5	1.0	20.5	11.5	1.3	7.5	12.4	2.1	1.4	-	-	3.1	25.5	100
Foreign News	13.5	1.0	19.1	10.7	1.8	6.4	12.2	1.8	1.3	-	0.1	2.9	29.1	100
Current Affairs	7.1	-	10.9	9.7	0.8	2.2	6.5	0.4	0.1	-	0.1	0.9	61.3	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(4th Quarter 2003)**

	RM	RP 106.6	SUPER 1	101	/A3 FM	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	OTAI
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.4	7.1	11.0	5.4	1.0	13.9	6.5	9.7	11.6	-	1.0	6.0	5.9	14.4	100
Discussions	9.8	0.3	17.7	8.6	0.1	0.3	12.6	0.8	1.4	0.1	-	0.3	0.4	47.6	100
Sport	5.4	0.5	10.1	3.1	-	3.1	2.5	0.9	1.4	-	-	0.9	0.8	71.2	100
Money & Business	3.0	-	5.2	2.6	-	1.0	2.2	0.5	0.3	-	-	0.4	0.3	84.8	100
Culture	7.5	-	9.0	3.8	-	0.5	5.8	0.7	1.0	0.1	0.8	0.3	0.4	70.2	100
Health/Beauty/home/Law	9.0	0.4	13.0	5.5	0.1	0.1	9.0	0.9	0.7	-	-	0.5	0.3	60.5	100
Religion	5.9	-	8.0	1.7	-	0.1	20.8	1.2	0.4	-	0.1	-	0.3	61.5	100
Novels & Plays	7.2	0.1	11.0	3.5	0.1	0.1	5.2	0.3	0.3	0.1	0.3	-	-	71.7	100
Children	4.2	0.1	4.6	1.3	-	0.1	2.6	0.3	0.1	-	-	-	-	86.6	100
Women's Prg	8.4	0.1	10.2	4.6	-	0.3	8.0	0.5	0.5	-	-	0.1	-	67.3	
Local News	16.0	0.7	20.7	10.3	0.3	6.4	9.8	2.1	3.4	0.1	0.1	2.2	2.5	25.4	100
Foreign News	16.4	0.7	18.7	9.7	0.4	6.7	9.6	2.0	3.5	0.3	0.1	2.1	2.7	27.1	100
Current Affairs	9.4	0.3	11.3	7.1	0.4	2.9	4.7	0.9	1.4	0.3	0.1	0.8	1.2	59.3	100

Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(4th Quarter 2002)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIA- SET	OTHER ITALIAN	SATEL. LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	51.1	24.4	14.3	0.1	0.1	-	-	-	-	10.1	100
Foreign News	26.7	16.0	7.4	0.1	-	10.9	11.6	0.2	17.4	9.6	100
Sports	9.6	8.8	5.4	0.5	-	5.5	8.0	0.2	15.0	47.1	100
Weather	28.4	14.8	7.7	-	-	4.4	2.4	-	7.6	34.6	100
Feature Films	4.0	2.7	1.2	0.2	1.5	5.9	28.7	0.7	17.3	37.7	100
Serials/Soap Operas	6.9	10.2	6.0	0.1	5.5	1.1	16.6	-	5.2	48.3	100
Documentaries	16.4	2.7	1.8	0.9	-	13.6	5.5	0.9	23.6	34.5	100
Current Affairs	19.1	5.5	0.9	-	-	6.4	1.8	-	4.5	61.8	100
Discussions	57.3	5.5	2.7	-	-	5.5	-	-	3.6	25.5	100
Quizzes/Game Shows/Variety Programmes	12.7	10.9	2.7	-	-	10.0	16.4	-	2.7	44.5	100
Music Video- Clips	6.4	0.9	-	1.9	0.9	0.9	0.9	1.8	14.5	71.8	100
Plays	25.5	20.0	6.4	-	-	1.8	-	-	2.7	43.6	100
Art & Culture	34.5	2.7	0.9	-	-	3.6	0.9	-	2.7	54.5	100
Women	28.2	8.2	-	-	0.9	0.9	1.8	-	1.8	58.2	100
Children	10.0	-	6.4	-	-	1.8	3.6	-	4.5	73.6	100
Religion	23.6	8.2	10.9	3.6	-	2.7	-	-	2.7	48.2	100
Business & Finance	13.6	2.7	0.9	-	-	0.9	-	-	2.7	79.1	100

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(4th Quarter 2003)

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATEL. LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	52.8	25.6	15.5	0.1	-	-	-	-	6.0	100
Foreign News	25.5	15.4	8.0	0.1	11.9	15.0	-	18.9	5.2	100
Sports	11.8	10.5	4.7	0.1	6.7	10.3	-	15.5	40.4	100
Weather	34.0	16.6	8.8	-	4.1	4.5	-	7.9	24.0	100
Feature Films	3.5	5.1	0.6	-	6.5	35.8	0.2	18.8	29.4	100
Serials/Soap Operas	12.3	14.5	6.9	-	1.4	18.6	0.1	6.6	39.5	100
Documentaries	12.9	3.2	3.2	-	19.4	14.5	-	16.9	29.8	100
Current Affairs	27.4	1.6	5.6	-	2.4	5.6	-	6.5	50.8	100
Discussions	56.5	4.8	10.5	-	0.8	3.2	-	1.6	22.6	100
Quizzes/Game Shows/Variety Prog.	9.7	5.6	2.4	-	8.1	23.4	-	2.4	48.4	100
Music Video- Clips	2.4	2.4	-	3.2	0.8	2.4	1.6	8.9	78.2	100
Plays	28.2	9.7	11.3	0.8	0.8	-	-	0.8	48.4	100
Art & Culture	23.4	0.8	-	2.4	-	2.4	-	3.2	70.2	100
Women	29.0	11.3	6.5	2.4	0.8	1.6	-	1.6	46.8	100
Children	8.9	2.4	12.9	-	0.8	2.4	-	2.4	70.2	100
Religion	23.4	5.6	4.0	8.9	1.6	-	-	0.8	55.6	100
Business & Finance	16.1	3.2	-	-	-	-	-	1.6	79.0	100

Table 7.1: Daily Radio Average Audience Share – 4th Quarter 2003
(All slots when the Station is transmitting)

	RM	RP/1 06.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	XFM	NONE
Monday	1.76	0.53	2.21	0.99	0.00	0.85	1.31	1.32	0.76	0.00	0.03	0.48	0.40	89.34
Tuesday	1.83	0.52	2.84	0.91	0.08	0.74	1.14	1.24	0.62	0.00	0.05	0.35	0.42	89.26
Wednesday	1.64	0.75	2.04	1.25	0.08	1.01	0.97	0.77	0.77	0.03	0.18	0.86	0.66	88.99
Thursday	1.60	0.50	1.87	1.76	0.09	1.40	1.03	0.52	0.97	0.04	0.23	0.94	0.63	88.44
Friday	1.23	0.68	2.33	1.45	0.07	0.97	1.14	0.75	1.34	0.08	0.00	0.61	0.39	88.95
Saturday	0.53	0.47	2.27	1.10	0.11	1.08	1.26	0.37	0.70	0.00	0.00	0.48	0.28	91.30
Sunday	0.87	0.39	1.76	0.22	0.01	0.60	0.52	0.36	0.26	0.00	0.00	0.32	0.27	94.43
Daily Average	1.35	0.55	2.19	1.10	0.06	0.95	1.05	0.76	0.78	0.02	0.07	0.58	0.43	90.10

Table 7.2: Daily Radio Peak Audience Share – 4th Quarter 2003

	RM	RP/1 06.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL	XFM
Monday	5.59	1.75	6.99	2.45	0.00	2.80	5.24	4.20	2.10	0.00	0.35	2.10	1.75
Tuesday	6.99	1.75	8.04	3.15	0.35	2.45	3.85	4.20	2.45	0.00	0.35	1.40	1.40
Wednesday	5.94	2.45	5.59	3.50	1.05	3.15	3.50	2.45	3.15	0.35	0.70	2.80	2.10
Thursday	7.34	1.75	5.59	4.55	0.70	3.15	3.50	2.10	2.80	0.35	0.70	2.80	2.10
Friday	5.24	2.10	6.99	3.85	0.35	3.15	4.20	2.10	3.50	0.35	0.00	2.45	1.75
Saturday	2.80	1.75	6.99	4.20	0.70	3.85	4.55	1.75	2.45	0.00	0.00	1.75	1.05
Sunday	3.15	1.75	5.59	1.75	0.35	2.10	2.45	1.75	1.40	0.00	0.00	1.40	1.40
Highest Peak	7.34	2.45	8.04	4.55	1.05	3.85	5.24	4.20	3.50	0.35	0.70	2.80	2.10

Table 7.3: Weekly Radio Average Audience Levels
- 4th Quarter, 2002 & 2003

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

	RM	RP/ 106.6	SUPEI 1	AMPU FM	101	IS / 13FM	BAY	RTK	IMASI	CALYPSO	FM 3RONJA	CAPITAL	XFM
4 th Quarter 2002: Daily Average	1.17	0.81	2.38	0.01	1.10	0.20	0.83	1.60	0.36	0.30	0.07	0.54	-
4 th Quarter 2003: Daily Average	1.35	0.55	2.19	0.02	1.10	0.06	0.95	1.05	0.76	0.78	0.07	0.58	0.43

Table 7.4: Daily Average Audience Levels – Radio
- 4th Quarter 2002 & 2003

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

	RM	RP (06.6)	UPER	101	IS/ 13fm	BAY	RTK	SMASH	CALYPSO	CAMPUS FM	FM 3RONJA	CAPITAL	XFM
4 th Quarter 2002: Daily Average	1.56	1.07	3.11	1.46	0.27	1.10	2.10	0.47	0.40	0.01	0.10	0.70	-
4 th Quarter 2003: Daily Average	1.77	0.73	2.86	1.44	0.08	1.27	1.39	1.00	1.02	0.03	0.09	0.76	0.58

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0430	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.70	0.00	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
0530	1.05	0.00	1.05	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
0600	1.40	0.00	1.40	1.05	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	94.41	100
0630	2.10	0.00	1.05	1.40	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.35	0.35	93.01	100
0700	3.50	0.00	1.75	2.10	0.00	1.05	1.40	2.45	0.35	0.00	0.00	0.00	1.05	86.36	100
0730	3.85	0.00	3.15	2.45	0.00	1.75	2.80	2.80	0.70	0.00	0.00	0.00	1.75	80.77	100
0800	4.20	0.70	4.20	2.10	0.00	0.70	4.90	3.15	0.70	0.00	0.00	0.35	1.05	77.97	100
0830	4.20	0.70	4.90	2.10	0.00	0.70	4.90	3.85	0.70	0.00	0.00	0.35	1.05	76.57	100
0900	4.20	1.05	6.29	2.10	0.00	1.75	5.24	4.20	1.75	0.00	0.00	1.40	0.70	71.33	100
0930	4.20	1.05	6.99	2.45	0.00	2.45	4.90	3.85	1.75	0.00	0.00	1.40	0.70	70.28	100
1000	4.90	1.40	5.94	2.45	0.00	2.45	4.90	3.50	1.75	0.00	0.00	2.10	1.40	69.23	100
1030	5.24	1.40	5.94	2.10	0.00	2.80	3.85	2.80	1.40	0.00	0.00	2.10	1.40	70.98	100
1100	5.59	1.05	5.94	2.10	0.00	2.45	3.85	2.80	1.40	0.00	0.00	1.40	1.40	72.03	100
1130	5.24	1.40	6.99	2.45	0.00	2.45	3.50	2.10	1.40	0.00	0.35	1.05	1.40	71.68	100
NOON	4.55	1.40	5.59	2.10	0.00	2.10	2.45	2.45	1.40	0.00	0.35	0.70	0.70	76.22	100
1230	3.50	1.05	5.59	2.10	0.00	2.10	1.75	2.10	1.40	0.00	0.35	0.70	0.35	79.02	100
1300	2.10	1.05	4.55	2.10	0.00	1.05	1.05	1.75	1.05	0.00	0.35	0.70	0.35	83.92	100
1330	2.10	1.05	4.20	1.75	0.00	1.05	1.05	1.75	0.70	0.00	0.00	0.70	0.70	84.97	100
1400	2.10	1.05	3.50	1.05	0.00	1.05	0.70	2.10	1.05	0.00	0.00	1.05	0.00	86.36	100
1430	1.75	0.70	3.15	1.05	0.00	0.70	1.05	2.10	1.05	0.00	0.00	1.05	0.35	87.06	100
1500	1.40	1.05	2.80	1.05	0.00	1.05	1.05	2.10	1.40	0.00	0.00	0.70	0.35	87.06	100
1530	1.05	1.05	2.80	1.05	0.00	1.40	1.05	2.10	1.05	0.00	0.00	1.05	0.00	87.41	100
1600	2.10	1.05	3.15	1.75	0.00	1.40	1.40	2.80	1.40	0.00	0.00	1.05	0.00	83.92	100
1630	1.75	1.75	2.45	1.40	0.00	1.40	1.40	1.75	1.40	0.00	0.00	1.05	0.35	85.31	100
1700	1.40	1.75	2.10	1.75	0.00	1.75	1.05	2.80	1.05	0.00	0.00	0.70	0.00	85.66	100
1730	1.40	1.40	1.75	1.75	0.00	0.70	0.70	2.10	0.70	0.00	0.00	0.70	0.35	88.46	100
1800	1.40	1.05	2.10	1.40	0.00	1.05	0.70	1.75	1.75	0.00	0.00	0.00	0.35	88.46	100
1830	1.05	0.70	2.10	0.35	0.00	0.70	0.70	0.70	1.75	0.00	0.00	0.70	0.35	90.91	100
1900	0.70	0.35	1.75	0.35	0.00	0.35	0.70	0.70	2.10	0.00	0.00	0.70	0.35	91.96	100
1930	0.70	0.35	0.70	0.35	0.00	0.35	0.35	0.35	1.40	0.00	0.00	0.70	0.35	94.41	100
2000	1.40	0.00	0.35	0.00	0.00	0.35	0.35	0.00	1.40	0.00	0.00	0.35	0.70	95.10	100
2030	1.40	0.00	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.00	0.00	0.00	0.35	96.15	100
2100	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	1.05	0.00	0.00	0.00	0.35	97.20	100
2130	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.35	1.05	0.35	0.35	0.00	0.00	0.00	0.00	97.20	100
2300	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
average	1.76	0.53	2.21	0.99	0.00	0.85	1.31	1.32	0.76	0.00	0.03	0.48	0.40	89.34	
maximun	5.59	1.75	6.99	2.45	0.00	2.80	5.24	4.20	2.10	0.00	0.35	2.10	1.75	100.00	
std. dev.	1.70	0.59	2.24	0.93	0.00	0.82	1.57	1.31	0.66	0.00	0.10	0.57	0.47	9.87	
average for 0600- 2400 hrs	2.28	0.71	2.91	1.29	0.00	1.14	1.75	1.74	1.02	0.00	0.04	0.64	0.53	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
(BASE=246*)

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0430	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0500	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.00	1.40	0.35	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	96.50	100
0600	1.05	0.00	2.80	1.40	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	93.01	100
0630	2.10	0.00	2.45	1.40	0.00	0.00	2.10	0.35	0.00	0.00	0.00	0.35	0.35	90.91	100
0700	2.80	0.70	3.85	2.10	0.00	0.70	1.40	0.70	0.70	0.00	0.00	0.00	1.05	86.01	100
0730	3.50	1.40	4.90	2.10	0.00	1.75	2.10	1.05	0.70	0.00	0.00	0.00	1.05	81.47	100
0800	4.20	1.40	5.94	2.45	0.00	1.40	3.50	1.75	0.70	0.00	0.00	0.70	1.05	76.92	100
0830	4.55	1.05	5.94	1.75	0.00	1.75	3.50	1.75	0.70	0.00	0.00	0.70	1.40	76.92	100
0900	5.94	1.05	6.99	2.45	0.35	2.45	3.50	3.15	1.40	0.00	0.00	0.70	1.40	70.63	100
0930	5.94	0.70	7.69	1.75	0.35	2.45	3.85	3.50	2.45	0.00	0.00	0.70	1.40	69.23	100
1000	5.94	0.35	8.04	2.10	0.35	2.45	3.50	4.20	2.45	0.00	0.00	0.70	1.40	68.53	100
1030	6.99	0.35	7.34	1.75	0.35	2.45	2.80	3.50	2.45	0.00	0.00	1.05	1.40	69.58	100
1100	5.94	0.35	7.34	2.45	0.35	2.45	2.45	2.80	2.45	0.00	0.00	1.05	1.40	70.98	100
1130	5.59	0.70	7.34	2.45	0.35	2.10	2.45	2.45	2.45	0.00	0.00	1.05	0.70	72.38	100
NOON	5.59	1.40	6.64	3.15	0.35	2.10	2.10	2.45	1.05	0.00	0.00	1.40	1.05	72.73	100
1230	3.85	1.05	6.64	2.10	0.35	1.40	1.75	2.10	0.00	0.00	0.00	0.35	0.35	80.07	100
1300	2.80	0.70	5.94	1.05	0.35	1.05	1.40	1.40	0.35	0.00	0.00	0.35	0.35	84.27	100
1330	2.80	0.35	5.24	0.70	0.00	1.40	1.40	2.45	0.00	0.00	0.35	0.35	0.70	84.27	100
1400	2.45	0.35	3.50	0.70	0.00	1.05	0.70	3.15	0.35	0.00	0.00	0.35	0.35	87.06	100
1430	1.75	0.35	3.15	0.70	0.00	1.05	1.05	3.15	0.00	0.00	0.00	0.35	0.70	87.76	100
1500	1.40	0.70	3.15	0.70	0.00	0.70	1.40	2.80	0.35	0.00	0.00	0.35	0.70	87.76	100
1530	1.40	0.70	3.50	1.05	0.00	1.05	1.40	1.75	0.35	0.00	0.00	0.35	0.70	87.76	100
1600	1.40	1.05	4.20	1.05	0.00	1.05	1.40	2.80	0.70	0.00	0.00	0.70	0.70	84.97	100
1630	1.75	1.75	3.85	0.70	0.00	1.05	1.05	1.40	0.35	0.00	0.00	0.70	0.70	86.71	100
1700	1.40	0.70	4.20	1.75	0.00	1.05	1.05	1.75	0.35	0.00	0.00	0.35	0.35	87.06	100
1730	1.05	0.70	3.50	2.10	0.00	0.70	1.05	1.75	0.35	0.00	0.00	0.35	0.00	88.46	100
1800	1.05	0.35	3.15	1.75	0.00	0.35	1.05	1.75	1.40	0.00	0.35	0.35	0.00	88.46	100
1830	0.70	0.35	2.10	0.70	0.35	0.35	1.05	0.70	1.75	0.00	0.35	0.70	0.00	90.91	100
1900	0.70	1.05	1.05	1.05	0.35	0.35	1.40	0.70	1.75	0.00	0.35	0.70	0.00	90.56	100
1930	0.35	1.05	0.70	0.00	0.00	0.35	0.70	0.35	1.40	0.00	0.35	0.35	0.00	94.41	100
2000	0.70	1.05	0.35	0.00	0.00	0.35	0.35	0.35	1.40	0.00	0.35	0.35	0.00	94.76	100
2030	0.35	1.05	0.35	0.00	0.00	0.00	0.35	0.35	1.05	0.00	0.35	0.70	0.00	95.45	100
2100	0.00	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.35	0.00	97.55	100
2130	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	98.60	100
2200	0.00	0.70	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.90	100
2230	0.00	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
2300	0.35	0.00	0.35	0.00	0.00	0.00	0.00	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	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.83	0.52	2.84	0.91	0.08	0.74	1.14	1.24	0.62	0.00	0.05	0.35	0.42	89.26	
maximum	6.99	1.75	8.04	3.15	0.35	2.45	3.85	4.20	2.45	0.00	0.35	1.40	1.40	100.00	
std. dev.	2.10	0.49	2.69	0.94	0.15	0.84	1.13	1.21	0.81	0.00	0.12	0.36	0.50	10.11	
average for 0600- 2400 hrs	2.40	0.70	3.71	1.20	0.11	0.99	1.50	1.61	0.83	0.00	0.07	0.47	0.54	85.88	

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

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0430	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0500	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.00	1.40	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	96.85	100
0600	1.05	0.00	3.15	1.40	0.00	0.35	0.35	0.35	0.35	0.00	0.35	0.00	0.00	92.66	100
0630	2.10	0.00	2.80	1.75	0.35	0.35	1.40	0.35	0.35	0.00	0.35	0.70	0.70	88.81	100
0700	2.45	0.70	2.80	2.45	0.35	0.70	1.75	0.35	1.40	0.00	0.00	0.35	2.10	84.62	100
0730	2.45	1.05	3.15	2.45	0.35	1.05	1.75	1.40	1.05	0.00	0.00	0.35	2.10	82.87	100
0800	3.85	0.70	3.85	2.80	0.00	1.40	3.15	1.75	0.70	0.35	0.00	1.05	1.05	79.37	100
0830	4.20	0.35	4.20	2.45	0.00	1.40	2.80	1.75	1.05	0.35	0.00	2.10	1.05	78.32	100
0900	5.94	1.05	4.20	3.50	0.00	2.45	3.50	2.10	3.15	0.00	0.00	2.45	1.40	70.28	100
0930	5.94	1.40	5.24	3.15	0.00	3.15	3.50	1.40	2.80	0.00	0.35	2.10	1.40	69.58	100
1000	5.94	1.75	5.59	3.50	0.00	2.45	3.50	1.75	2.45	0.00	0.35	2.45	1.75	68.53	100
1030	5.94	2.10	5.24	2.45	0.00	2.10	3.50	1.75	2.45	0.00	0.35	2.80	1.40	69.93	100
1100	5.59	2.10	4.90	2.80	0.00	2.45	3.50	1.75	2.10	0.00	0.35	2.80	1.40	70.28	100
1130	4.55	2.10	5.59	2.10	0.70	1.75	3.50	1.40	2.10	0.00	0.35	2.45	1.40	72.03	100
NOON	5.59	2.45	5.24	2.80	1.05	1.40	2.80	1.40	1.40	0.00	0.35	2.45	1.40	71.68	100
1230	4.20	1.75	4.55	1.75	0.00	1.05	1.05	1.05	1.05	0.00	0.35	1.75	1.05	80.42	100
1300	3.15	1.40	4.20	1.75	0.00	1.40	0.70	0.70	1.40	0.00	0.00	1.05	1.75	82.52	100
1330	2.80	0.70	3.85	1.40	0.00	1.40	0.35	1.40	0.70	0.00	0.70	0.70	1.05	84.97	100
1400	1.40	0.70	3.15	1.75	0.00	1.05	0.70	1.75	0.35	0.35	0.70	0.35	1.40	86.36	100
1430	1.05	0.70	2.45	1.40	0.00	1.75	0.35	1.75	0.35	0.35	0.35	0.35	1.40	87.76	100
1500	1.05	1.75	2.45	1.75	0.00	1.75	0.70	2.45	0.35	0.00	0.35	0.35	1.40	85.66	100
1530	1.05	1.40	2.80	1.75	0.00	1.40	1.05	2.10	0.70	0.00	0.00	0.35	1.40	86.01	100
1600	1.05	1.05	3.85	2.10	0.35	1.75	1.05	1.75	1.40	0.00	0.35	1.75	1.40	82.17	100
1630	1.05	1.05	3.15	2.10	0.35	1.75	0.70	1.40	0.70	0.00	0.35	2.10	0.70	84.62	100
1700	1.40	1.40	2.80	2.10	0.35	1.40	0.70	0.70	1.05	0.00	0.35	2.10	0.35	85.31	100
1730	1.05	1.05	2.10	2.80	0.00	1.40	0.35	0.35	1.05	0.00	0.35	2.10	0.00	87.41	100
1800	0.70	1.05	1.75	1.75	0.00	1.40	0.35	0.70	1.40	0.00	0.35	1.75	0.35	88.46	100
1830	0.70	1.05	1.40	0.70	0.00	1.40	0.35	0.70	1.05	0.00	0.35	1.40	0.70	90.21	100
1900	1.05	0.70	1.05	0.35	0.00	1.40	1.05	0.70	1.05	0.00	0.00	1.40	0.70	90.56	100
1930	0.35	0.70	0.35	0.35	0.00	2.10	1.05	0.35	0.70	0.00	0.00	0.70	0.70	92.66	100
2000	0.35	0.70	0.00	0.00	0.00	1.05	0.00	0.35	0.70	0.00	0.00	0.70	0.00	96.15	100
2030	0.35	0.70	0.00	0.00	0.00	0.70	0.00	0.35	0.70	0.00	0.00	0.35	0.00	96.85	100
2100	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	98.25	100
2200	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.00	97.90	100
2230	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2300	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	98.60	100
average	1.64	0.75	2.04	1.25	0.08	1.01	0.97	0.77	0.77	0.03	0.18	0.86	0.66	88.99	
maximum	5.94	2.45	5.59	3.50	1.05	3.15	3.50	2.45	3.15	0.35	0.70	2.80	2.10	100.00	
std. dev.	2.01	0.69	1.95	1.13	0.20	0.82	1.22	0.75	0.81	0.10	0.20	0.96	0.69	10.17	
average for 0600- 2400 hrs	2.18	1.00	2.66	1.61	0.11	1.34	1.27	1.00	1.03	0.04	0.24	1.15	0.87	85.50	

**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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.00	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
0430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0530	0.35	0.00	2.10	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	95.80	100
0600	0.35	0.00	3.85	1.05	0.00	0.35	0.35	0.00	0.70	0.00	0.35	0.35	0.00	92.66	100
0630	0.70	0.00	3.50	1.40	0.35	1.05	0.35	0.00	0.35	0.00	0.35	0.70	1.05	90.21	100
0700	1.75	0.70	3.15	2.45	0.35	2.10	1.75	0.00	1.40	0.00	0.00	1.05	1.75	83.57	100
0730	2.10	1.05	3.50	2.80	0.35	2.10	1.40	0.70	1.05	0.00	0.00	1.05	1.40	82.52	100
0800	4.55	1.05	4.20	3.50	0.35	2.45	2.10	1.40	1.05	0.35	0.00	1.40	1.05	76.57	100
0830	4.55	0.70	4.20	3.15	0.35	2.45	2.45	1.05	1.05	0.35	0.00	2.10	1.05	76.57	100
0900	7.34	1.40	4.90	3.50	0.00	3.15	2.10	1.40	2.80	0.00	0.00	2.80	2.10	68.53	100
0930	6.99	1.40	4.90	3.15	0.00	3.15	3.15	1.05	2.45	0.35	0.35	2.80	2.10	68.18	100
1000	6.29	1.40	5.24	3.15	0.00	2.80	3.50	1.40	2.45	0.00	0.35	2.80	1.75	68.88	100
1030	6.29	1.40	5.24	4.20	0.00	3.15	2.80	1.40	2.45	0.00	0.35	2.80	1.75	68.18	100
1100	5.94	1.40	5.24	4.20	0.00	2.80	2.80	1.40	2.10	0.00	0.35	2.80	1.75	69.23	100
1130	4.20	1.75	5.59	4.20	0.00	2.45	2.45	1.40	2.10	0.00	0.35	2.45	1.75	71.33	100
NOON	3.85	1.75	4.90	4.55	0.70	2.10	3.15	1.40	1.75	0.00	0.70	2.45	1.05	71.68	100
1230	2.80	1.05	2.10	3.50	0.35	1.75	2.45	1.05	1.40	0.00	0.70	1.75	1.40	79.72	100
1300	2.10	0.70	1.40	3.85	0.00	2.45	1.40	0.70	1.40	0.00	0.70	1.75	1.40	82.17	100
1330	1.75	0.70	1.75	3.50	0.00	2.10	1.05	1.05	1.40	0.00	0.70	1.40	0.70	83.92	100
1400	1.40	0.70	1.05	3.85	0.00	2.45	1.05	0.70	1.05	0.35	0.70	1.05	0.35	85.31	100
1430	1.40	0.70	1.05	3.15	0.00	2.45	0.70	0.70	1.05	0.35	0.70	1.40	0.70	85.66	100
1500	1.40	1.05	2.10	2.80	0.00	3.15	0.70	1.40	1.05	0.00	0.70	0.70	0.35	84.62	100
1530	1.75	0.70	2.45	2.80	0.00	2.80	0.70	2.10	1.05	0.00	0.70	0.70	0.35	83.92	100
1600	1.75	0.70	2.80	3.85	0.00	2.45	0.70	1.05	1.05	0.00	0.35	1.75	0.35	83.22	100
1630	0.70	0.70	2.45	3.85	0.00	1.40	0.70	1.05	1.40	0.00	0.35	1.75	0.35	85.31	100
1700	1.40	0.35	1.75	3.50	0.00	1.75	1.40	0.70	2.10	0.00	0.35	1.75	0.70	84.27	100
1730	1.05	0.35	1.75	3.15	0.00	1.75	1.05	0.00	2.10	0.00	0.35	1.40	0.70	86.36	100
1800	0.70	0.70	1.75	2.45	0.35	2.80	1.40	0.35	2.10	0.00	0.35	1.05	0.35	85.66	100
1830	0.35	0.70	2.10	0.70	0.35	2.45	1.05	0.35	2.10	0.00	0.35	1.05	1.05	87.41	100
1900	0.70	0.00	2.10	0.35	0.35	2.10	2.45	0.35	1.40	0.00	0.00	1.05	1.05	88.11	100
1930	0.35	0.35	0.35	0.70	0.70	1.40	1.05	0.35	0.70	0.00	0.00	0.35	1.05	92.66	100
2000	0.35	0.35	0.70	0.00	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.35	0.00	96.85	100
2030	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	97.90	100
2100	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2200	0.35	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.00	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.35	97.90	100
2300	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.35	97.90	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00	98.25	100
average	1.60	0.50	1.87	1.76	0.09	1.40	1.03	0.52	0.97	0.04	0.23	0.94	0.63	88.44	
maximum	7.34	1.75	5.59	4.55	0.70	3.15	3.50	2.10	2.80	0.35	0.70	2.80	2.10	100.00	
std. dev.	2.09	0.55	1.83	1.67	0.19	1.15	1.03	0.59	0.84	0.11	0.26	0.97	0.67	10.62	
average for 0600- 2400 hrs	2.12	0.66	2.41	2.32	0.13	1.86	1.36	0.69	1.27	0.05	0.30	1.25	0.84	84.74	

**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	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.00	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
0430	0.00	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
0500	0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
0530	0.35	0.35	2.45	0.00	0.00	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00	95.45	100
0600	0.35	0.35	4.55	0.35	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.00	92.66	100
0630	0.70	0.70	5.24	0.70	0.00	1.05	0.35	0.00	1.05	0.00	0.00	0.70	0.35	89.16	100
0700	1.40	2.10	4.55	1.75	0.35	2.10	1.75	0.35	2.10	0.00	0.00	1.40	1.05	81.12	100
0730	1.75	1.40	4.55	2.10	0.35	2.10	1.05	0.70	1.75	0.00	0.00	1.75	1.05	81.47	100
0800	3.15	1.40	5.24	2.45	0.00	3.15	2.80	0.70	2.10	0.00	0.00	2.45	1.40	75.17	100
0830	3.50	1.05	5.24	2.45	0.00	1.75	3.50	0.70	2.45	0.00	0.00	2.10	1.75	75.52	100
0900	4.20	1.75	6.64	3.50	0.00	1.40	3.50	1.75	3.50	0.00	0.00	2.10	1.40	70.28	100
0930	4.55	1.75	6.29	3.50	0.35	2.45	3.85	2.10	3.15	0.00	0.00	2.10	0.70	69.23	100
1000	5.24	2.10	6.99	3.85	0.35	3.15	3.85	2.10	3.15	0.35	0.00	1.75	0.70	66.43	100
1030	4.90	1.75	5.94	3.50	0.35	2.45	3.85	2.10	3.15	0.35	0.00	1.75	0.70	69.23	100
1100	3.85	1.75	5.59	3.85	0.00	2.10	4.20	1.75	3.15	0.35	0.00	1.05	1.05	71.33	100
1130	3.85	1.75	5.24	3.50	0.00	2.10	3.50	1.75	3.50	0.00	0.00	1.40	0.70	72.73	100
NOON	3.15	1.40	5.94	3.85	0.00	1.05	3.15	1.75	2.45	0.35	0.00	1.40	0.70	74.83	100
1230	2.45	1.40	3.85	3.50	0.00	1.40	1.75	1.75	1.75	0.35	0.00	1.05	0.35	80.42	100
1300	1.75	1.75	3.15	3.15	0.35	1.05	1.40	1.40	1.40	0.35	0.00	1.05	0.70	82.52	100
1330	1.75	1.05	3.15	3.15	0.35	1.05	1.05	1.05	1.40	0.35	0.00	1.05	0.35	84.27	100
1400	1.40	1.05	2.45	2.80	0.35	1.75	1.40	1.05	1.40	0.35	0.00	1.05	0.70	84.27	100
1430	1.05	0.70	2.45	3.15	0.35	1.40	1.05	0.70	1.40	0.35	0.00	1.40	0.70	85.31	100
1500	1.05	0.70	2.45	3.15	0.00	2.10	0.70	1.05	1.05	0.35	0.00	1.05	0.00	86.36	100
1530	0.35	0.35	2.10	3.15	0.00	1.75	0.70	1.40	1.05	0.35	0.00	1.05	0.00	87.76	100
1600	0.35	0.70	3.15	3.50	0.00	2.45	1.05	1.40	1.05	0.00	0.00	0.70	0.35	85.31	100
1630	0.35	0.70	1.75	3.50	0.00	0.70	1.05	1.75	1.75	0.00	0.00	0.35	0.00	88.11	100
1700	0.70	0.70	2.80	2.10	0.00	1.40	1.75	1.40	2.45	0.00	0.00	0.35	0.00	86.36	100
1730	0.70	0.70	2.80	1.40	0.35	1.40	0.70	1.05	2.45	0.00	0.00	0.35	0.35	87.76	100
1800	1.40	0.70	2.80	0.70	0.00	1.40	0.70	1.40	3.15	0.00	0.00	0.00	0.35	87.41	100
1830	1.05	0.70	2.10	0.35	0.00	1.40	0.70	1.05	3.15	0.00	0.00	0.00	0.70	88.81	100
1900	0.70	0.35	1.40	0.00	0.00	1.05	1.75	1.05	2.80	0.00	0.00	0.00	0.70	90.21	100
1930	0.35	0.35	0.35	0.00	0.00	0.35	1.40	0.70	2.10	0.00	0.00	0.00	0.70	93.71	100
2000	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.70	1.40	0.00	0.00	0.00	0.70	95.45	100
2030	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.35	1.05	0.00	0.00	0.00	0.35	96.85	100
2100	0.35	0.35	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.35	97.20	100
2130	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2200	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
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	0.00	100.00	100
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	0.00	100.00	100
2330	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.23	0.68	2.33	1.45	0.07	0.97	1.14	0.75	1.34	0.08	0.00	0.61	0.39	88.95	
maximun	5.24	2.10	6.99	3.85	0.35	3.15	4.20	2.10	3.50	0.35	0.00	2.45	1.75	100.00	
std. dev.	1.49	0.67	2.29	1.54	0.14	0.96	1.30	0.72	1.20	0.15	0.00	0.75	0.45	10.45	
average for 0600- 2400 hrs	1.62	0.88	3.03	1.93	0.10	1.29	1.52	1.00	1.75	0.11	0.00	0.82	0.52	85.43	

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

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

	RM	RP /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	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	0.35	0.00	99.65	100
0500	0.35	0.00	0.70	0.00	0.00	0.00	0.35		0.35	0.00	0.00	0.35	0.00	97.90	100
0530	0.35	0.00	1.40	0.00	0.00	0.00	0.35		0.35	0.00	0.00	0.35	0.00	97.20	100
0600	0.35	0.35	2.80	0.00	0.00	0.00	1.05		0.35	0.00	0.00	0.35	0.00	94.76	100
0630	0.35	0.35	3.50	0.35	0.00	0.00	0.70		0.35	0.00	0.00	0.70	0.00	93.71	100
0700	1.05	0.35	3.50	0.70	0.35	0.35	0.70		0.70	0.00	0.00	0.70	0.00	91.61	100
0730	1.40	0.35	3.50	1.05	0.35	0.70	0.70		0.35	0.00	0.00	0.70	0.00	90.91	100
0800	1.75	0.35	4.90	1.40	0.35	1.05	1.40		0.70	0.00	0.00	1.05	0.70	86.36	100
0830	2.10	0.70	5.59	2.10	0.35	2.10	2.45		0.70	0.00	0.00	1.05	0.35	82.52	100
0900	2.80	0.70	5.94	2.45	0.70	2.80	3.50	1.05	1.40	0.00	0.00	1.05	1.05	76.57	100
0930	2.45	1.05	5.94	3.50	0.70	2.80	3.85	1.05	1.40	0.00	0.00	1.40	1.05	74.83	100
1000	1.75	0.70	6.29	4.20	0.70	3.50	4.55	1.40	1.75	0.00	0.00	1.75	1.05	72.38	100
1030	1.40	0.70	6.29	3.50	0.70	3.85	4.20	1.75	1.75	0.00	0.00	1.40	1.05	73.43	100
1100	1.75	0.70	6.99	4.20	0.35	2.80	4.20	1.40	1.40	0.00	0.00	1.75	1.05	73.43	100
1130	1.75	0.70	5.59	4.20	0.35	2.80	3.85	1.40	1.05	0.00	0.00	1.75	1.05	75.52	100
NOON	1.05	1.05	5.24	3.15	0.00	1.75	3.15	1.05	0.70	0.00	0.00	1.05	0.70	81.12	100
1230	0.70	1.05	3.85	2.80	0.00	1.75	2.10	1.05	1.05	0.00	0.00	0.70	0.70	84.27	100
1300	0.00	1.05	3.85	2.45	0.00	1.40	2.45	1.05	1.05	0.00	0.00	0.70	1.05	84.97	100
1330	0.00	1.05	3.15	1.75	0.00	1.75	1.40	0.70	0.70	0.00	0.00	0.70	0.35	88.46	100
1400	0.35	1.05	3.85	2.10	0.00	2.45	1.05	0.35	0.35	0.00	0.00	0.70	0.35	87.41	100
1430	0.35	1.05	3.85	1.40	0.00	2.10	1.40	0.35	0.35	0.00	0.00	0.70	0.35	88.11	100
1500	0.35	1.75	3.15	1.40	0.00	2.45	1.40	0.35	0.35	0.00	0.00	0.70	0.35	87.76	100
1530	0.00	1.40	2.80	1.75	0.00	2.10	0.70	0.35	0.35	0.00	0.00	0.70	0.35	89.51	100
1600	0.00	1.40	3.15	1.75	0.00	2.45	1.05	0.35	0.70	0.00	0.00	0.70	0.35	88.11	100
1630	0.00	0.70	2.45	1.75	0.00	1.75	1.05	0.35	0.35	0.00	0.00	0.35	0.35	90.91	100
1700	0.00	0.70	1.75	1.05	0.00	1.75	1.05	0.35	0.35	0.00	0.00	0.35	0.35	92.31	100
1730	0.35	0.35	1.40	1.05	0.35	1.40	0.70	0.35	0.35	0.00	0.00	0.35	0.00	93.36	100
1800	0.70	0.70	1.75	0.35	0.00	1.75	1.75	0.35	0.70	0.00	0.00	0.35	0.00	91.61	100
1830	0.70	0.70	1.05	0.35	0.00	1.40	2.10	0.35	2.45	0.00	0.00	0.00	0.35	90.56	100
1900	0.70	0.35	0.70	0.35	0.00	0.70	2.45	0.70	2.10	0.00	0.00	0.00	0.00	91.96	100
1930	0.35	0.35	0.35	0.35	0.00	0.70	1.40	0.35	1.40	0.00	0.00	0.00	0.00	94.76	100
2000	0.00	0.00	0.35	0.35	0.00	0.35	1.05	0.35	1.05	0.00	0.00	0.00	0.00	96.50	100
2030	0.00	0.00	0.35	0.35	0.00	0.35	1.40	0.35	1.40	0.00	0.00	0.00	0.00	95.80	100
2100	0.00	0.35	0.35	0.35	0.00	0.70	1.05	0.70	1.05	0.00	0.00	0.00	0.00	95.45	100
2130	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	97.55	100
2200	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	98.60	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
average	0.53	0.47	2.27	1.10	0.11	1.08	1.26	0.37	0.70	0.00	0.00	0.48	0.28	91.36	
maximum	2.80	1.75	6.99	4.20	0.70	3.85	4.55	1.75	2.45	0.00	0.00	1.75	1.05	100.00	
std. dev.	0.74	0.46	2.18	1.30	0.22	1.13	1.32	0.48	0.59	0.00	0.00	0.52	0.38	8.25	
average for 0600- 2400 hrs	0.69	0.62	2.96	1.47	0.15	1.44	1.66	0.50	0.91	0.00	0.00	0.60	0.36	88.65	

**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 /106.6	SUP 1	101	A3FM	BAY	RTK	SMASH	CALYP SO	CAMPUS	BRONJA	CAPITAL	XFM	NONE	TOTAL
IIDNIGHT	0.00	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
0030	0.00	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
0100	0.00	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
0130	0.00	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
0200	0.00	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
0230	0.00	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
0300	0.00	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
0330	0.00	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
0400	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0500	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.60	100
0530	0.70	0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
0600	1.05	0.00	2.10	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	95.80	100
0630	1.40	0.00	2.10	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	95.45	100
0700	2.10	0.00	2.10	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	93.71	100
0730	1.75	0.00	2.45	1.40	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.00	0.35	92.66	100
0800	2.80	0.00	4.20	1.75	0.00	0.00	1.40	0.70	0.35	0.00	0.00	0.00	0.35	88.46	100
0830	3.15	0.35	4.90	1.05	0.00	0.35	2.45	0.35	0.70	0.00	0.00	0.35	0.35	86.01	100
0900	1.75	0.70	5.59	0.35	0.00	0.70	2.45	0.70	1.40	0.00	0.00	0.70	1.05	84.62	100
0930	1.75	0.70	5.59	0.00	0.00	1.40	2.10	0.70	1.05	0.00	0.00	0.70	1.40	84.62	100
1000	2.80	1.05	5.59	0.00	0.00	2.10	1.75	0.35	0.70	0.00	0.00	0.70	1.40	83.57	100
1030	2.10	1.75	4.90	0.00	0.00	1.75	1.05	1.40	0.35	0.00	0.00	1.05	1.05	84.62	100
1100	1.75	1.75	4.20	0.35	0.00	1.75	1.05	1.40	0.35	0.00	0.00	1.40	1.05	84.97	100
1130	1.40	1.40	3.85	0.35	0.00	1.75	1.05	1.40	0.00	0.00	0.00	1.40	0.35	87.06	100
NOON	1.75	1.05	4.55	0.35	0.00	1.05	1.05	1.75	0.35	0.00	0.00	1.40	0.35	86.36	100
1230	1.75	1.05	3.85	0.00	0.00	1.75	0.35	1.05	0.35	0.00	0.00	1.05	0.35	88.46	100
1300	1.05	1.05	3.15	0.35	0.00	1.40	0.00	1.05	0.35	0.00	0.00	1.05	0.35	90.21	100
1330	0.70	0.70	2.45	0.35	0.00	1.40	0.00	1.05	0.00	0.00	0.00	1.05	0.35	91.96	100
1400	0.70	0.70	2.45	0.35	0.00	1.05	0.00	0.70	0.70	0.00	0.00	0.70	0.70	91.96	100
1430	0.70	0.70	2.45	0.00	0.00	0.70	0.00	0.70	1.05	0.00	0.00	0.35	0.70	92.66	100
1500	0.35	0.70	1.75	0.00	0.00	0.70	0.70	0.70	0.70	0.00	0.00	0.35	0.35	93.71	100
1530	0.70	1.05	1.75	0.00	0.00	1.40	1.05	0.35	0.35	0.00	0.00	0.70	0.35	92.31	100
1600	0.70	0.70	1.40	0.00	0.00	0.70	1.05	0.35	0.70	0.00	0.00	0.70	0.35	93.36	100
1630	0.70	0.70	1.40	0.35	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.70	0.35	93.36	100
1700	1.05	0.70	1.75	0.35	0.35	1.05	0.70	0.70	0.35	0.00	0.00	0.35	0.35	92.31	100
1730	0.70	0.70	1.75	0.00	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.35	0.00	94.06	100
1800	0.70	0.35	1.40	0.00	0.00	0.70	0.70	0.35	0.00	0.00	0.00	0.35	0.00	95.45	100
1830	0.35	0.00	1.05	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
1900	0.35	0.35	0.70	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	97.55	100
1930	1.05	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	97.20	100
2000	1.05	0.00	0.35	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00	97.55	100
2030	0.70	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.25	100
2100	0.70	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2330	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
average	0.87	0.39	1.76	0.22	0.01	0.60	0.52	0.36	0.26	0.00	0.00	0.32	0.27	94.43	
maximum	3.15	1.75	5.59	1.75	0.35	2.10	2.45	1.75	1.40	0.00	0.00	1.40	1.40	100.00	
std. dev.	0.82	0.50	1.76	0.38	0.05	0.61	0.65	0.47	0.33	0.00	0.00	0.44	0.37	5.20	
average for 0600- 2400 hrs	1.13	0.51	2.30	0.25	0.01	0.80	0.68	0.48	0.35	0.00	0.00	0.43	0.36	92.71	

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

Table 8.1: TV Audience Average Share (4th Quarter 2003) - All available Time-Slots

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIA- SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATEL- LITE	NONE
Monday	2.63	3.55	2.35	0.20	0.60	1.84	0.13	0.00	0.00	1.35	87.35
Tuesday	4.80	2.87	1.45	0.09	0.68	1.86	0.10	0.00	0.00	1.28	86.88
Wednesday	1.87	3.03	1.49	0.21	0.89	2.15	0.09	0.12	0.00	1.46	88.68
Thursday	2.06	3.61	1.83	0.22	0.76	2.39	0.18	0.06	0.00	1.36	87.54
Friday	6.51	2.52	0.81	0.10	0.65	1.69	0.03	0.01	0.92	0.01	86.75
Saturday	1.73	3.31	0.79	0.13	0.41	1.71	0.11	0.00	0.00	2.25	89.55
Sunday	6.42	2.85	1.26	0.09	0.57	1.51	0.11	0.04	0.00	2.01	85.39
Average	3.72	3.11	1.43	0.15	0.65	1.88	0.11	0.03	0.13	1.39	87.45

Table 8.2 Daily Peak TV Audience Share (4th Quarter 2003)

	TVM	UPER	NET TV	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	37.06	28.32	22.38	1.05	2.45	8.39	1.05	0.00	0.00	6.99
Tuesday	42.31	27.62	19.23	0.70	3.85	6.99	1.05	0.00	0.00	5.24
Wednesday	35.31	25.52	18.88	1.05	5.24	11.19	0.70	1.40	0.00	6.99
Thursday	36.71	29.02	20.28	1.05	4.20	14.69	1.40	0.70	0.00	7.34
Friday	47.90	26.57	17.13	0.70	3.15	6.64	0.70	0.35	3.50	0.35
Saturday	22.38	19.58	9.44	0.70	2.80	11.54	0.35	0.00	0.00	6.64
Sunday	31.12	19.93	9.09	0.70	2.10	4.90	0.70	0.35	0.00	6.29
Highest Peak	47.90	29.02	22.38	1.05	5.24	14.69	1.40	1.40	3.50	7.34

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

	TVM	SUPER 1	NET TV	SMASI	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	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	0.35	99.65	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0600	0.00	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	0.00	99.65	100
0700	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0800	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0830	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0900	0.35	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	97.90	100
0930	0.35	1.40	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	97.20	100
1000	0.70	1.40	0.70	1.05	0.00	0.70	0.00	0.00	0.00	0.35	95.10	100
1030	0.70	1.40	0.70	1.05	0.00	1.05	0.00	0.00	0.00	0.35	94.76	100
1100	1.05	1.40	0.70	1.05	0.00	1.40	0.00	0.00	0.00	0.35	94.06	100
1130	0.70	1.75	0.70	0.70	0.00	1.40	0.00	0.00	0.00	0.35	94.41	100
NOON	1.75	2.45	0.35	0.35	0.70	1.05	0.00	0.00	0.00	0.35	93.01	100
1230	1.05	2.10	0.35	0.35	0.70	1.75	0.00	0.00	0.00	0.35	93.36	100
1300	0.70	2.80	0.35	0.00	0.70	1.75	0.00	0.00	0.00	0.70	93.01	100
1330	1.05	3.15	0.35	0.00	0.00	3.85	0.00	0.00	0.00	0.35	91.26	100
1400	0.70	3.50	0.70	0.35	0.00	4.20	0.00	0.00	0.00	0.35	90.21	100
1430	0.70	3.50	0.70	0.35	0.00	3.85	0.00	0.00	0.00	0.35	90.56	100
1500	0.35	4.20	0.35	0.70	1.05	2.45	0.00	0.00	0.00	0.70	90.21	100
1530	0.70	4.20	0.70	0.35	1.05	1.75	0.00	0.00	0.00	0.70	90.56	100
1600	0.70	3.50	1.75	0.35	1.75	1.40	0.35	0.00	0.00	0.35	89.86	100
1630	0.35	3.15	1.40	0.35	1.75	1.40	0.00	0.00	0.00	1.40	90.21	100
1700	0.35	5.24	0.70	0.35	1.75	2.10	0.00	0.00	0.00	1.75	87.76	100
1730	0.35	5.59	0.70	0.35	1.40	2.80	0.00	0.00	0.00	2.45	86.36	100
1800	3.50	5.24	2.10	0.00	1.75	3.85	0.00	0.00	0.00	2.80	80.77	100
1830	3.50	5.24	2.45	0.00	2.10	3.50	0.35	0.00	0.00	2.80	80.07	100
1900	2.10	5.59	2.10	0.00	1.75	2.45	0.35	0.00	0.00	4.55	81.12	100
1930	2.10	28.32	2.45	0.00	0.70	1.05	0.35	0.00	0.00	4.20	60.84	100
1945	1.40	15.03	17.83	0.00	0.35	1.75	0.00	0.00	0.00	2.80	60.84	100
2000	37.06	8.39	6.99	0.00	1.05	2.10	0.00	0.00	0.00	3.50	40.91	100
2030	26.57	9.09	21.68	0.35	0.70	3.85	0.35	0.00	0.00	3.85	33.57	100
2100	15.38	11.19	22.38	0.35	2.10	6.99	1.05	0.00	0.00	6.64	33.92	100
2130	12.59	10.49	13.64	0.35	2.45	8.39	1.05	0.00	0.00	6.99	44.06	100
2200	7.34	9.09	6.64	0.00	1.75	8.04	0.70	0.00	0.00	5.59	60.84	100
2230	2.80	6.64	3.85	0.00	1.75	5.94	0.70	0.00	0.00	3.15	75.17	100
2300	2.10	3.85	2.10	0.35	0.70	4.90	0.70	0.00	0.00	2.10	83.22	100
2330	0.00	0.70	0.00	0.35	0.00	2.45	0.35	0.00	0.00	1.75	94.41	100
Tot. Avg.	2.63	3.55	2.35	0.20	0.60	1.84	0.13	0.00	0.00	1.35	87.35	
maximum	37.06	28.32	22.38	1.05	2.45	8.39	1.05	0.00	0.00	6.99	100.00	
std. dev.	6.77	4.97	5.24	0.29	0.75	2.15	0.27	0.00	0.00	1.79	17.77	
Band 1	0.32	0.96	0.23	0.35	0.12	0.50	0.00	0.00	0.00	0.17	97.35	
Band 2	1.12	3.85	0.92	0.27	1.05	2.55	0.05	0.00	0.00	1.10	89.09	
Band 3	9.95	9.85	9.06	0.16	1.21	4.35	0.51	0.00	0.00	4.10	60.81	

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

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

	TVM	SUPER 1	NET TV	SMAS1	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT1	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	0.35	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	0.00	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	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0830	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0900	0.00	0.35	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	98.60	100
0930	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
1000	0.00	0.70	0.70	0.70	0.00	0.70	0.00	0.00	0.00	0.00	97.20	100
1030	0.00	1.05	0.70	0.70	0.00	0.70	0.00	0.00	0.00	0.00	96.85	100
1100	0.35	1.05	1.05	0.70	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1130	0.35	1.05	1.40	0.70	0.00	0.70	0.00	0.00	0.00	0.35	95.45	100
NOON	1.75	1.40	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.00	94.76	100
1230	1.05	1.75	0.70	0.35	0.35	1.05	0.00	0.00	0.00	0.00	94.76	100
1300	1.05	1.75	1.05	0.00	0.35	1.05	0.00	0.00	0.00	0.70	94.06	100
1330	1.05	2.80	2.10	0.00	0.00	2.45	0.00	0.00	0.00	0.00	91.61	100
1400	1.05	3.15	2.45	0.00	0.35	3.50	0.00	0.00	0.00	0.35	89.16	100
1430	0.35	3.15	2.10	0.00	0.35	3.15	0.35	0.00	0.00	0.35	90.21	100
1500	0.35	3.50	1.75	0.00	0.35	3.15	0.35	0.00	0.00	0.70	89.86	100
1530	0.70	3.50	1.40	0.00	0.00	3.15	0.35	0.00	0.00	0.70	90.21	100
1600	1.05	3.50	2.45	0.00	0.35	3.15	0.35	0.00	0.00	1.75	87.41	100
1630	0.70	4.20	2.10	0.00	0.70	3.50	0.35	0.00	0.00	2.45	86.01	100
1700	0.70	3.85	0.70	0.00	1.05	3.85	0.00	0.00	0.00	3.15	86.71	100
1730	0.35	3.15	0.70	0.00	0.70	3.50	0.00	0.00	0.00	3.85	87.76	100
1800	3.50	4.20	1.05	0.00	1.40	3.15	0.00	0.00	0.00	4.20	82.52	100
1830	1.75	4.20	0.70	0.00	2.45	3.85	0.00	0.00	0.00	3.85	83.22	100
1900	1.05	4.55	0.70	0.00	2.45	2.80	0.00	0.00	0.00	3.85	84.62	100
1930	0.70	27.62	1.40	0.00	1.40	1.75	0.00	0.00	0.00	3.15	63.99	100
1945	0.70	15.03	19.23	0.00	0.70	1.05	0.00	0.00	0.00	2.45	60.84	100
2000	42.31	9.44	4.55	0.00	1.75	4.55	0.00	0.00	0.00	1.40	36.01	100
2030	41.61	7.34	5.94	0.35	1.75	6.29	0.35	0.00	0.00	2.45	33.92	100
2100	40.56	6.29	5.94	0.35	3.50	6.99	1.05	0.00	0.00	4.90	30.42	100
2130	35.66	5.94	4.55	0.00	3.50	6.99	1.05	0.00	0.00	5.24	37.06	100
2200	28.32	5.94	2.80	0.00	3.85	6.64	0.35	0.00	0.00	4.90	47.20	100
2230	20.63	4.90	1.05	0.00	3.50	5.24	0.35	0.00	0.00	4.55	59.79	100
2300	7.34	3.85	0.35	0.00	1.40	2.10	0.00	0.00	0.00	3.50	81.47	100
2330	0.35	0.70	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	95.10	100
Tot. Avg.	4.80	2.87	1.45	0.09	0.68	1.86	0.10	0.00	0.00	1.28	86.88	
maximum	42.31	27.62	19.23	0.70	3.85	6.99	1.05	0.00	0.00	5.24	100.00	
std. dev.	11.62	4.64	2.96	0.21	1.07	2.06	0.23	0.00	0.00	1.69	19.47	
Band 1	0.06	0.41	0.32	0.23	0.09	0.50	0.00	0.00	0.00	0.03	98.37	
Band 2	1.10	3.15	1.45	0.05	0.60	2.80	0.12	0.00	0.00	1.57	89.16	
Band 3	19.93	8.33	4.26	0.06	2.16	4.16	0.29	0.00	0.00	3.50	57.31	

**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	SMASI	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	100
0100	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	99.30	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	0.35	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	0.00	98.95	100
0830	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	99.30	100
0900	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.95	100
0930	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
1000	0.00	0.00	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.70	96.85	100
1030	0.00	0.00	1.40	1.05	0.00	0.35	0.00	0.00	0.00	0.70	96.50	100
1100	0.35	0.00	1.40	1.05	0.00	0.35	0.00	0.00	0.00	0.35	96.50	100
1130	0.35	0.70	1.05	1.05	0.00	0.35	0.00	0.00	0.00	0.35	96.15	100
NOON	1.40	1.05	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1230	0.70	2.10	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	96.15	100
1300	0.70	1.75	1.40	0.00	0.00	1.05	0.00	0.00	0.00	0.70	94.41	100
1330	0.35	2.45	1.40	0.00	0.00	1.05	0.00	0.00	0.00	0.70	94.06	100
1400	0.35	2.80	1.05	0.00	0.70	2.45	0.00	0.00	0.00	0.35	92.31	100
1430	0.00	2.10	0.35	0.00	1.05	2.45	0.35	0.00	0.00	0.70	93.01	100
1500	0.00	2.45	1.05	0.35	1.05	2.80	0.00	0.00	0.00	1.05	91.26	100
1530	0.35	2.45	1.40	0.70	0.00	3.15	0.35	0.00	0.00	1.40	90.21	100
1600	0.35	2.80	1.75	0.70	0.00	4.20	0.35	0.00	0.00	3.85	86.01	100
1630	0.35	2.80	2.45	0.00	0.70	4.20	0.00	0.00	0.00	2.80	86.71	100
1700	0.35	1.75	1.40	0.35	2.10	3.50	0.00	0.00	0.00	3.15	87.41	100
1730	0.00	2.10	0.70	0.70	1.75	3.15	0.00	0.00	0.00	3.15	88.46	100
1800	2.45	2.10	1.05	0.70	1.75	3.15	0.00	0.00	0.00	3.85	84.97	100
1830	2.45	2.10	1.75	0.00	2.45	3.50	0.00	0.00	0.00	3.15	84.62	100
1900	2.45	3.50	1.05	0.35	2.10	4.55	0.00	0.00	0.00	3.50	82.52	100
1930	2.10	25.52	1.75	0.35	2.10	3.15	0.00	0.00	0.00	2.10	62.94	100
1945	1.05	15.38	18.88	0.35	1.40	2.10	0.00	0.00	0.00	1.75	59.09	100
2000	35.31	8.39	5.59	0.35	0.70	4.90	0.00	0.00	0.00	1.75	43.01	100
2030	18.53	10.49	6.29	0.00	2.80	7.69	0.00	1.05	0.00	3.85	49.30	100
2100	6.99	12.94	6.29	0.00	5.24	11.19	0.70	1.40	0.00	6.99	48.25	100
2130	5.59	13.99	5.24	0.00	5.24	11.19	0.70	1.40	0.00	5.94	50.70	100
2200	4.55	11.89	2.80	0.00	4.55	10.14	0.70	1.05	0.00	5.94	58.39	100
2230	2.80	8.74	2.10	0.00	2.45	6.29	0.70	0.70	0.00	4.90	71.33	100
2300	1.40	5.59	0.70	0.00	2.10	4.20	0.35	0.35	0.00	4.55	80.77	100
2330	0.35	0.70	0.00	0.00	1.40	1.40	0.00	0.00	0.00	2.10	94.06	100
Tot. Avg.	1.87	3.03	1.49	0.21	0.89	2.15	0.09	0.12	0.00	1.46	88.68	
maximum	35.31	25.52	18.88	1.05	5.24	11.19	0.70	1.40	0.00	6.99	100.00	
std. dev.	5.64	5.18	2.98	0.31	1.34	2.91	0.21	0.35	0.00	1.89	15.98	
Band 1	0.06	0.06	0.50	0.44	0.09	0.23	0.00	0.00	0.00	0.17	98.46	
Band 2	0.70	2.20	1.17	0.27	0.82	2.57	0.07	0.00	0.00	1.77	90.41	
Band 3	7.37	10.65	4.61	0.13	2.73	6.07	0.29	0.54	0.00	3.94	63.67	

**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	SMASI	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.35	98.25	100
0030	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.35	98.60	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	99.30	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	99.65	100
0200	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0730	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0800	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0830	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
0900	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0930	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
1000	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00	0.00	0.70	97.20	100
1030	0.00	0.00	1.05	1.05	0.35	0.35	0.00	0.00	0.00	0.35	96.85	100
1100	0.35	0.00	1.05	1.05	0.35	0.35	0.00	0.00	0.00	0.35	96.50	100
1130	0.35	0.35	0.70	1.05	0.35	0.70	0.00	0.00	0.00	0.00	96.50	100
NOON	1.05	0.70	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.00	96.50	100
1230	1.05	1.40	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	96.50	100
1300	1.40	1.75	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.70	95.10	100
1330	1.05	2.10	1.40	0.00	0.00	1.05	0.00	0.35	0.00	0.70	93.36	100
1400	0.35	2.10	1.40	0.00	0.00	3.85	0.00	0.00	0.00	0.00	92.31	100
1430	0.00	2.45	2.10	0.00	0.00	4.20	0.00	0.00	0.00	0.00	91.26	100
1500	0.00	2.45	1.05	0.35	0.70	2.80	0.00	0.00	0.00	0.70	91.96	100
1530	0.70	2.80	0.35	0.70	0.70	2.45	0.00	0.00	0.00	1.05	91.26	100
1600	0.70	2.10	1.75	0.70	0.35	3.85	0.70	0.00	0.00	2.10	87.76	100
1630	0.35	1.75	1.75	0.00	0.70	2.80	0.70	0.00	0.00	2.10	89.86	100
1700	0.70	1.75	1.05	0.70	1.05	2.45	0.00	0.00	0.00	2.10	90.21	100
1730	0.00	1.75	1.05	0.35	0.70	2.45	0.00	0.00	0.00	2.45	91.26	100
1800	3.15	1.75	1.75	0.35	0.70	2.45	0.00	0.00	0.00	2.80	87.06	100
1830	3.15	1.75	2.10	0.35	2.45	3.15	0.00	0.00	0.00	2.80	84.27	100
1900	2.45	2.45	1.40	0.35	3.15	2.80	0.00	0.00	0.00	2.10	85.31	100
1930	0.35	29.02	2.10	0.35	2.10	2.45	0.00	0.00	0.00	2.10	61.54	100
1945	0.70	17.48	20.28	0.35	1.40	2.10	0.00	0.00	0.00	2.10	55.59	100
2000	36.71	8.74	7.34	0.35	1.40	6.29	0.00	0.00	0.00	2.45	36.71	100
2030	17.83	18.53	10.49	0.35	2.10	6.99	0.35	0.00	0.00	4.20	39.16	100
2100	6.99	24.83	9.44	0.00	2.45	12.24	1.40	0.35	0.00	4.90	37.41	100
2130	5.94	22.73	7.69	0.00	3.15	12.94	1.40	0.35	0.00	5.59	40.21	100
2200	6.29	14.69	5.59	0.00	4.20	14.69	1.40	0.70	0.00	7.34	45.10	100
2230	3.85	7.69	3.50	0.00	2.80	12.24	1.40	0.70	0.00	5.94	61.89	100
2300	2.10	2.80	1.40	0.00	2.10	6.29	0.00	0.00	0.00	5.24	80.07	100
2330	0.35	1.05	0.00	0.00	1.40	2.45	0.00	0.00	0.00	3.50	91.26	100
Tot. Avg.	2.06	3.61	1.83	0.22	0.76	2.39	0.18	0.06	0.00	1.36	87.54	
maximum	36.71	29.02	20.28	1.05	4.20	14.69	1.40	0.70	0.00	7.34	100.00	
std. dev.	5.78	7.01	3.62	0.31	1.04	3.66	0.40	0.16	0.00	1.86	18.88	
Band 1	0.26	0.03	0.35	0.41	0.09	0.15	0.00	0.00	0.00	0.20	98.51	
Band 2	0.97	1.90	1.15	0.30	0.60	2.35	0.10	0.05	0.00	1.25	91.33	
Band 3	7.60	13.64	6.29	0.16	2.38	7.41	0.54	0.19	0.00	4.13	57.66	

**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	NET TV	SMAS1	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT1	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	99.30	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.35	0.00	0.00	0.35	0.00	99.30	100
0700	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	99.30	100
0730	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.00	98.60	100
0800	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	98.60	100
0830	0.00	0.35	0.00	0.35	0.35	0.35	0.00	0.00	0.35	0.00	98.25	100
0900	0.35	0.70	0.00	0.35	0.35	0.70	0.00	0.00	0.35	0.00	97.20	100
0930	0.35	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	97.90	100
1000	0.35	0.70	0.70	0.00	0.00	0.35	0.00	0.00	0.35	0.00	97.55	100
1030	0.35	0.70	0.70	0.00	0.35	0.35	0.00	0.00	0.35	0.00	97.20	100
1100	0.00	1.05	0.70	0.00	0.35	0.35	0.00	0.00	0.35	0.00	97.20	100
1130	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	97.90	100
NOON	0.35	1.05	0.00	0.00	0.70	0.70	0.00	0.00	0.35	0.00	96.85	100
1230	1.05	0.35	0.00	0.00	0.70	1.40	0.00	0.00	0.70	0.00	95.80	100
1300	2.45	0.70	0.35	0.35	0.35	1.40	0.00	0.35	0.70	0.00	93.36	100
1330	2.80	0.70	0.70	0.35	0.70	2.10	0.00	0.35	0.70	0.00	91.61	100
1400	2.10	1.75	1.05	0.35	0.70	2.80	0.00	0.00	0.70	0.00	90.56	100
1430	1.05	3.15	1.05	0.35	0.35	3.50	0.00	0.00	0.70	0.00	89.86	100
1500	0.35	3.50	1.05	0.35	0.35	2.45	0.00	0.00	1.40	0.00	90.56	100
1530	0.35	3.15	0.00	0.35	0.35	2.80	0.00	0.00	1.40	0.00	91.61	100
1600	0.35	3.15	1.05	0.35	1.05	3.50	0.70	0.00	1.05	0.00	88.81	100
1630	0.35	2.45	1.05	0.35	0.70	3.15	0.70	0.00	1.05	0.00	90.21	100
1700	0.35	2.80	0.35	0.70	1.05	2.45	0.00	0.00	1.75	0.00	90.56	100
1730	0.35	3.50	0.35	0.00	1.05	1.40	0.00	0.00	2.10	0.00	91.26	100
1800	3.50	3.85	0.00	0.00	0.70	1.75	0.00	0.00	2.45	0.00	87.76	100
1830	4.20	3.85	0.70	0.35	1.05	3.15	0.00	0.00	3.50	0.00	83.22	100
1900	3.85	4.90	0.70	0.35	1.40	2.45	0.00	0.00	3.15	0.00	83.22	100
1930	2.45	26.57	0.70	0.00	0.70	2.10	0.00	0.00	2.45	0.00	65.03	100
1945	1.75	15.03	17.13	0.00	0.70	1.40	0.00	0.00	0.70	0.00	63.29	100
2000	39.86	9.09	3.15	0.00	1.75	4.55	0.00	0.00	1.05	0.00	40.56	100
2030	45.80	7.34	2.80	0.00	2.10	5.59	0.00	0.00	2.10	0.00	34.27	100
2100	47.55	6.29	1.75	0.00	3.15	6.29	0.00	0.00	2.45	0.00	32.52	100
2130	47.90	4.55	1.05	0.00	2.80	6.64	0.00	0.00	3.15	0.00	33.92	100
2200	43.01	4.55	1.05	0.00	2.45	6.29	0.00	0.00	3.50	0.00	39.16	100
2230	38.11	3.15	0.35	0.00	2.10	5.24	0.00	0.00	2.10	0.35	48.60	100
2300	20.63	1.40	0.70	0.00	0.70	3.15	0.00	0.00	1.05	0.00	72.38	100
2330	5.94	1.05	0.00	0.00	0.35	2.10	0.00	0.00	0.70	0.00	89.86	100
Tot. Avg.	6.51	2.52	0.81	0.10	0.65	1.69	0.03	0.01	0.92	0.01	86.75	
maximum	47.90	26.57	17.13	0.70	3.15	6.64	0.70	0.35	3.50	0.35	100.00	
std. dev.	14.29	4.48	2.45	0.17	0.75	1.90	0.14	0.07	1.02	0.05	20.00	
Band 1	0.20	0.47	0.23	0.06	0.20	0.32	0.00	0.00	0.26	0.00	98.25	
Band 2	1.40	2.42	0.55	0.27	0.70	2.32	0.10	0.05	1.32	0.00	90.86	
Band 3	26.99	7.63	2.67	0.03	1.65	4.16	0.00	0.00	2.03	0.03	54.80	

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

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

	TVM	SUPER 1	NET TV	SMASI	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0600	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	98.95	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	100
0800	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	98.25	100
0830	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	98.25	100
0900	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	1.05	97.90	100
0930	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	1.05	98.25	100
1000	0.35	0.35	0.35	0.35	0.00	0.70	0.35	0.00	0.00	1.40	96.15	100
1030	0.35	0.35	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.05	96.85	100
1100	0.35	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.00	1.05	97.20	100
1130	0.70	0.35	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.50	100
NOON	2.45	1.05	0.35	0.35	0.35	0.00	0.35	0.00	0.00	1.40	93.71	100
1230	1.05	1.05	0.35	0.00	0.35	0.00	0.35	0.00	0.00	1.05	95.80	100
1300	3.50	1.75	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.40	91.96	100
1330	3.50	2.10	0.35	0.35	0.70	0.70	0.00	0.00	0.00	1.75	90.56	100
1400	4.90	5.24	1.75	0.70	0.35	1.75	0.00	0.00	0.00	3.15	82.17	100
1430	4.90	5.94	2.10	0.70	0.35	1.75	0.00	0.00	0.00	3.15	81.12	100
1500	2.80	7.34	2.45	0.35	0.35	1.75	0.00	0.00	0.00	4.20	80.77	100
1530	2.45	7.69	1.75	0.35	0.35	2.10	0.35	0.00	0.00	3.85	81.12	100
1600	2.45	7.69	1.40	0.35	1.05	1.05	0.35	0.00	0.00	3.85	81.82	100
1630	1.75	6.99	1.40	0.00	1.05	0.00	0.35	0.00	0.00	4.20	84.27	100
1700	1.40	5.94	1.05	0.00	0.70	0.35	0.35	0.00	0.00	4.55	85.66	100
1730	1.75	4.90	1.75	0.00	0.70	1.05	0.35	0.00	0.00	4.55	84.97	100
1800	2.45	4.55	1.40	0.00	0.35	0.70	0.00	0.00	0.00	6.29	84.27	100
1830	1.05	4.55	0.70	0.00	0.00	1.05	0.00	0.00	0.00	5.94	86.71	100
1900	0.70	4.55	0.70	0.35	0.00	1.05	0.00	0.00	0.00	5.94	86.71	100
1930	1.05	19.58	1.05	0.35	0.00	1.40	0.00	0.00	0.00	4.20	72.38	100
1945	1.05	10.49	9.44	0.35	0.00	0.35	0.00	0.00	0.00	3.15	75.17	100
2000	22.38	7.69	2.10	0.00	0.35	3.50	0.35	0.00	0.00	2.45	61.19	100
2030	11.89	11.54	2.10	0.00	1.40	6.64	0.35	0.00	0.00	4.90	61.19	100
2100	3.15	11.54	1.05	0.00	1.75	11.54	0.35	0.00	0.00	6.64	63.99	100
2130	1.75	10.84	0.35	0.00	2.10	11.54	0.00	0.00	0.00	6.29	67.13	100
2200	1.75	7.34	0.35	0.00	2.10	11.19	0.00	0.00	0.00	6.29	70.98	100
2230	1.05	5.94	0.35	0.35	2.80	10.14	0.00	0.00	0.00	4.90	74.48	100
2300	0.70	4.20	1.40	0.00	1.05	6.99	0.00	0.00	0.00	2.45	83.22	100
2330	0.00	0.00	0.35	0.00	1.05	3.85	0.00	0.00	0.00	2.10	92.66	100
Tot. Avg.	1.73	3.31	0.79	0.13	0.41	1.71	0.11	0.00	0.00	2.25	89.55	
maximum	22.38	19.58	9.44	0.70	2.80	11.54	0.35	0.00	0.00	6.64	100.00	
std. dev.	3.59	4.34	1.43	0.20	0.65	3.17	0.16	0.00	0.00	2.13	11.55	
Band 1	0.20	0.15	0.20	0.12	0.06	0.23	0.15	0.00	0.00	0.90	97.99	
Band 2	2.60	4.77	1.22	0.25	0.50	0.90	0.17	0.00	0.00	3.52	86.06	
Band 3	4.13	8.52	1.75	0.13	1.14	6.20	0.10	0.00	0.00	4.48	73.55	

**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	SMASI	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	99.30	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	0.35	99.65	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	100.00	100
0330	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	100.00	100
0430	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0500	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0530	0.35	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0600	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.95	100
0630	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0700	0.00	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.35	99.30	100
0730	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	98.60	100
0800	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	98.60	100
0830	1.05	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	97.90	100
0900	5.59	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.70	92.66	100
0930	13.29	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	85.31	100
1000	24.13	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	2.10	72.03	100
1030	26.57	1.05	0.70	0.00	0.00	0.35	0.00	0.00	0.00	1.40	69.93	100
1100	28.67	1.05	1.05	0.00	0.00	0.35	0.00	0.00	0.00	1.40	67.48	100
1130	26.57	0.70	0.70	0.00	0.00	0.35	0.00	0.00	0.00	1.40	70.28	100
NOON	22.38	1.75	0.70	0.00	0.35	0.70	0.00	0.00	0.00	1.05	73.08	100
1230	15.03	2.10	0.35	0.35	0.35	0.70	0.00	0.35	0.00	0.70	80.07	100
1300	6.64	1.75	1.40	0.35	1.05	1.05	0.00	0.35	0.00	1.05	86.36	100
1330	2.45	2.10	1.05	0.35	1.40	3.15	0.35	0.35	0.00	1.75	87.06	100
1400	1.05	2.80	1.05	0.35	1.05	4.90	0.35	0.35	0.00	2.45	85.66	100
1430	0.70	2.45	0.35	0.00	0.70	4.55	0.35	0.35	0.00	1.75	88.81	100
1500	1.75	3.15	0.35	0.35	1.05	3.85	0.35	0.00	0.00	3.85	85.31	100
1530	3.15	3.50	0.00	0.70	1.05	3.15	0.35	0.00	0.00	4.55	83.57	100
1600	4.20	4.20	0.00	0.70	1.05	2.45	0.35	0.00	0.00	5.24	81.82	100
1630	4.20	4.20	0.00	0.35	1.05	2.80	0.00	0.00	0.00	5.24	82.17	100
1700	1.75	4.55	1.40	0.35	1.40	2.80	0.00	0.00	0.00	6.29	81.47	100
1730	0.70	5.59	1.05	0.00	1.05	2.45	0.00	0.00	0.00	5.59	83.57	100
1800	1.40	6.29	0.35	0.00	1.05	3.15	0.00	0.00	0.00	5.59	82.17	100
1830	1.05	5.59	1.05	0.00	1.40	3.15	0.00	0.00	0.00	5.24	82.52	100
1900	0.00	5.59	0.35	0.00	1.75	3.15	0.00	0.00	0.00	4.20	84.97	100
1930	0.70	19.93	0.35	0.00	0.70	2.80	0.00	0.00	0.00	2.80	72.73	100
1945	0.70	10.49	9.09	0.00	0.70	2.10	0.00	0.00	0.00	2.10	74.83	100
2000	25.87	9.09	3.85	0.35	0.70	2.45	0.35	0.00	0.00	2.45	54.90	100
2030	31.12	10.84	5.59	0.00	2.10	3.15	0.35	0.00	0.00	4.55	42.31	100
2100	29.02	9.79	5.24	0.00	1.75	2.80	0.35	0.00	0.00	5.59	45.45	100
2130	20.28	7.69	5.94	0.00	1.40	3.15	0.35	0.00	0.00	4.20	56.99	100
2200	7.34	5.24	4.20	0.00	2.10	3.15	0.70	0.00	0.00	4.20	73.08	100
2230	3.85	3.85	2.80	0.00	1.75	4.20	0.70	0.00	0.00	2.80	80.07	100
2300	1.40	2.45	0.70	0.00	0.35	2.45	0.35	0.00	0.00	1.75	90.56	100
2330	0.00	0.00	0.00	0.00	0.00	1.75	0.35	0.00	0.00	1.40	96.50	100
Tot. Avg.	6.42	2.85	1.26	0.09	0.57	1.51	0.11	0.04	0.00	2.01	85.39	
maximum	31.12	19.93	9.09	0.70	2.10	4.90	0.70	0.35	0.00	6.29	100.00	
std. dev.	9.90	3.93	2.04	0.18	0.66	1.51	0.19	0.11	0.00	1.95	14.73	
Band 1	10.58	0.41	0.35	0.00	0.03	0.32	0.00	0.00	0.00	0.87	87.53	
Band 2	4.75	3.57	0.65	0.27	1.00	2.77	0.15	0.12	0.00	3.60	83.12	
Band 3	10.93	7.72	3.46	0.03	1.21	2.83	0.32	0.00	0.00	3.27	70.22	

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

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	0.32	0.96	0.23	0.35	0.12	0.50	0.00	0.00	0.00	0.17	97.35
Tuesday	0.06	0.41	0.32	0.23	0.09	0.50	0.00	0.00	0.00	0.03	98.37
Wednesday	0.06	0.06	0.50	0.44	0.09	0.23	0.00	0.00	0.00	0.17	98.46
Thursday	0.26	0.03	0.35	0.41	0.09	0.15	0.00	0.00	0.00	0.20	98.51
Friday	0.20	0.47	0.23	0.06	0.20	0.32	0.00	0.00	0.26	0.00	98.25
Saturday	0.20	0.15	0.20	0.12	0.06	0.23	0.15	0.00	0.00	0.90	97.99
Sunday	10.58	0.41	0.35	0.00	0.03	0.32	0.00	0.00	0.00	0.87	87.53
Average	1.67	0.35	0.31	0.23	0.10	0.32	0.02	0.00	0.04	0.34	96.64

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	1.12	3.85	0.92	0.27	1.05	2.55	0.05	0.00	0.00	1.10	89.09
Tuesday	1.10	3.15	1.45	0.05	0.60	2.80	0.12	0.00	0.00	1.57	89.16
Wednesday	0.70	2.20	1.17	0.27	0.82	2.57	0.07	0.00	0.00	1.77	90.41
Thursday	0.97	1.90	1.15	0.30	0.60	2.35	0.10	0.05	0.00	1.25	91.33
Friday	1.40	2.42	0.55	0.27	0.70	2.32	0.10	0.05	1.32	0.00	90.86
Saturday	2.60	4.77	1.22	0.25	0.50	0.90	0.17	0.00	0.00	3.52	86.06
Sunday	4.75	3.57	0.65	0.27	1.00	2.77	0.15	0.12	0.00	3.60	83.12
Average	1.81	3.12	1.02	0.24	0.75	2.32	0.11	0.03	0.19	1.83	88.58

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

	TVM	SUP 1	NET	SMASH	RAI	MEDIA-SE	OTHER ITALIAN	CH 12	CH 22	SATEL-LITE	NONE
Monday	9.95	9.85	9.06	0.16	1.21	4.35	0.51	0.00	0.00	4.10	60.81
Tuesday	19.93	8.33	4.26	0.06	2.16	4.16	0.29	0.00	0.00	3.50	57.31
Wednesday	7.37	10.65	4.61	0.13	2.73	6.07	0.29	0.54	0.00	3.94	63.67
Thursday	7.60	13.64	6.29	0.16	2.38	7.41	0.54	0.19	0.00	4.13	57.66
Friday	26.99	7.63	2.67	0.03	1.65	4.16	0.00	0.00	2.03	0.03	54.80
Saturday	4.13	8.52	1.75	0.13	1.14	6.20	0.10	0.00	0.00	4.48	73.55
Sunday	10.93	7.72	3.46	0.03	1.21	2.83	0.32	0.00	0.00	3.27	70.22
Average	12.41	9.48	4.59	0.10	1.78	5.03	0.29	0.10	0.29	3.35	62.57

Table 8.6: Audience Share Summary by Time-Band
4th Quarter 2002 and 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	58.7	49.4	22.3	15.8	33.4	33.2
Super 1 TV	13.7	10.4	20.3	27.3	24.9	25.3
NET	7.0	9.2	12.1	8.9	12.6	12.3
Smash TV	2.1	6.8	1.2	2.1	0.4	0.3
Channel 12	-	-	0.1	0.3	1.2	0.3
Channel 22	-	1.2	-	1.7	0.1	0.8
RAI	3.3	3.0	5.5	6.6	3.9	4.8
Mediaset	3.6	9.5	15.0	20.3	12.3	13.4
Other Italian	0.6	0.6	0.5	1.0	0.9	0.8
Satellite Stations	10.9	10.1	17.4	16.0	9.8	9.0

Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(4th Quarter 2003)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	50.2	15.8	33.1
Super 1 TV	9.5	27.7	25.2
NET	8.6	8.6	12.3
Smash TV	6.4	2.3	0.4
Channel 12	-	0.4	0.3
Channel 22	1.5	1.6	0.8
RAI	3.6	6.1	4.7
Mediaset	9.7	20.6	13.5
Other Italian	0.8	1.1	0.3
Satellite Stations*	9.7	15.9	9.0

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

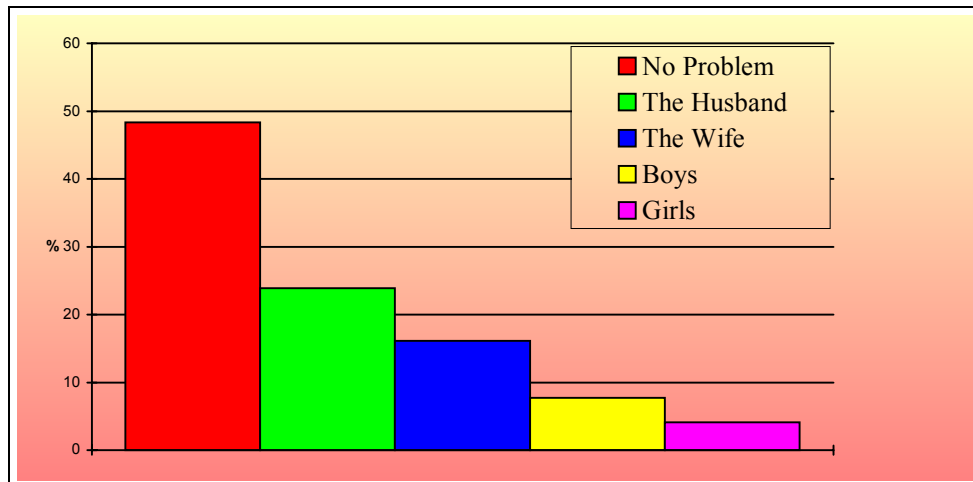


Figure 4.1: Who Decides which Channel is Selected in the Family

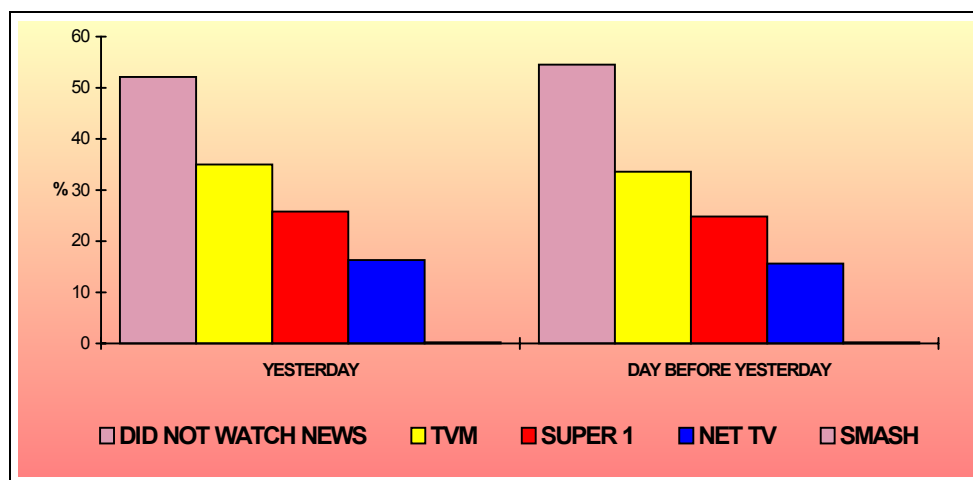


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

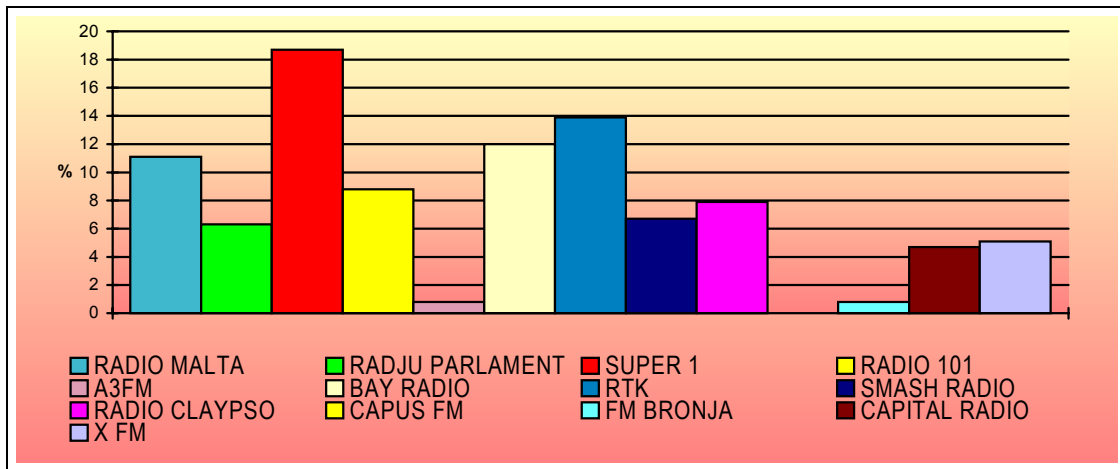


Fig 6.1: Overall Preference for 'Best Radio Station'

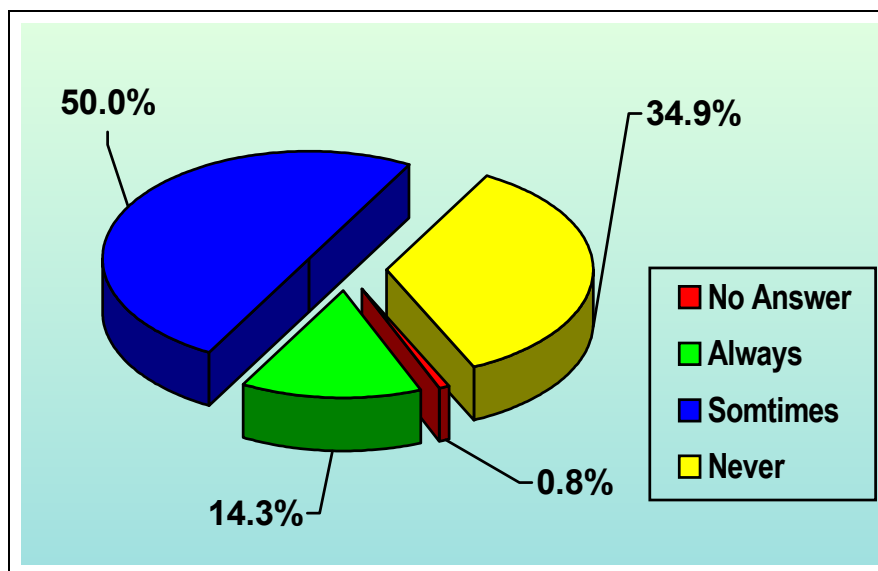


Fig 6.2: Extent of Interest in Political Broadcasts - 4th Quarter 2003

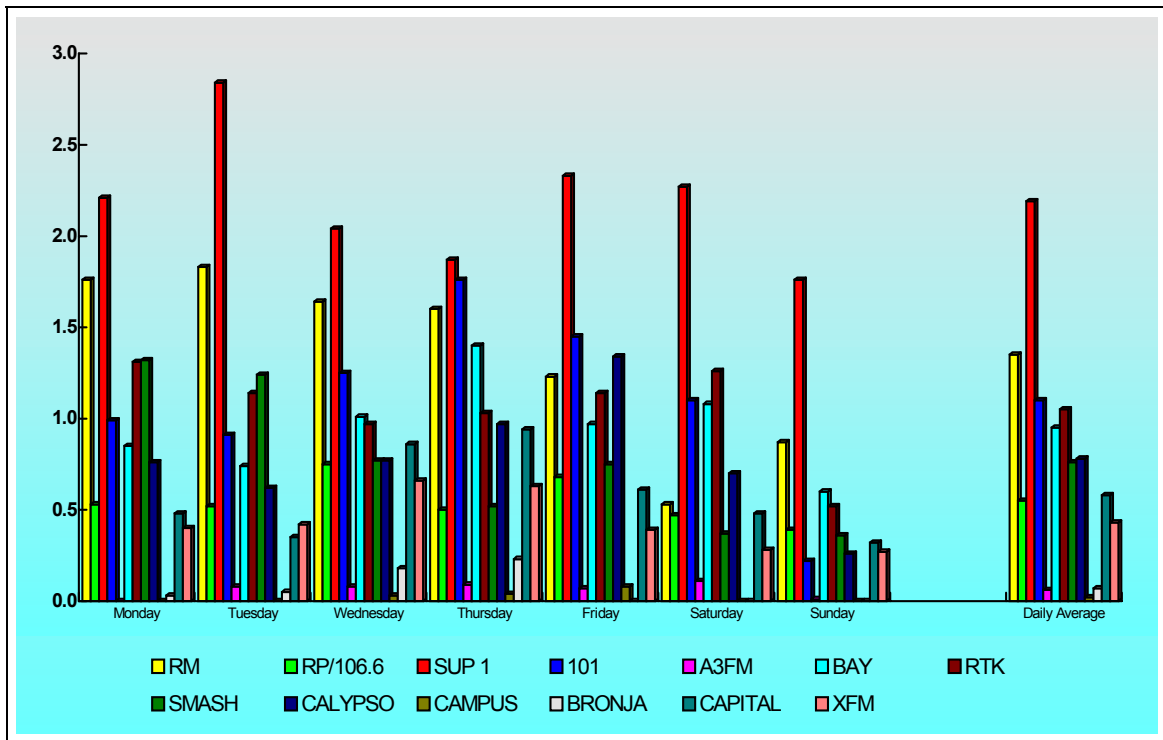


Figure 7.1: Daily Radio Average Audience Share 4th Quarter 2003

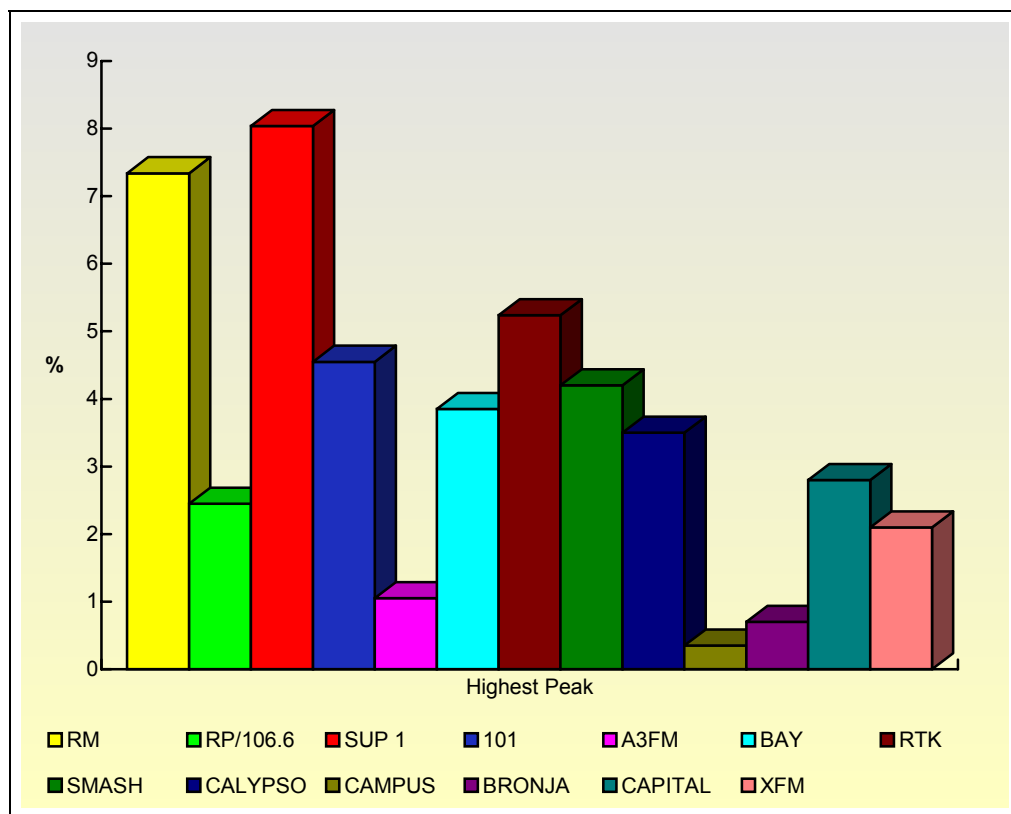


Figure 7.2: Highest Radio Station Peak Audience Share – 4th Quarter 2003

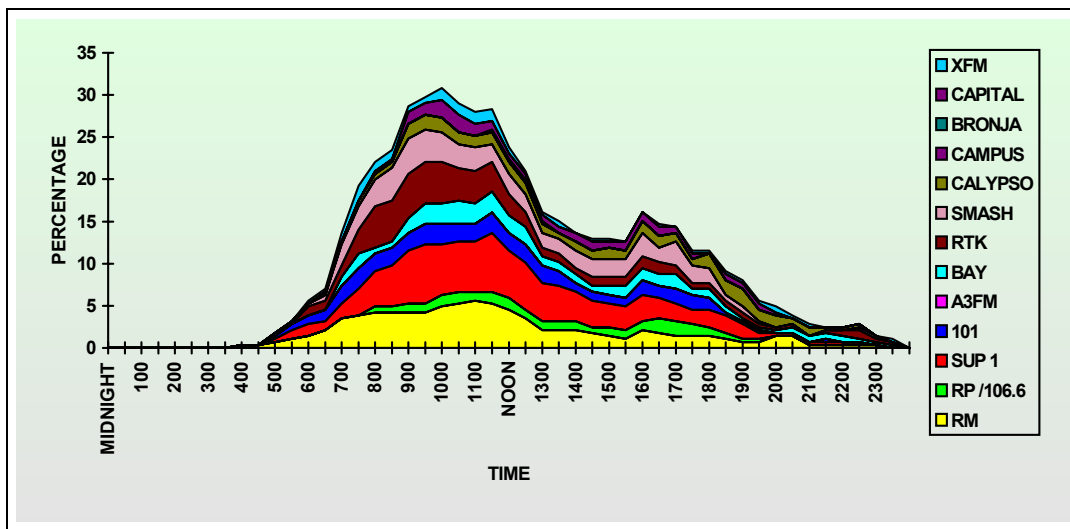


Fig 7.3: Radio Audiences - Monday

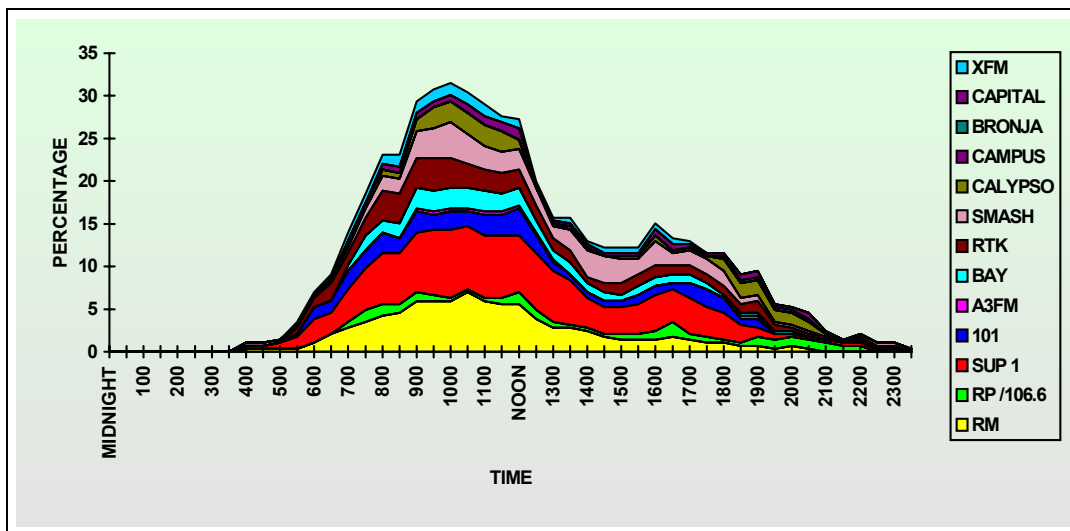


Fig 7.4: Radio Audiences – Tuesday

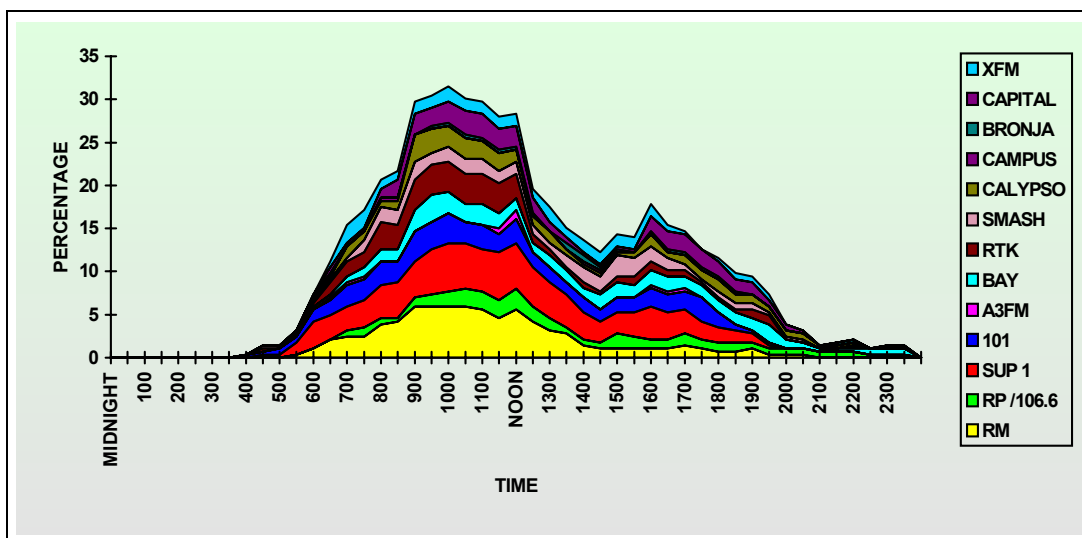


Fig 7.5: Radio Audiences - Wednesday

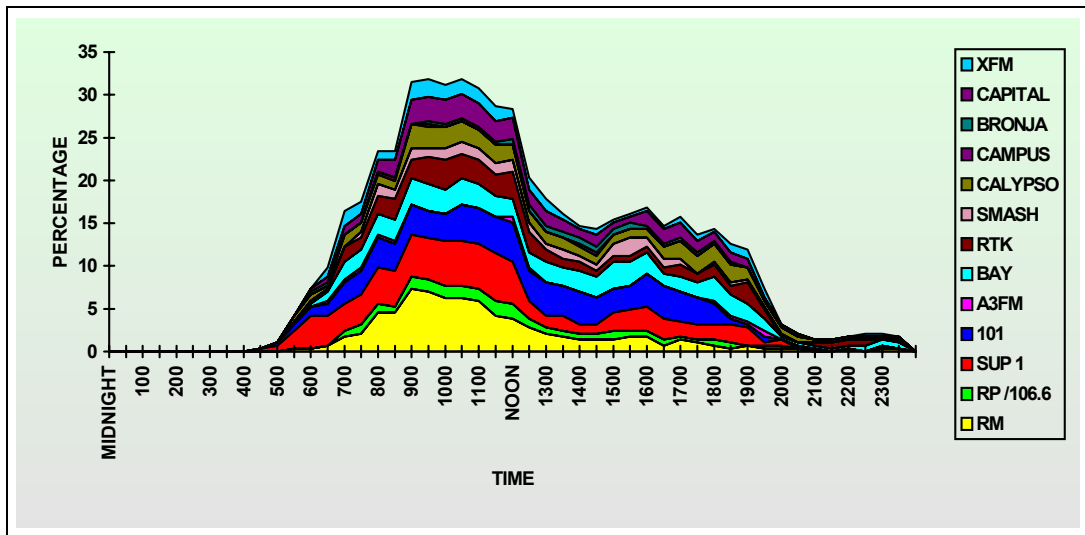


Fig 7.6: Radio Audiences – Thursday

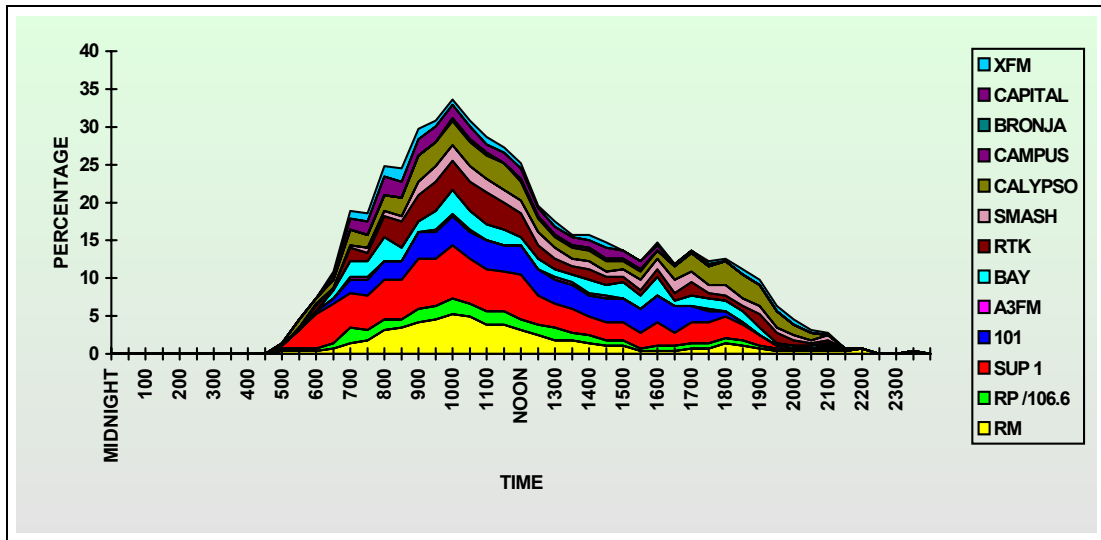


Fig 7.7: Radio Audiences – Friday

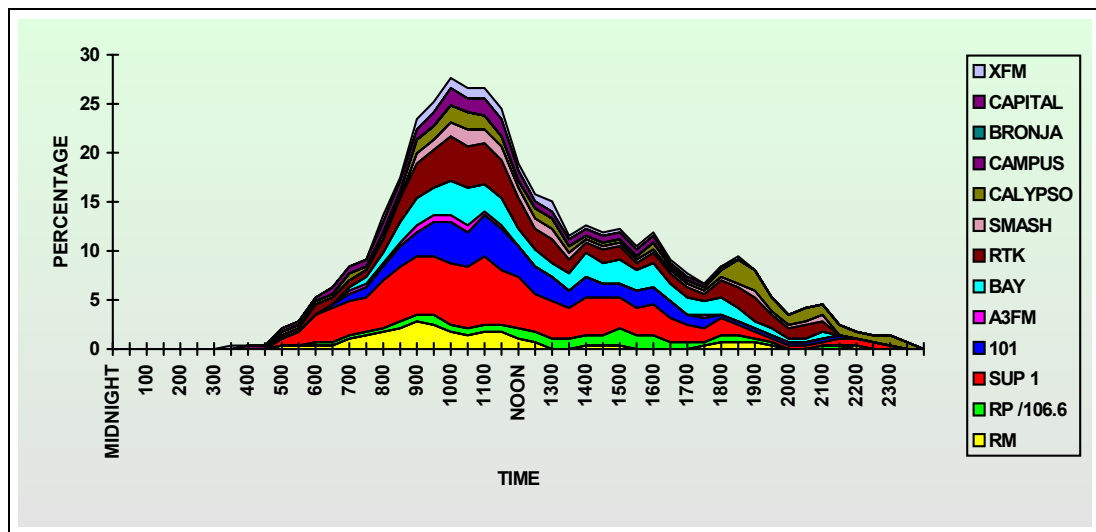


Fig 7.8: Radio Audiences - Saturday

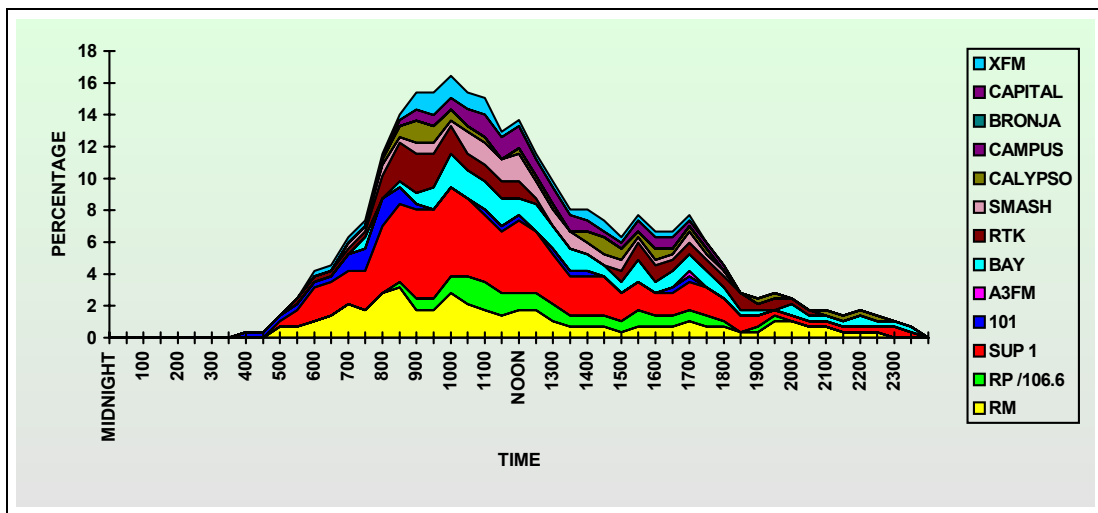


Fig 7.9: Radio Audiences - Sunday

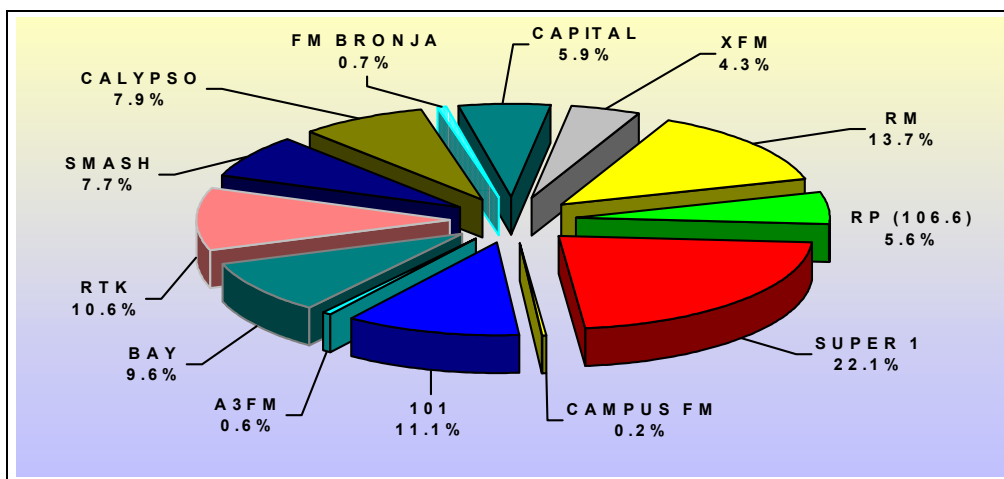
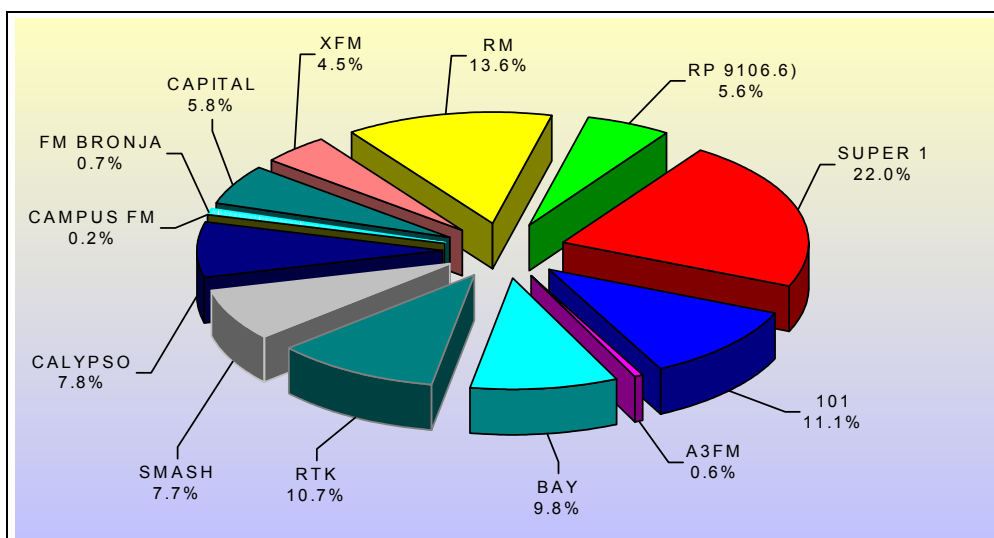


Fig. 7.10: Daily Average Audience Radio Levels – All Available Time-Slots



**Fig. 7.11: Daily Average Audience Radio Levels – 4th Quarter 2001 & 4th Quarter 2003
(6 a.m. - Midnight)**

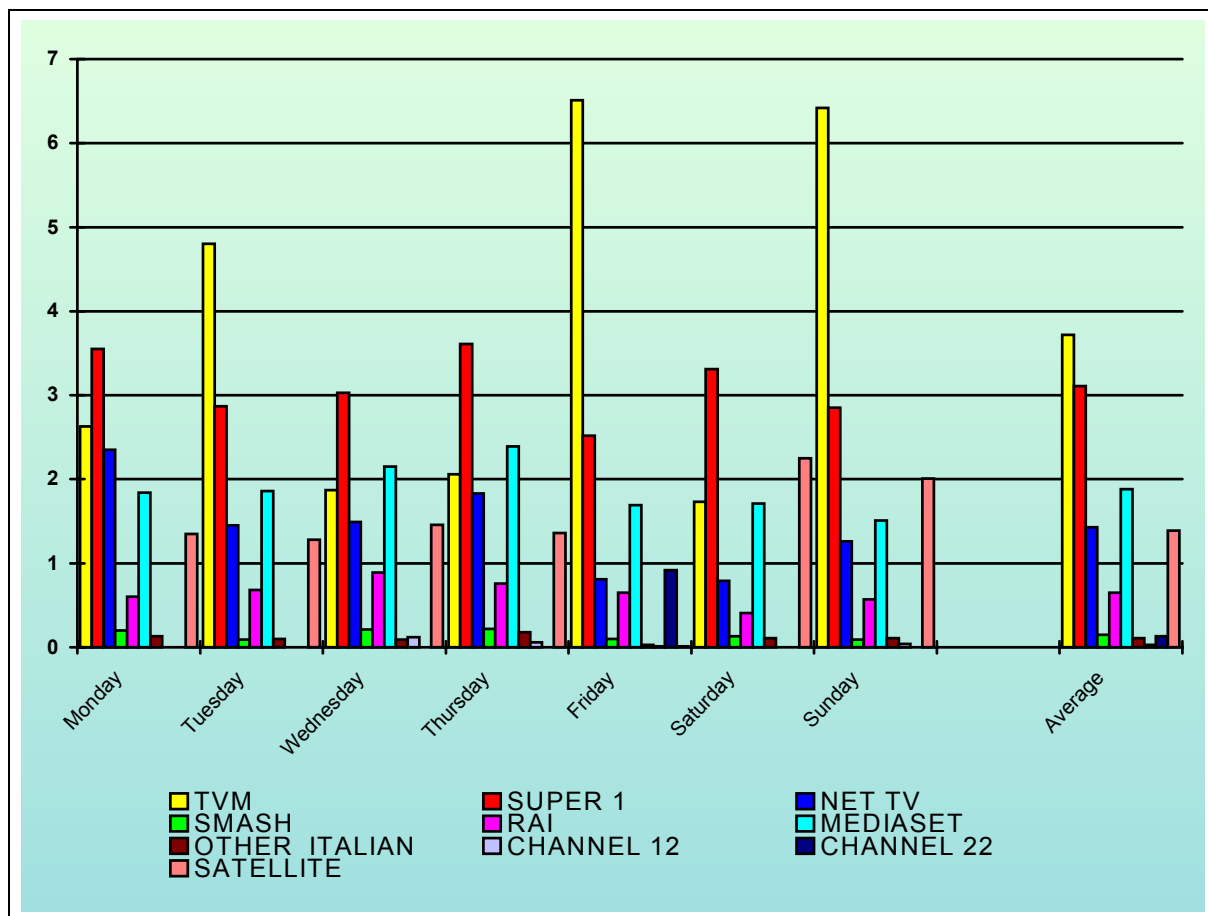


Figure 8.1: Weekly TV Average Audience Share: 4th Quarter 2003
– All Available Time-Slots

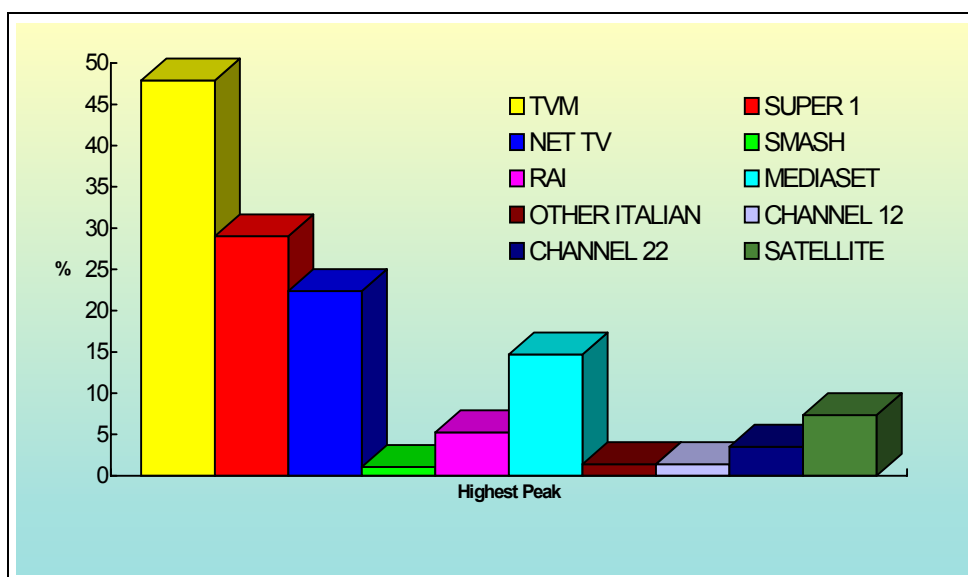


Figure 8.2: Highest TV Channel Peak Audience Share – 4th Quarter 2003

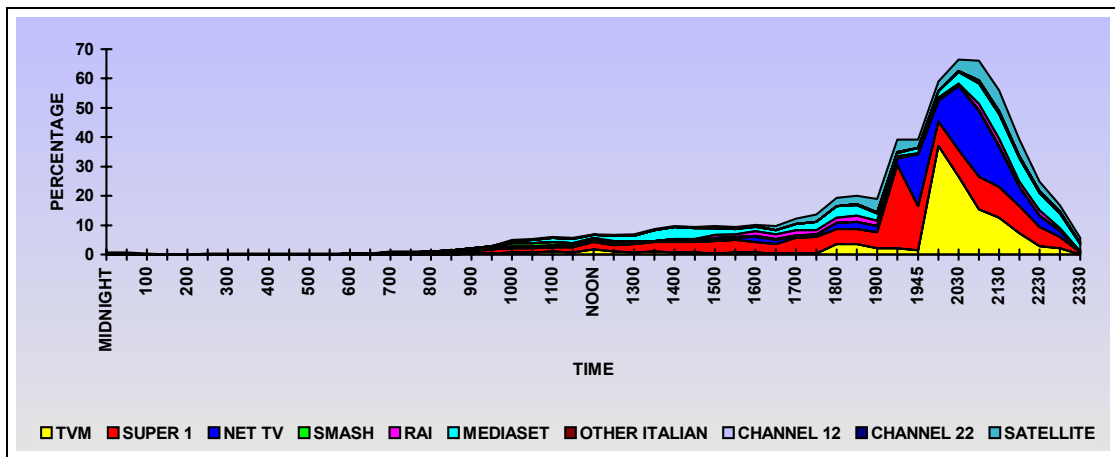


Fig 8.3: TV Audience Shares: Monday

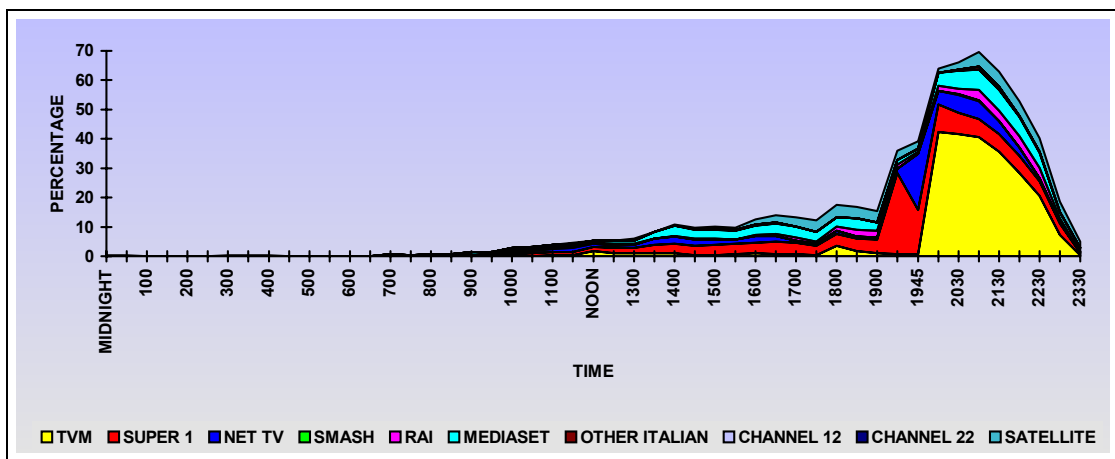


Fig 8.4: TV Audience Shares: Tuesday

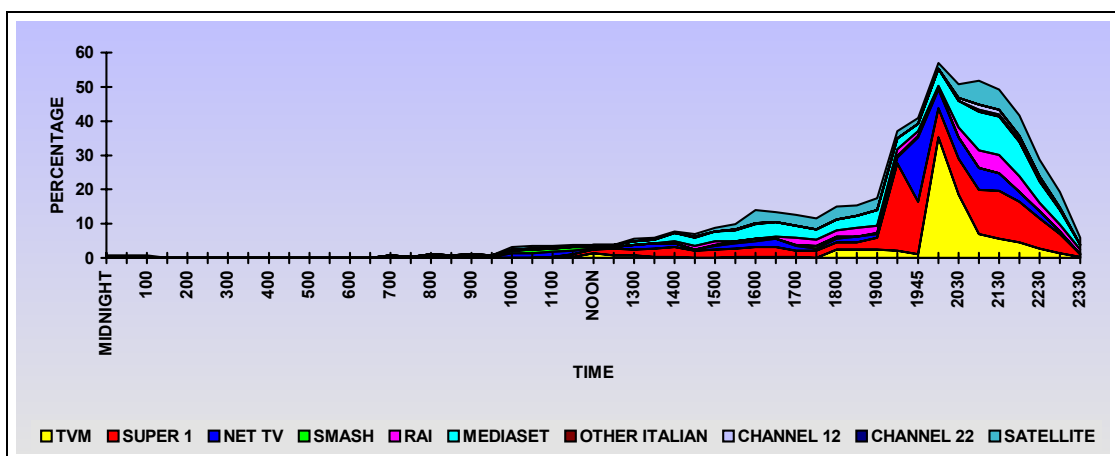


Fig 8.5: TV Audience Shares: Wednesday

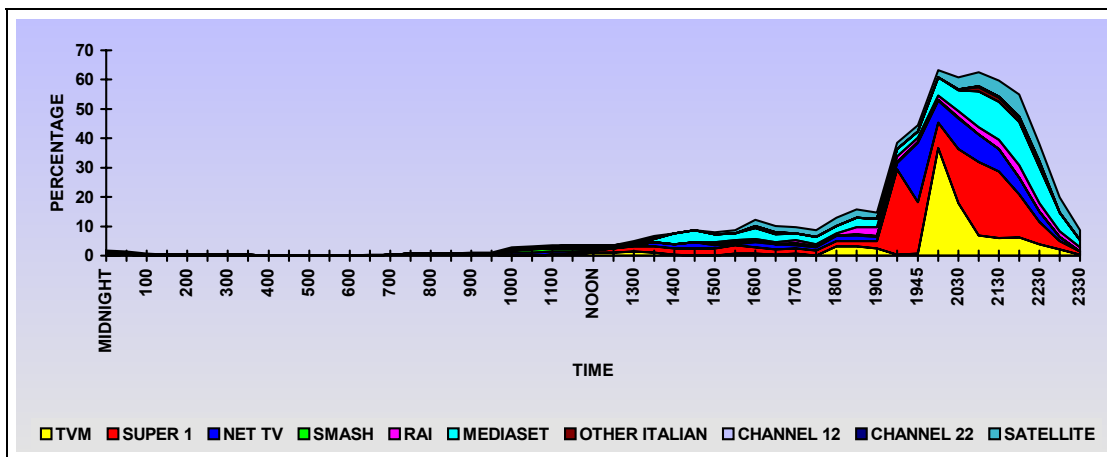


Fig 8.6: TV Audience Shares: Thursday

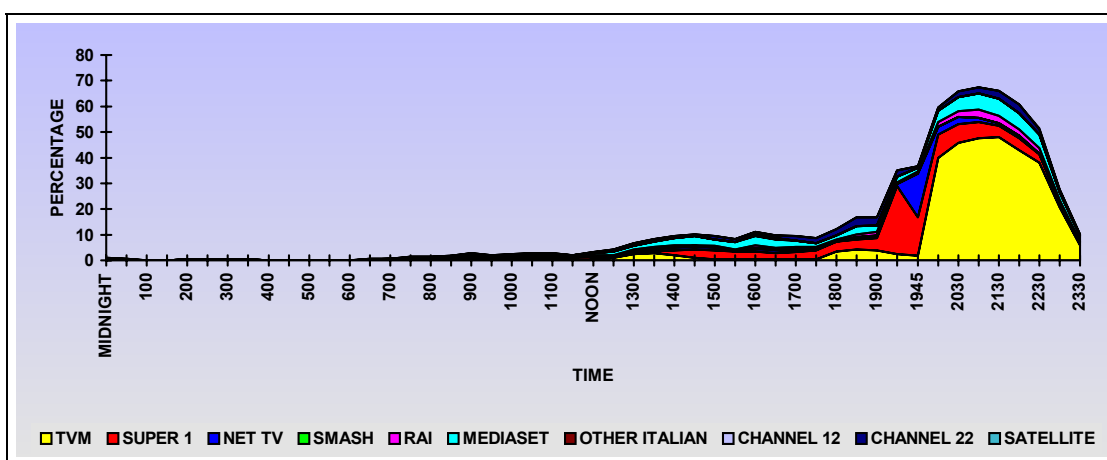


Fig 8.7: TV Audience Shares: Friday

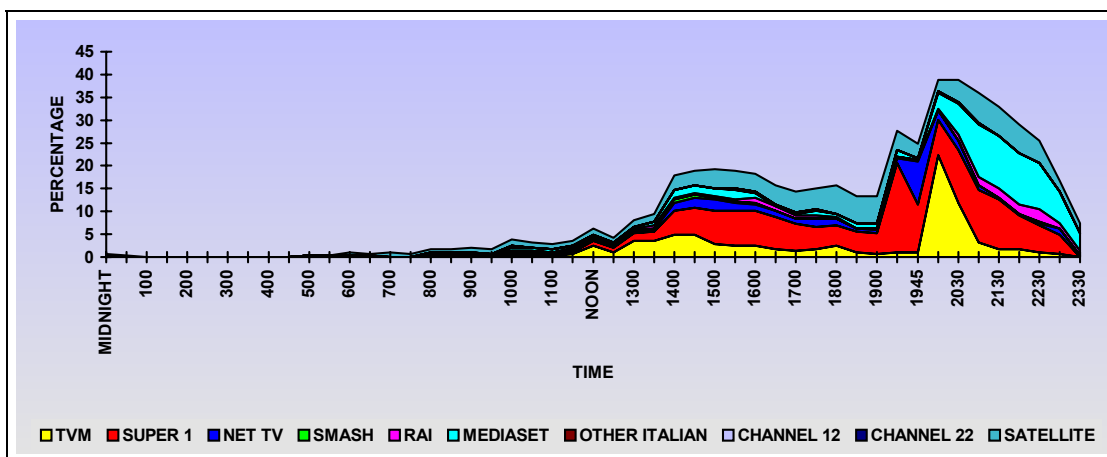


Fig 8.8: TV Audience Shares: Saturday

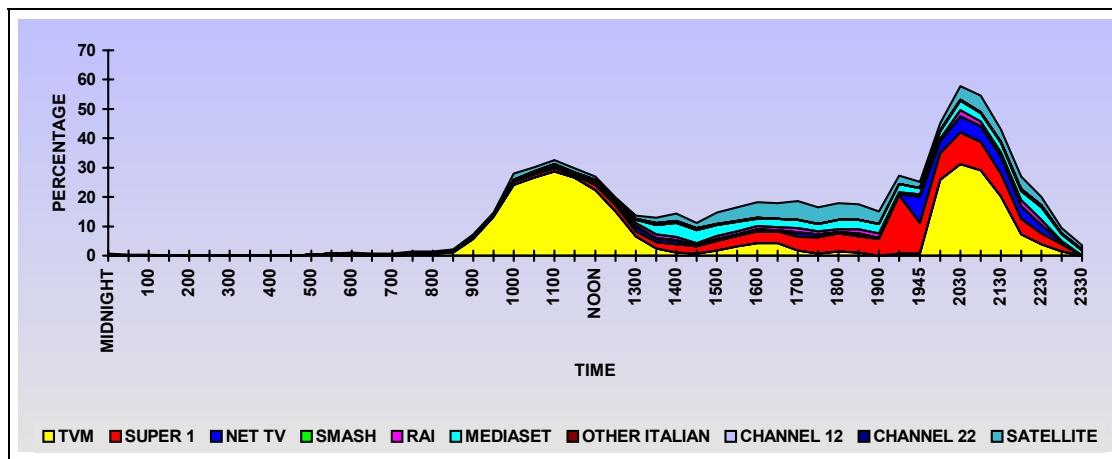


Fig 8.9: TV Audience Shares: Sunday

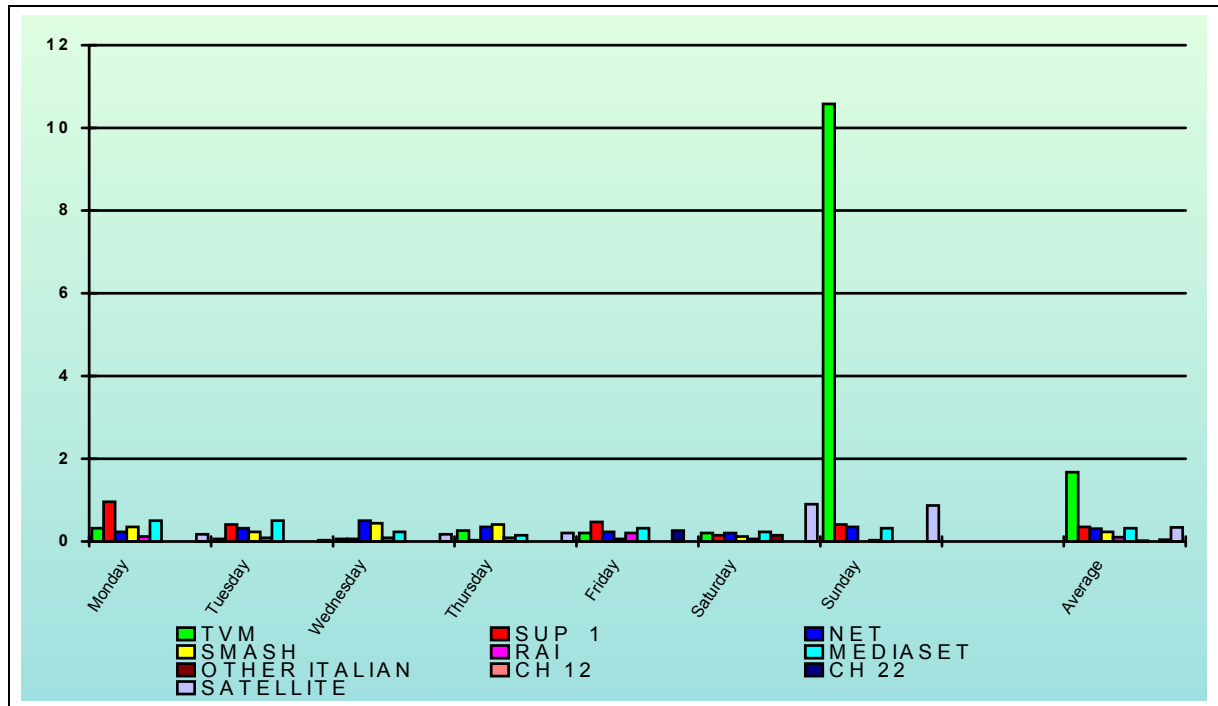


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 4th Quarter 2003
0600 HRS -NOON

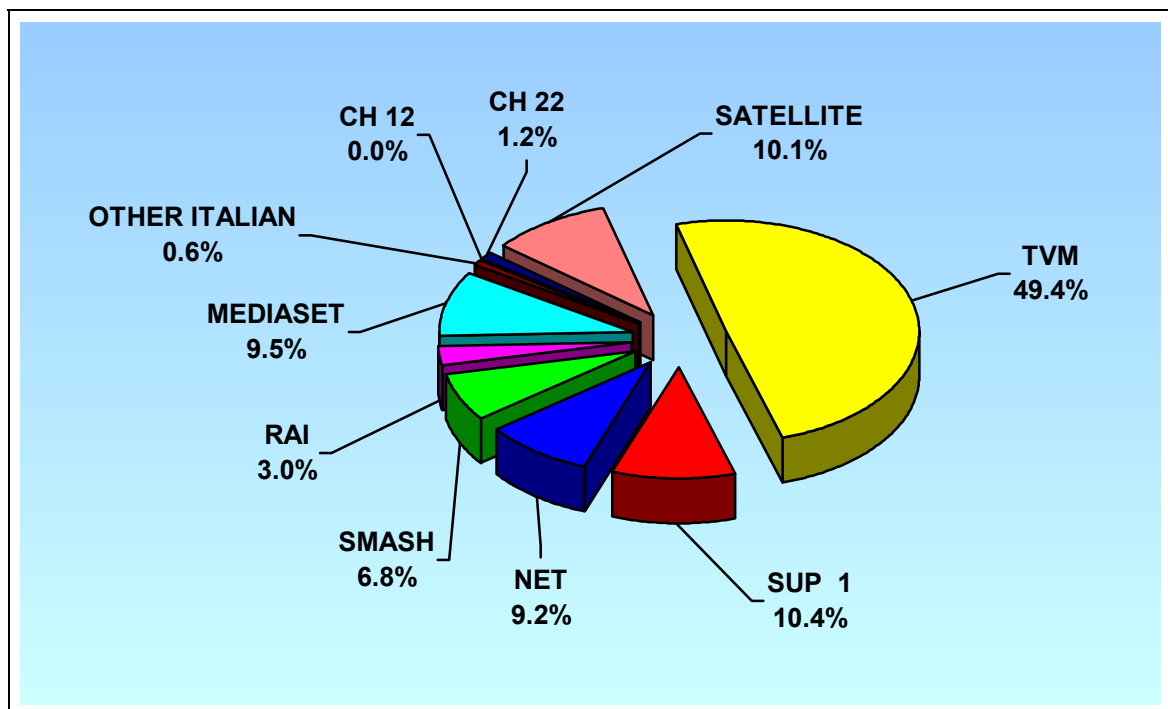


Fig. 8.11: Time Band 1: TV Average Audience Share - 4th Quarter 2003
0600 HRS – NOON

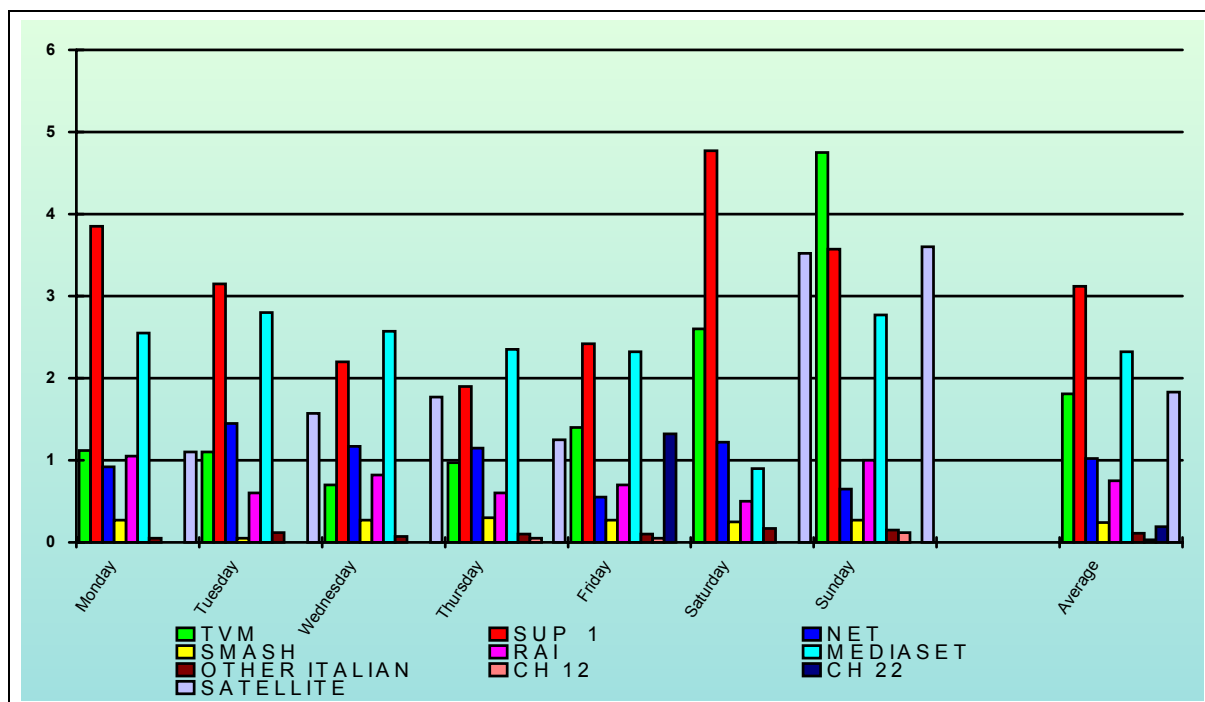


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 4th Quarter 2003
NOON - 1900 HRS

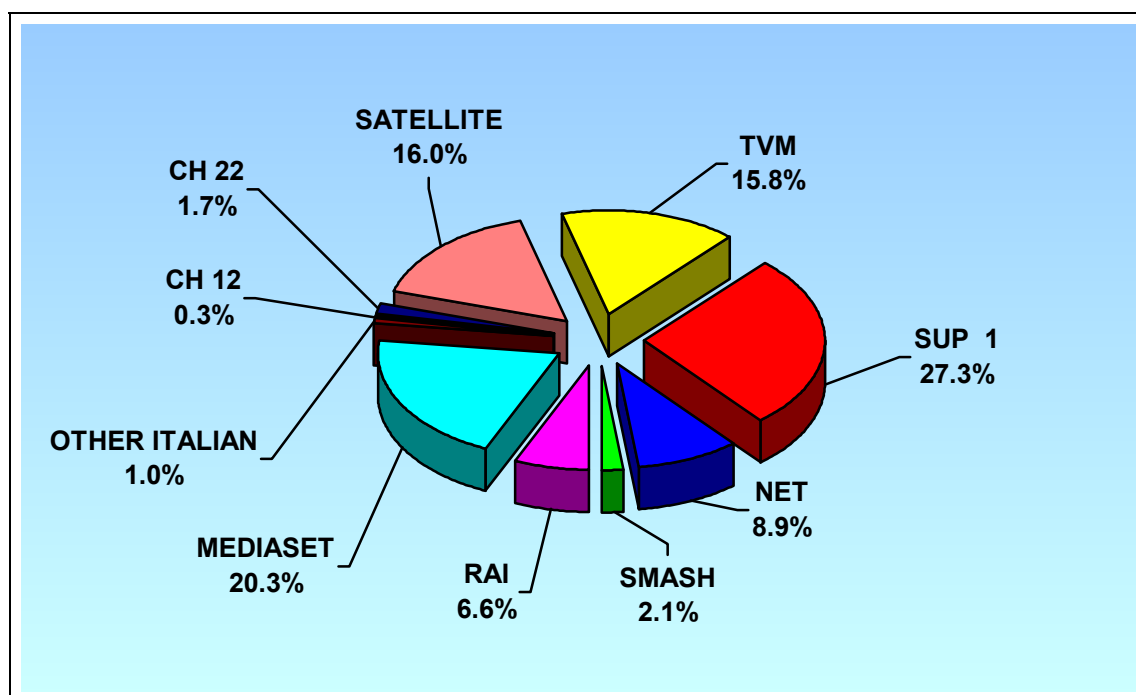


Fig. 8.13: Time Band 2: TV Average Audience Share – 4th Quarter 2003
NOON - 1900 HRS

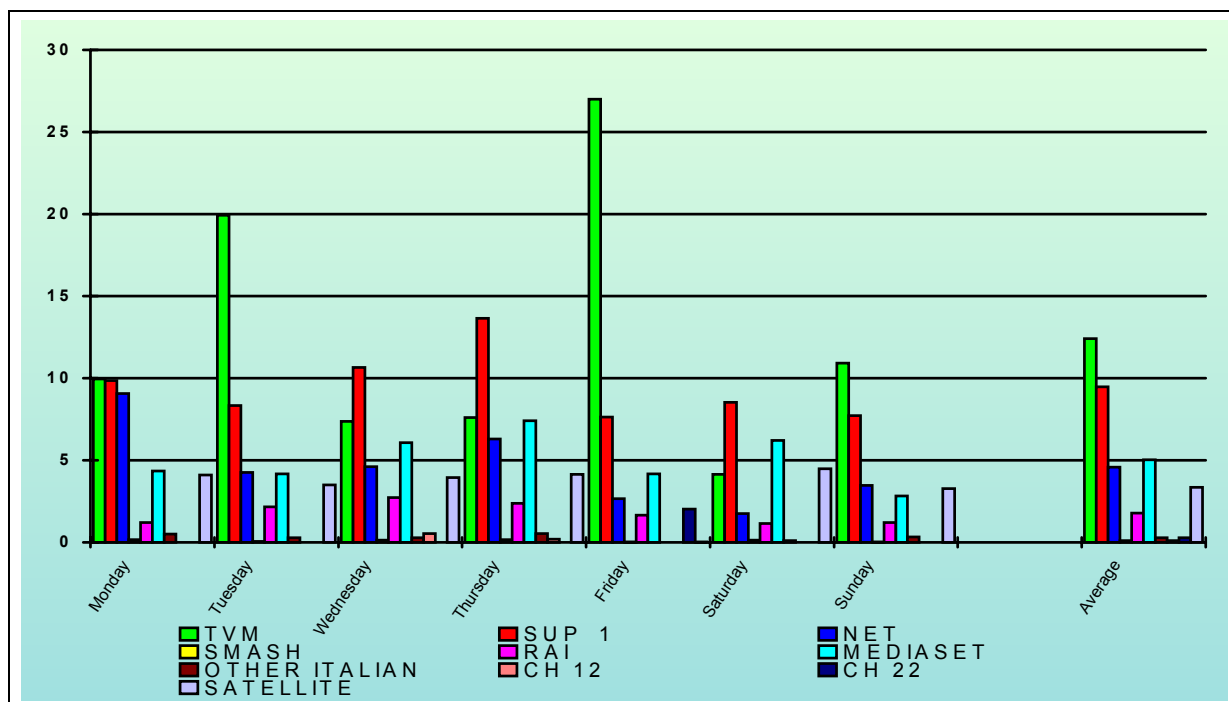


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 4th Quarter 2003
1900 HRS – MIDNIGHT

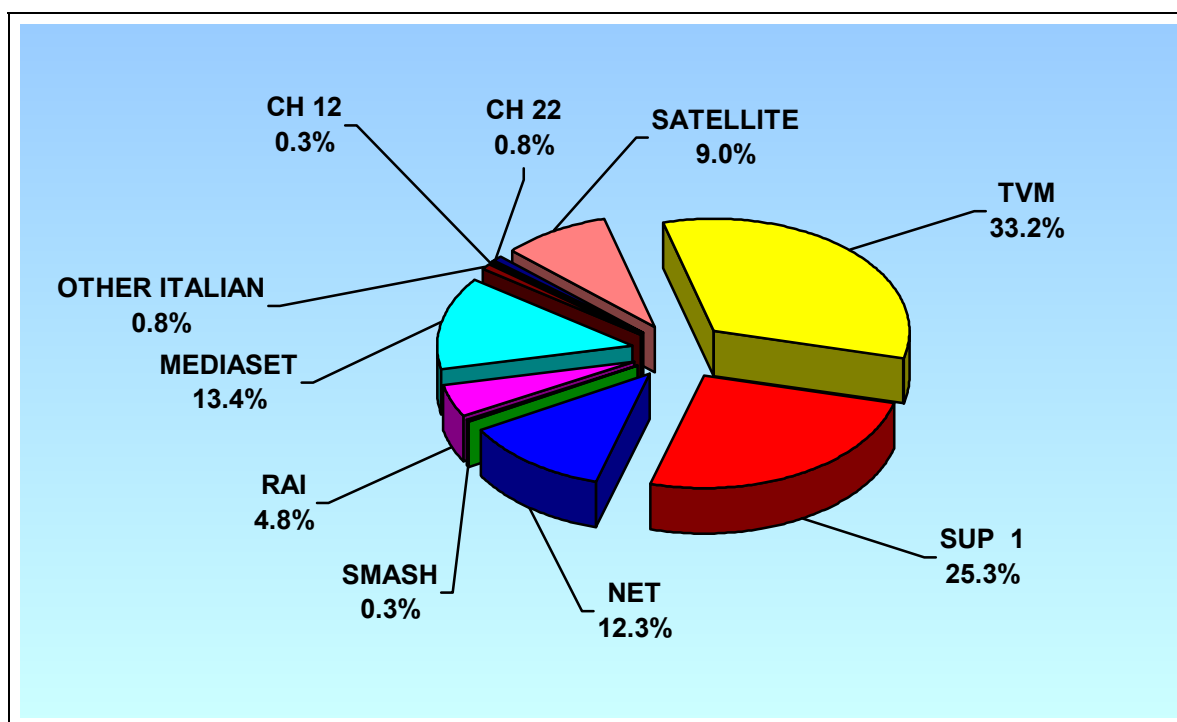


Fig. 8.15: Time Band 3: TV Average Audience Share – 4th Quarter 2003
1900 HRS – MIDNIGHT

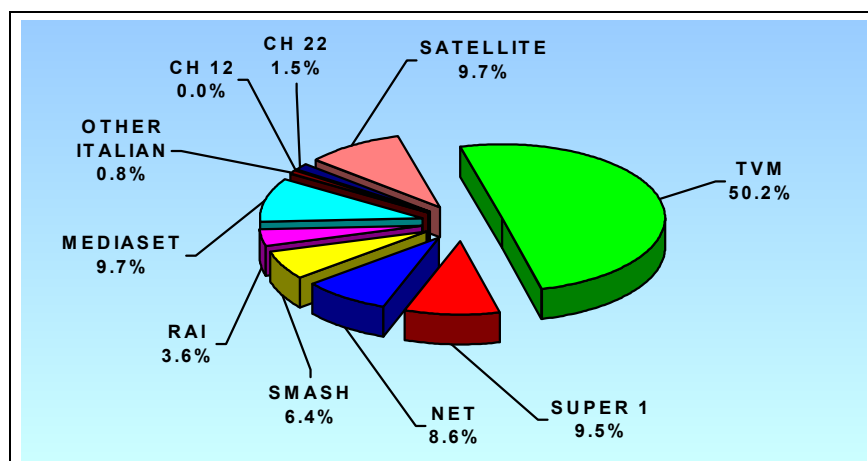


Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs - Noon

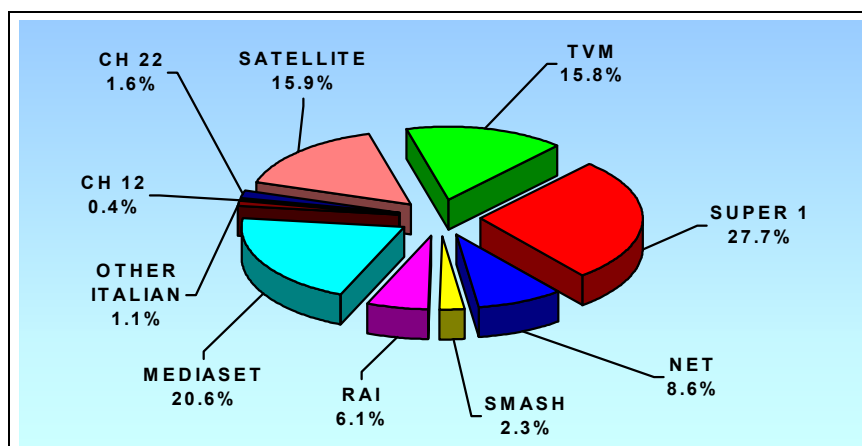


Figure AC2: Cable Network Only, Time-Band 2: Noon - 1900 hrs

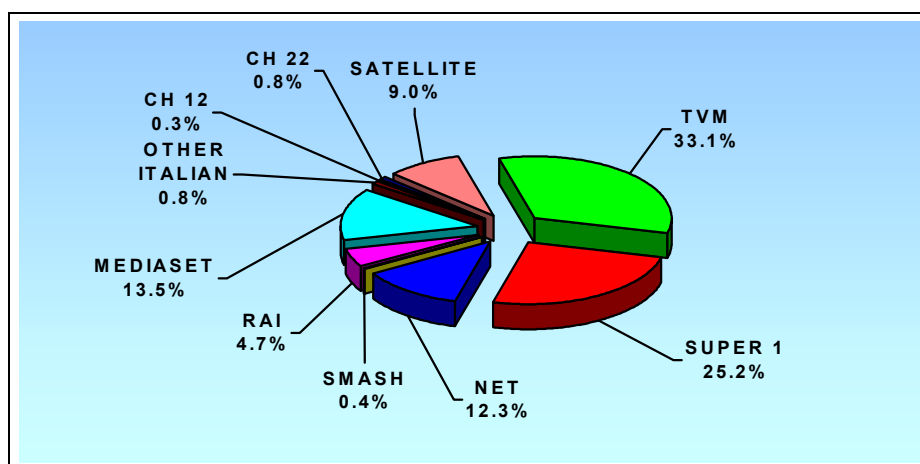


Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs - Midnight