AUDIENCE RESEARCH

- STATISTICAL DATA -

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CONFIDENTIAL

AUDIENCE RESEARCH

- STATISTICAL DATA -

Research Conducted : January 1993

Report Dated : February 1993

Client : Mr.Antoine Ellul,
Broadcasting Authority,
National Road,
Blata-l-Bajda HMR 02.

A MISCO INTERNATIONAL REPORT

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1. RESEARCH OBJECTIVES

1.1. Legislation requires the Broadcasting Authority to undertake research in order to determine audience size and audience reactions with regard to broadcasting services in Malta.

1.2. The specific objectives of the research can be enumerated as follows :

a. Television viewership and radio listenership of the various local stations.
b. Preferred radio station and reasons for such preference.
c. The reaction to the new TVM programme Schedule.
d. Public opinion and attitudes towards programmes broadcast.
e. The public's main source of news and preferred radio news service.
f. The audience preference for various types of radio programmes.
g. The stations associated with a number of popular programmes.
h. Programme areas not covered at present, which the public may wish to see included.

1.3. It is relevant to point out in research of this nature that the results represent a 'snap-shot' of listenership and viewership of the particular week in which fieldwork was conducted.

2. METHODOLOGY

2.1. In an effort to provide action-oriented results in the most cost-effective manner, MISCO International conducted this research through a quota sample. A more detailed description of the methodology adopted appears in the 'Technical Report', presented separately.

2.2. Respondents were contacted at their homes or place of accomodation between the 12th and 18th January 1993 both days inclusive.

2.3. Interviews were conducted in twenty-five blocks in Malta and Gozo, covering 700 residents living in Malta and Gozo aged 14 years and over. The sample was representative of the Maltese population in terms of sex and age.

2.4. Interviews were conducted daily for seven days in order to capture information relative to the whole week.

2.5. All interviews were carried out by MISCO-trained interviewers under the supervision of a purposely-trained supervisor. They had all attended a briefing session prior to the start of fieldwork.

2.6. The whole project was under the control of a director of MISCO International, Mr.Lawrence Zammit, assisted by the research manager Mr.Anthony Carabott.

2.7. A back-check was made by the supervisor on 15% of each interviewer's work to ensure that the interviews took place according to the survey design and instructions.

2.8. All completed questionnaires were checked by the fieldwork supervisor prior to them being passed on for data processing.

2.9. Cross tabulations are provided by age, sex, socio-economic category, activity of respondents, and day to which the interview relates. Other cross-tabulations provided are by "regular radio stations listened to" and "TVM viewership".

3. CONFIDENTIALITY

3.1. MISCO International assures clients that the results of this research are confidential to them.

3.2. No part of this report may be published without prior consultation with MISCO International.

4. TABLES

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AUDIENCE RESEARCH

Q101: Do you listen to the radio at all, nowadays?

Base = 700 (total respondents)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Yes	598	85.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	84.4%	90.2%
2	No	102	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	9.8%
		700	100.0%	7	112	16	37	27	91	38	101	178	73	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Yes	598	85.4%	77.8%	88.5%	80.0%	91.8%	87.6%	100.0%	82.7%	86.4%	76.6%	85.9%	79.3%	81.3%	87.6%	87.6%
2	No	102	14.6%	22.2%	11.5%	20.0%	8.2%	12.4%	0.0%	17.3%	13.6%	23.4%	14.1%	20.7%	18.7%	12.4%	12.4%
		700	100.0%	27	61	20	73	89	7	75	22	64	262	82	134	210	274

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Yes	598	85.4%	81.8%	93.0%	86.7%	86.3%	84.4%	87.5%	76.6%	85.6%	85.3%	85.0%	86.0%	85.0%	77.0%	88.0%	89.0%	88.0%
2	No	102	14.6%	18.2%	7.0%	13.3%	13.7%	15.6%	12.5%	23.4%	14.4%	14.7%	15.0%	14.0%	15.0%	23.0%	12.0%	11.0%	12.0%
		700	100.0%	55	86	143	146	96	80	94	340	360	100	100	100	100	100	100	100

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AUDIENCE RESEARCH

Q102: Which station do you prefer listening to most?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	No preference	2	0.3%	0.0%	0.0%	0.0%	0.0%	3.7%	1.1%	2.6%	1.0%	0.6%	1.4%	0.0%	0.2%	0.0%
1	Radio Malta 1	95	15.9%	0.0%	83.9%	18.8%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	4.1%	0.0%	16.1%	8.7%
2	Radio Malta 2	14	2.3%	0.0%	1.8%	56.3%	0.0%	0.0%	1.1%	0.0%	1.0%	0.6%	0.0%	0.0%	2.5%	0.0%
3	Radio One Live	34	5.7%	0.0%	1.8%	6.3%	86.5%	0.0%	3.3%	2.6%	1.0%	2.2%	2.7%	100.0%	6.0%	2.2%
4	Island Sound	26	4.3%	0.0%	0.0%	0.0%	0.0%	88.9%	0.0%	7.9%	1.0%	0.0%	1.4%	0.0%	4.2%	8.7%
5	RTK	78	13.0%	14.3%	4.5%	0.0%	2.7%	0.0%	80.2%	0.0%	1.0%	0.0%	4.1%	0.0%	14.0%	2.2%
6	Bay Radio	29	4.8%	0.0%	0.9%	0.0%	2.7%	0.0%	3.3%	73.7%	1.0%	0.6%	0.0%	0.0%	4.4%	10.9%
7	Smash Radio	92	15.4%	42.9%	0.9%	6.3%	0.0%	0.0%	3.3%	5.3%	85.1%	1.7%	5.5%	0.0%	14.4%	19.6%
8	Radio Super 1	168	28.1%	14.3%	4.5%	12.5%	8.1%	3.7%	3.3%	0.0%	5.0%	92.7%	1.4%	0.0%	27.8%	39.1%
9	Radio 101	59	9.9%	14.3%	1.8%	0.0%	0.0%	3.7%	2.2%	7.9%	4.0%	1.7%	79.5%	0.0%	10.2%	8.7%
10	Other	1	0.2%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

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		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	No preference	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.4%	0.0%	0.9%	0.5%	0.0%
1	Radio Malta 1	95	15.9%	9.5%	16.7%	37.5%	16.4%	6.4%	0.0%	24.2%	5.3%	6.1%	19.1%	4.6%	15.6%	18.5%	17.1%
2	Radio Malta 2	14	2.3%	9.5%	3.7%	0.0%	1.5%	1.3%	0.0%	3.2%	0.0%	0.0%	2.7%	4.6%	3.7%	1.6%	1.7%
3	Radio One Live	34	5.7%	9.5%	9.3%	0.0%	4.5%	2.6%	42.9%	6.5%	5.3%	2.0%	5.8%	9.2%	5.5%	4.9%	5.4%
4	Island Sound	26	4.3%	23.8%	14.8%	6.3%	1.5%	5.1%	0.0%	3.2%	0.0%	6.1%	0.9%	12.3%	11.0%	1.1%	1.7%
5	RTK	78	13.0%	14.3%	5.6%	6.3%	10.4%	6.4%	0.0%	19.4%	0.0%	2.0%	20.4%	18.5%	12.8%	17.4%	8.3%
6	Bay Radio	29	4.8%	4.8%	7.4%	6.3%	6.0%	5.1%	14.3%	1.6%	0.0%	12.2%	3.1%	7.7%	6.4%	4.9%	3.3%
7	Smash Radio	92	15.4%	14.3%	11.1%	18.8%	14.9%	32.1%	14.3%	0.0%	36.8%	49.0%	5.8%	13.8%	14.7%	14.7%	16.7%
8	Radio Super 1	168	28.1%	4.8%	7.4%	6.3%	34.3%	29.5%	28.6%	33.9%	42.1%	6.1%	36.4%	9.2%	14.7%	32.1%	36.3%
9	Radio 101	59	9.9%	9.5%	24.1%	18.8%	9.0%	11.5%	0.0%	8.1%	10.5%	14.3%	5.3%	20.0%	14.7%	3.8%	9.6%
10	Other	1	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

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AUDIENCE RESEARCH

Q102: Which station do you prefer listening to most?

Base = 598 (listen to the radio)

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No preference	2	0.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%
1	Radio Malta 1	95	15.9%	8.9%	2.5%	13.7%	11.9%	16.0%	22.9%	38.9%	14.4%	17.3%	21.2%	17.4%	12.9%	13.0%	13.6%	16.9%	15.9%
2	Radio Malta 2	14	2.3%	0.0%	0.0%	0.0%	4.0%	6.2%	4.3%	1.4%	2.7%	2.0%	3.5%	4.7%	1.2%	2.6%	2.3%	1.1%	1.1%
3	Radio One Live	34	5.7%	2.2%	1.3%	7.3%	7.1%	9.9%	5.7%	2.8%	6.9%	4.6%	3.5%	4.7%	8.2%	3.9%	9.1%	4.5%	5.7%
4	Island Sound	26	4.3%	4.4%	2.5%	8.9%	5.6%	1.2%	2.9%	1.4%	5.8%	2.9%	2.4%	5.8%	4.7%	5.2%	5.7%	2.2%	4.5%
5	RTK	78	13.0%	0.0%	3.8%	12.9%	12.7%	14.8%	20.0%	23.6%	7.9%	17.9%	10.6%	14.0%	11.8%	14.3%	12.5%	12.4%	15.9%
6	Bay Radio	29	4.8%	6.7%	12.5%	6.5%	3.2%	1.2%	2.9%	1.4%	6.2%	3.6%	5.9%	2.3%	7.1%	5.2%	4.5%	4.5%	4.5%
7	Smash Radio	92	15.4%	48.9%	51.3%	11.3%	11.1%	1.2%	0.0%	0.0%	16.5%	14.3%	16.5%	16.3%	18.8%	14.3%	13.6%	16.9%	11.4%
8	Radio Super 1	168	28.1%	11.1%	16.3%	29.8%	33.3%	38.3%	30.0%	26.4%	25.8%	30.3%	25.9%	26.7%	23.5%	32.5%	29.5%	33.7%	25.0%
9	Radio 101	59	9.9%	15.6%	10.0%	9.7%	10.3%	11.1%	10.0%	4.2%	13.4%	6.5%	10.6%	8.1%	9.4%	9.1%	9.1%	7.9%	14.8%
10	Other	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

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AUDIENCE RESEARCH

Q103: Why do you prefer this station?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
0	No answer	8	1.3%	0.0%	0.9%	0.0%	0.0%	3.7%	2.2%	7.9%	2.0%	0.6%	2.7%	0.0%	1.0%	2.2%
1	Highly interesting/educ progrms	157	26.3%	14.3%	29.5%	25.0%	35.1%	11.1%	42.9%	5.3%	4.0%	34.8%	19.2%	0.0%	27.4%	15.2%
2	Variety of programmes	116	19.4%	0.0%	23.2%	31.3%	18.9%	11.1%	22.0%	7.9%	3.0%	28.7%	20.5%	0.0%	19.2%	21.7%
3	Mostly music	75	12.5%	42.9%	0.9%	0.0%	0.0%	11.1%	2.2%	21.1%	56.4%	2.8%	12.3%	0.0%	12.7%	13.0%
4	More suitable for younger age grp	6	1.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	2.6%	4.0%	0.6%	1.4%	0.0%	1.0%	0.0%
5	Best disc jockeys/announcers	21	3.5%	0.0%	2.7%	6.3%	0.0%	14.8%	1.1%	7.9%	1.0%	1.1%	15.1%	0.0%	3.6%	4.3%
6	Religious programmes	12	2.0%	0.0%	4.5%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	1.4%	0.0%	2.3%	0.0%
7	Enjoys novel reading	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Discussions	34	5.7%	14.3%	2.7%	6.3%	32.4%	0.0%	12.1%	0.0%	0.0%	6.7%	4.1%	100.0%	5.6%	6.5%
9	Because of politics	27	4.5%	0.0%	0.0%	0.0%	2.7%	3.7%	1.1%	0.0%	0.0%	10.7%	9.6%	0.0%	4.8%	2.2%
10	Impartial	38	6.4%	0.0%	3.6%	0.0%	16.2%	0.0%	7.7%	10.5%	1.0%	7.9%	2.7%	0.0%	6.3%	6.5%
11	Matter of habit	30	5.0%	0.0%	19.6%	18.8%	2.7%	0.0%	1.1%	2.6%	0.0%	2.8%	1.4%	0.0%	5.0%	4.3%
12	Extensive news coverage	20	3.3%	0.0%	1.8%	6.3%	0.0%	0.0%	1.1%	5.3%	1.0%	7.3%	5.5%	0.0%	3.1%	6.5%
13	MW band only	9	1.5%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.3%	4.3%
14	Best for sports	6	1.0%	14.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.6%	0.0%	0.0%	1.2%	0.0%
15	Best music	69	11.5%	14.3%	3.6%	18.8%	5.4%	25.9%	4.4%	28.9%	26.7%	4.5%	15.1%	0.0%	10.9%	17.4%
16	Transmisson in English	11	1.8%	0.0%	0.0%	0.0%	0.0%	29.6%	1.1%	5.3%	0.0%	0.0%	0.0%	0.0%	1.7%	4.3%
17	Clear reception	7	1.2%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	2.6%	1.0%	0.0%	0.0%	0.0%	1.2%	2.2%
		647	108.2%	7	112	16	37	27	91	38	101	178	73	1	521	46

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AUDIENCE RESEARCH

Q103: Why do you prefer this station?

Base = 598 (listen to the radio)

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
0	No answer	8	1.3%	0.0%	1.9%	0.0%	0.0%	1.3%	0.0%	3.2%	0.0%	2.0%	1.3%	4.6%	1.8%	1.1%	0.4%
1	Highly interesting/educ progrms	157	26.3%	14.3%	11.1%	25.0%	20.9%	21.8%	0.0%	32.3%	21.1%	6.1%	38.2%	27.7%	17.4%	32.1%	25.4%
2	Variety of programmes	116	19.4%	9.5%	18.5%	25.0%	17.9%	15.4%	14.3%	24.2%	26.3%	8.2%	22.7%	13.8%	21.1%	17.9%	21.3%
3	Mostly music	75	12.5%	19.0%	7.4%	12.5%	13.4%	24.4%	14.3%	0.0%	31.6%	36.7%	5.3%	15.4%	12.8%	10.9%	12.9%
4	More suitable for younger age grp	6	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	10.2%	0.0%	0.0%	1.8%	0.5%	1.3%
5	Best disc jockeys/announcers	21	3.5%	14.3%	9.3%	0.0%	1.5%	3.8%	0.0%	3.2%	0.0%	4.1%	2.2%	6.2%	5.5%	1.1%	3.8%
6	Religious programmes	12	2.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	1.6%	0.0%	0.0%	4.0%	0.0%	0.9%	2.2%	2.9%
7	Enjoys novel reading	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
8	Discussions	34	5.7%	9.5%	3.7%	0.0%	6.0%	1.3%	14.3%	4.8%	0.0%	0.0%	9.3%	6.2%	2.8%	8.7%	4.6%
9	Because of politics	27	4.5%	4.8%	7.4%	0.0%	4.5%	2.6%	14.3%	11.3%	10.5%	0.0%	3.1%	4.6%	5.5%	3.3%	5.0%
10	Impartial	38	6.4%	9.5%	9.3%	6.3%	13.4%	5.1%	14.3%	8.1%	5.3%	4.1%	3.6%	6.2%	5.5%	7.1%	6.3%
11	Matter of habit	30	5.0%	14.3%	3.7%	6.3%	7.5%	1.3%	0.0%	8.1%	0.0%	0.0%	5.8%	6.2%	5.5%	4.9%	4.6%
12	Extensive news coverage	20	3.3%	0.0%	1.9%	0.0%	6.0%	2.6%	0.0%	3.2%	5.3%	6.1%	3.1%	3.1%	3.7%	3.3%	3.3%
13	MW band only	9	1.5%	0.0%	3.7%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	2.8%	1.1%	1.7%
14	Best for sports	6	1.0%	0.0%	5.6%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.6%	0.0%
15	Best music	69	11.5%	4.8%	18.5%	18.8%	9.0%	20.5%	28.6%	6.5%	5.3%	34.7%	4.0%	15.4%	14.7%	9.8%	10.4%
16	Transmisson in English	11	1.8%	4.8%	7.4%	6.3%	0.0%	1.3%	0.0%	1.6%	0.0%	2.0%	0.9%	1.5%	5.5%	0.5%	1.3%
17	Clear reception	7	1.2%	0.0%	1.9%	0.0%	1.5%	2.6%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%	0.0%	1.6%	1.3%
		647	108.2%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q103: Why do you prefer this station?

Base = 598 (listen to the radio)

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No answer	8	1.3%	2.2%	2.5%	0.8%	0.0%	0.0%	4.3%	1.4%	1.4%	1.3%	0.0%	0.0%	1.2%	1.3%	3.4%	1.1%	2.3%
1	Highly interesting/educ progrms	157	26.3%	11.1%	6.3%	31.5%	23.8%	37.0%	30.0%	37.5%	19.6%	32.6%	25.9%	27.9%	17.6%	26.0%	35.2%	27.0%	23.9%
2	Variety of programmes	116	19.4%	8.9%	13.8%	20.2%	22.2%	24.7%	25.7%	13.9%	17.5%	21.2%	17.6%	16.3%	16.5%	20.8%	19.3%	20.2%	25.0%
3	Mostly music	75	12.5%	31.1%	45.0%	10.5%	7.9%	2.5%	0.0%	0.0%	13.4%	11.7%	14.1%	16.3%	11.8%	11.7%	9.1%	12.4%	12.5%
4	More suitable for younger age grp	6	1.0%	4.4%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.3%	2.4%	1.2%	1.2%	2.6%	0.0%	0.0%	0.0%
5	Best disc jockeys/announcers	21	3.5%	2.2%	3.8%	5.6%	3.2%	3.7%	2.9%	1.4%	4.8%	2.3%	4.7%	5.8%	2.4%	0.0%	3.4%	2.2%	5.7%
6	Religious programmes	12	2.0%	0.0%	0.0%	0.0%	1.6%	0.0%	4.3%	9.7%	1.0%	2.9%	0.0%	5.8%	2.4%	0.0%	1.1%	1.1%	3.4%
7	Enjoys novel reading	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
8	Discussions	34	5.7%	0.0%	0.0%	6.5%	9.5%	6.2%	7.1%	5.6%	4.1%	7.2%	5.9%	8.1%	11.8%	6.5%	2.3%	0.0%	5.7%
9	Because of politics	27	4.5%	0.0%	1.3%	3.2%	6.3%	4.9%	7.1%	6.9%	6.5%	2.6%	7.1%	1.2%	4.7%	3.9%	3.4%	7.9%	3.4%
10	Impartial	38	6.4%	2.2%	5.0%	4.0%	9.5%	6.2%	7.1%	8.3%	9.6%	3.3%	5.9%	4.7%	9.4%	7.8%	9.1%	5.6%	2.3%
11	Matter of habit	30	5.0%	0.0%	1.3%	3.2%	0.8%	8.6%	10.0%	13.9%	4.1%	5.9%	4.7%	2.3%	3.5%	5.2%	6.8%	9.0%	3.4%
12	Extensive news coverage	20	3.3%	4.4%	1.3%	3.2%	3.2%	6.2%	1.4%	4.2%	4.5%	2.3%	3.5%	4.7%	3.5%	3.9%	0.0%	4.5%	3.4%
13	MW band only	9	1.5%	0.0%	1.3%	2.4%	1.6%	1.2%	0.0%	2.8%	1.0%	2.0%	1.2%	3.5%	0.0%	2.6%	1.1%	2.2%	0.0%
14	Best for sports	6	1.0%	0.0%	0.0%	0.8%	2.4%	1.2%	1.4%	0.0%	2.1%	0.0%	1.2%	2.3%	1.2%	0.0%	1.1%	1.1%	0.0%
15	Best music	69	11.5%	42.2%	21.3%	12.1%	6.3%	8.6%	2.9%	1.4%	14.4%	8.8%	11.8%	10.5%	11.8%	14.3%	9.1%	10.1%	13.6%
16	Transmisson in English	11	1.8%	4.4%	0.0%	2.4%	1.6%	1.2%	1.4%	2.8%	1.4%	2.3%	0.0%	2.3%	4.7%	1.3%	1.1%	1.1%	2.3%
17	Clear reception	7	1.2%	0.0%	0.0%	3.2%	2.4%	0.0%	0.0%	0.0%	1.0%	1.3%	2.4%	0.0%	2.4%	0.0%	2.3%	1.1%	0.0%
		647	108.2%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q104: Which stations do you listen to regularly, this is on three days of every four for at least 15 minutes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
0	No regular station	7	1.2%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
1	Radio Malta 1	112	18.7%	0.0%	100.0%	25.0%	8.1%	0.0%	9.9%	2.6%	2.0%	3.4%	5.5%	100.0%	19.2%	8.7%
2	Radio Malta 2	16	2.7%	0.0%	3.6%	100.0%	2.7%	0.0%	1.1%	0.0%	1.0%	1.1%	0.0%	0.0%	2.9%	0.0%
3	Radio One Live	37	6.2%	0.0%	2.7%	6.3%	100.0%	0.0%	6.6%	5.3%	1.0%	3.4%	1.4%	100.0%	6.5%	2.2%
4	Island Sound	27	4.5%	0.0%	0.0%	0.0%	0.0%	100.0%	1.1%	7.9%	1.0%	0.0%	2.7%	0.0%	4.4%	8.7%
5	RTK	91	15.2%	0.0%	8.0%	6.3%	16.2%	3.7%	100.0%	5.3%	3.0%	1.7%	6.8%	100.0%	15.9%	4.3%
6	Bay Radio	38	6.4%	0.0%	0.9%	0.0%	5.4%	11.1%	2.2%	100.0%	5.9%	0.6%	5.5%	0.0%	6.1%	10.9%
7	Smash Radio	101	16.9%	0.0%	1.8%	6.3%	2.7%	3.7%	3.3%	15.8%	100.0%	3.4%	9.6%	0.0%	16.1%	19.6%
8	Radio Super 1	178	29.8%	0.0%	5.4%	12.5%	16.2%	0.0%	3.3%	2.6%	5.9%	100.0%	6.8%	0.0%	29.4%	39.1%
9	Radio 101	73	12.2%	0.0%	3.6%	0.0%	2.7%	7.4%	5.5%	10.5%	6.9%	2.8%	100.0%	0.0%	12.5%	10.9%
10	Other	1	0.2%	0.0%	0.9%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	100.0%	0.2%	0.0%
		681	113.9%	7	112	16	37	27	91	38	101	178	73	1	521	46

681 567

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
0	No regular station	7	1.2%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	4.1%	0.9%	0.0%	0.9%	2.2%	0.8%
1	Radio Malta 1	112	18.7%	19.0%	18.5%	37.5%	17.9%	7.7%	0.0%	24.2%	5.3%	6.1%	24.4%	7.7%	20.2%	21.2%	19.2%
2	Radio Malta 2	16	2.7%	4.8%	1.9%	0.0%	0.0%	2.6%	0.0%	3.2%	0.0%	2.0%	4.0%	3.1%	2.8%	2.7%	2.5%
3	Radio One Live	37	6.2%	9.5%	11.1%	0.0%	6.0%	2.6%	42.9%	6.5%	5.3%	2.0%	6.2%	9.2%	6.4%	6.5%	5.0%
4	Island Sound	27	4.5%	23.8%	14.8%	6.3%	1.5%	5.1%	0.0%	4.8%	0.0%	8.2%	0.4%	12.3%	11.0%	1.6%	1.7%
5	RTK	91	15.2%	19.0%	11.1%	6.3%	10.4%	6.4%	0.0%	24.2%	0.0%	6.1%	22.2%	21.5%	18.3%	19.6%	8.8%
6	Bay Radio	38	6.4%	9.5%	9.3%	6.3%	7.5%	6.4%	28.6%	0.0%	5.3%	18.4%	3.6%	12.3%	8.3%	4.9%	5.0%
7	Smash Radio	101	16.9%	14.3%	16.7%	18.8%	13.4%	35.9%	28.6%	0.0%	36.8%	55.1%	5.8%	16.9%	16.5%	16.3%	17.5%
8	Radio Super 1	178	29.8%	4.8%	13.0%	6.3%	35.8%	30.8%	42.9%	35.5%	42.1%	6.1%	37.8%	10.8%	15.6%	32.6%	39.2%
9	Radio 101	73	12.2%	19.0%	24.1%	18.8%	11.9%	12.8%	0.0%	12.9%	21.1%	14.3%	7.1%	24.6%	15.6%	6.0%	12.1%
10	Other	1	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
		681	113.9%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q104: Which stations do you listen to regularly, this is on three days of every four for at least 15 minutes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No regular station	7	1.2%	4.4%	1.3%	0.8%	2.4%	0.0%	0.0%	0.0%	1.0%	1.3%	1.2%	0.0%	2.4%	1.3%	3.4%	0.0%	0.0%
1	Radio Malta 1	112	18.7%	8.9%	3.8%	16.1%	15.9%	21.0%	28.6%	38.9%	15.5%	21.8%	24.7%	24.4%	14.1%	14.3%	13.6%	20.2%	19.3%
2	Radio Malta 2	16	2.7%	2.2%	0.0%	0.0%	3.2%	6.2%	5.7%	2.8%	2.4%	2.9%	8.2%	4.7%	2.4%	0.0%	2.3%	0.0%	1.1%
3	Radio One Live	37	6.2%	2.2%	1.3%	9.7%	7.1%	9.9%	5.7%	2.8%	7.9%	4.6%	3.5%	5.8%	7.1%	3.9%	10.2%	5.6%	6.8%
4	Island Sound	27	4.5%	6.7%	2.5%	8.1%	5.6%	1.2%	2.9%	2.8%	6.2%	2.9%	3.5%	4.7%	4.7%	5.2%	5.7%	2.2%	5.7%
5	RTK	91	15.2%	4.4%	2.5%	12.9%	15.9%	19.8%	24.3%	25.0%	10.7%	19.5%	9.4%	17.4%	16.5%	19.5%	13.6%	13.5%	17.0%
6	Bay Radio	38	6.4%	11.1%	17.5%	8.9%	4.0%	1.2%	1.4%	1.4%	7.9%	4.9%	7.1%	4.7%	7.1%	6.5%	4.5%	6.7%	8.0%
7	Smash Radio	101	16.9%	55.6%	53.8%	12.1%	13.5%	1.2%	0.0%	0.0%	18.6%	15.3%	20.0%	19.8%	18.8%	14.3%	12.5%	20.2%	12.5%
8	Radio Super 1	178	29.8%	11.1%	18.8%	31.5%	34.9%	40.7%	32.9%	26.4%	27.8%	31.6%	29.4%	27.9%	27.1%	36.4%	29.5%	32.6%	26.1%
9	Radio 101	73	12.2%	15.6%	13.8%	12.1%	11.9%	12.3%	12.9%	8.3%	16.5%	8.1%	11.8%	11.6%	14.1%	11.7%	11.4%	7.9%	17.0%
10	Other	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
		681	113.9%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q105: Which stations do you listen to only sometimes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	No occasional station	119	19.9%	0.0%	36.6%	18.8%	10.8%	18.5%	16.5%	13.2%	9.9%	25.3%	9.6%	0.0%	19.8%	17.4%
1	Radio Malta 1	78	13.0%	0.0%	0.0%	6.3%	21.6%	3.7%	29.7%	2.6%	10.9%	16.9%	8.2%	0.0%	13.8%	6.5%
2	Radio Malta 2	43	7.2%	0.0%	11.6%	0.0%	2.7%	0.0%	13.2%	2.6%	8.9%	4.5%	9.6%	0.0%	7.3%	8.7%
3	Radio One Live	58	9.7%	14.3%	6.3%	6.3%	0.0%	3.7%	14.3%	2.6%	7.9%	13.5%	11.0%	0.0%	10.6%	2.2%
4	Island Sound	43	7.2%	0.0%	4.5%	6.3%	2.7%	0.0%	5.5%	26.3%	12.9%	4.5%	12.3%	100.0%	7.5%	4.3%
5	RTK	80	13.4%	28.6%	17.9%	37.5%	13.5%	11.1%	0.0%	13.2%	5.9%	13.5%	32.9%	0.0%	14.0%	8.7%
6	Bay Radio	88	14.7%	57.1%	4.5%	18.8%	10.8%	37.0%	11.0%	0.0%	21.8%	14.6%	26.0%	0.0%	13.8%	21.7%
7	Smash Radio	71	11.9%	42.9%	6.3%	12.5%	13.5%	18.5%	11.0%	15.8%	0.0%	16.3%	11.0%	0.0%	11.3%	19.6%
8	Radio Super 1	85	14.2%	28.6%	14.3%	6.3%	24.3%	18.5%	13.2%	28.9%	27.7%	1.1%	15.1%	0.0%	14.2%	15.2%
9	Radio 101	89	14.9%	14.3%	13.4%	6.3%	27.0%	33.3%	28.6%	28.9%	22.8%	2.2%	0.0%	0.0%	15.5%	8.7%
10	Other	10	1.7%	14.3%	4.5%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	1.1%	0.0%	0.0%	1.7%	2.2%
		764	127.8%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	No occasional station	119	19.9%	28.6%	11.1%	0.0%	22.4%	14.1%	0.0%	29.0%	21.1%	10.2%	24.0%	18.5%	11.9%	20.1%	23.8%
1	Radio Malta 1	78	13.0%	4.8%	7.4%	12.5%	11.9%	14.1%	14.3%	21.0%	5.3%	14.3%	13.3%	6.2%	10.1%	14.1%	15.4%
2	Radio Malta 2	43	7.2%	19.0%	7.4%	6.3%	4.5%	7.7%	0.0%	12.9%	10.5%	6.1%	5.3%	12.3%	8.3%	6.5%	5.8%
3	Radio One Live	58	9.7%	9.5%	13.0%	12.5%	13.4%	3.8%	14.3%	3.2%	5.3%	8.2%	12.0%	9.2%	12.8%	12.0%	6.7%
4	Island Sound	43	7.2%	14.3%	11.1%	6.3%	7.5%	7.7%	0.0%	1.6%	5.3%	16.3%	5.3%	13.8%	10.1%	6.0%	5.0%
5	RTK	80	13.4%	14.3%	16.7%	12.5%	6.0%	9.0%	0.0%	11.3%	21.1%	12.2%	16.9%	15.4%	11.0%	12.5%	14.6%
6	Bay Radio	88	14.7%	4.8%	16.7%	18.8%	23.9%	21.8%	28.6%	8.1%	15.8%	20.4%	9.8%	15.4%	17.4%	12.0%	15.4%
7	Smash Radio	71	11.9%	4.8%	13.0%	6.3%	25.4%	10.3%	42.9%	1.6%	10.5%	18.4%	9.8%	10.8%	11.0%	13.0%	11.7%
8	Radio Super 1	85	14.2%	4.8%	20.4%	18.8%	10.4%	24.4%	28.6%	6.5%	15.8%	14.3%	12.4%	7.7%	13.8%	13.6%	16.7%
9	Radio 101	89	14.9%	28.6%	25.9%	25.0%	10.4%	10.3%	28.6%	8.1%	5.3%	22.4%	13.8%	24.6%	25.7%	13.0%	8.8%
10	Other	10	1.7%	0.0%	1.9%	6.3%	1.5%	0.0%	0.0%	3.2%	0.0%	4.1%	1.3%	1.5%	3.7%	1.6%	0.8%
		764	127.8%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q105: Which stations do you listen to only sometimes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No occasional station	119	19.9%	11.1%	10.0%	20.2%	16.7%	19.8%	22.9%	38.9%	18.9%	20.8%	18.8%	18.6%	22.4%	18.2%	23.9%	21.3%	15.9%
1	Radio Malta 1	78	13.0%	11.1%	6.3%	10.5%	11.1%	17.3%	21.4%	16.7%	12.7%	13.4%	11.8%	11.6%	9.4%	19.5%	12.5%	11.2%	15.9%
2	Radio Malta 2	43	7.2%	8.9%	7.5%	4.0%	5.6%	6.2%	18.6%	4.2%	8.6%	5.9%	4.7%	11.6%	7.1%	6.5%	5.7%	6.7%	8.0%
3	Radio One Live	58	9.7%	4.4%	10.0%	9.7%	10.3%	22.2%	4.3%	2.8%	8.6%	10.7%	5.9%	7.0%	14.1%	11.7%	12.5%	7.9%	9.1%
4	Island Sound	43	7.2%	4.4%	17.5%	4.8%	8.7%	9.9%	0.0%	2.8%	6.5%	7.8%	10.6%	8.1%	9.4%	6.5%	3.4%	4.5%	8.0%
5	RTK	80	13.4%	15.6%	5.0%	12.1%	13.5%	17.3%	17.1%	15.3%	11.3%	15.3%	18.8%	16.3%	17.6%	6.5%	9.1%	12.4%	12.5%
6	Bay Radio	88	14.7%	17.8%	27.5%	16.9%	11.9%	13.6%	10.0%	5.6%	16.5%	13.0%	12.9%	16.3%	16.5%	14.3%	18.2%	3.4%	21.6%
7	Smash Radio	71	11.9%	17.8%	18.8%	17.7%	12.7%	8.6%	2.9%	1.4%	15.5%	8.5%	11.8%	10.5%	10.6%	13.0%	14.8%	9.0%	13.6%
8	Radio Super 1	85	14.2%	22.2%	20.0%	16.1%	15.9%	8.6%	7.1%	9.7%	14.8%	13.7%	15.3%	14.0%	4.7%	10.4%	15.9%	20.2%	18.2%
9	Radio 101	89	14.9%	15.6%	16.3%	18.5%	14.3%	16.0%	11.4%	9.7%	14.1%	15.6%	17.6%	8.1%	17.6%	14.3%	13.6%	19.1%	13.6%
10	Other	10	1.7%	4.4%	0.0%	1.6%	1.6%	1.2%	0.0%	4.2%	1.4%	2.0%	1.2%	3.5%	1.2%	3.9%	0.0%	2.2%	0.0%
		764	127.8%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q106: On which day did you last listen to the radio?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Monday	85	14.2%	0.0%	18.8%	37.5%	8.1%	14.8%	8.8%	15.8%	18.8%	14.0%	11.0%	0.0%	13.4%	17.4%
2	Tuesday	86	14.4%	0.0%	16.1%	25.0%	18.9%	14.8%	16.5%	10.5%	15.8%	14.0%	17.8%	0.0%	15.5%	6.5%
3	Wednesday	70	11.7%	14.3%	8.9%	12.5%	10.8%	11.1%	9.9%	10.5%	16.8%	10.7%	12.3%	100.0%	11.7%	10.9%
4	Thursday	81	13.5%	28.6%	11.6%	0.0%	10.8%	11.1%	16.5%	10.5%	8.9%	18.5%	13.7%	0.0%	13.4%	19.6%
5	Friday	91	15.2%	28.6%	12.5%	6.3%	27.0%	22.2%	17.6%	7.9%	11.9%	12.9%	15.1%	0.0%	14.6%	21.7%
6	Saturday	102	17.1%	0.0%	16.1%	6.3%	16.2%	14.8%	15.4%	26.3%	18.8%	18.0%	11.0%	0.0%	16.5%	19.6%
7	Sunday	80	13.4%	28.6%	16.1%	12.5%	8.1%	11.1%	13.2%	18.4%	8.9%	11.2%	19.2%	0.0%	14.2%	4.3%
8	Over a week ago	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Monday	85	14.2%	9.5%	16.7%	18.8%	16.4%	10.3%	28.6%	16.1%	15.8%	12.2%	13.8%	9.2%	16.5%	12.0%	16.3%
2	Tuesday	86	14.4%	14.3%	11.1%	25.0%	17.9%	11.5%	0.0%	12.9%	10.5%	14.3%	15.6%	9.2%	19.3%	14.7%	13.3%
3	Wednesday	70	11.7%	9.5%	13.0%	6.3%	9.0%	10.3%	14.3%	11.3%	15.8%	16.3%	12.0%	15.4%	9.2%	9.8%	13.3%
4	Thursday	81	13.5%	9.5%	5.6%	25.0%	10.4%	12.8%	14.3%	16.1%	10.5%	14.3%	15.6%	10.8%	11.0%	13.6%	15.4%
5	Friday	91	15.2%	14.3%	16.7%	0.0%	14.9%	17.9%	0.0%	17.7%	10.5%	8.2%	16.9%	23.1%	11.9%	19.0%	11.7%
6	Saturday	102	17.1%	19.0%	27.8%	6.3%	17.9%	17.9%	28.6%	12.9%	26.3%	16.3%	14.7%	16.9%	13.8%	19.0%	17.1%
7	Sunday	80	13.4%	23.8%	9.3%	18.8%	13.4%	19.2%	14.3%	9.7%	10.5%	18.4%	11.1%	15.4%	17.4%	11.4%	12.5%
8	Over a week ago	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.4%	0.0%	0.9%	0.5%	0.4%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Monday	85	14.2%	11.1%	16.3%	14.5%	15.1%	14.8%	11.4%	13.9%	15.5%	13.0%	82.4%	10.5%	4.7%	0.0%	0.0%	0.0%	2.3%
2	Tuesday	86	14.4%	17.8%	12.5%	14.5%	15.1%	17.3%	12.9%	11.1%	13.4%	15.3%	2.4%	86.0%	10.6%	1.3%	0.0%	0.0%	0.0%
3	Wednesday	70	11.7%	15.6%	17.5%	8.9%	9.5%	13.6%	10.0%	11.1%	10.3%	13.0%	0.0%	0.0%	76.5%	6.5%	0.0%	0.0%	0.0%
4	Thursday	81	13.5%	11.1%	11.3%	15.3%	15.9%	8.6%	15.7%	13.9%	13.4%	13.7%	1.2%	0.0%	2.4%	89.6%	9.1%	0.0%	1.1%
5	Friday	91	15.2%	8.9%	13.8%	16.9%	13.5%	14.8%	18.6%	18.1%	14.8%	15.6%	2.4%	0.0%	0.0%	0.0%	85.2%	10.1%	5.7%
6	Saturday	102	17.1%	17.8%	18.8%	15.3%	17.5%	17.3%	17.1%	16.7%	16.5%	17.6%	1.2%	2.3%	1.2%	1.3%	3.4%	87.6%	18.2%
7	Sunday	80	13.4%	17.8%	10.0%	13.7%	13.5%	13.6%	12.9%	13.9%	15.5%	11.4%	9.4%	1.2%	3.5%	1.3%	2.3%	2.2%	71.6%
8	Over a week ago	3	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	1.4%	0.7%	0.3%	1.2%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q107: How many days a week do you normally listen to the radio?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Everyday	479	80.1%	42.9%	82.1%	93.8%	67.6%	70.4%	75.8%	68.4%	82.2%	88.2%	83.6%	100.0%	79.8%	78.3%
2	Six times a week	12	2.0%	0.0%	1.8%	0.0%	8.1%	3.7%	1.1%	2.6%	2.0%	2.2%	1.4%	0.0%	2.3%	0.0%
3	Five times a week	31	5.2%	0.0%	6.3%	6.3%	8.1%	3.7%	8.8%	5.3%	6.9%	2.2%	2.7%	0.0%	4.4%	10.9%
4	Four times a week	18	3.0%	0.0%	1.8%	0.0%	8.1%	3.7%	3.3%	5.3%	2.0%	2.2%	5.5%	0.0%	3.5%	0.0%
5	Three times a week	27	4.5%	0.0%	1.8%	0.0%	5.4%	11.1%	3.3%	15.8%	3.0%	1.7%	6.8%	0.0%	4.4%	8.7%
6	Twice a week	16	2.7%	28.6%	2.7%	0.0%	0.0%	7.4%	5.5%	2.6%	2.0%	1.1%	0.0%	0.0%	3.1%	0.0%
7	Once a week	14	2.3%	28.6%	3.6%	0.0%	2.7%	0.0%	2.2%	0.0%	2.0%	1.7%	0.0%	0.0%	2.3%	2.2%
8	Less than once a week	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Everyday	479	80.1%	71.4%	83.3%	81.3%	65.7%	84.6%	71.4%	79.0%	89.5%	61.2%	86.7%	73.8%	80.7%	73.4%	86.7%
2	Six times a week	12	2.0%	0.0%	1.9%	0.0%	4.5%	1.3%	14.3%	1.6%	0.0%	2.0%	1.8%	0.0%	1.8%	3.3%	1.7%
3	Five times a week	31	5.2%	4.8%	1.9%	12.5%	7.5%	3.8%	0.0%	4.8%	0.0%	10.2%	4.9%	9.2%	4.6%	6.0%	3.8%
4	Four times a week	18	3.0%	4.8%	0.0%	6.3%	4.5%	5.1%	14.3%	0.0%	5.3%	4.1%	2.2%	3.1%	1.8%	3.8%	2.9%
5	Three times a week	27	4.5%	9.5%	9.3%	0.0%	7.5%	1.3%	0.0%	6.5%	5.3%	8.2%	2.2%	7.7%	7.3%	4.9%	2.1%
6	Twice a week	16	2.7%	9.5%	1.9%	0.0%	6.0%	1.3%	0.0%	3.2%	0.0%	8.2%	0.9%	6.2%	1.8%	4.3%	0.8%
7	Once a week	14	2.3%	0.0%	1.9%	0.0%	4.5%	2.6%	0.0%	3.2%	0.0%	6.1%	1.3%	0.0%	1.8%	4.3%	1.7%
8	Less than once a week	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Everyday	479	80.1%	64.4%	77.5%	81.5%	84.9%	81.5%	80.0%	80.6%	75.6%	84.4%	81.2%	79.1%	80.0%	87.0%	72.7%	83.1%	78.4%
2	Six times a week	12	2.0%	2.2%	1.3%	2.4%	1.6%	3.7%	1.4%	1.4%	2.7%	1.3%	0.0%	4.7%	2.4%	1.3%	1.1%	2.2%	2.3%
3	Five times a week	31	5.2%	11.1%	6.3%	5.6%	2.4%	4.9%	1.4%	8.3%	5.2%	5.2%	5.9%	7.0%	4.7%	2.6%	6.8%	2.2%	6.8%
4	Four times a week	18	3.0%	4.4%	5.0%	3.2%	2.4%	2.5%	4.3%	0.0%	3.8%	2.3%	4.7%	3.5%	1.2%	3.9%	2.3%	1.1%	4.5%
5	Three times a week	27	4.5%	2.2%	8.8%	3.2%	2.4%	3.7%	10.0%	2.8%	5.8%	3.3%	4.7%	3.5%	5.9%	2.6%	8.0%	3.4%	3.4%
6	Twice a week	16	2.7%	8.9%	1.3%	2.4%	1.6%	2.5%	0.0%	5.6%	3.8%	1.6%	1.2%	2.3%	2.4%	1.3%	4.5%	4.5%	2.3%
7	Once a week	14	2.3%	6.7%	0.0%	1.6%	4.8%	1.2%	2.9%	0.0%	2.7%	2.0%	2.4%	0.0%	3.5%	1.3%	4.5%	3.4%	1.1%
8	Less than once a week	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q108: In the past seven days, when did you listen to the radio?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Did not listen to the radio	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%
2	Monday	528	88.3%	42.9%	89.3%	81.3%	91.9%	88.9%	84.6%	78.9%	93.1%	91.6%	93.2%	100.0%	88.3%	89.1%
3	Tuesday	516	86.3%	71.4%	86.6%	87.5%	86.5%	81.5%	81.3%	78.9%	91.1%	89.9%	87.7%	100.0%	86.2%	89.1%
4	Wednesday	520	87.0%	42.9%	87.5%	87.5%	83.8%	85.2%	82.4%	84.2%	90.1%	89.3%	87.7%	100.0%	86.8%	91.3%
5	Thursday	523	87.5%	57.1%	89.3%	93.8%	86.5%	85.2%	84.6%	68.4%	90.1%	92.7%	91.8%	100.0%	87.5%	84.8%
6	Friday	531	88.8%	42.9%	88.4%	93.8%	89.2%	85.2%	90.1%	84.2%	95.0%	89.9%	91.8%	100.0%	88.7%	91.3%
7	Saturday	510	85.3%	28.6%	84.8%	87.5%	78.4%	77.8%	81.3%	84.2%	86.1%	92.1%	87.7%	100.0%	86.0%	84.8%
8	Sunday	481	80.4%	57.1%	80.4%	75.0%	70.3%	74.1%	75.8%	71.1%	82.2%	89.3%	82.2%	100.0%	81.6%	73.9%
		3612	604.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Did not listen to the radio	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.4%	0.0%	0.9%	0.5%	0.4%
2	Monday	528	88.3%	81.0%	90.7%	100.0%	77.6%	93.6%	100.0%	91.9%	94.7%	73.5%	90.2%	84.6%	88.1%	81.5%	94.6%
3	Tuesday	516	86.3%	81.0%	85.2%	87.5%	79.1%	88.5%	100.0%	87.1%	84.2%	81.6%	88.9%	83.1%	88.1%	82.1%	89.6%
4	Wednesday	520	87.0%	76.2%	81.5%	87.5%	79.1%	91.0%	85.7%	88.7%	89.5%	81.6%	90.7%	89.2%	80.7%	85.3%	90.4%
5	Thursday	523	87.5%	76.2%	85.2%	93.8%	82.1%	94.9%	85.7%	87.1%	78.9%	69.4%	92.4%	83.1%	84.4%	87.0%	90.4%
6	Friday	531	88.8%	81.0%	87.0%	93.8%	82.1%	92.3%	100.0%	88.7%	89.5%	79.6%	92.0%	86.2%	89.0%	87.5%	90.4%
7	Saturday	510	85.3%	85.7%	92.6%	75.0%	80.6%	87.2%	85.7%	88.7%	84.2%	79.6%	85.3%	83.1%	85.3%	80.4%	89.6%
8	Sunday	481	80.4%	95.2%	77.8%	68.8%	79.1%	84.6%	100.0%	82.3%	78.9%	77.6%	79.1%	83.1%	79.8%	76.6%	82.9%
		3612	604.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Did not listen to the radio	3	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	1.4%	0.7%	0.3%	1.2%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%
2	Monday	528	88.3%	77.8%	90.0%	92.7%	85.7%	88.9%	87.1%	90.3%	86.3%	90.2%	81.2%	93.0%	88.2%	94.8%	84.1%	88.8%	88.6%
3	Tuesday	516	86.3%	80.0%	87.5%	91.1%	85.7%	82.7%	82.9%	88.9%	84.9%	87.6%	81.2%	84.9%	84.7%	92.2%	88.6%	88.8%	84.1%
4	Wednesday	520	87.0%	82.2%	90.0%	87.1%	86.5%	85.2%	87.1%	88.9%	83.5%	90.2%	85.9%	86.0%	76.5%	97.4%	84.1%	92.1%	87.5%
5	Thursday	523	87.5%	68.9%	82.5%	90.3%	88.9%	88.9%	90.0%	93.1%	85.2%	89.6%	89.4%	84.9%	82.4%	88.3%	89.8%	86.5%	90.9%
6	Friday	531	88.8%	75.6%	90.0%	89.5%	87.3%	91.4%	92.9%	90.3%	85.9%	91.5%	88.2%	93.0%	87.1%	87.0%	84.1%	94.4%	87.5%
7	Saturday	510	85.3%	75.6%	86.3%	79.0%	89.7%	88.9%	88.6%	86.1%	85.6%	85.0%	82.4%	91.9%	84.7%	89.6%	80.7%	86.5%	81.8%
8	Sunday	481	80.4%	75.6%	73.8%	81.5%	84.1%	80.2%	84.3%	79.2%	83.5%	77.5%	85.9%	82.6%	82.4%	84.4%	71.6%	86.5%	70.5%
		3612	604.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q109: Did you listen to the radio yesterday, for at least 15 minutes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	No	104	17.4%	42.9%	18.8%	12.5%	16.2%	18.5%	20.9%	26.3%	10.9%	14.0%	16.4%	0.0%	17.1%	8.7%
2	Radio Malta 1	99	16.6%	0.0%	75.9%	18.8%	8.1%	0.0%	12.1%	2.6%	2.0%	7.3%	4.1%	100.0%	17.3%	8.7%
3	Radio Malta 2	14	2.3%	0.0%	1.8%	62.5%	0.0%	0.0%	2.2%	0.0%	3.0%	0.0%	1.4%	0.0%	2.3%	2.2%
4	Radio One Live	44	7.4%	14.3%	2.7%	12.5%	75.7%	3.7%	11.0%	5.3%	3.0%	5.6%	4.1%	0.0%	7.9%	2.2%
5	Island Sound	29	4.8%	0.0%	0.0%	0.0%	2.7%	70.4%	1.1%	10.5%	4.0%	1.1%	5.5%	0.0%	5.0%	6.5%
6	RTK	75	12.5%	14.3%	4.5%	6.3%	16.2%	3.7%	60.4%	5.3%	2.0%	3.9%	9.6%	0.0%	13.8%	2.2%
7	Bay Radio	34	5.7%	0.0%	0.0%	0.0%	2.7%	11.1%	3.3%	55.3%	8.9%	1.7%	8.2%	0.0%	4.8%	15.2%
8	Smash Radio	97	16.2%	28.6%	4.5%	6.3%	2.7%	3.7%	4.4%	15.8%	74.3%	5.6%	12.3%	0.0%	15.2%	26.1%
9	Radio Super 1	176	29.4%	14.3%	7.1%	12.5%	21.6%	7.4%	6.6%	7.9%	14.9%	83.1%	8.2%	0.0%	29.2%	41.3%
10	Radio 101	75	12.5%	0.0%	3.6%	6.3%	8.1%	18.5%	11.0%	15.8%	9.9%	1.7%	71.2%	0.0%	13.1%	10.9%
11	Other	3	0.5%	0.0%	0.0%	0.0%	2.7%	3.7%	1.1%	2.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
		750	125.4%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	No	104	17.4%	19.0%	20.4%	6.3%	25.4%	9.0%	14.3%	14.5%	21.1%	20.4%	17.8%	13.8%	19.3%	21.7%	14.2%
2	Radio Malta 1	99	16.6%	9.5%	14.8%	31.3%	10.4%	9.0%	0.0%	29.0%	0.0%	6.1%	21.8%	6.2%	18.3%	14.7%	20.0%
3	Radio Malta 2	14	2.3%	9.5%	5.6%	0.0%	0.0%	1.3%	0.0%	4.8%	0.0%	2.0%	1.8%	6.2%	2.8%	1.1%	2.1%
4	Radio One Live	44	7.4%	4.8%	9.3%	6.3%	4.5%	5.1%	42.9%	6.5%	10.5%	4.1%	8.4%	7.7%	9.2%	6.5%	7.1%
5	Island Sound	29	4.8%	23.8%	14.8%	6.3%	0.0%	6.4%	14.3%	3.2%	0.0%	8.2%	1.3%	12.3%	11.0%	1.1%	2.9%
6	RTK	75	12.5%	9.5%	3.7%	12.5%	6.0%	9.0%	0.0%	22.6%	10.5%	2.0%	18.2%	13.8%	11.9%	13.6%	11.7%
7	Bay Radio	34	5.7%	9.5%	9.3%	12.5%	7.5%	5.1%	14.3%	1.6%	5.3%	14.3%	2.7%	16.9%	6.4%	3.8%	3.8%
8	Smash Radio	97	16.2%	19.0%	11.1%	18.8%	17.9%	30.8%	42.9%	3.2%	36.8%	49.0%	5.3%	18.5%	15.6%	15.8%	16.3%
9	Radio Super 1	176	29.4%	4.8%	22.2%	12.5%	31.3%	35.9%	57.1%	32.3%	36.8%	8.2%	34.2%	9.2%	19.3%	33.2%	36.7%
10	Radio 101	75	12.5%	28.6%	24.1%	25.0%	14.9%	15.4%	14.3%	8.1%	5.3%	16.3%	6.7%	27.7%	17.4%	6.0%	11.3%
11	Other	3	0.5%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.5%	0.9%	0.5%	0.0%
		750	125.4%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q109: Did you listen to the radio yesterday, for at least 15 minutes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	104	17.4%	22.2%	16.3%	15.3%	17.5%	17.3%	17.1%	19.4%	16.8%	17.9%	17.6%	14.0%	23.5%	10.4%	13.6%	13.5%	28.4%
2	Radio Malta 1	99	16.6%	6.7%	2.5%	12.9%	11.1%	21.0%	30.0%	36.1%	13.1%	19.9%	21.2%	20.9%	12.9%	16.9%	12.5%	15.7%	15.9%
3	Radio Malta 2	14	2.3%	2.2%	1.3%	0.8%	1.6%	4.9%	4.3%	2.8%	3.1%	1.6%	5.9%	4.7%	1.2%	1.3%	1.1%	1.1%	1.1%
4	Radio One Live	44	7.4%	2.2%	2.5%	8.9%	10.3%	13.6%	4.3%	4.2%	7.6%	7.2%	4.7%	9.3%	7.1%	6.5%	12.5%	5.6%	5.7%
5	Island Sound	29	4.8%	8.9%	3.8%	6.5%	8.7%	1.2%	0.0%	2.8%	5.8%	3.9%	4.7%	5.8%	3.5%	5.2%	8.0%	3.4%	3.4%
6	RTK	75	12.5%	2.2%	1.3%	11.3%	12.7%	16.0%	18.6%	23.6%	8.9%	16.0%	7.1%	15.1%	8.2%	18.2%	14.8%	12.4%	12.5%
7	Bay Radio	34	5.7%	6.7%	13.8%	8.1%	4.0%	2.5%	1.4%	2.8%	7.6%	3.9%	4.7%	4.7%	3.5%	6.5%	6.8%	6.7%	6.8%
8	Smash Radio	97	16.2%	46.7%	52.5%	13.7%	11.1%	2.5%	1.4%	0.0%	18.9%	13.7%	17.6%	15.1%	20.0%	14.3%	17.0%	18.0%	11.4%
9	Radio Super 1	176	29.4%	15.6%	20.0%	33.9%	34.9%	35.8%	31.4%	22.2%	29.6%	29.3%	31.8%	26.7%	24.7%	41.6%	27.3%	32.6%	22.7%
10	Radio 101	75	12.5%	6.7%	18.8%	10.5%	15.1%	16.0%	12.9%	4.2%	16.8%	8.5%	14.1%	15.1%	10.6%	10.4%	9.1%	10.1%	18.2%
11	Other	3	0.5%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%	0.0%
		750	125.4%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

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AUDIENCE RESEARCH

Q110/01: Which stations did you listen to yesterday for at least 15 minutes between 00:00am and 00:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%	0.0%	0.5%	0.0%
10	None	490	99.2%	100.0%	100.0%	100.0%	100.0%	95.5%	100.0%	100.0%	98.9%	98.7%	100.0%	100.0%	99.3%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
4	Island Sound	1	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	6.7%	2.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.1%	0.7%	0.5%
10	None	490	99.2%	100.0%	97.7%	93.3%	98.0%	100.0%	100.0%	100.0%	93.3%	100.0%	100.0%	100.0%	97.7%	99.3%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
4	Island Sound	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	490	99.2%	100.0%	98.5%	97.1%	100.0%	100.0%	100.0%	100.0%	98.8%	99.6%	98.6%	97.3%	100.0%	100.0%	100.0%	98.7%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/02: Which stations did you listen to yesterday for at least 15 minutes between 00:30am and 00:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%	0.0%	0.5%	0.0%
10	None	490	99.2%	100.0%	100.0%	100.0%	100.0%	95.5%	100.0%	100.0%	98.9%	98.7%	100.0%	100.0%	99.3%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
4	Island Sound	1	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	6.7%	2.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.1%	0.7%	0.5%
10	None	490	99.2%	100.0%	97.7%	93.3%	98.0%	100.0%	100.0%	100.0%	93.3%	100.0%	100.0%	100.0%	97.7%	99.3%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
4	Island Sound	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
8	Radio Super 1	3	0.6%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	490	99.2%	100.0%	98.5%	97.1%	100.0%	100.0%	100.0%	100.0%	98.8%	99.6%	98.6%	97.3%	100.0%	100.0%	100.0%	98.7%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/03: Which stations did you listen to yesterday for at least 15 minutes between 01:00am and 01:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.5%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.7%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	100.0%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	2	0.4%	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	492	99.6%	100.0%	100.0%	99.0%	100.0%	98.5%	100.0%	100.0%	99.6%	99.6%	98.6%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/04: Which stations did you listen to yesterday for at least 15 minutes between 01:30am and 01:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.5%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.7%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	100.0%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	2	0.4%	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	492	99.6%	100.0%	100.0%	99.0%	100.0%	98.5%	100.0%	100.0%	99.6%	99.6%	98.6%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/05: Which stations did you listen to yesterday for at least 15 minutes between 02:00am and 02:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
10	None	491	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.5%
10	None	491	99.4%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	1.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	491	99.4%	100.0%	100.0%	99.0%	100.0%	98.5%	98.3%	100.0%	99.2%	99.6%	98.6%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/06: Which stations did you listen to yesterday for at least 15 minutes between 02:30am and 02:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
10	None	491	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.5%
10	None	491	99.4%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	1.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	491	99.4%	100.0%	100.0%	99.0%	100.0%	98.5%	98.3%	100.0%	99.2%	99.6%	98.6%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/07: Which stations did you listen to yesterday for at least 15 minutes between 03:00am and 03:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
10	None	491	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.5%
10	None	491	99.4%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	1.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	491	99.4%	100.0%	100.0%	99.0%	100.0%	98.5%	98.3%	100.0%	99.2%	99.6%	98.6%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/08: Which stations did you listen to yesterday for at least 15 minutes between 03:30am and 03:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
10	None	491	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.5%
10	None	491	99.4%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	1.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	491	99.4%	100.0%	100.0%	99.0%	100.0%	98.5%	98.3%	100.0%	99.2%	99.6%	98.6%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/09: Which stations did you listen to yesterday for at least 15 minutes between 04:00am and 04:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
10	None	491	99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	99.5%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.5%
10	None	491	99.4%	100.0%	100.0%	100.0%	98.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	1.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	491	99.4%	100.0%	100.0%	99.0%	100.0%	98.5%	98.3%	100.0%	99.2%	99.6%	98.6%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/10: Which stations did you listen to yesterday for at least 15 minutes between 04:30am and 04:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.2%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.7%	100.0%	100.0%	99.8%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	0.5%
10	None	492	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	99.5%	100.0%	100.0%	99.3%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%	0.0%	0.4%	0.4%	0.0%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	492	99.6%	100.0%	100.0%	100.0%	100.0%	98.5%	98.3%	100.0%	99.6%	99.6%	100.0%	98.6%	98.5%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/11: Which stations did you listen to yesterday for at least 15 minutes between 05:00am and 05:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.5%	0.0%
9	Radio Super 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%	0.0%
10	None	490	99.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.0%	98.4%	100.0%	99.3%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%	1.1%	0.7%	0.5%
9	Radio Super 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	0.0%
10	None	490	99.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	98.4%	100.0%	98.9%	98.6%	99.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.0%	0.4%	0.8%	1.4%	1.4%	1.5%	0.0%	0.0%	0.0%	0.0%
9	Radio Super 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	490	99.2%	100.0%	100.0%	100.0%	100.0%	95.5%	98.3%	100.0%	99.6%	98.8%	98.6%	98.6%	96.9%	100.0%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/12: Which stations did you listen to yesterday for at least 15 minutes between 05:30am and 05:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Radio Super 1	5	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.9%	0.0%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%	0.0%
10	None	486	98.4%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	98.9%	96.7%	98.4%	100.0%	98.4%	100.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
8	Radio Super 1	5	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.2%	0.0%	1.1%	0.7%	1.5%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	0.0%
10	None	486	98.4%	100.0%	100.0%	100.0%	100.0%	98.6%	100.0%	96.2%	100.0%	100.0%	97.3%	100.0%	98.9%	97.9%	98.1%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
7	Smash Radio	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
8	Radio Super 1	5	1.0%	0.0%	1.5%	0.0%	1.0%	3.0%	1.7%	0.0%	0.4%	1.6%	1.4%	1.4%	3.1%	1.4%	0.0%	0.0%	0.0%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
10	None	486	98.4%	100.0%	97.0%	100.0%	99.0%	95.5%	96.6%	100.0%	98.8%	98.0%	98.6%	97.3%	93.8%	98.6%	100.0%	100.0%	100.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/13: Which stations did you listen to yesterday for at least 15 minutes between 06:00am and 06:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	17	3.4%	0.0%	17.6%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.8%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	3	0.6%	0.0%	1.1%	7.1%	6.5%	0.0%	4.2%	0.0%	0.0%	1.3%	0.0%	100.0%	0.7%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
5	RTK	6	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	4	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	0.0%	0.0%	0.5%	2.4%
8	Radio Super 1	27	5.5%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	16.3%	3.3%	0.0%	5.3%	4.8%
9	Radio 101	11	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	14.8%	0.0%	2.3%	2.4%
10	None	423	85.6%	100.0%	79.1%	92.9%	90.3%	95.5%	81.9%	96.4%	94.4%	81.7%	82.0%	0.0%	86.6%	83.3%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	17	3.4%	0.0%	2.3%	13.3%	6.0%	0.0%	0.0%	9.4%	0.0%	0.0%	3.2%	0.0%	2.3%	4.2%	4.4%
2	Radio Malta 2	1	0.2%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	0.0%	0.7%	0.5%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
5	RTK	6	1.2%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%	0.0%	2.1%	1.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
7	Smash Radio	4	0.8%	0.0%	0.0%	6.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.3%	0.7%	0.5%
8	Radio Super 1	27	5.5%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	7.5%	0.0%	0.0%	11.4%	3.6%	2.3%	6.3%	6.8%
9	Radio 101	11	2.2%	0.0%	4.7%	0.0%	2.0%	0.0%	0.0%	5.7%	0.0%	0.0%	2.7%	1.8%	4.5%	1.4%	1.9%
10	None	423	85.6%	88.2%	90.7%	80.0%	88.0%	93.0%	83.3%	77.4%	100.0%	100.0%	79.5%	89.3%	88.6%	84.0%	84.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/13: Which stations did you listen to yesterday for at least 15 minutes between 06:00am and 06:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	17	3.4%	0.0%	0.0%	1.9%	2.9%	6.0%	3.4%	10.3%	3.3%	3.6%	4.3%	4.1%	6.2%	4.3%	0.0%	5.2%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	1.0%	1.0%	1.5%	0.0%	0.0%	0.8%	0.4%	0.0%	1.4%	1.5%	1.4%	0.0%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
5	RTK	6	1.2%	0.0%	0.0%	1.9%	2.9%	0.0%	1.7%	0.0%	0.8%	1.6%	4.3%	0.0%	0.0%	1.4%	1.3%	1.3%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7	Smash Radio	4	0.8%	0.0%	3.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.4%	1.2%	1.4%	1.4%	0.0%	1.4%	1.3%	0.0%	0.0%
8	Radio Super 1	27	5.5%	0.0%	3.0%	4.8%	5.8%	7.5%	10.3%	5.2%	2.1%	8.7%	4.3%	9.5%	7.7%	7.2%	5.3%	2.6%	1.6%
9	Radio 101	11	2.2%	0.0%	0.0%	1.0%	2.9%	4.5%	1.7%	5.2%	2.5%	2.0%	0.0%	2.7%	4.6%	1.4%	6.6%	0.0%	0.0%
10	None	423	85.6%	100.0%	94.0%	85.7%	83.7%	80.6%	82.8%	79.3%	88.8%	82.5%	84.3%	81.1%	80.0%	81.2%	84.2%	90.9%	98.4%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/14: Which stations did you listen to yesterday for at least 15 minutes between 06:30am and 06:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	19	3.8%	0.0%	19.8%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	4.8%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	7.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	4	0.8%	0.0%	1.1%	7.1%	9.7%	0.0%	4.2%	0.0%	0.0%	1.3%	0.0%	100.0%	0.9%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
5	RTK	8	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.7%	1.6%	0.0%	1.6%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	7.1%	1.1%	0.0%	0.0%	0.0%	0.5%	0.0%
7	Smash Radio	7	1.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.7%	0.0%	0.0%	1.2%	2.4%
8	Radio Super 1	44	8.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	27.5%	4.9%	0.0%	8.8%	7.1%
9	Radio 101	17	3.4%	0.0%	0.0%	0.0%	0.0%	4.5%	2.8%	0.0%	0.0%	0.0%	24.6%	0.0%	3.7%	2.4%
10	None	389	78.7%	100.0%	75.8%	85.7%	87.1%	90.9%	79.2%	92.9%	91.1%	69.9%	68.9%	0.0%	79.4%	81.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	19	3.8%	0.0%	4.7%	20.0%	4.0%	0.0%	0.0%	7.5%	0.0%	0.0%	4.3%	0.0%	3.4%	3.5%	5.3%
2	Radio Malta 2	2	0.4%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%
3	Radio One Live	4	0.8%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%	0.0%	0.7%	1.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
5	RTK	8	1.6%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	0.0%	0.0%	0.0%	3.2%	1.8%	0.0%	2.1%	1.9%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.7%	0.5%
7	Smash Radio	7	1.4%	0.0%	2.3%	6.7%	0.0%	2.8%	0.0%	1.9%	0.0%	2.6%	0.5%	1.8%	4.5%	1.4%	0.0%
8	Radio Super 1	44	8.9%	0.0%	4.7%	0.0%	4.0%	2.8%	0.0%	11.3%	6.7%	2.6%	16.2%	5.4%	3.4%	11.1%	10.7%
9	Radio 101	17	3.4%	11.8%	7.0%	0.0%	0.0%	2.8%	0.0%	5.7%	0.0%	0.0%	3.8%	8.9%	4.5%	0.7%	3.4%
10	None	389	78.7%	70.6%	79.1%	73.3%	90.0%	88.7%	83.3%	73.6%	93.3%	94.9%	69.7%	76.8%	83.0%	79.2%	77.2%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/14: Which stations did you listen to yesterday for at least 15 minutes between 06:30am and 06:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	19	3.8%	0.0%	0.0%	2.9%	2.9%	6.0%	5.2%	10.3%	2.9%	4.8%	4.3%	6.8%	4.6%	4.3%	1.3%	3.9%	1.6%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.5%	1.4%	0.0%	0.0%	0.0%
3	Radio One Live	4	0.8%	0.0%	0.0%	1.0%	1.9%	1.5%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	1.5%	1.4%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
5	RTK	8	1.6%	0.0%	0.0%	1.9%	3.8%	0.0%	3.4%	0.0%	0.8%	2.4%	4.3%	1.4%	0.0%	2.9%	1.3%	1.3%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	1.9%	0.0%	1.5%	0.0%	0.0%	0.4%	0.8%	1.4%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
7	Smash Radio	7	1.4%	2.9%	4.5%	1.0%	1.0%	0.0%	1.7%	0.0%	0.8%	2.0%	1.4%	4.1%	1.5%	1.4%	1.3%	0.0%	0.0%
8	Radio Super 1	44	8.9%	2.9%	3.0%	6.7%	10.6%	14.9%	13.8%	8.6%	5.4%	12.3%	8.6%	8.1%	15.4%	8.7%	6.6%	9.1%	6.3%
9	Radio 101	17	3.4%	0.0%	0.0%	2.9%	5.8%	4.5%	3.4%	5.2%	3.7%	3.2%	4.3%	4.1%	4.6%	0.0%	6.6%	3.9%	0.0%
10	None	389	78.7%	94.3%	92.5%	80.0%	74.0%	70.1%	72.4%	75.9%	83.9%	73.8%	75.7%	74.3%	70.8%	79.7%	77.6%	81.8%	92.1%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/15: Which stations did you listen to yesterday for at least 15 minutes between 07:00am and 07:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	26	5.3%	0.0%	26.4%	0.0%	3.2%	0.0%	4.2%	3.6%	1.1%	0.0%	0.0%	0.0%	5.1%	2.4%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	7	1.4%	0.0%	0.0%	7.1%	19.4%	0.0%	2.8%	0.0%	0.0%	2.0%	0.0%	0.0%	1.4%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.8%
5	RTK	18	3.6%	0.0%	2.2%	0.0%	3.2%	0.0%	23.6%	0.0%	0.0%	0.7%	1.6%	100.0%	3.9%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	7.1%	1.1%	0.0%	0.0%	0.0%	0.5%	0.0%
7	Smash Radio	16	3.2%	25.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	1.3%	0.0%	0.0%	3.0%	4.8%
8	Radio Super 1	50	10.1%	0.0%	2.2%	0.0%	6.5%	0.0%	0.0%	0.0%	2.2%	31.4%	3.3%	0.0%	10.0%	9.5%
9	Radio 101	26	5.3%	0.0%	0.0%	0.0%	0.0%	4.5%	4.2%	3.6%	1.1%	0.7%	39.3%	0.0%	5.8%	2.4%
10	None	343	69.4%	75.0%	68.1%	85.7%	64.5%	77.3%	63.9%	85.7%	80.0%	64.1%	55.7%	0.0%	69.7%	76.2%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	26	5.3%	5.9%	7.0%	20.0%	4.0%	0.0%	0.0%	5.7%	0.0%	2.6%	7.0%	0.0%	8.0%	3.5%	6.8%
2	Radio Malta 2	1	0.2%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
3	Radio One Live	7	1.4%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.2%	0.0%	1.1%	2.1%	1.5%
4	Island Sound	4	0.8%	5.9%	0.0%	6.7%	0.0%	1.4%	0.0%	0.0%	0.0%	2.6%	0.0%	1.8%	2.3%	0.7%	0.0%
5	RTK	18	3.6%	5.9%	0.0%	0.0%	4.0%	1.4%	0.0%	1.9%	0.0%	0.0%	7.0%	7.1%	2.3%	4.2%	2.9%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.7%	0.5%
7	Smash Radio	16	3.2%	0.0%	4.7%	6.7%	2.0%	11.3%	0.0%	1.9%	0.0%	2.6%	1.1%	0.0%	5.7%	2.8%	3.4%
8	Radio Super 1	50	10.1%	5.9%	0.0%	0.0%	14.0%	4.2%	16.7%	9.4%	6.7%	2.6%	16.8%	5.4%	2.3%	15.3%	11.2%
9	Radio 101	26	5.3%	11.8%	11.6%	13.3%	2.0%	7.0%	0.0%	5.7%	0.0%	2.6%	3.8%	7.1%	8.0%	1.4%	6.3%
10	None	343	69.4%	58.8%	72.1%	53.3%	74.0%	74.6%	66.7%	73.6%	93.3%	87.2%	61.1%	76.8%	69.3%	69.4%	67.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/15: Which stations did you listen to yesterday for at least 15 minutes between 07:00am and 07:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	26	5.3%	2.9%	0.0%	2.9%	4.8%	9.0%	6.9%	12.1%	3.3%	7.1%	7.1%	6.8%	4.6%	4.3%	2.6%	7.8%	3.2%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	7	1.4%	0.0%	0.0%	1.0%	1.9%	4.5%	0.0%	1.7%	1.2%	1.6%	0.0%	4.1%	1.5%	1.4%	1.3%	1.3%	0.0%
4	Island Sound	4	0.8%	2.9%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	1.4%	0.0%	1.4%	1.3%	0.0%	1.6%
5	RTK	18	3.6%	0.0%	0.0%	2.9%	7.7%	1.5%	8.6%	1.7%	2.1%	5.2%	4.3%	2.7%	4.6%	5.8%	3.9%	1.3%	3.2%
6	Bay Radio	3	0.6%	0.0%	0.0%	1.9%	0.0%	1.5%	0.0%	0.0%	0.4%	0.8%	1.4%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
7	Smash Radio	16	3.2%	8.6%	13.4%	1.9%	1.0%	0.0%	1.7%	0.0%	1.2%	5.2%	4.3%	5.4%	4.6%	2.9%	3.9%	1.3%	0.0%
8	Radio Super 1	50	10.1%	2.9%	4.5%	10.5%	11.5%	13.4%	17.2%	6.9%	7.0%	13.1%	10.0%	9.5%	12.3%	11.6%	7.9%	14.3%	4.8%
9	Radio 101	26	5.3%	2.9%	3.0%	2.9%	6.7%	10.4%	5.2%	5.2%	7.0%	3.6%	4.3%	6.8%	9.2%	1.4%	6.6%	3.9%	4.8%
10	None	343	69.4%	80.0%	79.1%	73.3%	66.3%	58.2%	60.3%	72.4%	76.0%	63.1%	68.6%	63.5%	61.5%	71.0%	69.7%	70.1%	82.5%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/16: Which stations did you listen to yesterday for at least 15 minutes between 07:30am and 07:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	29	5.9%	0.0%	29.7%	7.1%	3.2%	0.0%	2.8%	3.6%	2.2%	0.7%	0.0%	0.0%	5.8%	4.8%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	9	1.8%	0.0%	0.0%	7.1%	22.6%	0.0%	2.8%	0.0%	0.0%	2.6%	0.0%	0.0%	1.9%	0.0%
4	Island Sound	7	1.4%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	7.1%	0.0%	0.0%	1.6%	0.0%	1.2%	4.8%
5	RTK	18	3.6%	0.0%	1.1%	0.0%	0.0%	0.0%	23.6%	0.0%	0.0%	0.7%	1.6%	0.0%	3.9%	0.0%
6	Bay Radio	5	1.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	17.9%	2.2%	0.0%	0.0%	0.0%	0.9%	0.0%
7	Smash Radio	17	3.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	1.3%	0.0%	0.0%	3.2%	4.8%
8	Radio Super 1	52	10.5%	0.0%	2.2%	0.0%	6.5%	0.0%	0.0%	0.0%	2.2%	32.7%	3.3%	0.0%	10.6%	7.1%
9	Radio 101	23	4.7%	0.0%	1.1%	0.0%	0.0%	9.1%	4.2%	0.0%	0.0%	0.0%	31.1%	0.0%	5.1%	2.4%
10	None	333	67.4%	100.0%	64.8%	78.6%	64.5%	63.6%	66.7%	71.4%	76.7%	62.1%	62.3%	100.0%	67.1%	76.2%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	29	5.9%	5.9%	7.0%	26.7%	4.0%	2.8%	0.0%	5.7%	0.0%	2.6%	7.0%	0.0%	8.0%	4.9%	7.3%
2	Radio Malta 2	1	0.2%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
3	Radio One Live	9	1.8%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	2.7%	0.0%	1.1%	2.8%	1.9%
4	Island Sound	7	1.4%	11.8%	0.0%	6.7%	0.0%	1.4%	0.0%	1.9%	0.0%	5.1%	0.0%	3.6%	3.4%	0.7%	0.5%
5	RTK	18	3.6%	0.0%	0.0%	0.0%	4.0%	2.8%	0.0%	1.9%	0.0%	0.0%	7.0%	5.4%	2.3%	3.5%	3.9%
6	Bay Radio	5	1.0%	0.0%	0.0%	6.7%	2.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.1%	1.8%	1.1%	1.4%	0.5%
7	Smash Radio	17	3.4%	0.0%	4.7%	6.7%	2.0%	12.7%	0.0%	1.9%	0.0%	2.6%	1.1%	1.8%	5.7%	2.8%	3.4%
8	Radio Super 1	52	10.5%	5.9%	0.0%	0.0%	12.0%	4.2%	33.3%	13.2%	6.7%	0.0%	17.3%	5.4%	2.3%	16.0%	11.7%
9	Radio 101	23	4.7%	5.9%	9.3%	13.3%	4.0%	7.0%	0.0%	5.7%	0.0%	0.0%	3.2%	5.4%	6.8%	2.1%	5.3%
10	None	333	67.4%	64.7%	74.4%	40.0%	72.0%	69.0%	50.0%	66.0%	93.3%	89.7%	60.5%	75.0%	69.3%	66.0%	65.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/16: Which stations did you listen to yesterday for at least 15 minutes between 07:30am and 07:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	29	5.9%	2.9%	1.5%	3.8%	5.8%	9.0%	8.6%	10.3%	4.1%	7.5%	10.0%	6.8%	4.6%	5.8%	2.6%	7.8%	3.2%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	9	1.8%	0.0%	0.0%	1.0%	1.9%	4.5%	0.0%	5.2%	1.2%	2.4%	0.0%	5.4%	1.5%	2.9%	1.3%	1.3%	0.0%
4	Island Sound	7	1.4%	2.9%	1.5%	2.9%	1.0%	0.0%	0.0%	1.7%	2.1%	0.8%	1.4%	2.7%	1.5%	1.4%	2.6%	0.0%	0.0%
5	RTK	18	3.6%	0.0%	0.0%	2.9%	5.8%	4.5%	8.6%	1.7%	2.1%	5.2%	4.3%	2.7%	4.6%	5.8%	2.6%	2.6%	3.2%
6	Bay Radio	5	1.0%	0.0%	0.0%	3.8%	1.0%	0.0%	0.0%	0.0%	1.2%	0.8%	1.4%	1.4%	0.0%	0.0%	1.3%	1.3%	1.6%
7	Smash Radio	17	3.4%	8.6%	14.9%	1.9%	1.0%	0.0%	1.7%	0.0%	2.1%	4.8%	4.3%	5.4%	4.6%	1.4%	5.3%	1.3%	1.6%
8	Radio Super 1	52	10.5%	0.0%	4.5%	12.4%	12.5%	11.9%	20.7%	5.2%	7.0%	13.9%	8.6%	10.8%	10.8%	11.6%	9.2%	13.0%	9.5%
9	Radio 101	23	4.7%	0.0%	3.0%	3.8%	4.8%	9.0%	5.2%	5.2%	6.2%	3.2%	4.3%	4.1%	9.2%	1.4%	6.6%	1.3%	6.3%
10	None	333	67.4%	85.7%	74.6%	67.6%	66.3%	59.7%	55.2%	70.7%	73.6%	61.5%	65.7%	60.8%	61.5%	69.6%	68.4%	71.4%	74.6%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/17: Which stations did you listen to yesterday for at least 15 minutes between 08:00am and 08:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	30	6.1%	0.0%	31.9%	7.1%	0.0%	0.0%	1.4%	0.0%	2.2%	0.7%	0.0%	0.0%	5.8%	7.1%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	10	2.0%	0.0%	1.1%	7.1%	25.8%	0.0%	4.2%	3.6%	0.0%	1.3%	0.0%	0.0%	2.1%	2.4%
4	Island Sound	11	2.2%	0.0%	0.0%	0.0%	0.0%	40.9%	0.0%	3.6%	0.0%	0.0%	4.9%	0.0%	1.9%	7.1%
5	RTK	25	5.1%	0.0%	1.1%	0.0%	0.0%	0.0%	34.7%	0.0%	0.0%	0.0%	1.6%	0.0%	5.6%	0.0%
6	Bay Radio	12	2.4%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	39.3%	2.2%	0.7%	1.6%	0.0%	1.9%	4.8%
7	Smash Radio	21	4.3%	25.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	1.3%	0.0%	0.0%	4.4%	2.4%
8	Radio Super 1	66	13.4%	25.0%	2.2%	0.0%	6.5%	0.0%	1.4%	0.0%	3.3%	39.9%	4.9%	0.0%	13.2%	11.9%
9	Radio 101	29	5.9%	0.0%	2.2%	0.0%	0.0%	4.5%	2.8%	3.6%	2.2%	0.7%	42.6%	0.0%	5.8%	4.8%
10	None	289	58.5%	50.0%	59.3%	71.4%	64.5%	54.5%	55.6%	50.0%	71.1%	56.2%	45.9%	100.0%	59.0%	59.5%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	30	6.1%	5.9%	7.0%	20.0%	4.0%	4.2%	0.0%	3.8%	0.0%	2.6%	8.1%	0.0%	6.8%	6.3%	7.3%
2	Radio Malta 2	2	0.4%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%
3	Radio One Live	10	2.0%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	1.9%	0.0%	0.0%	3.8%	1.8%	2.3%	1.4%	2.4%
4	Island Sound	11	2.2%	11.8%	11.6%	6.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	5.7%	0.7%	1.0%
5	RTK	25	5.1%	0.0%	0.0%	6.7%	4.0%	2.8%	0.0%	5.7%	0.0%	0.0%	9.2%	8.9%	3.4%	6.3%	3.9%
6	Bay Radio	12	2.4%	5.9%	2.3%	6.7%	6.0%	1.4%	16.7%	0.0%	0.0%	2.6%	1.6%	5.4%	1.1%	3.5%	1.5%
7	Smash Radio	21	4.3%	0.0%	0.0%	13.3%	8.0%	14.1%	0.0%	1.9%	13.3%	2.6%	0.5%	3.6%	2.3%	4.9%	4.9%
8	Radio Super 1	66	13.4%	5.9%	2.3%	0.0%	10.0%	5.6%	33.3%	17.0%	20.0%	0.0%	22.2%	5.4%	5.7%	16.0%	17.0%
9	Radio 101	29	5.9%	0.0%	11.6%	13.3%	6.0%	9.9%	0.0%	5.7%	0.0%	5.1%	3.8%	7.1%	8.0%	2.8%	6.8%
10	None	289	58.5%	70.6%	62.8%	33.3%	62.0%	54.9%	50.0%	64.2%	66.7%	87.2%	50.8%	64.3%	63.6%	58.3%	54.9%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/17: Which stations did you listen to yesterday for at least 15 minutes between 08:00am and 08:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	30	6.1%	2.9%	1.5%	5.7%	4.8%	9.0%	10.3%	8.6%	3.3%	8.7%	8.6%	6.8%	4.6%	7.2%	3.9%	6.5%	4.8%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	1.0%	1.5%	0.0%	0.0%	0.8%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	10	2.0%	0.0%	0.0%	1.9%	1.9%	6.0%	0.0%	3.4%	0.8%	3.2%	0.0%	4.1%	0.0%	2.9%	3.9%	2.6%	0.0%
4	Island Sound	11	2.2%	2.9%	0.0%	4.8%	3.8%	1.5%	0.0%	0.0%	3.3%	1.2%	0.0%	2.7%	1.5%	2.9%	3.9%	1.3%	3.2%
5	RTK	25	5.1%	0.0%	0.0%	3.8%	6.7%	6.0%	8.6%	8.6%	2.9%	7.1%	4.3%	4.1%	4.6%	7.2%	3.9%	6.5%	4.8%
6	Bay Radio	12	2.4%	0.0%	6.0%	5.7%	1.0%	0.0%	1.7%	0.0%	3.7%	1.2%	4.3%	1.4%	1.5%	2.9%	1.3%	2.6%	3.2%
7	Smash Radio	21	4.3%	8.6%	14.9%	4.8%	1.9%	0.0%	1.7%	0.0%	4.1%	4.4%	2.9%	6.8%	6.2%	1.4%	6.6%	3.9%	1.6%
8	Radio Super 1	66	13.4%	0.0%	6.0%	15.2%	17.3%	14.9%	20.7%	10.3%	8.7%	17.9%	14.3%	9.5%	13.8%	14.5%	11.8%	14.3%	15.9%
9	Radio 101	29	5.9%	2.9%	7.5%	6.7%	4.8%	7.5%	5.2%	5.2%	7.9%	4.0%	5.7%	8.1%	10.8%	2.9%	7.9%	1.3%	4.8%
10	None	289	58.5%	82.9%	65.7%	51.4%	56.7%	53.7%	51.7%	63.8%	64.9%	52.4%	57.1%	56.8%	58.5%	58.0%	56.6%	61.0%	61.9%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/18: Which stations did you listen to yesterday for at least 15 minutes between 08:30am and 08:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	32	6.5%	0.0%	34.1%	14.3%	0.0%	0.0%	1.4%	0.0%	1.1%	0.7%	1.6%	0.0%	6.5%	4.8%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	11	2.2%	25.0%	1.1%	7.1%	25.8%	0.0%	5.6%	3.6%	0.0%	0.7%	0.0%	0.0%	2.3%	2.4%
4	Island Sound	11	2.2%	0.0%	0.0%	0.0%	0.0%	40.9%	0.0%	3.6%	0.0%	0.0%	3.3%	0.0%	1.9%	7.1%
5	RTK	24	4.9%	0.0%	1.1%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	1.6%	0.0%	5.3%	0.0%
6	Bay Radio	12	2.4%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	39.3%	2.2%	0.7%	1.6%	0.0%	1.9%	4.8%
7	Smash Radio	24	4.9%	25.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	2.6%	1.6%	0.0%	4.9%	4.8%
8	Radio Super 1	63	12.8%	25.0%	0.0%	0.0%	6.5%	0.0%	0.0%	3.6%	3.3%	37.9%	3.3%	0.0%	12.5%	11.9%
9	Radio 101	25	5.1%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	0.0%	0.0%	0.7%	37.7%	0.0%	4.6%	7.1%
10	None	290	58.7%	25.0%	60.4%	57.1%	64.5%	54.5%	58.3%	50.0%	73.3%	57.5%	50.8%	100.0%	59.5%	57.1%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	32	6.5%	5.9%	4.7%	13.3%	6.0%	2.8%	0.0%	3.8%	0.0%	2.6%	10.3%	0.0%	5.7%	7.6%	7.8%
2	Radio Malta 2	3	0.6%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.3%	0.0%	0.5%
3	Radio One Live	11	2.2%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	4.9%	1.8%	2.3%	2.8%	1.9%
4	Island Sound	11	2.2%	5.9%	14.0%	6.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.8%	0.7%	1.0%
5	RTK	24	4.9%	0.0%	0.0%	6.7%	4.0%	2.8%	0.0%	3.8%	0.0%	0.0%	9.2%	5.4%	3.4%	6.3%	4.4%
6	Bay Radio	12	2.4%	5.9%	2.3%	6.7%	6.0%	1.4%	16.7%	0.0%	0.0%	2.6%	1.6%	7.1%	1.1%	3.5%	1.0%
7	Smash Radio	24	4.9%	0.0%	0.0%	13.3%	10.0%	15.5%	16.7%	1.9%	13.3%	2.6%	0.5%	1.8%	2.3%	7.6%	4.9%
8	Radio Super 1	63	12.8%	5.9%	2.3%	0.0%	10.0%	5.6%	33.3%	17.0%	20.0%	0.0%	20.5%	5.4%	5.7%	15.3%	16.0%
9	Radio 101	25	5.1%	5.9%	9.3%	6.7%	6.0%	8.5%	0.0%	3.8%	0.0%	0.0%	4.3%	5.4%	8.0%	2.1%	5.8%
10	None	290	58.7%	70.6%	65.1%	46.7%	58.0%	56.3%	33.3%	69.8%	66.7%	92.3%	48.1%	71.4%	62.5%	54.2%	56.8%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/18: Which stations did you listen to yesterday for at least 15 minutes between 08:30am and 08:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	32	6.5%	2.9%	0.0%	2.9%	7.7%	11.9%	8.6%	12.1%	3.3%	9.5%	11.4%	6.8%	4.6%	10.1%	2.6%	6.5%	3.2%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	1.0%	1.5%	1.7%	0.0%	0.8%	0.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	11	2.2%	0.0%	0.0%	2.9%	2.9%	6.0%	0.0%	1.7%	0.8%	3.6%	0.0%	4.1%	1.5%	1.4%	5.3%	2.6%	0.0%
4	Island Sound	11	2.2%	2.9%	0.0%	3.8%	4.8%	1.5%	0.0%	0.0%	3.3%	1.2%	0.0%	1.4%	1.5%	4.3%	3.9%	2.6%	1.6%
5	RTK	24	4.9%	0.0%	0.0%	2.9%	6.7%	6.0%	6.9%	10.3%	2.5%	7.1%	4.3%	4.1%	3.1%	7.2%	3.9%	5.2%	6.3%
6	Bay Radio	12	2.4%	2.9%	4.5%	5.7%	1.0%	0.0%	1.7%	0.0%	3.7%	1.2%	2.9%	1.4%	1.5%	2.9%	1.3%	3.9%	3.2%
7	Smash Radio	24	4.9%	8.6%	17.9%	5.7%	1.9%	0.0%	1.7%	0.0%	5.0%	4.8%	4.3%	6.8%	6.2%	1.4%	6.6%	5.2%	3.2%
8	Radio Super 1	63	12.8%	0.0%	3.0%	16.2%	15.4%	14.9%	20.7%	10.3%	8.7%	16.7%	12.9%	8.1%	13.8%	11.6%	13.2%	16.9%	12.7%
9	Radio 101	25	5.1%	2.9%	4.5%	6.7%	3.8%	9.0%	3.4%	3.4%	6.2%	4.0%	1.4%	5.4%	12.3%	1.4%	6.6%	2.6%	6.3%
10	None	290	58.7%	80.0%	71.6%	53.3%	54.8%	49.3%	55.2%	62.1%	66.1%	51.6%	60.0%	62.2%	56.9%	59.4%	56.6%	54.5%	61.9%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/19: Which stations did you listen to yesterday for at least 15 minutes between 09:00am and 09:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	33	6.7%	0.0%	35.2%	7.1%	0.0%	0.0%	4.2%	0.0%	0.0%	0.7%	3.3%	0.0%	6.9%	0.0%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
3	Radio One Live	16	3.2%	25.0%	1.1%	14.3%	38.7%	0.0%	4.2%	0.0%	1.1%	1.3%	0.0%	0.0%	3.2%	2.4%
4	Island Sound	10	2.0%	0.0%	0.0%	0.0%	0.0%	31.8%	0.0%	3.6%	1.1%	0.0%	3.3%	0.0%	1.9%	4.8%
5	RTK	29	5.9%	0.0%	1.1%	0.0%	0.0%	0.0%	38.9%	0.0%	0.0%	0.0%	3.3%	0.0%	6.5%	2.4%
6	Bay Radio	15	3.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	46.4%	3.3%	0.7%	3.3%	0.0%	2.3%	7.1%
7	Smash Radio	41	8.3%	25.0%	3.3%	0.0%	0.0%	0.0%	2.8%	0.0%	38.9%	2.6%	1.6%	0.0%	8.1%	4.8%
8	Radio Super 1	71	14.4%	25.0%	0.0%	0.0%	9.7%	0.0%	0.0%	3.6%	2.2%	43.8%	1.6%	0.0%	14.1%	16.7%
9	Radio 101	22	4.5%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	0.0%	1.1%	0.7%	32.8%	0.0%	4.4%	2.4%
10	None	255	51.6%	25.0%	59.3%	50.0%	48.4%	68.2%	48.6%	46.4%	52.2%	51.0%	52.5%	100.0%	51.9%	59.5%
		496	100.4%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	33	6.7%	5.9%	7.0%	13.3%	6.0%	2.8%	0.0%	7.5%	0.0%	2.6%	9.2%	0.0%	10.2%	5.6%	7.8%
2	Radio Malta 2	4	0.8%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.3%	0.0%	1.0%
3	Radio One Live	16	3.2%	0.0%	4.7%	0.0%	2.0%	0.0%	16.7%	1.9%	0.0%	2.6%	5.4%	1.8%	3.4%	5.6%	1.9%
4	Island Sound	10	2.0%	11.8%	9.3%	6.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	5.4%	5.7%	0.7%	0.5%
5	RTK	29	5.9%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	5.7%	0.0%	0.0%	10.3%	7.1%	3.4%	9.0%	4.4%
6	Bay Radio	15	3.0%	5.9%	4.7%	0.0%	6.0%	2.8%	16.7%	0.0%	0.0%	2.6%	2.7%	8.9%	2.3%	2.8%	1.9%
7	Smash Radio	41	8.3%	5.9%	0.0%	20.0%	16.0%	22.5%	16.7%	1.9%	26.7%	7.7%	2.2%	3.6%	5.7%	11.8%	8.3%
8	Radio Super 1	71	14.4%	0.0%	2.3%	0.0%	12.0%	7.0%	33.3%	17.0%	13.3%	5.1%	23.8%	5.4%	8.0%	15.3%	18.9%
9	Radio 101	22	4.5%	5.9%	9.3%	6.7%	2.0%	4.2%	0.0%	3.8%	0.0%	5.1%	4.3%	8.9%	6.8%	1.4%	4.4%
10	None	255	51.6%	70.6%	60.5%	46.7%	52.0%	52.1%	16.7%	62.3%	60.0%	74.4%	40.5%	62.5%	52.3%	47.9%	51.0%
		496	100.4%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/19: Which stations did you listen to yesterday for at least 15 minutes between 09:00am and 09:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	33	6.7%	2.9%	0.0%	2.9%	5.8%	11.9%	13.8%	12.1%	4.5%	8.7%	8.6%	9.5%	3.1%	8.7%	2.6%	7.8%	6.3%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	0.0%	1.0%	3.0%	1.7%	0.0%	0.8%	0.8%	2.9%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	16	3.2%	0.0%	1.5%	3.8%	4.8%	6.0%	1.7%	1.7%	2.1%	4.4%	1.4%	5.4%	3.1%	2.9%	5.3%	3.9%	0.0%
4	Island Sound	10	2.0%	2.9%	0.0%	3.8%	4.8%	0.0%	0.0%	0.0%	2.5%	1.6%	1.4%	0.0%	0.0%	2.9%	3.9%	2.6%	3.2%
5	RTK	29	5.9%	0.0%	0.0%	4.8%	8.7%	6.0%	8.6%	10.3%	2.9%	8.7%	2.9%	6.8%	3.1%	7.2%	5.3%	7.8%	7.9%
6	Bay Radio	15	3.0%	2.9%	6.0%	7.6%	0.0%	0.0%	1.7%	1.7%	4.1%	2.0%	4.3%	1.4%	3.1%	2.9%	3.9%	3.9%	1.6%
7	Smash Radio	41	8.3%	17.1%	26.9%	7.6%	7.7%	0.0%	1.7%	0.0%	8.7%	7.9%	5.7%	12.2%	10.8%	5.8%	7.9%	9.1%	6.3%
8	Radio Super 1	71	14.4%	5.7%	1.5%	20.0%	18.3%	14.9%	20.7%	10.3%	10.3%	18.3%	11.4%	10.8%	13.8%	11.6%	13.2%	20.8%	19.0%
9	Radio 101	22	4.5%	5.7%	4.5%	4.8%	3.8%	6.0%	3.4%	3.4%	5.4%	3.6%	1.4%	4.1%	10.8%	0.0%	6.6%	3.9%	4.8%
10	None	255	51.6%	62.9%	61.2%	45.7%	45.2%	52.2%	46.6%	60.3%	59.5%	44.0%	60.0%	48.6%	53.8%	58.0%	51.3%	40.3%	50.8%
		496	100.4%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/20: Which stations did you listen to yesterday for at least 15 minutes between 09:30am and 09:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	35	7.1%	0.0%	38.5%	14.3%	0.0%	0.0%	2.8%	0.0%	0.0%	1.3%	3.3%	0.0%	7.6%	0.0%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	14	2.8%	0.0%	1.1%	14.3%	35.5%	0.0%	4.2%	0.0%	1.1%	1.3%	0.0%	0.0%	3.0%	0.0%
4	Island Sound	9	1.8%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	2.2%	0.0%	3.3%	0.0%	1.6%	4.8%
5	RTK	29	5.9%	0.0%	1.1%	0.0%	0.0%	0.0%	34.7%	3.6%	0.0%	0.7%	4.9%	0.0%	6.5%	2.4%
6	Bay Radio	15	3.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	46.4%	3.3%	0.7%	3.3%	0.0%	2.3%	7.1%
7	Smash Radio	40	8.1%	25.0%	2.2%	0.0%	0.0%	0.0%	2.8%	3.6%	37.8%	2.6%	1.6%	0.0%	8.1%	4.8%
8	Radio Super 1	73	14.8%	25.0%	0.0%	0.0%	6.5%	0.0%	0.0%	3.6%	2.2%	45.1%	1.6%	0.0%	14.4%	19.0%
9	Radio 101	17	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	27.9%	0.0%	3.7%	2.4%
10	None	261	52.8%	50.0%	57.1%	57.1%	54.8%	77.3%	55.6%	46.4%	52.2%	48.4%	54.1%	100.0%	52.5%	59.5%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	35	7.1%	5.9%	4.7%	13.3%	6.0%	2.8%	0.0%	11.3%	0.0%	2.6%	9.7%	1.8%	9.1%	6.9%	7.8%
2	Radio Malta 2	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.5%
3	Radio One Live	14	2.8%	0.0%	2.3%	0.0%	2.0%	0.0%	16.7%	1.9%	0.0%	2.6%	4.9%	1.8%	3.4%	4.9%	1.5%
4	Island Sound	9	1.8%	5.9%	7.0%	6.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	4.5%	0.7%	1.0%
5	RTK	29	5.9%	0.0%	2.3%	6.7%	4.0%	5.6%	0.0%	9.4%	6.7%	0.0%	8.1%	8.9%	3.4%	6.3%	5.8%
6	Bay Radio	15	3.0%	5.9%	4.7%	0.0%	6.0%	2.8%	16.7%	0.0%	0.0%	2.6%	2.7%	8.9%	2.3%	2.8%	1.9%
7	Smash Radio	40	8.1%	5.9%	0.0%	20.0%	14.0%	21.1%	16.7%	0.0%	26.7%	10.3%	2.7%	7.1%	5.7%	11.1%	7.3%
8	Radio Super 1	73	14.8%	0.0%	2.3%	6.7%	10.0%	8.5%	16.7%	17.0%	6.7%	5.1%	25.4%	5.4%	9.1%	16.0%	18.9%
9	Radio 101	17	3.4%	0.0%	7.0%	0.0%	2.0%	4.2%	0.0%	3.8%	0.0%	5.1%	3.2%	3.6%	5.7%	1.4%	3.9%
10	None	261	52.8%	76.5%	67.4%	46.7%	56.0%	50.7%	33.3%	56.6%	60.0%	71.8%	42.7%	60.7%	55.7%	50.0%	51.5%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/20: Which stations did you listen to yesterday for at least 15 minutes between 09:30am and 09:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	35	7.1%	2.9%	0.0%	4.8%	5.8%	11.9%	13.8%	12.1%	5.0%	9.1%	5.7%	12.2%	3.1%	8.7%	3.9%	7.8%	7.9%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	14	2.8%	0.0%	1.5%	2.9%	3.8%	6.0%	1.7%	1.7%	1.7%	4.0%	1.4%	5.4%	3.1%	1.4%	3.9%	2.6%	1.6%
4	Island Sound	9	1.8%	2.9%	1.5%	2.9%	3.8%	0.0%	0.0%	0.0%	1.7%	2.0%	1.4%	0.0%	0.0%	2.9%	5.3%	1.3%	1.6%
5	RTK	29	5.9%	0.0%	0.0%	5.7%	8.7%	4.5%	6.9%	12.1%	4.5%	7.1%	2.9%	6.8%	3.1%	7.2%	5.3%	9.1%	6.3%
6	Bay Radio	15	3.0%	2.9%	6.0%	7.6%	0.0%	0.0%	1.7%	1.7%	4.1%	2.0%	4.3%	1.4%	3.1%	2.9%	3.9%	3.9%	1.6%
7	Smash Radio	40	8.1%	20.0%	25.4%	7.6%	7.7%	0.0%	0.0%	0.0%	8.3%	7.9%	5.7%	10.8%	9.2%	5.8%	7.9%	9.1%	7.9%
8	Radio Super 1	73	14.8%	5.7%	1.5%	18.1%	19.2%	16.4%	22.4%	12.1%	9.9%	19.4%	11.4%	13.5%	13.8%	13.0%	13.2%	19.5%	19.0%
9	Radio 101	17	3.4%	2.9%	3.0%	3.8%	3.8%	6.0%	1.7%	1.7%	4.1%	2.8%	1.4%	4.1%	7.7%	0.0%	5.3%	3.9%	1.6%
10	None	261	52.8%	62.9%	62.7%	46.7%	47.1%	52.2%	51.7%	58.6%	60.3%	45.6%	64.3%	44.6%	56.9%	58.0%	52.6%	42.9%	52.4%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/21: Which stations did you listen to yesterday for at least 15 minutes between 10:00am and 10:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	40	8.1%	0.0%	42.9%	14.3%	0.0%	0.0%	4.2%	0.0%	0.0%	1.3%	3.3%	0.0%	8.6%	4.8%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	13	2.6%	0.0%	1.1%	7.1%	35.5%	0.0%	2.8%	0.0%	1.1%	1.3%	0.0%	0.0%	2.8%	0.0%
4	Island Sound	10	2.0%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	2.2%	0.7%	3.3%	0.0%	1.9%	4.8%
5	RTK	42	8.5%	25.0%	2.2%	7.1%	6.5%	0.0%	47.2%	7.1%	0.0%	0.7%	4.9%	0.0%	9.3%	2.4%
6	Bay Radio	14	2.8%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	42.9%	2.2%	0.7%	3.3%	0.0%	2.1%	7.1%
7	Smash Radio	44	8.9%	25.0%	2.2%	0.0%	3.2%	0.0%	2.8%	3.6%	43.3%	2.6%	1.6%	0.0%	8.8%	7.1%
8	Radio Super 1	74	15.0%	0.0%	1.1%	7.1%	3.2%	0.0%	1.4%	3.6%	2.2%	45.8%	1.6%	0.0%	14.4%	21.4%
9	Radio 101	20	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	1.1%	0.7%	29.5%	0.0%	4.6%	0.0%
10	None	238	48.2%	50.0%	50.5%	50.0%	51.6%	72.7%	40.3%	42.9%	48.9%	46.4%	52.5%	100.0%	47.9%	52.4%
		497	100.6%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	40	8.1%	5.9%	4.7%	6.7%	4.0%	2.8%	0.0%	13.2%	0.0%	2.6%	13.0%	5.4%	9.1%	9.7%	7.3%
2	Radio Malta 2	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.5%
3	Radio One Live	13	2.6%	0.0%	2.3%	0.0%	2.0%	1.4%	16.7%	1.9%	0.0%	2.6%	3.8%	1.8%	3.4%	4.2%	1.5%
4	Island Sound	10	2.0%	5.9%	7.0%	6.7%	0.0%	2.8%	0.0%	3.8%	0.0%	0.0%	0.5%	3.6%	5.7%	0.7%	1.0%
5	RTK	42	8.5%	5.9%	2.3%	6.7%	4.0%	5.6%	0.0%	13.2%	6.7%	0.0%	13.5%	12.5%	9.1%	8.3%	7.3%
6	Bay Radio	14	2.8%	0.0%	7.0%	0.0%	6.0%	2.8%	0.0%	0.0%	0.0%	2.6%	2.7%	7.1%	3.4%	2.8%	1.5%
7	Smash Radio	44	8.9%	5.9%	0.0%	20.0%	14.0%	21.1%	33.3%	0.0%	33.3%	15.4%	2.7%	7.1%	6.8%	11.8%	8.3%
8	Radio Super 1	74	15.0%	0.0%	2.3%	0.0%	8.0%	9.9%	16.7%	18.9%	6.7%	5.1%	25.9%	5.4%	9.1%	16.7%	18.9%
9	Radio 101	20	4.0%	0.0%	7.0%	0.0%	2.0%	5.6%	0.0%	3.8%	0.0%	5.1%	4.3%	5.4%	4.5%	1.4%	5.3%
10	None	238	48.2%	76.5%	65.1%	60.0%	60.0%	47.9%	33.3%	45.3%	53.3%	66.7%	34.6%	53.6%	48.9%	44.4%	49.0%
		497	100.6%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/21: Which stations did you listen to yesterday for at least 15 minutes between 10:00am and 10:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	40	8.1%	2.9%	0.0%	6.7%	7.7%	11.9%	12.1%	15.5%	5.4%	10.7%	10.0%	13.5%	3.1%	11.6%	5.3%	6.5%	6.3%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	13	2.6%	0.0%	1.5%	2.9%	3.8%	4.5%	1.7%	1.7%	2.1%	3.2%	1.4%	2.7%	3.1%	1.4%	3.9%	2.6%	3.2%
4	Island Sound	10	2.0%	2.9%	1.5%	2.9%	2.9%	0.0%	0.0%	3.4%	2.1%	2.0%	1.4%	0.0%	1.5%	4.3%	3.9%	1.3%	1.6%
5	RTK	42	8.5%	0.0%	0.0%	8.6%	10.6%	10.4%	6.9%	19.0%	5.0%	11.9%	5.7%	8.1%	4.6%	8.7%	10.5%	10.4%	11.1%
6	Bay Radio	14	2.8%	2.9%	6.0%	6.7%	1.0%	0.0%	0.0%	1.7%	3.7%	2.0%	2.9%	1.4%	3.1%	2.9%	3.9%	5.2%	0.0%
7	Smash Radio	44	8.9%	25.7%	25.4%	8.6%	8.7%	0.0%	0.0%	0.0%	9.5%	8.3%	8.6%	12.2%	10.8%	5.8%	6.6%	10.4%	7.9%
8	Radio Super 1	74	15.0%	5.7%	1.5%	16.2%	20.2%	14.9%	25.9%	13.8%	9.9%	19.8%	11.4%	10.8%	12.3%	15.9%	14.5%	22.1%	17.5%
9	Radio 101	20	4.0%	2.9%	3.0%	3.8%	3.8%	10.4%	1.7%	1.7%	4.5%	3.6%	2.9%	2.7%	7.7%	1.4%	5.3%	3.9%	4.8%
10	None	238	48.2%	57.1%	61.2%	43.8%	43.3%	46.3%	51.7%	43.1%	57.4%	39.3%	55.7%	47.3%	53.8%	49.3%	46.1%	37.7%	49.2%
		497	100.6%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/22: Which stations did you listen to yesterday for at least 15 minutes between 10:30am and 10:59am?

Base = 494 (listened to the radio yesterday)

				Regular radio stations											TVM Viewership	
		TOTAL	%	None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	37	7.5%	0.0%	38.5%	21.4%	0.0%	0.0%	2.8%	0.0%	0.0%	1.3%	4.9%	0.0%	7.9%	4.8%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	10	2.0%	0.0%	1.1%	7.1%	25.8%	0.0%	1.4%	0.0%	1.1%	1.3%	0.0%	0.0%	2.1%	0.0%
4	Island Sound	8	1.6%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	2.2%	0.0%	3.3%	0.0%	1.4%	4.8%
5	RTK	43	8.7%	25.0%	3.3%	7.1%	12.9%	0.0%	52.8%	3.6%	0.0%	1.3%	0.0%	0.0%	9.7%	0.0%
6	Bay Radio	13	2.6%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	39.3%	1.1%	0.7%	1.6%	0.0%	1.9%	7.1%
7	Smash Radio	45	9.1%	25.0%	2.2%	0.0%	3.2%	4.5%	2.8%	7.1%	41.1%	2.6%	4.9%	0.0%	9.3%	4.8%
8	Radio Super 1	72	14.6%	0.0%	2.2%	7.1%	3.2%	0.0%	1.4%	3.6%	1.1%	45.1%	1.6%	0.0%	14.1%	19.0%
9	Radio 101	14	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%	0.0%	23.0%	0.0%	3.2%	0.0%
10	None	250	50.6%	50.0%	52.7%	42.9%	54.8%	77.3%	37.5%	46.4%	52.2%	47.1%	60.7%	100.0%	50.0%	59.5%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

				Occupation										Socio Economic Classification			
		TOTAL	%	Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	37	7.5%	0.0%	4.7%	6.7%	4.0%	2.8%	0.0%	11.3%	0.0%	0.0%	13.0%	5.4%	4.5%	9.0%	8.3%
2	Radio Malta 2	3	0.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.7%	0.5%
3	Radio One Live	10	2.0%	0.0%	2.3%	0.0%	2.0%	1.4%	16.7%	0.0%	0.0%	2.6%	2.7%	1.8%	2.3%	2.8%	1.5%
4	Island Sound	8	1.6%	5.9%	7.0%	6.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	4.5%	0.7%	0.5%
5	RTK	43	8.7%	5.9%	2.3%	6.7%	2.0%	2.8%	0.0%	18.9%	6.7%	0.0%	14.1%	12.5%	10.2%	9.7%	6.3%
6	Bay Radio	13	2.6%	5.9%	4.7%	0.0%	6.0%	2.8%	0.0%	0.0%	0.0%	2.6%	2.2%	7.1%	2.3%	2.8%	1.5%
7	Smash Radio	45	9.1%	5.9%	0.0%	13.3%	14.0%	22.5%	33.3%	1.9%	33.3%	15.4%	2.7%	7.1%	6.8%	11.1%	9.2%
8	Radio Super 1	72	14.6%	0.0%	2.3%	0.0%	8.0%	8.5%	0.0%	18.9%	6.7%	2.6%	26.5%	5.4%	8.0%	16.7%	18.4%
9	Radio 101	14	2.8%	0.0%	2.3%	0.0%	2.0%	4.2%	0.0%	1.9%	0.0%	5.1%	3.2%	3.6%	2.3%	1.4%	3.9%
10	None	250	50.6%	82.4%	72.1%	66.7%	62.0%	52.1%	50.0%	47.2%	53.3%	71.8%	34.1%	55.4%	58.0%	45.1%	50.0%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/22: Which stations did you listen to yesterday for at least 15 minutes between 10:30am and 10:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	37	7.5%	0.0%	1.5%	5.7%	6.7%	10.4%	8.6%	19.0%	4.5%	10.3%	8.6%	9.5%	6.2%	11.6%	5.3%	6.5%	4.8%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	1.0%	0.0%	3.0%	0.0%	0.0%	0.4%	0.8%	1.4%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	10	2.0%	0.0%	1.5%	2.9%	3.8%	3.0%	0.0%	0.0%	1.7%	2.4%	1.4%	1.4%	3.1%	0.0%	3.9%	2.6%	1.6%
4	Island Sound	8	1.6%	2.9%	1.5%	2.9%	2.9%	0.0%	0.0%	0.0%	1.7%	1.6%	1.4%	0.0%	0.0%	2.9%	3.9%	1.3%	1.6%
5	RTK	43	8.7%	0.0%	0.0%	6.7%	8.7%	11.9%	13.8%	19.0%	5.0%	12.3%	4.3%	8.1%	4.6%	8.7%	11.8%	11.7%	11.1%
6	Bay Radio	13	2.6%	2.9%	4.5%	6.7%	1.0%	0.0%	0.0%	1.7%	3.7%	1.6%	2.9%	2.7%	3.1%	2.9%	1.3%	3.9%	1.6%
7	Smash Radio	45	9.1%	25.7%	26.9%	9.5%	6.7%	1.5%	0.0%	0.0%	9.9%	8.3%	5.7%	12.2%	10.8%	5.8%	10.5%	9.1%	9.5%
8	Radio Super 1	72	14.6%	2.9%	1.5%	13.3%	20.2%	16.4%	27.6%	13.8%	9.1%	19.8%	11.4%	10.8%	13.8%	15.9%	14.5%	18.2%	17.5%
9	Radio 101	14	2.8%	2.9%	1.5%	3.8%	1.9%	6.0%	1.7%	1.7%	2.9%	2.8%	1.4%	2.7%	6.2%	0.0%	2.6%	3.9%	3.2%
10	None	250	50.6%	62.9%	61.2%	48.6%	48.1%	47.8%	48.3%	44.8%	61.6%	40.1%	61.4%	50.0%	52.3%	52.2%	46.1%	42.9%	50.8%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/23: Which stations did you listen to yesterday for at least 15 minutes between 11:00am and 11:29am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	35	7.1%	0.0%	36.3%	21.4%	0.0%	0.0%	1.4%	0.0%	0.0%	1.3%	4.9%	0.0%	7.4%	4.8%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	14	2.8%	0.0%	1.1%	7.1%	35.5%	0.0%	0.0%	0.0%	2.2%	1.3%	1.6%	0.0%	3.0%	0.0%
4	Island Sound	6	1.2%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.9%	4.8%
5	RTK	44	8.9%	25.0%	3.3%	7.1%	16.1%	0.0%	51.4%	3.6%	0.0%	1.3%	0.0%	0.0%	10.0%	0.0%
6	Bay Radio	13	2.6%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	35.7%	1.1%	1.3%	1.6%	0.0%	1.9%	7.1%
7	Smash Radio	41	8.3%	25.0%	1.1%	0.0%	3.2%	4.5%	2.8%	7.1%	38.9%	1.3%	3.3%	0.0%	8.6%	2.4%
8	Radio Super 1	73	14.8%	0.0%	2.2%	7.1%	0.0%	0.0%	1.4%	3.6%	2.2%	46.4%	1.6%	0.0%	14.4%	19.0%
9	Radio 101	17	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	1.1%	0.7%	26.2%	0.0%	3.7%	2.4%
10	None	251	50.8%	50.0%	56.0%	35.7%	45.2%	77.3%	40.3%	50.0%	53.3%	47.1%	60.7%	100.0%	50.0%	61.9%
		497	100.6%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	35	7.1%	0.0%	4.7%	6.7%	4.0%	2.8%	0.0%	9.4%	0.0%	0.0%	12.4%	3.6%	4.5%	8.3%	8.3%
2	Radio Malta 2	3	0.6%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	1.0%
3	Radio One Live	14	2.8%	0.0%	4.7%	0.0%	2.0%	2.8%	16.7%	1.9%	0.0%	2.6%	3.2%	1.8%	3.4%	2.8%	2.9%
4	Island Sound	6	1.2%	5.9%	4.7%	6.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	3.4%	0.7%	0.0%
5	RTK	44	8.9%	5.9%	0.0%	6.7%	2.0%	2.8%	0.0%	17.0%	6.7%	0.0%	15.7%	8.9%	11.4%	11.1%	6.3%
6	Bay Radio	13	2.6%	5.9%	4.7%	0.0%	8.0%	2.8%	0.0%	0.0%	0.0%	2.6%	1.6%	7.1%	2.3%	2.1%	1.9%
7	Smash Radio	41	8.3%	5.9%	0.0%	13.3%	12.0%	19.7%	16.7%	1.9%	33.3%	15.4%	2.7%	7.1%	5.7%	9.0%	9.2%
8	Radio Super 1	73	14.8%	0.0%	2.3%	0.0%	8.0%	11.3%	0.0%	18.9%	13.3%	2.6%	25.4%	5.4%	8.0%	16.7%	18.9%
9	Radio 101	17	3.4%	0.0%	4.7%	0.0%	6.0%	2.8%	0.0%	1.9%	0.0%	5.1%	3.8%	3.6%	4.5%	2.1%	3.9%
10	None	251	50.8%	82.4%	72.1%	66.7%	60.0%	52.1%	66.7%	49.1%	46.7%	71.8%	34.6%	60.7%	55.7%	47.2%	48.5%
		497	100.6%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/23: Which stations did you listen to yesterday for at least 15 minutes between 11:00am and 11:29am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	35	7.1%	0.0%	1.5%	4.8%	6.7%	10.4%	8.6%	17.2%	4.5%	9.5%	8.6%	8.1%	6.2%	10.1%	3.9%	6.5%	6.3%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	1.0%	3.0%	0.0%	0.0%	0.8%	0.4%	2.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	14	2.8%	0.0%	3.0%	1.9%	3.8%	6.0%	3.4%	0.0%	2.5%	3.2%	1.4%	1.4%	4.6%	0.0%	6.6%	3.9%	1.6%
4	Island Sound	6	1.2%	2.9%	0.0%	2.9%	1.9%	0.0%	0.0%	0.0%	1.7%	0.8%	1.4%	0.0%	0.0%	2.9%	2.6%	1.3%	0.0%
5	RTK	44	8.9%	0.0%	0.0%	7.6%	6.7%	14.9%	12.1%	20.7%	4.5%	13.1%	5.7%	6.8%	6.2%	8.7%	11.8%	10.4%	12.7%
6	Bay Radio	13	2.6%	2.9%	4.5%	6.7%	1.0%	0.0%	0.0%	1.7%	4.1%	1.2%	2.9%	2.7%	3.1%	1.4%	1.3%	5.2%	1.6%
7	Smash Radio	41	8.3%	25.7%	22.4%	8.6%	6.7%	1.5%	0.0%	0.0%	9.1%	7.5%	4.3%	12.2%	10.8%	5.8%	10.5%	9.1%	4.8%
8	Radio Super 1	73	14.8%	2.9%	4.5%	13.3%	21.2%	16.4%	25.9%	12.1%	9.5%	19.8%	12.9%	12.2%	13.8%	14.5%	14.5%	18.2%	17.5%
9	Radio 101	17	3.4%	2.9%	1.5%	5.7%	1.9%	6.0%	1.7%	3.4%	3.7%	3.2%	4.3%	2.7%	7.7%	0.0%	2.6%	3.9%	3.2%
10	None	251	50.8%	62.9%	64.2%	49.5%	49.0%	43.3%	48.3%	44.8%	60.3%	41.7%	55.7%	52.7%	49.2%	56.5%	46.1%	42.9%	54.0%
		497	100.6%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/24: Which stations did you listen to yesterday for at least 15 minutes between 11:30am and 11:59am?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	34	6.9%	0.0%	35.2%	21.4%	0.0%	0.0%	1.4%	0.0%	0.0%	2.0%	3.3%	0.0%	7.2%	4.8%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	13	2.6%	0.0%	1.1%	7.1%	35.5%	0.0%	1.4%	0.0%	2.2%	1.3%	0.0%	0.0%	2.8%	0.0%
4	Island Sound	7	1.4%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	3.6%	1.1%	0.0%	1.6%	0.0%	1.2%	4.8%
5	RTK	36	7.3%	0.0%	2.2%	7.1%	9.7%	0.0%	44.4%	3.6%	0.0%	0.7%	0.0%	0.0%	8.1%	0.0%
6	Bay Radio	11	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.7%	1.1%	0.7%	1.6%	0.0%	1.6%	4.8%
7	Smash Radio	40	8.1%	25.0%	1.1%	0.0%	3.2%	0.0%	2.8%	3.6%	40.0%	1.3%	3.3%	0.0%	8.1%	2.4%
8	Radio Super 1	85	17.2%	25.0%	3.3%	7.1%	3.2%	0.0%	2.8%	3.6%	2.2%	52.3%	4.9%	0.0%	17.4%	16.7%
9	Radio 101	15	3.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	21.3%	0.0%	3.5%	0.0%
10	None	252	51.0%	50.0%	56.0%	42.9%	48.4%	77.3%	44.4%	50.0%	54.4%	41.8%	63.9%	100.0%	50.0%	66.7%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	34	6.9%	0.0%	4.7%	6.7%	4.0%	2.8%	0.0%	7.5%	0.0%	0.0%	12.4%	3.6%	4.5%	6.9%	8.7%
2	Radio Malta 2	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.5%
3	Radio One Live	13	2.6%	0.0%	4.7%	0.0%	2.0%	2.8%	0.0%	3.8%	0.0%	2.6%	2.7%	1.8%	3.4%	3.5%	1.9%
4	Island Sound	7	1.4%	5.9%	7.0%	6.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	4.5%	0.7%	0.0%
5	RTK	36	7.3%	5.9%	0.0%	0.0%	2.0%	2.8%	0.0%	11.3%	6.7%	0.0%	13.5%	8.9%	10.2%	9.0%	4.4%
6	Bay Radio	11	2.2%	0.0%	4.7%	0.0%	6.0%	2.8%	0.0%	0.0%	0.0%	2.6%	1.6%	5.4%	2.3%	2.1%	1.5%
7	Smash Radio	40	8.1%	5.9%	0.0%	13.3%	14.0%	19.7%	16.7%	1.9%	26.7%	12.8%	2.7%	5.4%	6.8%	8.3%	9.2%
8	Radio Super 1	85	17.2%	0.0%	4.7%	0.0%	12.0%	12.7%	0.0%	30.2%	20.0%	2.6%	25.9%	5.4%	10.2%	19.4%	21.8%
9	Radio 101	15	3.0%	0.0%	2.3%	0.0%	4.0%	1.4%	0.0%	1.9%	0.0%	2.6%	4.9%	3.6%	3.4%	2.8%	2.9%
10	None	252	51.0%	82.4%	69.8%	73.3%	56.0%	53.5%	83.3%	43.4%	46.7%	76.9%	35.7%	62.5%	54.5%	47.2%	49.0%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/24: Which stations did you listen to yesterday for at least 15 minutes between 11:30am and 11:59am?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	34	6.9%	0.0%	1.5%	3.8%	6.7%	10.4%	8.6%	17.2%	4.1%	9.5%	7.1%	6.8%	4.6%	11.6%	3.9%	6.5%	7.9%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	13	2.6%	0.0%	3.0%	1.9%	2.9%	4.5%	5.2%	0.0%	2.5%	2.8%	1.4%	1.4%	3.1%	1.4%	6.6%	2.6%	1.6%
4	Island Sound	7	1.4%	2.9%	0.0%	2.9%	2.9%	0.0%	0.0%	0.0%	2.1%	0.8%	1.4%	0.0%	0.0%	2.9%	2.6%	2.6%	0.0%
5	RTK	36	7.3%	0.0%	0.0%	6.7%	4.8%	13.4%	10.3%	15.5%	3.3%	11.1%	4.3%	4.1%	4.6%	7.2%	10.5%	9.1%	11.1%
6	Bay Radio	11	2.2%	2.9%	3.0%	5.7%	1.0%	0.0%	0.0%	1.7%	3.3%	1.2%	2.9%	2.7%	3.1%	1.4%	1.3%	3.9%	0.0%
7	Smash Radio	40	8.1%	25.7%	19.4%	8.6%	7.7%	1.5%	0.0%	0.0%	9.5%	6.7%	5.7%	14.9%	9.2%	4.3%	7.9%	10.4%	3.2%
8	Radio Super 1	85	17.2%	2.9%	3.0%	13.3%	24.0%	20.9%	27.6%	22.4%	13.6%	20.6%	17.1%	16.2%	16.9%	18.8%	15.8%	16.9%	19.0%
9	Radio 101	15	3.0%	0.0%	1.5%	3.8%	2.9%	4.5%	3.4%	3.4%	2.1%	4.0%	1.4%	2.7%	7.7%	1.4%	2.6%	3.9%	1.6%
10	None	252	51.0%	65.7%	68.7%	53.3%	48.1%	41.8%	44.8%	39.7%	59.1%	43.3%	58.6%	50.0%	50.8%	50.7%	48.7%	44.2%	55.6%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/25: Which stations did you listen to yesterday for at least 15 minutes between 12:00pm and 12:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	40	8.1%	0.0%	42.9%	21.4%	0.0%	0.0%	2.8%	0.0%	0.0%	2.6%	3.3%	0.0%	8.3%	4.8%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
3	Radio One Live	8	1.6%	0.0%	1.1%	7.1%	22.6%	0.0%	1.4%	0.0%	1.1%	0.7%	0.0%	0.0%	1.6%	0.0%
4	Island Sound	8	1.6%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	3.6%	2.2%	0.0%	1.6%	0.0%	1.4%	4.8%
5	RTK	31	6.3%	0.0%	1.1%	0.0%	3.2%	0.0%	38.9%	0.0%	1.1%	0.7%	1.6%	0.0%	6.9%	0.0%
6	Bay Radio	10	2.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	32.1%	1.1%	0.0%	0.0%	0.0%	1.4%	7.1%
7	Smash Radio	37	7.5%	25.0%	1.1%	0.0%	3.2%	4.5%	1.4%	7.1%	35.6%	1.3%	3.3%	0.0%	7.6%	2.4%
8	Radio Super 1	71	14.4%	25.0%	3.3%	7.1%	6.5%	0.0%	1.4%	0.0%	3.3%	45.1%	0.0%	0.0%	14.6%	11.9%
9	Radio 101	19	3.8%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	27.9%	0.0%	4.4%	0.0%
10	None	269	54.5%	50.0%	50.5%	35.7%	64.5%	68.2%	51.4%	60.7%	56.7%	50.3%	62.3%	100.0%	53.5%	69.0%
		497	100.6%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	40	8.1%	0.0%	7.0%	13.3%	4.0%	4.2%	0.0%	15.1%	0.0%	0.0%	11.9%	3.6%	6.8%	5.6%	11.7%
2	Radio Malta 2	4	0.8%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%	2.3%	0.7%	0.5%
3	Radio One Live	8	1.6%	0.0%	2.3%	0.0%	0.0%	2.8%	0.0%	1.9%	0.0%	0.0%	2.2%	1.8%	1.1%	2.8%	1.0%
4	Island Sound	8	1.6%	5.9%	4.7%	6.7%	0.0%	1.4%	0.0%	0.0%	0.0%	2.6%	1.1%	5.4%	4.5%	0.7%	0.0%
5	RTK	31	6.3%	5.9%	0.0%	6.7%	0.0%	4.2%	0.0%	9.4%	6.7%	2.6%	10.3%	8.9%	8.0%	6.9%	4.4%
6	Bay Radio	10	2.0%	5.9%	4.7%	0.0%	2.0%	2.8%	0.0%	0.0%	0.0%	2.6%	1.6%	5.4%	3.4%	0.7%	1.5%
7	Smash Radio	37	7.5%	11.8%	0.0%	13.3%	12.0%	19.7%	16.7%	1.9%	26.7%	10.3%	1.6%	5.4%	5.7%	7.6%	8.7%
8	Radio Super 1	71	14.4%	0.0%	0.0%	0.0%	10.0%	12.7%	16.7%	18.9%	6.7%	2.6%	23.8%	5.4%	5.7%	16.0%	19.4%
9	Radio 101	19	3.8%	0.0%	2.3%	0.0%	10.0%	4.2%	0.0%	1.9%	0.0%	2.6%	4.3%	3.6%	3.4%	4.9%	3.4%
10	None	269	54.5%	76.5%	76.7%	60.0%	62.0%	47.9%	66.7%	49.1%	60.0%	79.5%	42.7%	62.5%	60.2%	54.2%	50.0%
		497	100.6%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/25: Which stations did you listen to yesterday for at least 15 minutes between 12:00pm and 12:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	40	8.1%	0.0%	0.0%	3.8%	5.8%	10.4%	15.5%	24.1%	6.6%	9.5%	8.6%	9.5%	7.7%	8.7%	3.9%	9.1%	9.5%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	0.0%	0.0%	4.5%	1.7%	0.0%	0.8%	0.8%	1.4%	2.7%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	8	1.6%	0.0%	1.5%	0.0%	1.9%	4.5%	3.4%	0.0%	1.2%	2.0%	1.4%	0.0%	1.5%	1.4%	3.9%	1.3%	1.6%
4	Island Sound	8	1.6%	5.7%	0.0%	3.8%	1.9%	0.0%	0.0%	0.0%	1.7%	1.6%	1.4%	0.0%	1.5%	2.9%	2.6%	1.3%	1.6%
5	RTK	31	6.3%	2.9%	1.5%	4.8%	3.8%	9.0%	12.1%	12.1%	3.3%	9.1%	4.3%	4.1%	6.2%	7.2%	6.6%	6.5%	9.5%
6	Bay Radio	10	2.0%	2.9%	0.0%	5.7%	1.9%	0.0%	0.0%	1.7%	2.5%	1.6%	2.9%	2.7%	3.1%	1.4%	1.3%	0.0%	3.2%
7	Smash Radio	37	7.5%	20.0%	16.4%	10.5%	6.7%	1.5%	0.0%	0.0%	9.1%	6.0%	4.3%	12.2%	7.7%	4.3%	7.9%	11.7%	3.2%
8	Radio Super 1	71	14.4%	2.9%	4.5%	12.4%	21.2%	13.4%	25.9%	13.8%	9.9%	18.7%	15.7%	14.9%	13.8%	13.0%	13.2%	14.3%	15.9%
9	Radio 101	19	3.8%	0.0%	1.5%	4.8%	4.8%	6.0%	5.2%	1.7%	4.1%	3.6%	2.9%	4.1%	7.7%	2.9%	3.9%	2.6%	3.2%
10	None	269	54.5%	68.6%	74.6%	55.2%	51.9%	50.7%	37.9%	46.6%	61.2%	48.0%	57.1%	51.4%	50.8%	58.0%	56.6%	53.2%	54.0%
		497	100.6%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/26: Which stations did you listen to yesterday for at least 15 minutes between 12:30pm and 12:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	27	5.5%	0.0%	27.5%	7.1%	3.2%	0.0%	0.0%	0.0%	0.0%	3.3%	1.6%	0.0%	6.0%	0.0%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	6	1.2%	0.0%	0.0%	0.0%	12.9%	0.0%	1.4%	0.0%	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%
4	Island Sound	8	1.6%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	1.6%	2.4%
5	RTK	21	4.3%	0.0%	1.1%	0.0%	0.0%	0.0%	27.8%	0.0%	0.0%	0.0%	3.3%	0.0%	4.6%	0.0%
6	Bay Radio	6	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.7%	4.8%
7	Smash Radio	28	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.6%	30.0%	1.3%	0.0%	0.0%	5.6%	2.4%
8	Radio Super 1	58	11.7%	25.0%	2.2%	7.1%	6.5%	0.0%	1.4%	0.0%	2.2%	36.6%	0.0%	0.0%	11.8%	11.9%
9	Radio 101	14	2.8%	0.0%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	21.3%	0.0%	3.2%	0.0%
10	None	323	65.4%	75.0%	68.1%	64.3%	77.4%	72.7%	66.7%	75.0%	65.6%	58.8%	72.1%	100.0%	64.6%	78.6%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	27	5.5%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	15.1%	0.0%	0.0%	6.5%	1.8%	2.3%	4.9%	8.3%
2	Radio Malta 2	3	0.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	2.3%	0.7%	0.0%
3	Radio One Live	6	1.2%	0.0%	2.3%	0.0%	0.0%	1.4%	16.7%	0.0%	0.0%	0.0%	1.6%	0.0%	2.3%	1.4%	1.0%
4	Island Sound	8	1.6%	5.9%	7.0%	0.0%	0.0%	1.4%	0.0%	1.9%	0.0%	0.0%	1.1%	5.4%	4.5%	0.7%	0.0%
5	RTK	21	4.3%	5.9%	0.0%	6.7%	0.0%	4.2%	0.0%	9.4%	0.0%	0.0%	5.9%	5.4%	5.7%	4.2%	3.4%
6	Bay Radio	6	1.2%	0.0%	2.3%	0.0%	2.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.1%	3.6%	1.1%	0.7%	1.0%
7	Smash Radio	28	5.7%	0.0%	0.0%	13.3%	8.0%	16.9%	0.0%	0.0%	26.7%	7.7%	1.6%	1.8%	4.5%	6.3%	6.8%
8	Radio Super 1	58	11.7%	0.0%	0.0%	0.0%	8.0%	9.9%	16.7%	13.2%	13.3%	2.6%	19.5%	3.6%	3.4%	13.2%	16.5%
9	Radio 101	14	2.8%	0.0%	2.3%	0.0%	8.0%	2.8%	0.0%	3.8%	0.0%	2.6%	2.2%	3.6%	2.3%	2.8%	2.9%
10	None	323	65.4%	88.2%	81.4%	73.3%	70.0%	56.3%	66.7%	54.7%	60.0%	87.2%	60.0%	75.0%	71.6%	65.3%	60.2%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/26: Which stations did you listen to yesterday for at least 15 minutes between 12:30pm and 12:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	27	5.5%	0.0%	0.0%	1.9%	4.8%	7.5%	10.3%	15.5%	5.0%	6.0%	4.3%	8.1%	3.1%	5.8%	3.9%	6.5%	6.3%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	6	1.2%	0.0%	1.5%	0.0%	1.9%	3.0%	1.7%	0.0%	0.8%	1.6%	0.0%	0.0%	1.5%	0.0%	2.6%	2.6%	1.6%
4	Island Sound	8	1.6%	2.9%	0.0%	2.9%	2.9%	0.0%	0.0%	1.7%	1.7%	1.6%	1.4%	0.0%	4.6%	1.4%	2.6%	1.3%	0.0%
5	RTK	21	4.3%	0.0%	1.5%	3.8%	2.9%	6.0%	5.2%	10.3%	2.9%	5.6%	4.3%	2.7%	3.1%	4.3%	5.3%	2.6%	7.9%
6	Bay Radio	6	1.2%	0.0%	0.0%	3.8%	1.9%	0.0%	0.0%	0.0%	1.7%	0.8%	1.4%	2.7%	1.5%	1.4%	1.3%	0.0%	0.0%
7	Smash Radio	28	5.7%	17.1%	14.9%	6.7%	4.8%	0.0%	0.0%	0.0%	5.4%	6.0%	2.9%	10.8%	7.7%	4.3%	3.9%	9.1%	0.0%
8	Radio Super 1	58	11.7%	2.9%	3.0%	10.5%	19.2%	10.4%	19.0%	10.3%	8.3%	15.1%	12.9%	13.5%	9.2%	11.6%	10.5%	13.0%	11.1%
9	Radio 101	14	2.8%	0.0%	1.5%	3.8%	1.9%	3.0%	6.9%	1.7%	3.7%	2.0%	0.0%	2.7%	4.6%	1.4%	5.3%	2.6%	3.2%
10	None	323	65.4%	77.1%	77.6%	66.7%	59.6%	67.2%	55.2%	60.3%	69.8%	61.1%	71.4%	58.1%	64.6%	69.6%	64.5%	62.3%	68.3%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/27: Which stations did you listen to yesterday for at least 15 minutes between 01:00pm and 01:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	21	4.3%	0.0%	20.9%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	4.6%	0.0%
2	Radio Malta 2	4	0.8%	0.0%	1.1%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
3	Radio One Live	5	1.0%	0.0%	0.0%	0.0%	12.9%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%
4	Island Sound	5	1.0%	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.9%	2.4%
5	RTK	14	2.8%	0.0%	1.1%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0%	1.6%	0.0%	3.0%	0.0%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.5%	2.4%
7	Smash Radio	32	6.5%	25.0%	1.1%	0.0%	0.0%	0.0%	2.8%	7.1%	32.2%	1.3%	1.6%	0.0%	6.3%	4.8%
8	Radio Super 1	54	10.9%	25.0%	2.2%	7.1%	3.2%	0.0%	1.4%	0.0%	2.2%	34.0%	1.6%	0.0%	11.1%	9.5%
9	Radio 101	14	2.8%	0.0%	1.1%	0.0%	0.0%	4.5%	0.0%	7.1%	1.1%	0.0%	19.7%	0.0%	3.2%	0.0%
10	None	341	69.0%	50.0%	72.5%	64.3%	80.6%	81.8%	75.0%	71.4%	63.3%	61.4%	73.8%	100.0%	68.5%	81.0%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	21	4.3%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	5.7%	0.0%	0.0%	5.9%	0.0%	2.3%	4.2%	6.3%
2	Radio Malta 2	4	0.8%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.5%	0.0%	2.3%	0.7%	0.5%
3	Radio One Live	5	1.0%	0.0%	2.3%	0.0%	2.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.1%	0.0%	2.3%	1.4%	0.5%
4	Island Sound	5	1.0%	0.0%	4.7%	0.0%	0.0%	1.4%	0.0%	1.9%	0.0%	0.0%	0.5%	1.8%	3.4%	0.7%	0.0%
5	RTK	14	2.8%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	5.7%	0.0%	0.0%	4.9%	3.6%	2.3%	2.8%	2.9%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	2.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.7%	1.0%
7	Smash Radio	32	6.5%	0.0%	2.3%	13.3%	8.0%	16.9%	0.0%	0.0%	33.3%	10.3%	2.2%	3.6%	4.5%	6.9%	7.8%
8	Radio Super 1	54	10.9%	0.0%	2.3%	6.7%	6.0%	5.6%	16.7%	11.3%	13.3%	2.6%	18.9%	3.6%	5.7%	12.5%	14.1%
9	Radio 101	14	2.8%	11.8%	4.7%	0.0%	4.0%	2.8%	0.0%	3.8%	0.0%	2.6%	1.6%	7.1%	2.3%	1.4%	2.9%
10	None	341	69.0%	88.2%	79.1%	73.3%	74.0%	63.4%	66.7%	67.9%	53.3%	84.6%	63.8%	80.4%	73.9%	68.8%	64.1%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/27: Which stations did you listen to yesterday for at least 15 minutes between 01:00pm and 01:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	21	4.3%	0.0%	0.0%	3.8%	3.8%	6.0%	5.2%	10.3%	2.9%	5.6%	2.9%	4.1%	3.1%	5.8%	2.6%	6.5%	4.8%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	0.0%	0.0%	3.0%	3.4%	0.0%	1.2%	0.4%	2.9%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	5	1.0%	0.0%	0.0%	1.0%	1.9%	3.0%	0.0%	0.0%	1.2%	0.8%	0.0%	1.4%	1.5%	0.0%	0.0%	2.6%	1.6%
4	Island Sound	5	1.0%	2.9%	0.0%	1.0%	1.9%	0.0%	0.0%	1.7%	1.2%	0.8%	1.4%	0.0%	3.1%	0.0%	2.6%	0.0%	0.0%
5	RTK	14	2.8%	0.0%	0.0%	3.8%	2.9%	3.0%	3.4%	5.2%	1.2%	4.4%	2.9%	2.7%	3.1%	1.4%	5.3%	1.3%	3.2%
6	Bay Radio	4	0.8%	0.0%	0.0%	2.9%	1.0%	0.0%	0.0%	0.0%	1.2%	0.4%	1.4%	1.4%	0.0%	1.4%	1.3%	0.0%	0.0%
7	Smash Radio	32	6.5%	20.0%	17.9%	7.6%	4.8%	0.0%	0.0%	0.0%	5.8%	7.1%	5.7%	10.8%	9.2%	5.8%	3.9%	7.8%	1.6%
8	Radio Super 1	54	10.9%	2.9%	3.0%	10.5%	17.3%	10.4%	15.5%	10.3%	7.0%	14.7%	14.3%	12.2%	9.2%	8.7%	9.2%	13.0%	9.5%
9	Radio 101	14	2.8%	0.0%	4.5%	3.8%	1.0%	3.0%	5.2%	1.7%	3.7%	2.0%	0.0%	2.7%	4.6%	1.4%	3.9%	3.9%	3.2%
10	None	341	69.0%	74.3%	74.6%	65.7%	65.4%	71.6%	67.2%	70.7%	74.4%	63.9%	68.6%	63.5%	66.2%	75.4%	71.1%	64.9%	74.6%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/28: Which stations did you listen to yesterday for at least 15 minutes between 01:30pm and 01:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	17	3.4%	0.0%	17.6%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	3.7%	0.0%
2	Radio Malta 2	4	0.8%	0.0%	1.1%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%	2.4%
5	RTK	12	2.4%	0.0%	1.1%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	1.6%	0.0%	2.5%	0.0%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%
7	Smash Radio	30	6.1%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	3.6%	31.1%	1.3%	1.6%	0.0%	5.8%	4.8%
8	Radio Super 1	57	11.5%	25.0%	2.2%	7.1%	6.5%	0.0%	2.8%	3.6%	3.3%	33.3%	1.6%	0.0%	11.6%	11.9%
9	Radio 101	14	2.8%	0.0%	1.1%	0.0%	0.0%	4.5%	0.0%	7.1%	1.1%	0.0%	19.7%	0.0%	3.0%	2.4%
10	None	352	71.3%	75.0%	75.8%	64.3%	87.1%	90.9%	76.4%	71.4%	63.3%	64.1%	73.8%	100.0%	71.1%	78.6%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	17	3.4%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	5.7%	0.0%	0.0%	3.8%	0.0%	1.1%	3.5%	5.3%
2	Radio Malta 2	4	0.8%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.5%	0.0%	2.3%	0.7%	0.5%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.7%	0.0%
4	Island Sound	2	0.4%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.7%	0.0%
5	RTK	12	2.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	5.7%	0.0%	0.0%	3.8%	3.6%	2.3%	2.8%	1.9%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	4.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	1.4%	0.5%
7	Smash Radio	30	6.1%	0.0%	2.3%	13.3%	6.0%	16.9%	0.0%	0.0%	33.3%	7.7%	2.2%	3.6%	4.5%	6.3%	7.3%
8	Radio Super 1	57	11.5%	0.0%	2.3%	6.7%	6.0%	8.5%	16.7%	11.3%	13.3%	2.6%	19.5%	3.6%	6.8%	12.5%	15.0%
9	Radio 101	14	2.8%	11.8%	7.0%	0.0%	4.0%	2.8%	0.0%	3.8%	0.0%	0.0%	1.6%	5.4%	3.4%	1.4%	2.9%
10	None	352	71.3%	88.2%	81.4%	73.3%	74.0%	62.0%	83.3%	69.8%	53.3%	89.7%	67.6%	82.1%	77.3%	70.1%	66.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/28: Which stations did you listen to yesterday for at least 15 minutes between 01:30pm and 01:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	17	3.4%	0.0%	0.0%	2.9%	3.8%	4.5%	3.4%	8.6%	2.9%	4.0%	2.9%	2.7%	3.1%	5.8%	2.6%	5.2%	1.6%
2	Radio Malta 2	4	0.8%	0.0%	0.0%	0.0%	0.0%	3.0%	3.4%	0.0%	1.2%	0.4%	2.9%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
3	Radio One Live	2	0.4%	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
4	Island Sound	2	0.4%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
5	RTK	12	2.4%	0.0%	0.0%	3.8%	2.9%	3.0%	1.7%	3.4%	1.2%	3.6%	2.9%	2.7%	3.1%	1.4%	5.3%	0.0%	1.6%
6	Bay Radio	4	0.8%	0.0%	0.0%	2.9%	1.0%	0.0%	0.0%	0.0%	1.2%	0.4%	1.4%	1.4%	0.0%	0.0%	1.3%	1.3%	0.0%
7	Smash Radio	30	6.1%	17.1%	17.9%	6.7%	4.8%	0.0%	0.0%	0.0%	5.4%	6.7%	5.7%	10.8%	9.2%	4.3%	3.9%	6.5%	1.6%
8	Radio Super 1	57	11.5%	2.9%	4.5%	11.4%	18.3%	11.9%	13.8%	10.3%	7.9%	15.1%	14.3%	12.2%	10.8%	15.9%	5.3%	13.0%	9.5%
9	Radio 101	14	2.8%	0.0%	3.0%	3.8%	1.9%	3.0%	5.2%	1.7%	3.3%	2.4%	0.0%	2.7%	4.6%	1.4%	3.9%	2.6%	4.8%
10	None	352	71.3%	77.1%	74.6%	66.7%	67.3%	73.1%	72.4%	75.9%	75.6%	67.1%	70.0%	64.9%	69.2%	71.0%	75.0%	71.4%	77.8%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/29: Which stations did you listen to yesterday for at least 15 minutes between 02:00pm and 02:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	18	3.6%	0.0%	18.7%	0.0%	3.2%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	3.9%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	1.1%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	6.5%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%
4	Island Sound	3	0.6%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.5%	2.4%
5	RTK	9	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	3.3%	0.0%	2.1%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
7	Smash Radio	27	5.5%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	28.9%	1.3%	0.0%	0.0%	5.3%	2.4%
8	Radio Super 1	58	11.7%	25.0%	2.2%	0.0%	3.2%	0.0%	1.4%	3.6%	3.3%	34.0%	1.6%	0.0%	11.8%	11.9%
9	Radio 101	11	2.2%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	7.1%	1.1%	0.7%	13.1%	0.0%	2.5%	0.0%
10	None	361	73.1%	75.0%	76.9%	92.9%	83.9%	90.9%	81.9%	78.6%	66.7%	62.7%	78.7%	100.0%	72.5%	83.3%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	18	3.6%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	7.5%	0.0%	0.0%	3.8%	0.0%	2.3%	3.5%	5.3%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	1.4%	0.0%
4	Island Sound	3	0.6%	0.0%	4.7%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.1%	0.7%	0.0%
5	RTK	9	1.8%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	1.9%	0.0%	0.0%	3.2%	3.6%	0.0%	2.1%	1.9%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.7%	0.5%
7	Smash Radio	27	5.5%	0.0%	0.0%	13.3%	6.0%	15.5%	0.0%	0.0%	26.7%	7.7%	2.2%	1.8%	4.5%	6.3%	6.3%
8	Radio Super 1	58	11.7%	0.0%	2.3%	6.7%	8.0%	8.5%	0.0%	11.3%	13.3%	5.1%	19.5%	1.8%	8.0%	13.2%	15.0%
9	Radio 101	11	2.2%	11.8%	4.7%	0.0%	0.0%	2.8%	16.7%	3.8%	0.0%	0.0%	1.1%	5.4%	2.3%	0.0%	2.9%
10	None	361	73.1%	88.2%	86.0%	73.3%	76.0%	63.4%	83.3%	73.6%	60.0%	87.2%	69.2%	85.7%	79.5%	72.2%	67.5%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/29: Which stations did you listen to yesterday for at least 15 minutes between 02:00pm and 02:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	18	3.6%	0.0%	0.0%	1.9%	3.8%	4.5%	6.9%	8.6%	2.9%	4.4%	2.9%	5.4%	3.1%	4.3%	2.6%	5.2%	1.6%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	1.9%	0.0%	1.5%	0.0%	0.0%	0.8%	0.4%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	1.6%
4	Island Sound	3	0.6%	2.9%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.6%
5	RTK	9	1.8%	0.0%	0.0%	2.9%	1.9%	1.5%	3.4%	1.7%	1.2%	2.4%	2.9%	1.4%	1.5%	1.4%	5.3%	0.0%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	1.9%	1.0%	0.0%	0.0%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
7	Smash Radio	27	5.5%	17.1%	16.4%	5.7%	3.8%	0.0%	0.0%	0.0%	4.1%	6.7%	4.3%	9.5%	7.7%	4.3%	3.9%	6.5%	1.6%
8	Radio Super 1	58	11.7%	5.7%	4.5%	12.4%	17.3%	10.4%	15.5%	10.3%	8.3%	15.1%	12.9%	10.8%	10.8%	18.8%	3.9%	15.6%	9.5%
9	Radio 101	11	2.2%	0.0%	3.0%	1.9%	1.9%	3.0%	3.4%	1.7%	2.9%	1.6%	1.4%	1.4%	3.1%	1.4%	2.6%	2.6%	3.2%
10	None	361	73.1%	74.3%	76.1%	70.5%	69.2%	79.1%	69.0%	77.6%	77.7%	68.7%	72.9%	67.6%	73.8%	69.6%	77.6%	70.1%	81.0%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/30: Which stations did you listen to yesterday for at least 15 minutes between 02:30pm and 02:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	24	4.9%	0.0%	24.2%	0.0%	6.5%	0.0%	2.8%	0.0%	0.0%	1.3%	0.0%	100.0%	5.3%	0.0%
2	Radio Malta 2	2	0.4%	0.0%	1.1%	7.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.5%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	0.0%	0.0%	0.0%	3.3%	0.0%	0.7%	2.4%
5	RTK	8	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	3.3%	0.0%	1.9%	0.0%
6	Bay Radio	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	27	5.5%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	28.9%	1.3%	0.0%	0.0%	5.6%	2.4%
8	Radio Super 1	57	11.5%	25.0%	1.1%	0.0%	3.2%	0.0%	1.4%	3.6%	3.3%	33.3%	1.6%	0.0%	11.6%	11.9%
9	Radio 101	10	2.0%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	3.6%	0.0%	0.7%	13.1%	0.0%	2.3%	0.0%
10	None	357	72.3%	75.0%	72.5%	92.9%	77.4%	90.9%	81.9%	85.7%	66.7%	62.7%	77.0%	0.0%	71.3%	83.3%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	24	4.9%	5.9%	2.3%	6.7%	4.0%	4.2%	0.0%	7.5%	0.0%	0.0%	6.5%	1.8%	2.3%	3.5%	7.8%
2	Radio Malta 2	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.5%
3	Radio One Live	3	0.6%	0.0%	2.3%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%	0.0%
4	Island Sound	4	0.8%	0.0%	4.7%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	1.1%	0.7%	0.0%
5	RTK	8	1.6%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	1.9%	0.0%	0.0%	2.7%	3.6%	0.0%	1.4%	1.9%
6	Bay Radio	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.7%	0.0%
7	Smash Radio	27	5.5%	0.0%	0.0%	6.7%	4.0%	16.9%	0.0%	0.0%	26.7%	10.3%	2.2%	3.6%	3.4%	5.6%	6.8%
8	Radio Super 1	57	11.5%	0.0%	2.3%	0.0%	8.0%	8.5%	0.0%	13.2%	20.0%	5.1%	18.4%	1.8%	5.7%	13.2%	15.5%
9	Radio 101	10	2.0%	5.9%	2.3%	0.0%	0.0%	2.8%	16.7%	3.8%	0.0%	0.0%	1.6%	1.8%	2.3%	0.0%	3.4%
10	None	357	72.3%	88.2%	83.7%	86.7%	78.0%	63.4%	83.3%	71.7%	53.3%	84.6%	67.6%	82.1%	83.0%	73.6%	64.1%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/30: Which stations did you listen to yesterday for at least 15 minutes between 02:30pm and 02:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	24	4.9%	0.0%	0.0%	1.9%	5.8%	4.5%	10.3%	12.1%	3.3%	6.3%	5.7%	6.8%	4.6%	5.8%	3.9%	5.2%	1.6%
2	Radio Malta 2	2	0.4%	0.0%	1.5%	0.0%	0.0%	0.0%	1.7%	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.3%	0.0%
4	Island Sound	4	0.8%	2.9%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	2.6%	1.3%	1.6%
5	RTK	8	1.6%	0.0%	0.0%	2.9%	1.9%	1.5%	1.7%	1.7%	1.2%	2.0%	2.9%	1.4%	1.5%	1.4%	3.9%	0.0%	0.0%
6	Bay Radio	2	0.4%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
7	Smash Radio	27	5.5%	20.0%	17.9%	3.8%	3.8%	0.0%	0.0%	0.0%	4.5%	6.3%	4.3%	9.5%	7.7%	4.3%	2.6%	6.5%	3.2%
8	Radio Super 1	57	11.5%	5.7%	4.5%	11.4%	16.3%	13.4%	12.1%	12.1%	8.3%	14.7%	11.4%	8.1%	12.3%	20.3%	3.9%	15.6%	9.5%
9	Radio 101	10	2.0%	0.0%	1.5%	1.9%	1.9%	4.5%	1.7%	1.7%	2.1%	2.0%	1.4%	1.4%	3.1%	1.4%	2.6%	2.6%	1.6%
10	None	357	72.3%	71.4%	74.6%	72.4%	68.3%	76.1%	72.4%	72.4%	77.3%	67.5%	71.4%	70.3%	70.8%	66.7%	78.9%	66.2%	82.5%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/31: Which stations did you listen to yesterday for at least 15 minutes between 03:00pm and 03:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	20	4.0%	0.0%	20.9%	0.0%	3.2%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	4.4%	0.0%
2	Radio Malta 2	3	0.6%	0.0%	1.1%	14.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.7%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	6.5%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.7%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	9.1%	1.4%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7%	2.4%
5	RTK	9	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	1.6%	0.0%	2.1%	0.0%
6	Bay Radio	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	27	5.5%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	28.9%	1.3%	0.0%	0.0%	6.0%	0.0%
8	Radio Super 1	53	10.7%	25.0%	1.1%	0.0%	3.2%	0.0%	2.8%	3.6%	2.2%	30.7%	1.6%	0.0%	10.6%	11.9%
9	Radio 101	9	1.8%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	3.6%	0.0%	0.0%	13.1%	0.0%	2.1%	0.0%
10	None	364	73.7%	75.0%	75.8%	85.7%	87.1%	86.4%	77.8%	85.7%	67.8%	66.7%	80.3%	100.0%	72.5%	85.7%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	20	4.0%	0.0%	0.0%	0.0%	2.0%	4.2%	0.0%	11.3%	0.0%	0.0%	5.4%	0.0%	2.3%	4.2%	5.8%
2	Radio Malta 2	3	0.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	1.8%	0.0%	0.0%	1.0%
3	Radio One Live	3	0.6%	0.0%	2.3%	6.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	0.5%
4	Island Sound	4	0.8%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.6%	0.5%	3.6%	1.1%	0.7%	0.0%
5	RTK	9	1.8%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	1.9%	0.0%	0.0%	3.2%	3.6%	0.0%	2.8%	1.5%
6	Bay Radio	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.7%	0.0%
7	Smash Radio	27	5.5%	0.0%	0.0%	6.7%	4.0%	15.5%	0.0%	0.0%	26.7%	12.8%	2.2%	3.6%	3.4%	5.6%	6.8%
8	Radio Super 1	53	10.7%	0.0%	2.3%	0.0%	6.0%	7.0%	0.0%	13.2%	20.0%	2.6%	17.8%	1.8%	5.7%	11.8%	14.6%
9	Radio 101	9	1.8%	5.9%	2.3%	0.0%	0.0%	2.8%	0.0%	3.8%	0.0%	0.0%	1.6%	1.8%	2.3%	0.0%	2.9%
10	None	364	73.7%	94.1%	88.4%	86.7%	84.0%	66.2%	100.0%	67.9%	53.3%	82.1%	68.1%	83.9%	83.0%	73.6%	67.0%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/31: Which stations did you listen to yesterday for at least 15 minutes between 03:00pm and 03:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	20	4.0%	0.0%	0.0%	1.9%	4.8%	3.0%	6.9%	12.1%	2.5%	5.6%	4.3%	6.8%	1.5%	2.9%	2.6%	5.2%	4.8%
2	Radio Malta 2	3	0.6%	0.0%	1.5%	0.0%	0.0%	1.5%	1.7%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	1.9%	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.3%	0.0%
4	Island Sound	4	0.8%	5.7%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	0.0%	0.0%	2.6%	1.3%	0.0%
5	RTK	9	1.8%	0.0%	0.0%	3.8%	1.9%	1.5%	0.0%	3.4%	1.2%	2.4%	2.9%	1.4%	1.5%	2.9%	3.9%	0.0%	0.0%
6	Bay Radio	2	0.4%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
7	Smash Radio	27	5.5%	22.9%	17.9%	2.9%	3.8%	0.0%	0.0%	0.0%	4.5%	6.3%	5.7%	9.5%	7.7%	1.4%	2.6%	6.5%	4.8%
8	Radio Super 1	53	10.7%	2.9%	3.0%	11.4%	18.3%	10.4%	10.3%	10.3%	7.4%	13.9%	11.4%	8.1%	12.3%	17.4%	5.3%	11.7%	9.5%
9	Radio 101	9	1.8%	0.0%	1.5%	1.9%	1.0%	4.5%	1.7%	1.7%	1.7%	2.0%	0.0%	1.4%	3.1%	1.4%	2.6%	2.6%	1.6%
10	None	364	73.7%	68.6%	76.1%	73.3%	68.3%	79.1%	79.3%	72.4%	79.3%	68.3%	72.9%	67.6%	73.8%	73.9%	78.9%	70.1%	79.4%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/32: Which stations did you listen to yesterday for at least 15 minutes between 03:30pm and 03:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	16	3.2%	0.0%	16.5%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	3.5%	0.0%
2	Radio Malta 2	2	0.4%	0.0%	1.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	9.1%	1.4%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7%	2.4%
5	RTK	11	2.2%	0.0%	1.1%	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	0.7%	1.6%	0.0%	2.5%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	1.1%	0.0%	1.6%	0.0%	0.5%	0.0%
7	Smash Radio	23	4.7%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	24.4%	0.7%	0.0%	0.0%	5.1%	0.0%
8	Radio Super 1	51	10.3%	25.0%	1.1%	0.0%	3.2%	0.0%	2.8%	3.6%	2.2%	29.4%	1.6%	0.0%	10.0%	14.3%
9	Radio 101	10	2.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	3.6%	2.2%	0.0%	13.1%	0.0%	2.3%	0.0%
10	None	373	75.5%	75.0%	79.1%	85.7%	90.3%	86.4%	77.8%	82.1%	71.1%	68.6%	80.3%	100.0%	74.8%	83.3%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	16	3.2%	0.0%	0.0%	0.0%	2.0%	4.2%	0.0%	5.7%	0.0%	0.0%	4.9%	0.0%	1.1%	3.5%	4.9%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%
3	Radio One Live	2	0.4%	0.0%	2.3%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%
4	Island Sound	4	0.8%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.6%	0.5%	3.6%	1.1%	0.7%	0.0%
5	RTK	11	2.2%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	5.7%	6.7%	0.0%	2.7%	1.8%	1.1%	2.1%	2.9%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	1.1%	0.7%	0.5%
7	Smash Radio	23	4.7%	0.0%	0.0%	6.7%	2.0%	12.7%	0.0%	0.0%	26.7%	12.8%	1.6%	3.6%	3.4%	4.9%	5.3%
8	Radio Super 1	51	10.3%	0.0%	2.3%	0.0%	8.0%	7.0%	0.0%	13.2%	13.3%	2.6%	16.8%	1.8%	5.7%	12.5%	13.1%
9	Radio 101	10	2.0%	5.9%	2.3%	0.0%	0.0%	4.2%	0.0%	3.8%	0.0%	0.0%	1.6%	3.6%	1.1%	0.0%	3.4%
10	None	373	75.5%	94.1%	90.7%	86.7%	86.0%	69.0%	100.0%	69.8%	53.3%	79.5%	70.8%	85.7%	84.1%	75.7%	68.9%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/32: Which stations did you listen to yesterday for at least 15 minutes between 03:30pm and 03:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	16	3.2%	0.0%	0.0%	1.9%	3.8%	3.0%	5.2%	8.6%	2.1%	4.4%	4.3%	4.1%	1.5%	2.9%	2.6%	3.9%	3.2%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%	0.0%	0.4%	0.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%
4	Island Sound	4	0.8%	5.7%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	0.0%	0.0%	2.6%	1.3%	0.0%
5	RTK	11	2.2%	0.0%	0.0%	2.9%	1.9%	1.5%	5.2%	3.4%	2.1%	2.4%	2.9%	2.7%	3.1%	1.4%	2.6%	2.6%	0.0%
6	Bay Radio	3	0.6%	2.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
7	Smash Radio	23	4.7%	14.3%	16.4%	2.9%	3.8%	0.0%	0.0%	0.0%	4.5%	4.8%	4.3%	8.1%	4.6%	1.4%	2.6%	6.5%	4.8%
8	Radio Super 1	51	10.3%	2.9%	3.0%	11.4%	15.4%	11.9%	10.3%	10.3%	7.4%	13.1%	10.0%	8.1%	13.8%	17.4%	5.3%	10.4%	7.9%
9	Radio 101	10	2.0%	0.0%	4.5%	1.0%	1.0%	4.5%	1.7%	1.7%	1.7%	2.4%	0.0%	1.4%	3.1%	1.4%	1.3%	5.2%	1.6%
10	None	373	75.5%	74.3%	77.6%	76.2%	72.1%	77.6%	75.9%	75.9%	79.3%	71.8%	75.7%	70.3%	73.8%	75.4%	81.6%	70.1%	82.5%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/33: Which stations did you listen to yesterday for at least 15 minutes between 04:00pm and 04:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	21	4.3%	0.0%	20.9%	7.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	4.4%	0.0%
2	Radio Malta 2	3	0.6%	0.0%	1.1%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	8	1.6%	0.0%	1.1%	0.0%	3.2%	18.2%	2.8%	0.0%	1.1%	0.0%	1.6%	100.0%	1.6%	2.4%
5	RTK	16	3.2%	0.0%	1.1%	0.0%	3.2%	0.0%	18.1%	0.0%	0.0%	2.0%	3.3%	0.0%	3.7%	0.0%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	1.1%	0.0%	0.0%	0.0%	0.5%	2.4%
7	Smash Radio	24	4.9%	0.0%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%	23.3%	2.0%	1.6%	0.0%	4.6%	2.4%
8	Radio Super 1	50	10.1%	25.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	30.7%	1.6%	0.0%	10.2%	7.1%
9	Radio 101	14	2.8%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	3.6%	2.2%	0.0%	19.7%	0.0%	2.5%	7.1%
10	None	352	71.3%	75.0%	73.6%	71.4%	90.3%	77.3%	75.0%	85.7%	68.9%	64.7%	72.1%	0.0%	71.3%	78.6%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	21	4.3%	0.0%	2.3%	0.0%	2.0%	1.4%	0.0%	11.3%	0.0%	0.0%	6.5%	0.0%	2.3%	5.6%	5.3%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%	0.0%	0.7%	1.0%
3	Radio One Live	2	0.4%	0.0%	2.3%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%
4	Island Sound	8	1.6%	5.9%	7.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	5.1%	0.5%	5.4%	3.4%	1.4%	0.0%
5	RTK	16	3.2%	0.0%	2.3%	0.0%	0.0%	4.2%	0.0%	7.5%	6.7%	0.0%	3.8%	1.8%	2.3%	2.8%	4.4%
6	Bay Radio	4	0.8%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	3.4%	0.7%	0.0%
7	Smash Radio	24	4.9%	0.0%	2.3%	13.3%	4.0%	11.3%	0.0%	0.0%	26.7%	7.7%	2.2%	5.4%	3.4%	4.9%	5.3%
8	Radio Super 1	50	10.1%	5.9%	2.3%	0.0%	8.0%	7.0%	0.0%	13.2%	13.3%	2.6%	15.7%	5.4%	4.5%	11.8%	12.6%
9	Radio 101	14	2.8%	5.9%	7.0%	0.0%	2.0%	5.6%	0.0%	3.8%	0.0%	0.0%	1.6%	3.6%	4.5%	0.0%	3.9%
10	None	352	71.3%	82.4%	72.1%	80.0%	82.0%	69.0%	100.0%	62.3%	53.3%	82.1%	68.1%	78.6%	75.0%	72.2%	67.0%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/33: Which stations did you listen to yesterday for at least 15 minutes between 04:00pm and 04:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	21	4.3%	0.0%	0.0%	1.9%	3.8%	4.5%	8.6%	12.1%	2.9%	5.6%	5.7%	4.1%	1.5%	4.3%	6.6%	5.2%	1.6%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%	1.7%	0.4%	0.8%	1.4%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%
4	Island Sound	8	1.6%	8.6%	0.0%	1.0%	3.8%	0.0%	0.0%	0.0%	2.1%	1.2%	1.4%	1.4%	3.1%	0.0%	2.6%	2.6%	0.0%
5	RTK	16	3.2%	0.0%	0.0%	3.8%	3.8%	1.5%	5.2%	6.9%	3.3%	3.2%	2.9%	5.4%	3.1%	1.4%	3.9%	2.6%	3.2%
6	Bay Radio	4	0.8%	0.0%	1.5%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	2.9%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
7	Smash Radio	24	4.9%	11.4%	16.4%	5.7%	2.9%	0.0%	0.0%	0.0%	5.4%	4.4%	2.9%	8.1%	6.2%	1.4%	1.3%	9.1%	4.8%
8	Radio Super 1	50	10.1%	2.9%	6.0%	8.6%	14.4%	13.4%	13.8%	6.9%	7.0%	13.1%	11.4%	6.8%	13.8%	13.0%	9.2%	10.4%	6.3%
9	Radio 101	14	2.8%	0.0%	4.5%	1.9%	3.8%	4.5%	1.7%	1.7%	3.3%	2.4%	0.0%	4.1%	4.6%	1.4%	2.6%	5.2%	1.6%
10	None	352	71.3%	77.1%	71.6%	73.3%	66.3%	74.6%	69.0%	70.7%	74.0%	68.7%	71.4%	67.6%	67.7%	78.3%	69.7%	63.6%	82.5%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/34: Which stations did you listen to yesterday for at least 15 minutes between 04:30pm and 04:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	21	4.3%	0.0%	20.9%	7.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	4.4%	0.0%
2	Radio Malta 2	3	0.6%	0.0%	1.1%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	4	0.8%	0.0%	1.1%	0.0%	9.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	100.0%	0.9%	0.0%
4	Island Sound	6	1.2%	0.0%	0.0%	0.0%	0.0%	18.2%	1.4%	3.6%	1.1%	0.0%	1.6%	0.0%	1.4%	0.0%
5	RTK	15	3.0%	0.0%	1.1%	0.0%	3.2%	0.0%	18.1%	0.0%	0.0%	1.3%	3.3%	0.0%	3.5%	0.0%
6	Bay Radio	4	0.8%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	14.3%	1.1%	0.0%	0.0%	0.0%	0.5%	2.4%
7	Smash Radio	22	4.5%	0.0%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%	21.1%	1.3%	3.3%	0.0%	3.9%	4.8%
8	Radio Super 1	45	9.1%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	27.5%	0.0%	0.0%	8.8%	9.5%
9	Radio 101	15	3.0%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	3.6%	2.2%	0.0%	19.7%	0.0%	3.0%	4.8%
10	None	360	72.9%	75.0%	74.7%	71.4%	87.1%	77.3%	73.6%	82.1%	72.2%	69.3%	72.1%	0.0%	73.1%	78.6%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	21	4.3%	0.0%	4.7%	0.0%	2.0%	1.4%	0.0%	11.3%	0.0%	0.0%	5.9%	1.8%	3.4%	4.2%	5.3%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%	0.0%	0.7%	1.0%
3	Radio One Live	4	0.8%	5.9%	2.3%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	1.1%	0.7%	0.5%
4	Island Sound	6	1.2%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.5%	3.6%	4.5%	0.0%	0.0%
5	RTK	15	3.0%	0.0%	2.3%	0.0%	0.0%	2.8%	0.0%	5.7%	6.7%	0.0%	4.3%	1.8%	2.3%	3.5%	3.4%
6	Bay Radio	4	0.8%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	3.4%	0.7%	0.0%
7	Smash Radio	22	4.5%	0.0%	2.3%	13.3%	6.0%	8.5%	0.0%	0.0%	13.3%	10.3%	2.2%	5.4%	4.5%	4.9%	3.9%
8	Radio Super 1	45	9.1%	5.9%	2.3%	0.0%	8.0%	7.0%	0.0%	9.4%	26.7%	2.6%	13.0%	5.4%	2.3%	9.7%	12.6%
9	Radio 101	15	3.0%	5.9%	7.0%	0.0%	2.0%	5.6%	0.0%	3.8%	0.0%	0.0%	2.2%	3.6%	4.5%	0.7%	3.9%
10	None	360	72.9%	82.4%	69.8%	80.0%	80.0%	74.6%	100.0%	67.9%	53.3%	82.1%	69.7%	76.8%	75.0%	75.0%	69.4%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/34: Which stations did you listen to yesterday for at least 15 minutes between 04:30pm and 04:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	21	4.3%	0.0%	0.0%	2.9%	1.9%	4.5%	10.3%	12.1%	3.3%	5.2%	5.7%	4.1%	3.1%	2.9%	7.9%	3.9%	1.6%
2	Radio Malta 2	3	0.6%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%	1.7%	0.4%	0.8%	1.4%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
3	Radio One Live	4	0.8%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	1.7%	1.2%	0.4%	0.0%	2.7%	1.5%	0.0%	0.0%	1.3%	0.0%
4	Island Sound	6	1.2%	8.6%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	1.4%	1.5%	0.0%	1.3%	2.6%	1.6%
5	RTK	15	3.0%	0.0%	0.0%	3.8%	3.8%	1.5%	5.2%	5.2%	2.5%	3.6%	2.9%	4.1%	4.6%	1.4%	2.6%	2.6%	3.2%
6	Bay Radio	4	0.8%	2.9%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	2.9%	0.0%	0.0%	0.0%	1.3%	0.0%	1.6%
7	Smash Radio	22	4.5%	11.4%	14.9%	4.8%	2.9%	0.0%	0.0%	0.0%	4.1%	4.8%	1.4%	6.8%	9.2%	1.4%	1.3%	6.5%	4.8%
8	Radio Super 1	45	9.1%	2.9%	6.0%	5.7%	14.4%	11.9%	12.1%	6.9%	7.0%	11.1%	12.9%	9.5%	9.2%	7.2%	9.2%	11.7%	3.2%
9	Radio 101	15	3.0%	0.0%	3.0%	1.9%	3.8%	6.0%	1.7%	3.4%	3.3%	2.8%	0.0%	4.1%	4.6%	2.9%	2.6%	5.2%	1.6%
10	None	360	72.9%	77.1%	76.1%	77.1%	68.3%	74.6%	69.0%	69.0%	76.4%	69.4%	72.9%	66.2%	66.2%	84.1%	72.4%	66.2%	84.1%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/35: Which stations did you listen to yesterday for at least 15 minutes between 05:00pm and 05:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	18	3.6%	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	3.7%	0.0%
2	Radio Malta 2	2	0.4%	0.0%	1.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	7	1.4%	0.0%	2.2%	0.0%	9.7%	0.0%	4.2%	0.0%	0.0%	0.7%	1.6%	100.0%	1.6%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	13.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
5	RTK	17	3.4%	0.0%	1.1%	0.0%	3.2%	4.5%	20.8%	0.0%	0.0%	0.7%	3.3%	0.0%	3.9%	0.0%
6	Bay Radio	6	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	10.7%	1.1%	0.7%	1.6%	0.0%	0.7%	4.8%
7	Smash Radio	21	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	21.1%	1.3%	3.3%	0.0%	3.7%	4.8%
8	Radio Super 1	48	9.7%	25.0%	1.1%	0.0%	3.2%	0.0%	1.4%	0.0%	3.3%	28.1%	1.6%	0.0%	9.7%	7.1%
9	Radio 101	15	3.0%	0.0%	0.0%	0.0%	0.0%	9.1%	1.4%	0.0%	2.2%	0.0%	18.0%	0.0%	3.0%	4.8%
10	None	360	72.9%	75.0%	75.8%	85.7%	83.9%	72.7%	70.8%	85.7%	73.3%	68.6%	72.1%	0.0%	73.1%	78.6%
		498	100.8%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	18	3.6%	0.0%	4.7%	0.0%	2.0%	1.4%	0.0%	11.3%	0.0%	0.0%	4.3%	0.0%	3.4%	2.8%	5.3%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%
3	Radio One Live	7	1.4%	5.9%	2.3%	6.7%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	1.6%	3.6%	1.1%	1.4%	1.0%
4	Island Sound	4	0.8%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	3.6%	2.3%	0.0%	0.0%
5	RTK	17	3.4%	5.9%	0.0%	0.0%	0.0%	2.8%	0.0%	9.4%	13.3%	0.0%	3.8%	5.4%	1.1%	4.2%	3.4%
6	Bay Radio	6	1.2%	0.0%	2.3%	6.7%	2.0%	1.4%	0.0%	1.9%	0.0%	0.0%	0.5%	1.8%	3.4%	0.7%	0.5%
7	Smash Radio	21	4.3%	0.0%	2.3%	13.3%	4.0%	7.0%	0.0%	0.0%	20.0%	12.8%	1.6%	5.4%	3.4%	3.5%	4.9%
8	Radio Super 1	48	9.7%	5.9%	4.7%	6.7%	8.0%	9.9%	0.0%	11.3%	26.7%	2.6%	11.9%	7.1%	2.3%	11.1%	12.6%
9	Radio 101	15	3.0%	5.9%	9.3%	0.0%	0.0%	4.2%	0.0%	5.7%	0.0%	2.6%	1.6%	7.1%	4.5%	0.0%	3.4%
10	None	360	72.9%	70.6%	72.1%	73.3%	84.0%	73.2%	100.0%	62.3%	40.0%	79.5%	73.5%	67.9%	79.5%	77.1%	68.4%
		498	100.8%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/35: Which stations did you listen to yesterday for at least 15 minutes between 05:00pm and 05:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	18	3.6%	0.0%	0.0%	1.0%	3.8%	1.5%	8.6%	12.1%	3.3%	4.0%	4.3%	5.4%	1.5%	1.4%	6.6%	3.9%	1.6%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.7%	0.0%	0.8%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	7	1.4%	0.0%	0.0%	1.0%	3.8%	1.5%	0.0%	1.7%	1.7%	1.2%	0.0%	2.7%	3.1%	0.0%	1.3%	1.3%	1.6%
4	Island Sound	4	0.8%	2.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	1.5%	0.0%	1.3%	1.3%	0.0%
5	RTK	17	3.4%	0.0%	0.0%	3.8%	3.8%	1.5%	6.9%	6.9%	3.7%	3.2%	4.3%	2.7%	3.1%	2.9%	3.9%	3.9%	3.2%
6	Bay Radio	6	1.2%	0.0%	1.5%	3.8%	0.0%	0.0%	0.0%	1.7%	1.7%	0.8%	2.9%	0.0%	0.0%	2.9%	2.6%	0.0%	0.0%
7	Smash Radio	21	4.3%	11.4%	14.9%	3.8%	2.9%	0.0%	0.0%	0.0%	3.7%	4.8%	1.4%	4.1%	9.2%	2.9%	1.3%	6.5%	4.8%
8	Radio Super 1	48	9.7%	8.6%	4.5%	8.6%	11.5%	11.9%	15.5%	6.9%	9.1%	10.3%	11.4%	10.8%	7.7%	13.0%	7.9%	11.7%	4.8%
9	Radio 101	15	3.0%	0.0%	3.0%	2.9%	4.8%	3.0%	3.4%	1.7%	3.7%	2.4%	0.0%	4.1%	3.1%	1.4%	3.9%	6.5%	1.6%
10	None	360	72.9%	77.1%	76.1%	76.2%	68.3%	79.1%	67.2%	67.2%	73.6%	72.2%	74.3%	67.6%	70.8%	76.8%	71.1%	67.5%	84.1%
		498	100.8%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/36: Which stations did you listen to yesterday for at least 15 minutes between 05:30pm and 05:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	19	3.8%	0.0%	18.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%	3.9%	0.0%
2	Radio Malta 2	2	0.4%	0.0%	1.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	Radio One Live	6	1.2%	0.0%	1.1%	0.0%	12.9%	0.0%	2.8%	0.0%	0.0%	0.7%	0.0%	100.0%	1.2%	0.0%
4	Island Sound	4	0.8%	0.0%	0.0%	0.0%	0.0%	18.2%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.9%	0.0%
5	RTK	11	2.2%	0.0%	0.0%	0.0%	3.2%	4.5%	13.9%	0.0%	0.0%	0.0%	3.3%	0.0%	2.5%	0.0%
6	Bay Radio	8	1.6%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	17.9%	2.2%	0.0%	6.6%	0.0%	1.2%	4.8%
7	Smash Radio	17	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	1.3%	1.6%	0.0%	3.5%	0.0%
8	Radio Super 1	50	10.1%	25.0%	0.0%	7.1%	6.5%	0.0%	1.4%	0.0%	2.2%	30.1%	1.6%	0.0%	10.6%	2.4%
9	Radio 101	16	3.2%	0.0%	1.1%	7.1%	3.2%	4.5%	0.0%	0.0%	2.2%	0.0%	21.3%	0.0%	3.2%	4.8%
10	None	363	73.5%	75.0%	78.0%	71.4%	74.2%	72.7%	79.2%	82.1%	76.7%	66.7%	67.2%	0.0%	72.9%	88.1%
		496	100.4%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	19	3.8%	0.0%	2.3%	0.0%	4.0%	2.8%	0.0%	11.3%	0.0%	0.0%	4.3%	0.0%	2.3%	3.5%	5.8%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%
3	Radio One Live	6	1.2%	5.9%	2.3%	6.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%	1.1%	1.4%	1.0%
4	Island Sound	4	0.8%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	1.8%	3.4%	0.0%	0.0%
5	RTK	11	2.2%	5.9%	0.0%	0.0%	0.0%	1.4%	0.0%	3.8%	6.7%	0.0%	3.2%	3.6%	1.1%	2.8%	1.9%
6	Bay Radio	8	1.6%	0.0%	4.7%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	7.7%	0.5%	3.6%	4.5%	0.7%	0.5%
7	Smash Radio	17	3.4%	0.0%	2.3%	13.3%	6.0%	7.0%	0.0%	0.0%	13.3%	5.1%	1.1%	3.6%	3.4%	3.5%	3.4%
8	Radio Super 1	50	10.1%	5.9%	7.0%	6.7%	12.0%	11.3%	0.0%	17.0%	26.7%	2.6%	9.2%	7.1%	3.4%	13.2%	11.7%
9	Radio 101	16	3.2%	5.9%	9.3%	0.0%	0.0%	4.2%	0.0%	3.8%	0.0%	2.6%	2.7%	5.4%	4.5%	1.4%	3.4%
10	None	363	73.5%	70.6%	69.8%	73.3%	76.0%	71.8%	100.0%	62.3%	53.3%	82.1%	76.8%	75.0%	77.3%	73.6%	71.4%
		496	100.4%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

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AUDIENCE RESEARCH

Q110/36: Which stations did you listen to yesterday for at least 15 minutes between 05:30pm and 05:59pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	19	3.8%	0.0%	0.0%	1.9%	3.8%	3.0%	8.6%	10.3%	3.3%	4.4%	4.3%	8.1%	1.5%	0.0%	5.3%	3.9%	3.2%
2	Radio Malta 2	2	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.7%	0.0%	0.8%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	6	1.2%	0.0%	0.0%	1.0%	2.9%	1.5%	0.0%	1.7%	1.7%	0.8%	0.0%	2.7%	4.6%	1.4%	0.0%	0.0%	0.0%
4	Island Sound	4	0.8%	5.7%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	1.4%	1.5%	0.0%	1.3%	0.0%	1.6%
5	RTK	11	2.2%	0.0%	0.0%	2.9%	3.8%	1.5%	0.0%	5.2%	2.1%	2.4%	4.3%	1.4%	1.5%	1.4%	2.6%	0.0%	4.8%
6	Bay Radio	8	1.6%	2.9%	3.0%	2.9%	1.0%	0.0%	0.0%	1.7%	2.1%	1.2%	2.9%	0.0%	0.0%	2.9%	1.3%	0.0%	4.8%
7	Smash Radio	17	3.4%	5.7%	14.9%	2.9%	1.9%	0.0%	0.0%	0.0%	2.9%	4.0%	0.0%	5.4%	9.2%	1.4%	1.3%	5.2%	1.6%
8	Radio Super 1	50	10.1%	8.6%	3.0%	9.5%	12.5%	11.9%	12.1%	12.1%	12.4%	7.9%	8.6%	12.2%	6.2%	13.0%	11.8%	13.0%	4.8%
9	Radio 101	16	3.2%	0.0%	3.0%	1.9%	6.7%	4.5%	1.7%	1.7%	3.3%	3.2%	1.4%	4.1%	4.6%	0.0%	3.9%	6.5%	1.6%
10	None	363	73.5%	80.0%	77.6%	77.1%	65.4%	76.1%	77.6%	65.5%	71.9%	75.0%	77.1%	63.5%	70.8%	79.7%	72.4%	71.4%	81.0%
		496	100.4%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/37: Which stations did you listen to yesterday for at least 15 minutes between 06:00pm and 06:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	20	4.0%	0.0%	20.9%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.7%	0.0%	0.0%	3.7%	2.4%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	0.0%	1.1%	0.0%	9.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	100.0%	0.7%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	RTK	8	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	3.3%	0.0%	1.6%	0.0%
6	Bay Radio	5	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	10.7%	1.1%	0.0%	0.0%	0.0%	0.7%	2.4%
7	Smash Radio	24	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	21.1%	2.0%	4.9%	0.0%	4.6%	2.4%
8	Radio Super 1	39	7.9%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	23.5%	1.6%	0.0%	8.1%	2.4%
9	Radio 101	21	4.3%	0.0%	1.1%	7.1%	3.2%	4.5%	1.4%	0.0%	3.3%	0.0%	26.2%	0.0%	4.2%	7.1%
10	None	374	75.7%	75.0%	76.9%	85.7%	87.1%	90.9%	81.9%	89.3%	72.2%	73.9%	65.6%	0.0%	76.4%	85.7%
		496	100.4%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	20	4.0%	0.0%	4.7%	0.0%	4.0%	4.2%	0.0%	11.3%	0.0%	0.0%	3.8%	0.0%	4.5%	4.2%	4.9%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.5%
3	Radio One Live	3	0.6%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.6%	1.1%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.0%	0.0%
5	RTK	8	1.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.7%	0.0%	2.2%	3.6%	0.0%	1.4%	1.9%
6	Bay Radio	5	1.0%	0.0%	2.3%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	1.8%	2.3%	1.4%	0.0%
7	Smash Radio	24	4.9%	5.9%	4.7%	13.3%	6.0%	5.6%	0.0%	0.0%	13.3%	17.9%	1.6%	5.4%	5.7%	4.9%	4.4%
8	Radio Super 1	39	7.9%	0.0%	2.3%	0.0%	10.0%	8.5%	0.0%	11.3%	20.0%	0.0%	9.7%	5.4%	2.3%	10.4%	9.2%
9	Radio 101	21	4.3%	5.9%	14.0%	0.0%	4.0%	4.2%	0.0%	5.7%	0.0%	2.6%	2.7%	5.4%	6.8%	2.8%	3.9%
10	None	374	75.7%	76.5%	72.1%	86.7%	74.0%	77.5%	100.0%	67.9%	60.0%	71.8%	78.9%	75.0%	77.3%	75.7%	75.2%
		496	100.4%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/37: Which stations did you listen to yesterday for at least 15 minutes between 06:00pm and 06:29pm?

Base = 494 (listened to the radio yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	20	4.0%	0.0%	0.0%	2.9%	4.8%	3.0%	6.9%	10.3%	4.1%	4.0%	4.3%	6.8%	4.6%	1.4%	2.6%	3.9%	4.8%
2	Radio Malta 2	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	1.0%	1.0%	1.5%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	3.1%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	8	1.6%	0.0%	0.0%	2.9%	1.9%	0.0%	0.0%	5.2%	1.2%	2.0%	1.4%	1.4%	1.5%	1.4%	1.3%	0.0%	4.8%
6	Bay Radio	5	1.0%	2.9%	0.0%	2.9%	0.0%	1.5%	0.0%	0.0%	1.2%	0.8%	2.9%	2.7%	0.0%	0.0%	1.3%	0.0%	0.0%
7	Smash Radio	24	4.9%	11.4%	16.4%	2.9%	4.8%	1.5%	0.0%	0.0%	5.8%	4.0%	2.9%	4.1%	9.2%	5.8%	1.3%	6.5%	4.8%
8	Radio Super 1	39	7.9%	5.7%	1.5%	7.6%	8.7%	11.9%	12.1%	6.9%	7.9%	7.9%	7.1%	6.8%	7.7%	8.7%	10.5%	11.7%	1.6%
9	Radio 101	21	4.3%	0.0%	4.5%	1.9%	6.7%	7.5%	5.2%	1.7%	4.5%	4.0%	2.9%	5.4%	4.6%	2.9%	3.9%	6.5%	3.2%
10	None	374	75.7%	74.3%	77.6%	78.1%	73.1%	74.6%	75.9%	75.9%	74.4%	77.0%	77.1%	73.0%	69.2%	79.7%	77.6%	71.4%	82.5%
		496	100.4%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/38: Which stations did you listen to yesterday for at least 15 minutes between 06:30pm and 06:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	16	3.2%	0.0%	17.6%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	RTK	5	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	3.3%	0.0%	0.9%	0.0%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	3.6%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%
7	Smash Radio	22	4.5%	0.0%	0.0%	7.1%	0.0%	0.0%	2.8%	3.6%	20.0%	1.3%	1.6%	0.0%	4.2%	2.4%
8	Radio Super 1	35	7.1%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	20.9%	1.6%	0.0%	7.2%	2.4%
9	Radio 101	16	3.2%	0.0%	1.1%	7.1%	3.2%	13.6%	1.4%	3.6%	1.1%	0.0%	19.7%	0.0%	3.5%	2.4%
10	None	395	80.0%	75.0%	81.3%	85.7%	90.3%	81.8%	88.9%	89.3%	76.7%	77.8%	73.8%	100.0%	79.9%	92.9%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	16	3.2%	0.0%	4.7%	0.0%	4.0%	2.8%	0.0%	5.7%	0.0%	0.0%	3.8%	0.0%	3.4%	3.5%	3.9%
3	Radio One Live	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	1.1%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.0%	0.0%
5	RTK	5	1.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.7%	0.0%	0.5%	3.6%	0.0%	0.0%	1.5%
6	Bay Radio	3	0.6%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.8%	0.0%	1.4%	0.0%
7	Smash Radio	22	4.5%	5.9%	0.0%	13.3%	6.0%	7.0%	0.0%	0.0%	0.0%	20.5%	1.6%	5.4%	4.5%	4.2%	4.4%
8	Radio Super 1	35	7.1%	0.0%	2.3%	0.0%	6.0%	8.5%	0.0%	7.5%	20.0%	0.0%	9.7%	5.4%	1.1%	9.0%	8.7%
9	Radio 101	16	3.2%	5.9%	7.0%	0.0%	4.0%	2.8%	0.0%	5.7%	0.0%	0.0%	2.7%	3.6%	3.4%	2.8%	3.4%
10	None	395	80.0%	82.4%	83.7%	86.7%	78.0%	78.9%	100.0%	77.4%	73.3%	74.4%	81.1%	78.6%	85.2%	79.9%	78.2%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	16	3.2%	0.0%	0.0%	2.9%	3.8%	3.0%	6.9%	5.2%	2.5%	4.0%	4.3%	6.8%	1.5%	0.0%	3.9%	3.9%	1.6%
3	Radio One Live	2	0.4%	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	1.5%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	5	1.0%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	3.4%	1.2%	0.8%	0.0%	1.4%	0.0%	1.4%	1.3%	0.0%	3.2%
6	Bay Radio	3	0.6%	2.9%	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	0.8%	0.4%	1.4%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
7	Smash Radio	22	4.5%	8.6%	14.9%	3.8%	3.8%	1.5%	0.0%	0.0%	6.2%	2.8%	4.3%	4.1%	6.2%	4.3%	2.6%	6.5%	3.2%
8	Radio Super 1	35	7.1%	5.7%	1.5%	5.7%	7.7%	13.4%	10.3%	5.2%	6.2%	7.9%	8.6%	5.4%	7.7%	7.2%	6.6%	11.7%	1.6%
9	Radio 101	16	3.2%	0.0%	0.0%	1.9%	5.8%	7.5%	3.4%	1.7%	3.7%	2.8%	2.9%	5.4%	4.6%	2.9%	2.6%	3.9%	0.0%
10	None	395	80.0%	80.0%	83.6%	82.9%	76.9%	73.1%	79.3%	84.5%	79.3%	80.6%	78.6%	74.3%	78.5%	84.1%	81.6%	74.0%	90.5%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/39: Which stations did you listen to yesterday for at least 15 minutes between 07:00pm and 07:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	14	2.8%	0.0%	15.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
3	Radio One Live	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	RTK	7	1.4%	0.0%	2.2%	0.0%	0.0%	0.0%	4.2%	0.0%	1.1%	0.0%	3.3%	0.0%	1.4%	0.0%
7	Smash Radio	20	4.0%	0.0%	1.1%	7.1%	0.0%	0.0%	1.4%	3.6%	14.4%	2.6%	1.6%	0.0%	3.7%	4.8%
8	Radio Super 1	35	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	21.6%	1.6%	0.0%	7.2%	2.4%
9	Radio 101	11	2.2%	0.0%	0.0%	0.0%	0.0%	4.5%	1.4%	0.0%	1.1%	0.0%	14.8%	0.0%	2.5%	0.0%
10	None	405	82.0%	100.0%	81.3%	92.9%	96.8%	90.9%	91.7%	96.4%	82.2%	75.8%	78.7%	100.0%	81.9%	92.9%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	14	2.8%	0.0%	2.3%	0.0%	4.0%	2.8%	0.0%	5.7%	0.0%	0.0%	3.2%	0.0%	2.3%	2.8%	3.9%
3	Radio One Live	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	0.0%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.0%	0.0%
5	RTK	7	1.4%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	3.8%	6.7%	0.0%	1.1%	1.8%	0.0%	0.7%	2.4%
7	Smash Radio	20	4.0%	0.0%	0.0%	6.7%	8.0%	4.2%	16.7%	0.0%	0.0%	23.1%	1.1%	5.4%	2.3%	3.5%	4.9%
8	Radio Super 1	35	7.1%	0.0%	2.3%	0.0%	8.0%	8.5%	0.0%	9.4%	26.7%	0.0%	8.1%	3.6%	1.1%	9.7%	8.7%
9	Radio 101	11	2.2%	0.0%	2.3%	6.7%	2.0%	0.0%	0.0%	3.8%	0.0%	5.1%	2.2%	1.8%	3.4%	1.4%	2.4%
10	None	405	82.0%	100.0%	90.7%	86.7%	76.0%	84.5%	83.3%	77.4%	66.7%	69.2%	83.8%	85.7%	89.8%	81.9%	77.7%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	14	2.8%	0.0%	0.0%	2.9%	2.9%	3.0%	5.2%	5.2%	2.1%	3.6%	4.3%	4.1%	3.1%	0.0%	3.9%	2.6%	1.6%
3	Radio One Live	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	7	1.4%	0.0%	0.0%	1.0%	2.9%	0.0%	0.0%	5.2%	1.2%	1.6%	0.0%	2.7%	0.0%	1.4%	1.3%	1.3%	3.2%
7	Smash Radio	20	4.0%	8.6%	14.9%	2.9%	2.9%	1.5%	0.0%	0.0%	6.2%	2.0%	4.3%	1.4%	4.6%	7.2%	2.6%	5.2%	3.2%
8	Radio Super 1	35	7.1%	2.9%	4.5%	5.7%	5.8%	13.4%	12.1%	5.2%	6.6%	7.5%	11.4%	4.1%	7.7%	7.2%	2.6%	14.3%	1.6%
9	Radio 101	11	2.2%	0.0%	4.5%	1.0%	1.9%	6.0%	0.0%	1.7%	1.7%	2.8%	2.9%	4.1%	4.6%	1.4%	2.6%	0.0%	0.0%
10	None	405	82.0%	85.7%	76.1%	86.7%	83.7%	74.6%	82.8%	82.8%	82.2%	81.7%	77.1%	82.4%	80.0%	82.6%	85.5%	76.6%	90.5%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/40: Which stations did you listen to yesterday for at least 15 minutes between 07:30pm and 07:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	10	2.0%	0.0%	11.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
3	Radio One Live	3	0.6%	0.0%	1.1%	0.0%	6.5%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	100.0%	0.7%	0.0%
4	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
5	RTK	10	2.0%	0.0%	1.1%	0.0%	0.0%	0.0%	8.3%	0.0%	1.1%	0.7%	3.3%	0.0%	2.1%	0.0%
7	Smash Radio	18	3.6%	0.0%	1.1%	7.1%	0.0%	0.0%	1.4%	3.6%	13.3%	2.0%	1.6%	0.0%	3.0%	7.1%
8	Radio Super 1	34	6.9%	0.0%	2.2%	0.0%	0.0%	4.5%	1.4%	0.0%	1.1%	20.3%	0.0%	0.0%	6.9%	2.4%
9	Radio 101	10	2.0%	0.0%	1.1%	0.0%	3.2%	0.0%	0.0%	0.0%	1.1%	0.0%	11.5%	0.0%	2.3%	0.0%
10	None	409	82.8%	100.0%	83.5%	92.9%	90.3%	86.4%	86.1%	96.4%	83.3%	77.1%	83.6%	0.0%	83.1%	90.5%
		496	100.4%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	10	2.0%	0.0%	2.3%	0.0%	4.0%	1.4%	0.0%	5.7%	0.0%	0.0%	1.6%	0.0%	2.3%	1.4%	2.9%
3	Radio One Live	3	0.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.6%	0.0%	0.7%	0.0%
4	Island Sound	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	2.3%	0.0%	0.0%
5	RTK	10	2.0%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	3.8%	6.7%	0.0%	2.7%	1.8%	0.0%	2.1%	2.9%
7	Smash Radio	18	3.6%	0.0%	0.0%	0.0%	8.0%	4.2%	16.7%	0.0%	6.7%	20.5%	0.5%	3.6%	1.1%	4.2%	4.4%
8	Radio Super 1	34	6.9%	0.0%	4.7%	6.7%	6.0%	5.6%	0.0%	9.4%	26.7%	0.0%	8.1%	0.0%	3.4%	9.7%	8.3%
9	Radio 101	10	2.0%	0.0%	2.3%	6.7%	2.0%	0.0%	0.0%	3.8%	0.0%	2.6%	2.2%	0.0%	3.4%	1.4%	2.4%
10	None	409	82.8%	94.1%	90.7%	86.7%	78.0%	87.3%	83.3%	77.4%	60.0%	74.4%	84.3%	91.1%	88.6%	81.3%	79.1%
		496	100.4%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	10	2.0%	0.0%	0.0%	1.0%	1.9%	3.0%	5.2%	3.4%	2.1%	2.0%	2.9%	2.7%	1.5%	0.0%	3.9%	2.6%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	1.9%	1.5%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%	1.5%	0.0%	1.3%	1.3%	0.0%
4	Island Sound	2	0.4%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
5	RTK	10	2.0%	0.0%	0.0%	0.0%	2.9%	3.0%	1.7%	6.9%	1.7%	2.4%	0.0%	2.7%	0.0%	2.9%	2.6%	0.0%	6.3%
7	Smash Radio	18	3.6%	8.6%	16.4%	1.0%	1.9%	1.5%	0.0%	0.0%	5.4%	2.0%	2.9%	1.4%	4.6%	4.3%	2.6%	6.5%	3.2%
8	Radio Super 1	34	6.9%	0.0%	3.0%	8.6%	7.7%	9.0%	12.1%	3.4%	6.6%	7.1%	11.4%	5.4%	7.7%	7.2%	1.3%	13.0%	1.6%
9	Radio 101	10	2.0%	0.0%	3.0%	1.0%	1.9%	6.0%	0.0%	1.7%	1.7%	2.4%	2.9%	4.1%	3.1%	1.4%	2.6%	0.0%	0.0%
10	None	409	82.8%	88.6%	77.6%	87.6%	83.7%	76.1%	81.0%	84.5%	82.6%	82.9%	81.4%	82.4%	81.5%	84.1%	84.2%	77.9%	88.9%
		496	100.4%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/41: Which stations did you listen to yesterday for at least 15 minutes between 08:00pm and 08:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	8	1.6%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.6%	0.0%	0.7%	0.0%
4	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
5	RTK	6	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	2.8%	0.0%	1.1%	0.7%	1.6%	0.0%	1.2%	0.0%
7	Smash Radio	11	2.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	3.6%	8.9%	1.3%	0.0%	0.0%	1.9%	2.4%
8	Radio Super 1	17	3.4%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	3.0%	4.8%
9	Radio 101	9	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	2.2%	0.0%	9.8%	0.0%	1.9%	2.4%
10	None	440	89.1%	100.0%	90.1%	92.9%	96.8%	86.4%	97.2%	92.9%	87.8%	86.9%	88.5%	100.0%	90.0%	90.5%
		496	100.4%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	8	1.6%	0.0%	4.7%	0.0%	2.0%	1.4%	0.0%	1.9%	0.0%	2.6%	1.1%	0.0%	2.3%	1.4%	1.9%
3	Radio One Live	3	0.6%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	1.1%	0.7%	0.0%
4	Island Sound	2	0.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	2.3%	0.0%	0.0%
5	RTK	6	1.2%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	1.9%	6.7%	0.0%	1.1%	0.0%	0.0%	0.7%	2.4%
7	Smash Radio	11	2.2%	0.0%	2.3%	0.0%	4.0%	2.8%	16.7%	0.0%	0.0%	12.8%	0.0%	1.8%	0.0%	2.8%	2.9%
8	Radio Super 1	17	3.4%	0.0%	2.3%	0.0%	4.0%	2.8%	0.0%	3.8%	20.0%	0.0%	3.8%	0.0%	1.1%	4.2%	4.9%
9	Radio 101	9	1.8%	0.0%	0.0%	13.3%	4.0%	1.4%	0.0%	0.0%	6.7%	2.6%	1.1%	0.0%	3.4%	2.1%	1.5%
10	None	440	89.1%	94.1%	86.0%	86.7%	84.0%	90.1%	83.3%	92.5%	73.3%	79.5%	93.0%	96.4%	89.8%	88.9%	86.9%
		496	100.4%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	8	1.6%	2.9%	0.0%	0.0%	2.9%	3.0%	1.7%	1.7%	2.1%	1.2%	2.9%	0.0%	1.5%	0.0%	3.9%	2.6%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	1.5%	0.0%	1.3%	1.3%	0.0%
4	Island Sound	2	0.4%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
5	RTK	6	1.2%	0.0%	0.0%	0.0%	1.9%	3.0%	0.0%	3.4%	1.2%	1.2%	0.0%	1.4%	0.0%	2.9%	0.0%	0.0%	4.8%
7	Smash Radio	11	2.2%	11.4%	6.0%	1.0%	1.0%	1.5%	0.0%	0.0%	2.9%	1.6%	2.9%	1.4%	1.5%	0.0%	2.6%	5.2%	1.6%
8	Radio Super 1	17	3.4%	0.0%	1.5%	4.8%	3.8%	4.5%	5.2%	1.7%	3.3%	3.6%	4.3%	2.7%	3.1%	2.9%	1.3%	7.8%	1.6%
9	Radio 101	9	1.8%	0.0%	4.5%	1.0%	2.9%	3.0%	0.0%	0.0%	1.7%	2.0%	2.9%	2.7%	1.5%	1.4%	0.0%	0.0%	4.8%
10	None	440	89.1%	82.9%	88.1%	92.4%	86.5%	85.1%	93.1%	93.1%	88.4%	89.7%	87.1%	90.5%	90.8%	92.8%	89.5%	84.4%	88.9%
		496	100.4%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/42: Which stations did you listen to yesterday for at least 15 minutes between 08:30pm and 08:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	5	1.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%	0.0%	0.5%	0.0%
5	RTK	3	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.7%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	11	2.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	10.0%	1.3%	0.0%	0.0%	1.6%	4.8%
8	Radio Super 1	17	3.4%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	3.2%	4.8%
9	Radio 101	8	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	2.2%	0.0%	8.2%	0.0%	1.6%	0.0%
10	None	448	90.7%	100.0%	93.4%	92.9%	93.5%	95.5%	100.0%	92.9%	85.6%	88.2%	90.2%	100.0%	91.7%	90.5%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	5	1.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	2.6%	1.1%	0.0%	1.1%	0.7%	1.5%
3	Radio One Live	2	0.4%	5.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.1%	0.0%	0.0%
5	RTK	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.5%	0.0%	0.0%	0.7%	1.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
7	Smash Radio	11	2.2%	0.0%	2.3%	0.0%	2.0%	2.8%	16.7%	0.0%	0.0%	15.4%	0.0%	1.8%	0.0%	2.8%	2.9%
8	Radio Super 1	17	3.4%	0.0%	2.3%	0.0%	4.0%	4.2%	0.0%	1.9%	20.0%	0.0%	3.8%	0.0%	2.3%	4.2%	4.4%
9	Radio 101	8	1.6%	0.0%	0.0%	13.3%	2.0%	1.4%	0.0%	0.0%	6.7%	2.6%	1.1%	1.8%	3.4%	2.1%	0.5%
10	None	448	90.7%	94.1%	90.7%	86.7%	90.0%	91.5%	83.3%	96.2%	66.7%	79.5%	93.5%	92.9%	92.0%	89.6%	90.3%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	5	1.0%	2.9%	0.0%	0.0%	1.0%	3.0%	1.7%	0.0%	1.2%	0.8%	1.4%	0.0%	0.0%	0.0%	2.6%	2.6%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.5%	0.0%	1.3%	0.0%	0.0%
5	RTK	3	0.6%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.7%	0.8%	0.4%	0.0%	1.4%	0.0%	1.4%	0.0%	0.0%	1.6%
6	Bay Radio	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
7	Smash Radio	11	2.2%	14.3%	6.0%	1.0%	0.0%	1.5%	0.0%	0.0%	2.9%	1.6%	1.4%	1.4%	3.1%	0.0%	2.6%	3.9%	3.2%
8	Radio Super 1	17	3.4%	0.0%	1.5%	3.8%	2.9%	6.0%	8.6%	0.0%	3.3%	3.6%	2.9%	2.7%	3.1%	2.9%	2.6%	7.8%	1.6%
9	Radio 101	8	1.6%	2.9%	3.0%	0.0%	2.9%	3.0%	0.0%	0.0%	1.7%	1.6%	1.4%	1.4%	1.5%	1.4%	0.0%	0.0%	6.3%
10	None	448	90.7%	80.0%	88.1%	95.2%	90.4%	86.6%	89.7%	98.3%	89.7%	91.7%	92.9%	93.2%	90.8%	94.2%	90.8%	84.4%	88.9%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/43: Which stations did you listen to yesterday for at least 15 minutes between 09:00pm and 09:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	5	1.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%	0.0%	1.6%	0.0%	0.5%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	7	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	1.2%	4.8%
8	Radio Super 1	18	3.6%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	3.2%	7.1%
9	Radio 101	4	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%	3.3%	0.0%	0.7%	0.0%
10	None	456	92.3%	100.0%	94.5%	100.0%	96.8%	95.5%	97.2%	92.9%	88.9%	89.5%	95.1%	100.0%	93.3%	85.7%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	5	1.0%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	2.6%	0.5%	0.0%	1.1%	1.4%	1.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	0.5%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
7	Smash Radio	7	1.4%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	12.8%	0.0%	0.0%	1.8%	0.0%	2.8%	1.0%
8	Radio Super 1	18	3.6%	0.0%	2.3%	0.0%	4.0%	4.2%	0.0%	1.9%	13.3%	0.0%	4.9%	0.0%	2.3%	5.6%	3.9%
9	Radio 101	4	0.8%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.5%	1.8%	2.3%	0.7%	0.0%
10	None	456	92.3%	100.0%	93.0%	86.7%	92.0%	94.4%	100.0%	94.3%	80.0%	82.1%	93.5%	92.9%	94.3%	88.9%	93.7%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	5	1.0%	2.9%	0.0%	0.0%	1.0%	3.0%	1.7%	0.0%	1.7%	0.4%	1.4%	0.0%	1.5%	0.0%	2.6%	1.3%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	1.4%	0.0%	1.4%	0.0%	0.0%	0.0%
6	Bay Radio	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
7	Smash Radio	7	1.4%	11.4%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.6%	0.0%	0.0%	3.1%	0.0%	2.6%	2.6%	1.6%
8	Radio Super 1	18	3.6%	0.0%	1.5%	4.8%	4.8%	3.0%	8.6%	0.0%	3.3%	4.0%	2.9%	2.7%	1.5%	4.3%	3.9%	7.8%	1.6%
9	Radio 101	4	0.8%	2.9%	1.5%	0.0%	1.9%	0.0%	0.0%	0.0%	0.8%	0.8%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	3.2%
10	None	456	92.3%	82.9%	91.0%	95.2%	90.4%	94.0%	87.9%	100.0%	92.6%	92.1%	94.3%	93.2%	93.8%	94.2%	90.8%	87.0%	93.7%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/44: Which stations did you listen to yesterday for at least 15 minutes between 09:30pm and 09:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	5	1.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
3	Radio One Live	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	1.6%	0.0%	0.5%	0.0%
7	Smash Radio	6	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.9%	4.8%
8	Radio Super 1	19	3.8%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	0.0%	1.1%	11.1%	0.0%	0.0%	3.2%	9.5%
9	Radio 101	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.2%	0.0%
10	None	458	92.7%	100.0%	94.5%	100.0%	90.3%	95.5%	98.6%	96.4%	91.1%	88.2%	95.1%	100.0%	94.0%	85.7%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	5	1.0%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	2.6%	0.5%	0.0%	1.1%	1.4%	1.0%
3	Radio One Live	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%
7	Smash Radio	6	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%	2.8%	1.0%
8	Radio Super 1	19	3.8%	0.0%	2.3%	0.0%	6.0%	4.2%	0.0%	1.9%	13.3%	0.0%	4.9%	1.8%	2.3%	6.3%	3.4%
9	Radio 101	2	0.4%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	1.1%	0.0%	0.0%
10	None	458	92.7%	100.0%	95.3%	93.3%	92.0%	94.4%	83.3%	94.3%	80.0%	84.6%	93.5%	96.4%	95.5%	89.6%	92.7%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	5	1.0%	2.9%	0.0%	0.0%	1.0%	3.0%	1.7%	0.0%	1.7%	0.4%	1.4%	0.0%	1.5%	0.0%	2.6%	1.3%	0.0%
3	Radio One Live	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.7%	0.0%	0.8%	0.0%	1.4%	0.0%	1.4%	0.0%	0.0%	0.0%
7	Smash Radio	6	1.2%	8.6%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.2%	1.4%	0.0%	3.1%	0.0%	1.3%	2.6%	0.0%
8	Radio Super 1	19	3.8%	0.0%	3.0%	4.8%	4.8%	3.0%	8.6%	0.0%	3.7%	4.0%	2.9%	2.7%	1.5%	2.9%	6.6%	7.8%	1.6%
9	Radio 101	2	0.4%	2.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
10	None	458	92.7%	85.7%	92.5%	93.3%	92.3%	94.0%	89.7%	98.3%	92.1%	93.3%	92.9%	94.6%	93.8%	95.7%	88.2%	88.3%	96.8%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/45: Which stations did you listen to yesterday for at least 15 minutes between 10:00pm and 10:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	3	0.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	1.6%	0.0%	0.5%	0.0%
7	Smash Radio	7	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.7%	0.0%	0.0%	1.2%	4.8%
8	Radio Super 1	21	4.3%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	2.2%	12.4%	0.0%	0.0%	3.7%	9.5%
9	Radio 101	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.2%	0.0%
10	None	455	92.1%	100.0%	96.7%	100.0%	90.3%	95.5%	98.6%	96.4%	87.8%	86.3%	95.1%	100.0%	93.3%	85.7%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	3	0.6%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	0.5%
2	Radio Malta 2	1	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	2.6%	0.0%	1.8%	0.0%	0.0%	0.5%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%
7	Smash Radio	7	1.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%	2.8%	1.5%
8	Radio Super 1	21	4.3%	0.0%	2.3%	6.7%	4.0%	4.2%	0.0%	5.7%	20.0%	0.0%	4.3%	1.8%	3.4%	5.6%	4.4%
9	Radio 101	2	0.4%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	1.1%	0.0%	0.0%
10	None	455	92.1%	100.0%	93.0%	86.7%	94.0%	93.0%	83.3%	90.6%	73.3%	84.6%	94.6%	94.6%	93.2%	91.0%	91.7%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	3	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.0%	1.2%	0.0%	1.4%	0.0%	1.5%	0.0%	1.3%	0.0%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	2	0.4%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.6%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	RTK	2	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.7%	0.0%	0.8%	0.0%	1.4%	0.0%	1.4%	0.0%	0.0%	0.0%
7	Smash Radio	7	1.4%	11.4%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.6%	1.4%	1.4%	3.1%	0.0%	2.6%	1.3%	0.0%
8	Radio Super 1	21	4.3%	2.9%	3.0%	5.7%	3.8%	3.0%	8.6%	1.7%	5.0%	3.6%	1.4%	6.8%	1.5%	4.3%	6.6%	7.8%	0.0%
9	Radio 101	2	0.4%	2.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.6%
10	None	455	92.1%	80.0%	92.5%	92.4%	93.3%	94.0%	89.7%	96.6%	90.5%	93.7%	94.3%	87.8%	93.8%	94.2%	88.2%	90.9%	96.8%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q110/46: Which stations did you listen to yesterday for at least 15 minutes between 10:30pm and 10:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	3	0.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	6.5%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	2	0.4%	0.0%	0.0%	0.0%	3.2%	4.5%	0.0%	7.1%	2.2%	0.0%	0.0%	0.0%	0.5%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.5%	2.4%
8	Radio Super 1	22	4.5%	0.0%	0.0%	0.0%	6.5%	4.5%	1.4%	0.0%	2.2%	13.1%	0.0%	0.0%	4.2%	7.1%
10	None	460	93.1%	100.0%	96.7%	100.0%	83.9%	86.4%	98.6%	92.9%	91.1%	86.9%	100.0%	100.0%	93.8%	90.5%
		495	100.2%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	3	0.6%	0.0%	2.3%	0.0%	2.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	0.5%
2	Radio Malta 2	1	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	6.7%	2.6%	0.0%	1.8%	1.1%	0.0%	0.5%
4	Island Sound	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.0%	0.5%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.0%	0.0%
7	Smash Radio	3	0.6%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.1%	0.7%	0.5%
8	Radio Super 1	22	4.5%	0.0%	4.7%	6.7%	4.0%	2.8%	0.0%	5.7%	13.3%	2.6%	4.9%	1.8%	3.4%	6.3%	4.4%
10	None	460	93.1%	100.0%	90.7%	93.3%	92.0%	94.4%	83.3%	92.5%	80.0%	89.7%	95.1%	96.4%	90.9%	92.4%	93.7%
		495	100.2%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	3	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.0%	1.2%	0.0%	1.4%	0.0%	1.5%	0.0%	1.3%	0.0%	0.0%
2	Radio Malta 2	1	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	3	0.6%	2.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	1.6%
4	Island Sound	2	0.4%	2.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
6	Bay Radio	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
7	Smash Radio	3	0.6%	5.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.5%	0.0%	2.6%	0.0%	0.0%
8	Radio Super 1	22	4.5%	5.7%	3.0%	7.6%	2.9%	3.0%	8.6%	0.0%	5.0%	4.0%	1.4%	5.4%	4.6%	5.8%	7.9%	5.2%	0.0%
10	None	460	93.1%	82.9%	95.5%	89.5%	96.2%	94.0%	89.7%	100.0%	91.7%	94.4%	94.3%	93.2%	92.3%	94.2%	86.8%	94.8%	96.8%
		495	100.2%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/47: Which stations did you listen to yesterday for at least 15 minutes between 11:00pm and 11:29pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Radio Super 1	18	3.6%	0.0%	0.0%	0.0%	6.5%	0.0%	1.4%	3.6%	1.1%	10.5%	0.0%	0.0%	3.7%	2.4%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.2%	0.0%
10	None	470	95.1%	100.0%	100.0%	100.0%	83.9%	100.0%	98.6%	92.9%	94.4%	89.5%	98.4%	100.0%	95.1%	97.6%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
3	Radio One Live	2	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.5%	0.0%	0.0%	0.7%	0.5%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Radio Super 1	18	3.6%	0.0%	2.3%	0.0%	2.0%	1.4%	16.7%	5.7%	13.3%	2.6%	4.3%	1.8%	0.0%	6.3%	3.9%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.8%	0.0%	0.0%	0.0%
10	None	470	95.1%	100.0%	97.7%	100.0%	98.0%	97.2%	66.7%	94.3%	73.3%	94.9%	95.1%	96.4%	98.9%	93.1%	94.7%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
3	Radio One Live	2	0.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.7%	0.4%	0.4%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Bay Radio	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
7	Smash Radio	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
8	Radio Super 1	18	3.6%	5.7%	3.0%	6.7%	1.9%	1.5%	6.9%	0.0%	3.7%	3.6%	1.4%	4.1%	4.6%	7.2%	2.6%	5.2%	0.0%
9	Radio 101	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
10	None	470	95.1%	88.6%	95.5%	91.4%	98.1%	98.5%	93.1%	98.3%	95.0%	95.2%	97.1%	94.6%	92.3%	92.8%	96.1%	94.8%	98.4%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q110/48: Which stations did you listen to yesterday for at least 15 minutes between 11:30pm and 11:59pm?

Base = 494 (listened to the radio yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
8	Radio Super 1	14	2.8%	0.0%	0.0%	0.0%	3.2%	0.0%	1.4%	3.6%	1.1%	7.8%	0.0%	0.0%	2.8%	2.4%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%	0.2%	0.0%
10	None	473	95.7%	100.0%	100.0%	100.0%	83.9%	100.0%	98.6%	92.9%	94.4%	91.5%	98.4%	100.0%	95.8%	97.6%
		494	100.0%	4	91	14	31	22	72	28	90	153	61	1	432	42

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
3	Radio One Live	3	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	6.7%	0.0%	0.5%	0.0%	0.0%	0.7%	1.0%
4	Island Sound	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
6	Bay Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
7	Smash Radio	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Radio Super 1	14	2.8%	0.0%	2.3%	0.0%	0.0%	1.4%	16.7%	1.9%	13.3%	0.0%	4.3%	1.8%	0.0%	5.6%	2.4%
9	Radio 101	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.8%	0.0%	0.0%	0.0%
10	None	473	95.7%	100.0%	97.7%	100.0%	100.0%	97.2%	50.0%	98.1%	73.3%	97.4%	95.1%	96.4%	98.9%	93.8%	95.6%
		494	100.0%	17	43	15	50	71	6	53	15	39	185	56	88	144	206

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
3	Radio One Live	3	0.6%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	1.7%	0.8%	0.4%	1.4%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%
4	Island Sound	1	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Bay Radio	1	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
7	Smash Radio	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
8	Radio Super 1	14	2.8%	2.9%	3.0%	4.8%	1.9%	3.0%	3.4%	0.0%	2.1%	3.6%	1.4%	4.1%	3.1%	4.3%	1.3%	5.2%	0.0%
9	Radio 101	1	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
10	None	473	95.7%	91.4%	95.5%	93.3%	97.1%	97.0%	96.6%	98.3%	96.3%	95.2%	95.7%	94.6%	93.8%	95.7%	97.4%	94.8%	98.4%
		494	100.0%	35	67	105	104	67	58	58	242	252	70	74	65	69	76	77	63

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AUDIENCE RESEARCH

Q111: Which types of programmes do you usually listen to on the radio?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	News	484	80.9%	42.9%	84.8%	87.5%	86.5%	77.8%	92.3%	65.8%	56.4%	88.8%	87.7%	100.0%	81.8%	78.3%
2	Women's programmes	223	37.3%	42.9%	56.3%	56.3%	37.8%	7.4%	57.1%	18.4%	16.8%	38.8%	26.0%	0.0%	38.6%	30.4%
3	Discussions	338	56.5%	57.1%	63.4%	62.5%	86.5%	33.3%	73.6%	34.2%	29.7%	64.0%	54.8%	100.0%	58.2%	41.3%
4	Music	475	79.4%	71.4%	65.2%	81.3%	67.6%	88.9%	67.0%	97.4%	97.0%	82.0%	84.9%	100.0%	79.1%	91.3%
5	Phone-in entertainment	271	45.3%	28.6%	36.6%	37.5%	40.5%	40.7%	41.8%	44.7%	33.7%	58.4%	53.4%	0.0%	46.1%	45.7%
6	Phone-in discussion	295	49.3%	57.1%	51.8%	37.5%	81.1%	37.0%	76.9%	36.8%	23.8%	57.3%	47.9%	100.0%	51.4%	32.6%
7	Radjudrammi	160	26.8%	28.6%	51.8%	43.8%	18.9%	11.1%	23.1%	5.3%	8.9%	32.6%	16.4%	0.0%	27.8%	15.2%
8	Sports	171	28.6%	14.3%	21.4%	12.5%	35.1%	37.0%	20.9%	26.3%	36.6%	27.5%	38.4%	0.0%	28.0%	34.8%
9	Counselling and advise progrms	376	62.9%	57.1%	75.0%	50.0%	70.3%	29.6%	72.5%	23.7%	39.6%	79.8%	46.6%	0.0%	64.5%	47.8%
10	Folk music	5	0.8%	0.0%	1.8%	6.3%	2.7%	0.0%	1.1%	0.0%	0.0%	0.6%	0.0%	0.0%	1.0%	0.0%
11	Cultural/educational	5	0.8%	0.0%	4.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
12	Obituaries	2	0.3%	0.0%	1.8%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
13	Religious programmes	5	0.8%	0.0%	4.5%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
14	Humourous programmes	1	0.2%	0.0%	0.9%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	100.0%	0.2%	0.0%
15	Analysis of local papers	1	0.2%	0.0%	0.9%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	100.0%	0.2%	0.0%
16	Reading of novels	5	0.8%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
		2817	471.1%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation									Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	News	484	80.9%	81.0%	77.8%	87.5%	82.1%	75.6%	85.7%	95.2%	78.9%	49.0%	85.8%	75.4%	76.1%	82.1%	83.8%
2	Women's programmes	223	37.3%	0.0%	14.8%	18.8%	11.9%	21.8%	0.0%	19.4%	15.8%	12.2%	73.8%	24.6%	32.1%	41.3%	40.0%
3	Discussions	338	56.5%	71.4%	55.6%	50.0%	68.7%	39.7%	57.1%	71.0%	52.6%	26.5%	60.9%	55.4%	59.6%	60.9%	52.1%
4	Music	475	79.4%	66.7%	83.3%	87.5%	88.1%	87.2%	100.0%	61.3%	89.5%	98.0%	73.3%	75.4%	82.6%	81.0%	77.9%
5	Phone-in entertainment	271	45.3%	42.9%	37.0%	50.0%	37.3%	42.3%	28.6%	33.9%	36.8%	42.9%	55.6%	38.5%	45.0%	41.3%	50.4%
6	Phone-in discussion	295	49.3%	47.6%	46.3%	37.5%	47.8%	37.2%	42.9%	58.1%	31.6%	26.5%	60.0%	43.1%	52.3%	51.1%	48.3%
7	Radjudrammi	160	26.8%	0.0%	14.8%	18.8%	19.4%	20.5%	0.0%	41.9%	21.1%	4.1%	39.1%	4.6%	15.6%	29.3%	35.8%
8	Sports	171	28.6%	19.0%	40.7%	50.0%	40.3%	43.6%	42.9%	40.3%	36.8%	40.8%	9.3%	27.7%	31.2%	24.5%	30.8%
9	Counselling and advise progrms	376	62.9%	33.3%	44.4%	62.5%	49.3%	52.6%	42.9%	74.2%	57.9%	28.6%	83.1%	32.3%	56.9%	66.8%	70.8%
10	Folk music	5	0.8%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	2.2%	0.4%
11	Cultural/educational	5	0.8%	4.8%	3.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.4%	0.0%	3.7%	0.0%	0.4%
12	Obituaries	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.5%	0.4%
13	Religious programmes	5	0.8%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.9%	0.5%	1.3%
14	Humourous programmes	1	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
15	Analysis of local papers	1	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
16	Reading of novels	5	0.8%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.5%	0.0%	1.1%	0.8%
		2817	471.1%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q111: Which types of programmes do you usually listen to on the radio?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	News	484	80.9%	48.9%	57.5%	79.8%	91.3%	90.1%	88.6%	93.1%	82.8%	79.2%	74.1%	73.3%	81.2%	85.7%	85.2%	86.5%	80.7%
2	Women's programmes	223	37.3%	17.8%	15.0%	39.5%	39.7%	50.6%	35.7%	52.8%	7.6%	65.5%	36.5%	39.5%	34.1%	36.4%	29.5%	47.2%	37.5%
3	Discussions	338	56.5%	24.4%	33.8%	57.3%	56.3%	75.3%	67.1%	69.4%	57.4%	55.7%	52.9%	58.1%	49.4%	59.7%	52.3%	62.9%	60.2%
4	Music	475	79.4%	97.8%	96.3%	87.1%	79.4%	76.5%	60.0%	58.3%	80.8%	78.2%	72.9%	69.8%	80.0%	79.2%	80.7%	88.8%	84.1%
5	Phone-in entertainment	271	45.3%	42.2%	50.0%	52.4%	43.7%	53.1%	32.9%	36.1%	36.1%	54.1%	34.1%	51.2%	43.5%	51.9%	40.9%	43.8%	52.3%
6	Phone-in discussion	295	49.3%	26.7%	33.8%	50.8%	50.8%	60.5%	55.7%	56.9%	43.0%	55.4%	34.1%	46.5%	47.1%	61.0%	43.2%	55.1%	59.1%
7	Radjudrammi	160	26.8%	6.7%	8.8%	17.7%	30.2%	38.3%	32.9%	50.0%	17.5%	35.5%	25.9%	30.2%	27.1%	28.6%	19.3%	27.0%	29.5%
8	Sports	171	28.6%	37.8%	27.5%	26.6%	27.8%	33.3%	31.4%	20.8%	47.4%	10.7%	27.1%	24.4%	28.2%	28.6%	30.7%	29.2%	31.8%
9	Counselling and advise progrms	376	62.9%	40.0%	37.5%	62.1%	60.3%	76.5%	75.7%	83.3%	48.5%	76.5%	52.9%	64.0%	62.4%	72.7%	59.1%	65.2%	64.8%
10	Folk music	5	0.8%	0.0%	0.0%	0.0%	0.0%	2.5%	1.4%	2.8%	0.7%	1.0%	2.4%	1.2%	0.0%	1.3%	1.1%	0.0%	0.0%
11	Cultural/educational	5	0.8%	0.0%	0.0%	0.0%	1.6%	2.5%	1.4%	0.0%	1.0%	0.7%	1.2%	1.2%	1.2%	0.0%	0.0%	2.2%	0.0%
12	Obituaries	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.7%	1.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
13	Religious programmes	5	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.2%	0.3%	1.3%	1.2%	2.3%	2.4%	0.0%	0.0%	0.0%	0.0%
14	Humourous programmes	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
15	Analysis of local papers	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
16	Reading of novels	5	0.8%	0.0%	0.0%	0.8%	1.6%	1.2%	0.0%	1.4%	0.3%	1.3%	0.0%	1.2%	1.2%	1.3%	1.1%	1.1%	0.0%
		2817	471.1%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q112: Which is your favourite type of programme?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	News	121	20.2%	0.0%	23.2%	18.8%	21.6%	29.6%	27.5%	18.4%	7.9%	23.0%	27.4%	100.0%	20.9%	8.7%
2	Women's programmes	60	10.0%	0.0%	23.2%	31.3%	8.1%	0.0%	23.1%	5.3%	0.0%	4.5%	2.7%	0.0%	11.1%	2.2%
3	Discussions	63	10.5%	14.3%	6.3%	0.0%	27.0%	7.4%	19.8%	0.0%	2.0%	14.6%	8.2%	0.0%	10.2%	15.2%
4	Music	192	32.1%	57.1%	15.2%	37.5%	13.5%	51.9%	12.1%	68.4%	81.2%	15.2%	39.7%	0.0%	30.5%	47.8%
5	Phone-in entertainment	9	1.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.7%	4.1%	0.0%	1.0%	4.3%
6	Phone-in discussion	26	4.3%	0.0%	4.5%	0.0%	18.9%	7.4%	5.5%	2.6%	1.0%	5.6%	1.4%	0.0%	4.6%	4.3%
7	Radjudrammi	10	1.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.7%	0.0%	1.9%	0.0%
8	Sports	16	2.7%	14.3%	2.7%	6.3%	0.0%	3.7%	0.0%	0.0%	3.0%	2.2%	4.1%	0.0%	2.5%	2.2%
9	Counselling and advise progrms	94	15.7%	14.3%	14.3%	6.3%	10.8%	0.0%	12.1%	5.3%	3.0%	30.3%	9.6%	0.0%	15.9%	15.2%
11	Cultural	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
12	Religious	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
13	Novels	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
14	Folklore	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	News	121	20.2%	52.4%	18.5%	25.0%	28.4%	12.8%	0.0%	56.5%	5.3%	4.1%	12.9%	26.2%	19.3%	20.1%	19.2%
2	Women's programmes	60	10.0%	0.0%	5.6%	6.3%	0.0%	1.3%	0.0%	4.8%	5.3%	0.0%	22.7%	7.7%	8.3%	13.0%	9.2%
3	Discussions	63	10.5%	9.5%	13.0%	6.3%	17.9%	7.7%	14.3%	11.3%	5.3%	6.1%	10.2%	10.8%	10.1%	14.7%	7.5%
4	Music	192	32.1%	28.6%	35.2%	31.3%	32.8%	57.7%	71.4%	9.7%	47.4%	85.7%	14.7%	41.5%	36.7%	27.7%	30.8%
5	Phone-in entertainment	9	1.5%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	2.0%	2.2%	1.5%	2.8%	1.1%	1.3%
6	Phone-in discussion	26	4.3%	0.0%	7.4%	0.0%	1.5%	2.6%	14.3%	3.2%	5.3%	0.0%	6.7%	4.6%	4.6%	3.8%	4.6%
7	Radjudrammi	10	1.7%	0.0%	1.9%	0.0%	1.5%	3.8%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.9%	2.7%	1.7%
8	Sports	16	2.7%	4.8%	5.6%	18.8%	6.0%	5.1%	0.0%	0.0%	0.0%	2.0%	0.0%	1.5%	4.6%	2.2%	2.5%
9	Counselling and advise progrms	94	15.7%	4.8%	7.4%	12.5%	9.0%	9.0%	0.0%	14.5%	26.3%	0.0%	26.7%	6.2%	11.9%	13.6%	21.7%
11	Cultural	2	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%	0.0%	0.4%
12	Religious	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.8%
13	Novels	2	0.3%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.4%
14	Folklore	1	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q112: Which is your favourite type of programme?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	News	121	20.2%	2.2%	3.8%	13.7%	20.6%	22.2%	37.1%	41.7%	29.9%	11.1%	15.3%	22.1%	27.1%	20.8%	19.3%	23.6%	13.6%
2	Women's programmes	60	10.0%	2.2%	1.3%	12.9%	11.1%	13.6%	8.6%	15.3%	0.3%	19.2%	11.8%	9.3%	8.2%	7.8%	11.4%	9.0%	12.5%
3	Discussions	63	10.5%	2.2%	5.0%	15.3%	12.7%	11.1%	11.4%	8.3%	13.4%	7.8%	14.1%	9.3%	11.8%	11.7%	10.2%	11.2%	5.7%
4	Music	192	32.1%	84.4%	78.8%	32.3%	25.4%	9.9%	10.0%	5.6%	36.8%	27.7%	36.5%	27.9%	29.4%	32.5%	35.2%	28.1%	35.2%
5	Phone-in entertainment	9	1.5%	2.2%	1.3%	2.4%	2.4%	1.2%	0.0%	0.0%	1.4%	1.6%	3.5%	2.3%	0.0%	0.0%	2.3%	2.2%	0.0%
6	Phone-in discussion	26	4.3%	0.0%	2.5%	7.3%	4.8%	4.9%	5.7%	1.4%	2.1%	6.5%	4.7%	7.0%	4.7%	2.6%	2.3%	7.9%	1.1%
7	Radjudrammi	10	1.7%	0.0%	0.0%	2.4%	3.2%	2.5%	1.4%	0.0%	1.0%	2.3%	1.2%	2.3%	0.0%	1.3%	0.0%	3.4%	3.4%
8	Sports	16	2.7%	2.2%	1.3%	1.6%	3.2%	7.4%	2.9%	0.0%	5.5%	0.0%	1.2%	2.3%	4.7%	2.6%	1.1%	1.1%	5.7%
9	Counselling and advise progrms	94	15.7%	4.4%	6.3%	12.1%	16.7%	23.5%	22.9%	22.2%	8.6%	22.5%	10.6%	14.0%	12.9%	20.8%	17.0%	12.4%	22.7%
11	Cultural	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.4%	0.3%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
12	Religious	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.7%	0.0%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%
13	Novels	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.4%	0.3%	0.3%	0.0%	1.2%	0.0%	0.0%	1.1%	0.0%	0.0%
14	Folklore	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q113: Which one comes next?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	No second preference	9	1.5%	28.6%	0.9%	0.0%	0.0%	0.0%	0.0%	2.6%	3.0%	1.1%	1.4%	0.0%	1.7%	0.0%
1	News	154	25.8%	28.6%	21.4%	37.5%	29.7%	22.2%	23.1%	26.3%	26.7%	29.8%	17.8%	0.0%	25.9%	28.3%
2	Women's programmes	52	8.7%	14.3%	13.4%	12.5%	13.5%	3.7%	9.9%	5.3%	4.0%	10.1%	6.8%	0.0%	8.6%	10.9%
3	Discussions	82	13.7%	28.6%	17.9%	12.5%	10.8%	7.4%	17.6%	13.2%	5.0%	11.2%	20.5%	0.0%	14.0%	10.9%
4	Music	85	14.2%	0.0%	7.1%	12.5%	16.2%	25.9%	7.7%	18.4%	11.9%	19.1%	21.9%	0.0%	14.4%	15.2%
5	Phone-in entertainment	39	6.5%	0.0%	0.9%	6.3%	2.7%	11.1%	5.5%	18.4%	8.9%	5.6%	9.6%	0.0%	6.0%	8.7%
6	Phone-in discussion	30	5.0%	0.0%	5.4%	6.3%	13.5%	3.7%	11.0%	2.6%	3.0%	1.7%	2.7%	0.0%	4.8%	4.3%
7	Radjudrammi	10	1.7%	0.0%	4.5%	12.5%	0.0%	0.0%	0.0%	0.0%	1.0%	1.1%	0.0%	0.0%	1.9%	0.0%
8	Sports	49	8.2%	0.0%	2.7%	0.0%	2.7%	14.8%	6.6%	13.2%	18.8%	6.7%	12.3%	0.0%	8.3%	10.9%
9	Counselling and advise progrms	81	13.5%	0.0%	23.2%	0.0%	8.1%	11.1%	15.4%	0.0%	16.8%	12.9%	6.8%	0.0%	13.1%	10.9%
10	Other	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	0.6%	0.0%	0.0%	0.6%	0.0%
11	Cultural	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
12	Religious	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
13	Analysis of local papers	1	0.2%	0.0%	0.9%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	100.0%	0.2%	0.0%
14	Novels	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	No second preference	9	1.5%	0.0%	1.9%	0.0%	4.5%	0.0%	0.0%	1.6%	5.3%	4.1%	0.4%	0.0%	1.8%	2.2%	1.3%
1	News	154	25.8%	19.0%	27.8%	25.0%	32.8%	26.9%	57.1%	22.6%	31.6%	26.5%	22.7%	29.2%	28.4%	23.4%	25.4%
2	Women's programmes	52	8.7%	0.0%	3.7%	6.3%	1.5%	3.8%	0.0%	1.6%	0.0%	4.1%	18.7%	6.2%	8.3%	8.2%	10.0%
3	Discussions	82	13.7%	23.8%	22.2%	12.5%	17.9%	11.5%	14.3%	17.7%	5.3%	6.1%	11.6%	12.3%	14.7%	16.3%	11.7%
4	Music	85	14.2%	19.0%	20.4%	18.8%	19.4%	12.8%	0.0%	11.3%	15.8%	8.2%	13.3%	15.4%	15.6%	14.1%	13.3%
5	Phone-in entertainment	39	6.5%	4.8%	5.6%	12.5%	4.5%	9.0%	0.0%	1.6%	5.3%	12.2%	6.7%	10.8%	8.3%	3.3%	7.1%
6	Phone-in discussion	30	5.0%	9.5%	3.7%	0.0%	6.0%	1.3%	0.0%	11.3%	5.3%	6.1%	4.4%	6.2%	7.3%	7.1%	2.1%
7	Radjudrammi	10	1.7%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	3.2%	0.0%	2.0%	2.7%	1.5%	0.0%	2.2%	2.1%
8	Sports	49	8.2%	9.5%	11.1%	12.5%	4.5%	17.9%	28.6%	9.7%	15.8%	20.4%	0.4%	13.8%	6.4%	4.3%	10.4%
9	Counselling and advise progrms	81	13.5%	9.5%	1.9%	12.5%	7.5%	14.1%	0.0%	17.7%	15.8%	10.2%	18.2%	3.1%	6.4%	17.9%	16.3%
10	Other	3	0.5%	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%	0.5%	0.4%
11	Cultural	1	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
12	Religious	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
13	Analysis of local papers	1	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
14	Novels	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.0%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q113: Which one comes next?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No second preference	9	1.5%	0.0%	5.0%	0.8%	0.8%	1.2%	0.0%	2.8%	2.4%	0.7%	1.2%	2.3%	3.5%	0.0%	2.3%	0.0%	1.1%
1	News	154	25.8%	26.7%	26.3%	24.2%	29.4%	33.3%	22.9%	15.3%	28.2%	23.5%	35.3%	25.6%	15.3%	31.2%	34.1%	19.1%	20.5%
2	Women's programmes	52	8.7%	6.7%	2.5%	5.6%	10.3%	16.0%	7.1%	12.5%	1.4%	15.6%	10.6%	7.0%	7.1%	9.1%	9.1%	11.2%	6.8%
3	Discussions	82	13.7%	2.2%	8.8%	14.5%	14.3%	16.0%	18.6%	16.7%	16.5%	11.1%	10.6%	10.5%	14.1%	13.0%	13.6%	19.1%	14.8%
4	Music	85	14.2%	8.9%	13.8%	21.0%	18.3%	9.9%	7.1%	11.1%	16.5%	12.1%	10.6%	15.1%	18.8%	14.3%	13.6%	12.4%	14.8%
5	Phone-in entertainment	39	6.5%	15.6%	15.0%	4.8%	4.0%	3.7%	5.7%	2.8%	3.1%	9.8%	1.2%	14.0%	5.9%	5.2%	5.7%	3.4%	10.2%
6	Phone-in discussion	30	5.0%	6.7%	2.5%	4.8%	4.8%	4.9%	5.7%	6.9%	6.2%	3.9%	5.9%	2.3%	5.9%	5.2%	4.5%	6.7%	4.5%
7	Radjudrammi	10	1.7%	0.0%	1.3%	0.8%	1.6%	0.0%	1.4%	6.9%	1.0%	2.3%	4.7%	1.2%	0.0%	1.3%	1.1%	0.0%	3.4%
8	Sports	49	8.2%	17.8%	11.3%	9.7%	7.9%	1.2%	10.0%	2.8%	15.5%	1.3%	8.2%	7.0%	9.4%	6.5%	8.0%	10.1%	8.0%
9	Counselling and advise progrms	81	13.5%	15.6%	12.5%	12.9%	6.3%	12.3%	21.4%	20.8%	8.2%	18.6%	10.6%	14.0%	18.8%	11.7%	8.0%	16.9%	14.8%
10	Other	3	0.5%	0.0%	1.3%	0.8%	0.8%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	1.2%	0.0%	1.3%	0.0%	0.0%	1.1%
11	Cultural	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
12	Religious	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
13	Analysis of local papers	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
14	Novels	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q114: Which would you place third?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
0	No third preference	37	6.2%	28.6%	7.1%	0.0%	5.4%	11.1%	1.1%	13.2%	13.9%	2.2%	6.8%	0.0%	6.0%	6.5%
1	News	102	17.1%	28.6%	12.5%	12.5%	10.8%	18.5%	17.6%	15.8%	17.8%	15.7%	24.7%	0.0%	18.0%	13.0%
2	Women's programmes	39	6.5%	14.3%	4.5%	6.3%	5.4%	3.7%	6.6%	2.6%	7.9%	7.3%	5.5%	0.0%	6.5%	2.2%
3	Discussions	73	12.2%	0.0%	10.7%	18.8%	18.9%	22.2%	15.4%	26.3%	11.9%	11.2%	12.3%	100.0%	13.2%	2.2%
4	Music	90	15.1%	0.0%	13.4%	12.5%	13.5%	14.8%	16.5%	5.3%	5.0%	22.5%	12.3%	0.0%	14.4%	23.9%
5	Phone-in entertainment	49	8.2%	14.3%	3.6%	0.0%	8.1%	14.8%	3.3%	7.9%	13.9%	8.4%	9.6%	0.0%	7.7%	19.6%
6	Phone-in discussion	45	7.5%	0.0%	10.7%	12.5%	13.5%	7.4%	11.0%	10.5%	5.9%	9.0%	9.6%	0.0%	7.3%	6.5%
7	Radjudrammi	27	4.5%	0.0%	12.5%	0.0%	5.4%	0.0%	1.1%	0.0%	3.0%	5.1%	0.0%	0.0%	4.2%	8.7%
8	Sports	47	7.9%	0.0%	8.0%	0.0%	10.8%	3.7%	4.4%	7.9%	9.9%	3.9%	13.7%	0.0%	7.1%	10.9%
9	Counselling and advise progrms	86	14.4%	14.3%	14.3%	37.5%	8.1%	3.7%	22.0%	10.5%	10.9%	14.6%	5.5%	0.0%	15.0%	6.5%
11	Cultural	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
12	Religious	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
13	Folklore	1	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation									Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
0	No third preference	37	6.2%	4.8%	11.1%	6.3%	7.5%	9.0%	0.0%	3.2%	10.5%	12.2%	3.1%	4.6%	6.4%	7.6%	5.4%
1	News	102	17.1%	14.3%	16.7%	18.8%	7.5%	23.1%	14.3%	6.5%	15.8%	20.4%	20.4%	21.5%	13.8%	15.2%	18.8%
2	Women's programmes	39	6.5%	0.0%	0.0%	6.3%	0.0%	6.4%	0.0%	3.2%	10.5%	6.1%	11.6%	6.2%	3.7%	7.1%	7.5%
3	Discussions	73	12.2%	23.8%	5.6%	6.3%	20.9%	10.3%	28.6%	17.7%	10.5%	12.2%	9.3%	15.4%	12.8%	12.5%	10.8%
4	Music	90	15.1%	9.5%	22.2%	25.0%	16.4%	5.1%	0.0%	19.4%	15.8%	4.1%	17.8%	13.8%	16.5%	16.3%	13.8%
5	Phone-in entertainment	49	8.2%	19.0%	7.4%	6.3%	4.5%	10.3%	28.6%	3.2%	5.3%	18.4%	6.7%	12.3%	5.5%	8.7%	7.9%
6	Phone-in discussion	45	7.5%	9.5%	13.0%	6.3%	7.5%	6.4%	0.0%	8.1%	5.3%	2.0%	8.0%	7.7%	10.1%	6.5%	7.1%
7	Radjudrammi	27	4.5%	0.0%	3.7%	0.0%	4.5%	3.8%	0.0%	4.8%	0.0%	0.0%	7.1%	0.0%	1.8%	2.7%	8.3%
8	Sports	47	7.9%	9.5%	7.4%	12.5%	14.9%	9.0%	14.3%	14.5%	10.5%	16.3%	0.9%	9.2%	9.2%	7.1%	7.5%
9	Counselling and advise progrms	86	14.4%	4.8%	13.0%	12.5%	16.4%	16.7%	14.3%	17.7%	15.8%	8.2%	14.7%	9.2%	18.3%	16.3%	12.5%
11	Cultural	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
12	Religious	1	0.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
13	Folklore	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q114: Which would you place third?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No third preference	37	6.2%	8.9%	10.0%	6.5%	7.1%	2.5%	4.3%	4.2%	8.2%	4.2%	2.4%	4.7%	7.1%	3.9%	13.6%	6.7%	4.5%
1	News	102	17.1%	24.4%	17.5%	14.5%	21.4%	14.8%	11.4%	16.7%	14.4%	19.5%	12.9%	16.3%	17.6%	19.5%	15.9%	11.2%	26.1%
2	Women's programmes	39	6.5%	6.7%	7.5%	4.8%	4.8%	6.2%	10.0%	8.3%	0.7%	12.1%	3.5%	5.8%	8.2%	1.3%	6.8%	11.2%	8.0%
3	Discussions	73	12.2%	8.9%	11.3%	9.7%	15.9%	11.1%	10.0%	16.7%	14.8%	9.8%	14.1%	17.4%	12.9%	10.4%	12.5%	10.1%	8.0%
4	Music	90	15.1%	2.2%	2.5%	19.4%	15.9%	23.5%	20.0%	13.9%	13.4%	16.6%	16.5%	14.0%	11.8%	22.1%	11.4%	21.3%	9.1%
5	Phone-in entertainment	49	8.2%	15.6%	21.3%	8.1%	6.3%	6.2%	2.9%	0.0%	8.6%	7.8%	9.4%	8.1%	5.9%	11.7%	10.2%	4.5%	8.0%
6	Phone-in discussion	45	7.5%	4.4%	7.5%	9.7%	6.3%	8.6%	10.0%	4.2%	7.6%	7.5%	9.4%	7.0%	10.6%	7.8%	3.4%	3.4%	11.4%
7	Radjudrammi	27	4.5%	0.0%	3.8%	4.0%	3.2%	3.7%	8.6%	8.3%	2.7%	6.2%	3.5%	4.7%	8.2%	5.2%	3.4%	5.6%	1.1%
8	Sports	47	7.9%	17.8%	11.3%	3.2%	8.7%	7.4%	5.7%	6.9%	14.1%	2.0%	10.6%	8.1%	2.4%	7.8%	8.0%	6.7%	11.4%
9	Counselling and advise progrms	86	14.4%	11.1%	7.5%	20.2%	9.5%	16.0%	14.3%	20.8%	15.1%	13.7%	16.5%	11.6%	15.3%	10.4%	14.8%	19.1%	12.5%
11	Cultural	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
12	Religious	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Folklore	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q115: Radio listeners react in different ways when they are not interested in a programme that is on the air. How do you usually react?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Switch off the radio	175	29.3%	28.6%	41.1%	25.0%	27.0%	22.2%	30.8%	15.8%	19.8%	28.1%	20.5%	0.0%	29.0%	26.1%
2	Change the station	241	40.3%	57.1%	26.8%	37.5%	59.5%	51.9%	47.3%	60.5%	59.4%	35.4%	43.8%	100.0%	41.1%	34.8%
3	Play a cassette/record/CD	36	6.0%	0.0%	3.6%	6.3%	2.7%	7.4%	3.3%	10.5%	7.9%	5.1%	11.0%	0.0%	5.6%	13.0%
4	Leave same station but ignore it	146	24.4%	14.3%	28.6%	31.3%	10.8%	18.5%	18.7%	13.2%	12.9%	31.5%	24.7%	0.0%	24.4%	26.1%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Switch off the radio	175	29.3%	38.1%	18.5%	31.3%	22.4%	20.5%	14.3%	37.1%	31.6%	26.5%	34.7%	29.2%	25.7%	31.0%	29.6%
2	Change the station	241	40.3%	52.4%	50.0%	31.3%	44.8%	42.3%	71.4%	29.0%	42.1%	59.2%	33.3%	49.2%	45.9%	40.2%	35.4%
3	Play a cassette/record/CD	36	6.0%	4.8%	9.3%	12.5%	1.5%	15.4%	14.3%	3.2%	0.0%	8.2%	3.6%	9.2%	6.4%	5.4%	5.4%
4	Leave same station but ignore it	146	24.4%	4.8%	22.2%	25.0%	31.3%	21.8%	0.0%	30.6%	26.3%	6.1%	28.4%	12.3%	22.0%	23.4%	29.6%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Switch off the radio	175	29.3%	31.1%	13.8%	21.0%	26.2%	25.9%	45.7%	52.8%	26.5%	31.9%	23.5%	26.7%	32.9%	32.5%	33.0%	22.5%	34.1%
2	Change the station	241	40.3%	48.9%	61.3%	44.4%	43.7%	37.0%	22.9%	19.4%	43.6%	37.1%	40.0%	38.4%	40.0%	36.4%	39.8%	42.7%	44.3%
3	Play a cassette/record/CD	36	6.0%	11.1%	11.3%	8.1%	4.8%	3.7%	4.3%	0.0%	6.2%	5.9%	7.1%	7.0%	5.9%	3.9%	6.8%	5.6%	5.7%
4	Leave same station but ignore it	146	24.4%	8.9%	13.8%	26.6%	25.4%	33.3%	27.1%	27.8%	23.7%	25.1%	29.4%	27.9%	21.2%	27.3%	20.5%	29.2%	15.9%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q116: Which of the following radio stations do you mostly listen to for sports programmes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	40	6.7%	0.0%	23.2%	6.3%	8.1%	0.0%	5.5%	2.6%	4.0%	0.6%	6.8%	0.0%	6.3%	4.3%
2	Radio Malta 2	10	1.7%	0.0%	0.0%	12.5%	0.0%	0.0%	3.3%	0.0%	4.0%	0.6%	0.0%	0.0%	1.9%	0.0%
3	Radio One Live	6	1.0%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.0%	0.0%
4	Island Sound	11	1.8%	0.0%	0.9%	0.0%	0.0%	25.9%	0.0%	2.6%	3.0%	0.0%	2.7%	0.0%	1.9%	2.2%
5	RTK	8	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.6%	2.7%	0.0%	1.3%	0.0%
6	Bay Radio	9	1.5%	0.0%	0.0%	0.0%	0.0%	3.7%	1.1%	13.2%	4.0%	0.0%	1.4%	0.0%	1.5%	0.0%
7	Smash Radio	8	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	6.9%	0.0%	0.0%	0.0%	1.0%	4.3%
8	Radio Super 1	88	14.7%	0.0%	3.6%	6.3%	10.8%	14.8%	3.3%	0.0%	11.9%	37.6%	4.1%	0.0%	14.4%	19.6%
9	Radio 101	37	6.2%	0.0%	1.8%	0.0%	0.0%	7.4%	6.6%	7.9%	7.9%	0.6%	32.9%	0.0%	6.1%	8.7%
10	All same	46	7.7%	14.3%	3.6%	0.0%	10.8%	11.1%	9.9%	7.9%	10.9%	3.4%	11.0%	0.0%	7.3%	8.7%
11	None	335	56.0%	85.7%	67.0%	75.0%	54.1%	37.0%	64.8%	63.2%	47.5%	56.2%	38.4%	100.0%	57.2%	52.2%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	40	6.7%	0.0%	9.3%	31.3%	11.9%	3.8%	14.3%	11.3%	0.0%	4.1%	4.0%	3.1%	10.1%	6.5%	6.3%
2	Radio Malta 2	10	1.7%	14.3%	0.0%	6.3%	0.0%	3.8%	0.0%	1.6%	5.3%	2.0%	0.0%	6.2%	0.9%	0.0%	2.1%
3	Radio One Live	6	1.0%	0.0%	3.7%	0.0%	0.0%	0.0%	14.3%	1.6%	5.3%	0.0%	0.4%	0.0%	1.8%	0.5%	1.3%
4	Island Sound	11	1.8%	14.3%	11.1%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	6.2%	6.4%	0.0%	0.0%
5	RTK	8	1.3%	0.0%	0.0%	6.3%	1.5%	1.3%	0.0%	1.6%	10.5%	0.0%	0.9%	0.0%	0.9%	1.6%	1.7%
6	Bay Radio	9	1.5%	0.0%	1.9%	0.0%	1.5%	1.3%	0.0%	1.6%	5.3%	8.2%	0.0%	7.7%	0.0%	0.5%	1.3%
7	Smash Radio	8	1.3%	0.0%	3.7%	0.0%	1.5%	2.6%	0.0%	0.0%	5.3%	4.1%	0.0%	1.5%	0.0%	2.2%	1.3%
8	Radio Super 1	88	14.7%	0.0%	13.0%	6.3%	23.9%	26.9%	14.3%	19.4%	21.1%	14.3%	8.4%	4.6%	9.2%	16.3%	18.8%
9	Radio 101	37	6.2%	9.5%	11.1%	6.3%	7.5%	7.7%	0.0%	6.5%	10.5%	10.2%	2.7%	7.7%	8.3%	4.9%	5.8%
10	All same	46	7.7%	14.3%	13.0%	6.3%	6.0%	7.7%	28.6%	8.1%	0.0%	8.2%	6.2%	9.2%	10.1%	7.1%	6.7%
11	None	335	56.0%	47.6%	33.3%	31.3%	46.3%	44.9%	28.6%	48.4%	36.8%	46.9%	77.3%	53.8%	52.3%	60.3%	55.0%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q116: Which of the following radio stations do you mostly listen to for sports programmes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	40	6.7%	4.4%	1.3%	4.8%	5.6%	8.6%	12.9%	11.1%	9.6%	3.9%	10.6%	7.0%	5.9%	2.6%	8.0%	4.5%	8.0%
2	Radio Malta 2	10	1.7%	2.2%	3.8%	0.8%	2.4%	1.2%	1.4%	0.0%	3.1%	0.3%	1.2%	1.2%	2.4%	1.3%	1.1%	3.4%	1.1%
3	Radio One Live	6	1.0%	0.0%	0.0%	2.4%	1.6%	0.0%	1.4%	0.0%	1.7%	0.3%	1.2%	0.0%	1.2%	0.0%	3.4%	1.1%	0.0%
4	Island Sound	11	1.8%	2.2%	2.5%	1.6%	3.2%	1.2%	1.4%	0.0%	3.1%	0.7%	2.4%	3.5%	2.4%	1.3%	0.0%	3.4%	0.0%
5	RTK	8	1.3%	0.0%	0.0%	0.8%	2.4%	2.5%	1.4%	1.4%	1.7%	1.0%	0.0%	1.2%	1.2%	2.6%	0.0%	1.1%	3.4%
6	Bay Radio	9	1.5%	8.9%	2.5%	1.6%	0.0%	0.0%	0.0%	1.4%	2.4%	0.7%	0.0%	0.0%	0.0%	2.6%	1.1%	3.4%	3.4%
7	Smash Radio	8	1.3%	6.7%	5.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	1.0%	0.0%	2.3%	1.2%	2.6%	1.1%	1.1%	1.1%
8	Radio Super 1	88	14.7%	20.0%	8.8%	16.1%	14.3%	21.0%	17.1%	6.9%	22.7%	7.2%	18.8%	16.3%	8.2%	14.3%	19.3%	15.7%	10.2%
9	Radio 101	37	6.2%	4.4%	11.3%	4.8%	5.6%	8.6%	4.3%	4.2%	9.6%	2.9%	9.4%	8.1%	9.4%	3.9%	4.5%	2.2%	5.7%
10	All same	46	7.7%	13.3%	6.3%	4.8%	11.1%	3.7%	8.6%	8.3%	7.2%	8.1%	5.9%	7.0%	8.2%	6.5%	6.8%	9.0%	10.2%
11	None	335	56.0%	37.8%	58.8%	62.1%	53.2%	53.1%	51.4%	66.7%	37.1%	73.9%	50.6%	53.5%	60.0%	62.3%	54.5%	55.1%	56.8%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q117: Which of the following radio stations do you mostly listen to for music?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	57	9.5%	0.0%	43.8%	18.8%	5.4%	0.0%	4.4%	0.0%	0.0%	2.8%	4.1%	0.0%	10.0%	4.3%
2	Radio Malta 2	10	1.7%	0.0%	1.8%	43.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%	0.0%	1.9%	0.0%
3	Radio One Live	19	3.2%	14.3%	0.0%	6.3%	29.7%	0.0%	6.6%	2.6%	1.0%	1.7%	0.0%	0.0%	3.3%	2.2%
4	Island Sound	27	4.5%	0.0%	2.7%	6.3%	5.4%	70.4%	4.4%	2.6%	0.0%	0.6%	2.7%	100.0%	4.4%	8.7%
5	RTK	26	4.3%	0.0%	3.6%	0.0%	5.4%	0.0%	26.4%	0.0%	0.0%	0.6%	2.7%	0.0%	4.4%	2.2%
6	Bay Radio	32	5.4%	0.0%	0.9%	0.0%	8.1%	0.0%	3.3%	71.1%	2.0%	0.6%	1.4%	0.0%	5.2%	8.7%
7	Smash Radio	124	20.7%	28.6%	5.4%	6.3%	8.1%	3.7%	6.6%	7.9%	83.2%	11.8%	16.4%	0.0%	20.0%	30.4%
8	Radio Super 1	127	21.2%	0.0%	5.4%	0.0%	5.4%	0.0%	4.4%	0.0%	5.0%	66.3%	0.0%	0.0%	20.7%	28.3%
9	Radio 101	52	8.7%	14.3%	2.7%	6.3%	8.1%	3.7%	9.9%	7.9%	2.0%	0.0%	53.4%	0.0%	9.4%	2.2%
10	All same	48	8.0%	14.3%	5.4%	6.3%	8.1%	22.2%	14.3%	7.9%	6.9%	4.5%	12.3%	0.0%	7.7%	6.5%
11	None	76	12.7%	28.6%	28.6%	6.3%	16.2%	0.0%	19.8%	0.0%	0.0%	10.7%	5.5%	0.0%	13.1%	6.5%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	57	9.5%	9.5%	7.4%	18.8%	13.4%	7.7%	0.0%	9.7%	5.3%	0.0%	11.6%	0.0%	10.1%	12.0%	10.0%
2	Radio Malta 2	10	1.7%	4.8%	1.9%	0.0%	0.0%	2.6%	0.0%	3.2%	0.0%	0.0%	1.8%	1.5%	1.8%	0.5%	2.5%
3	Radio One Live	19	3.2%	4.8%	3.7%	0.0%	1.5%	0.0%	28.6%	3.2%	5.3%	2.0%	4.0%	4.6%	3.7%	3.8%	2.1%
4	Island Sound	27	4.5%	23.8%	11.1%	6.3%	3.0%	3.8%	0.0%	3.2%	0.0%	8.2%	1.8%	13.8%	7.3%	3.3%	1.7%
5	RTK	26	4.3%	0.0%	3.7%	0.0%	7.5%	1.3%	0.0%	12.9%	0.0%	0.0%	4.4%	4.6%	5.5%	6.0%	2.5%
6	Bay Radio	32	5.4%	4.8%	11.1%	6.3%	7.5%	6.4%	14.3%	0.0%	0.0%	10.2%	3.6%	7.7%	8.3%	4.9%	3.8%
7	Smash Radio	124	20.7%	14.3%	18.5%	25.0%	28.4%	35.9%	57.1%	0.0%	42.1%	53.1%	9.8%	20.0%	16.5%	24.5%	20.0%
8	Radio Super 1	127	21.2%	0.0%	7.4%	6.3%	22.4%	21.8%	0.0%	24.2%	31.6%	4.1%	29.8%	4.6%	13.8%	23.9%	27.1%
9	Radio 101	52	8.7%	14.3%	9.3%	25.0%	6.0%	7.7%	0.0%	8.1%	10.5%	10.2%	8.0%	16.9%	9.2%	4.3%	9.6%
10	All same	48	8.0%	4.8%	14.8%	6.3%	4.5%	6.4%	0.0%	9.7%	0.0%	10.2%	8.4%	12.3%	12.8%	5.4%	6.7%
11	None	76	12.7%	19.0%	11.1%	6.3%	6.0%	6.4%	0.0%	25.8%	5.3%	2.0%	16.9%	13.8%	11.0%	11.4%	14.2%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q117: Which of the following radio stations do you mostly listen to for music?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	57	9.5%	2.2%	0.0%	9.7%	7.9%	12.3%	14.3%	19.4%	8.2%	10.7%	10.6%	8.1%	5.9%	7.8%	9.1%	10.1%	14.8%
2	Radio Malta 2	10	1.7%	0.0%	0.0%	0.8%	1.6%	6.2%	1.4%	1.4%	2.1%	1.3%	3.5%	3.5%	2.4%	1.3%	0.0%	0.0%	1.1%
3	Radio One Live	19	3.2%	2.2%	0.0%	6.5%	3.2%	3.7%	1.4%	2.8%	3.1%	3.3%	2.4%	3.5%	2.4%	3.9%	5.7%	1.1%	3.4%
4	Island Sound	27	4.5%	6.7%	1.3%	8.1%	5.6%	2.5%	4.3%	1.4%	5.5%	3.6%	2.4%	5.8%	5.9%	5.2%	5.7%	3.4%	3.4%
5	RTK	26	4.3%	0.0%	0.0%	2.4%	5.6%	6.2%	5.7%	9.7%	3.8%	4.9%	0.0%	4.7%	5.9%	5.2%	6.8%	3.4%	4.5%
6	Bay Radio	32	5.4%	6.7%	11.3%	8.9%	4.0%	2.5%	1.4%	1.4%	6.9%	3.9%	7.1%	4.7%	9.4%	5.2%	3.4%	3.4%	4.5%
7	Smash Radio	124	20.7%	55.6%	62.5%	18.5%	16.7%	4.9%	1.4%	0.0%	24.1%	17.6%	20.0%	23.3%	21.2%	16.9%	21.6%	25.8%	15.9%
8	Radio Super 1	127	21.2%	6.7%	11.3%	26.6%	25.4%	25.9%	24.3%	16.7%	18.9%	23.5%	24.7%	16.3%	18.8%	19.5%	20.5%	28.1%	20.5%
9	Radio 101	52	8.7%	11.1%	5.0%	7.3%	11.1%	11.1%	7.1%	8.3%	8.6%	8.8%	5.9%	9.3%	7.1%	9.1%	11.4%	6.7%	11.4%
10	All same	48	8.0%	6.7%	7.5%	7.3%	7.9%	7.4%	11.4%	8.3%	7.2%	8.8%	5.9%	2.3%	7.1%	14.3%	6.8%	7.9%	12.5%
11	None	76	12.7%	2.2%	1.3%	4.0%	11.1%	17.3%	27.1%	30.6%	11.7%	13.7%	17.6%	18.6%	14.1%	11.7%	9.1%	10.1%	8.0%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q118: Which of the following radio stations do you mostly listen to for phone-in entertainment programmes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	43	7.2%	0.0%	31.3%	6.3%	0.0%	3.7%	3.3%	0.0%	2.0%	0.6%	5.5%	0.0%	7.1%	8.7%
2	Radio Malta 2	11	1.8%	0.0%	1.8%	37.5%	0.0%	0.0%	1.1%	0.0%	1.0%	0.6%	1.4%	0.0%	2.1%	0.0%
3	Radio One Live	30	5.0%	0.0%	1.8%	6.3%	37.8%	0.0%	4.4%	5.3%	4.0%	2.2%	1.4%	0.0%	5.4%	2.2%
4	Island Sound	17	2.8%	0.0%	0.0%	0.0%	0.0%	51.9%	1.1%	5.3%	0.0%	0.6%	1.4%	0.0%	2.7%	6.5%
5	RTK	33	5.5%	0.0%	1.8%	0.0%	0.0%	0.0%	30.8%	0.0%	2.0%	1.7%	2.7%	0.0%	6.1%	0.0%
6	Bay Radio	13	2.2%	14.3%	0.0%	0.0%	2.7%	0.0%	0.0%	18.4%	4.0%	0.6%	0.0%	0.0%	2.1%	2.2%
7	Smash Radio	16	2.7%	0.0%	0.0%	6.3%	0.0%	0.0%	2.2%	5.3%	12.9%	0.6%	0.0%	0.0%	2.1%	4.3%
8	Radio Super 1	145	24.2%	0.0%	8.9%	6.3%	8.1%	3.7%	4.4%	7.9%	10.9%	69.7%	4.1%	0.0%	23.8%	37.0%
9	Radio 101	62	10.4%	14.3%	4.5%	6.3%	5.4%	3.7%	7.7%	13.2%	10.9%	2.2%	50.7%	0.0%	10.7%	10.9%
10	All same	45	7.5%	0.0%	7.1%	0.0%	13.5%	11.1%	9.9%	7.9%	11.9%	5.1%	8.2%	0.0%	7.5%	6.5%
11	None	183	30.6%	71.4%	42.9%	31.3%	32.4%	25.9%	35.2%	36.8%	40.6%	16.3%	24.7%	100.0%	30.3%	21.7%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	43	7.2%	0.0%	9.3%	12.5%	6.0%	5.1%	0.0%	9.7%	5.3%	8.2%	7.6%	0.0%	8.3%	9.2%	7.1%
2	Radio Malta 2	11	1.8%	14.3%	1.9%	0.0%	0.0%	1.3%	0.0%	3.2%	0.0%	0.0%	1.8%	4.6%	1.8%	0.5%	2.1%
3	Radio One Live	30	5.0%	4.8%	9.3%	6.3%	4.5%	1.3%	14.3%	0.0%	5.3%	4.1%	6.7%	3.1%	10.1%	6.0%	2.5%
4	Island Sound	17	2.8%	14.3%	11.1%	6.3%	1.5%	2.6%	0.0%	1.6%	0.0%	4.1%	0.4%	7.7%	8.3%	0.5%	0.8%
5	RTK	33	5.5%	0.0%	0.0%	0.0%	4.5%	2.6%	0.0%	8.1%	0.0%	0.0%	10.2%	4.6%	5.5%	7.1%	4.6%
6	Bay Radio	13	2.2%	0.0%	1.9%	0.0%	0.0%	3.8%	14.3%	0.0%	0.0%	10.2%	1.3%	6.2%	0.9%	0.5%	2.9%
7	Smash Radio	16	2.7%	4.8%	1.9%	0.0%	1.5%	2.6%	0.0%	0.0%	15.8%	8.2%	1.8%	0.0%	4.6%	2.2%	2.9%
8	Radio Super 1	145	24.2%	4.8%	7.4%	6.3%	25.4%	28.2%	28.6%	27.4%	15.8%	8.2%	32.9%	9.2%	9.2%	27.2%	32.9%
9	Radio 101	62	10.4%	19.0%	11.1%	18.8%	6.0%	10.3%	0.0%	6.5%	26.3%	24.5%	7.1%	18.5%	13.8%	4.9%	10.8%
10	All same	45	7.5%	4.8%	14.8%	12.5%	7.5%	7.7%	28.6%	9.7%	5.3%	6.1%	4.9%	3.1%	11.0%	7.6%	7.1%
11	None	183	30.6%	33.3%	31.5%	37.5%	43.3%	34.6%	14.3%	33.9%	26.3%	26.5%	25.3%	43.1%	26.6%	34.2%	26.3%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q118: Which of the following radio stations do you mostly listen to for phone-in entertainment programmes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	43	7.2%	11.1%	1.3%	7.3%	4.8%	8.6%	8.6%	12.5%	6.5%	7.8%	5.9%	11.6%	2.4%	9.1%	4.5%	7.9%	9.1%
2	Radio Malta 2	11	1.8%	0.0%	0.0%	1.6%	2.4%	4.9%	1.4%	1.4%	2.4%	1.3%	3.5%	2.3%	2.4%	2.6%	1.1%	1.1%	0.0%
3	Radio One Live	30	5.0%	2.2%	2.5%	7.3%	7.1%	7.4%	2.9%	1.4%	4.5%	5.5%	2.4%	2.3%	10.6%	3.9%	6.8%	4.5%	4.5%
4	Island Sound	17	2.8%	2.2%	2.5%	4.8%	4.0%	2.5%	1.4%	0.0%	3.8%	2.0%	1.2%	4.7%	2.4%	2.6%	2.3%	2.2%	4.5%
5	RTK	33	5.5%	0.0%	2.5%	3.2%	9.5%	3.7%	8.6%	8.3%	2.1%	8.8%	3.5%	8.1%	4.7%	9.1%	4.5%	4.5%	4.5%
6	Bay Radio	13	2.2%	4.4%	10.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.1%	1.3%	4.7%	1.2%	0.0%	3.9%	2.3%	1.1%	2.3%
7	Smash Radio	16	2.7%	13.3%	10.0%	0.8%	0.8%	0.0%	0.0%	0.0%	1.7%	3.6%	1.2%	4.7%	3.5%	5.2%	1.1%	2.2%	1.1%
8	Radio Super 1	145	24.2%	13.3%	21.3%	27.4%	28.6%	25.9%	27.1%	16.7%	20.6%	27.7%	28.2%	23.3%	20.0%	28.6%	20.5%	28.1%	21.6%
9	Radio 101	62	10.4%	17.8%	18.8%	9.7%	7.1%	12.3%	2.9%	8.3%	10.7%	10.1%	10.6%	7.0%	14.1%	7.8%	10.2%	10.1%	12.5%
10	All same	45	7.5%	11.1%	3.8%	7.3%	7.9%	4.9%	7.1%	12.5%	8.2%	6.8%	5.9%	4.7%	7.1%	5.2%	6.8%	11.2%	11.4%
11	None	183	30.6%	24.4%	27.5%	28.2%	27.8%	29.6%	40.0%	38.9%	36.4%	25.1%	32.9%	30.2%	32.9%	22.1%	39.8%	27.0%	28.4%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q119: Which of the following radio stations do you mostly listen to for phone-in discussion programmes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	57	9.5%	0.0%	43.8%	12.5%	0.0%	3.7%	2.2%	0.0%	2.0%	1.7%	4.1%	0.0%	10.0%	4.3%
2	Radio Malta 2	9	1.5%	0.0%	0.9%	31.3%	0.0%	0.0%	1.1%	0.0%	2.0%	0.0%	1.4%	0.0%	1.3%	4.3%
3	Radio One Live	50	8.4%	14.3%	5.4%	6.3%	70.3%	3.7%	7.7%	5.3%	5.9%	4.5%	8.2%	100.0%	9.0%	2.2%
4	Island Sound	5	0.8%	0.0%	0.0%	0.0%	0.0%	14.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
5	RTK	70	11.7%	0.0%	5.4%	0.0%	5.4%	0.0%	64.8%	5.3%	3.0%	2.2%	8.2%	0.0%	12.3%	4.3%
6	Bay Radio	8	1.3%	0.0%	0.0%	0.0%	2.7%	7.4%	0.0%	10.5%	5.9%	0.0%	0.0%	0.0%	1.2%	2.2%
7	Smash Radio	10	1.7%	14.3%	0.0%	0.0%	0.0%	0.0%	1.1%	2.6%	7.9%	0.0%	0.0%	0.0%	1.7%	2.2%
8	Radio Super 1	154	25.8%	14.3%	7.1%	12.5%	8.1%	11.1%	4.4%	15.8%	12.9%	69.7%	8.2%	0.0%	25.0%	34.8%
9	Radio 101	33	5.5%	14.3%	1.8%	0.0%	0.0%	7.4%	3.3%	5.3%	3.0%	1.7%	32.9%	0.0%	6.0%	4.3%
10	All same	42	7.0%	0.0%	4.5%	6.3%	5.4%	14.8%	6.6%	2.6%	10.9%	5.1%	11.0%	0.0%	7.3%	4.3%
11	None	160	26.8%	42.9%	31.3%	31.3%	8.1%	37.0%	8.8%	50.0%	46.5%	15.2%	26.0%	0.0%	25.3%	37.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	57	9.5%	14.3%	11.1%	12.5%	4.5%	5.1%	0.0%	12.9%	0.0%	6.1%	12.4%	4.6%	11.9%	11.4%	8.3%
2	Radio Malta 2	9	1.5%	9.5%	3.7%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.3%	3.1%	1.8%	0.0%	2.1%
3	Radio One Live	50	8.4%	9.5%	24.1%	6.3%	9.0%	1.3%	14.3%	3.2%	10.5%	12.2%	7.1%	12.3%	14.7%	7.1%	5.4%
4	Island Sound	5	0.8%	0.0%	3.7%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.9%	3.1%	1.8%	0.0%	0.4%
5	RTK	70	11.7%	14.3%	7.4%	0.0%	7.5%	7.7%	0.0%	14.5%	5.3%	6.1%	17.3%	16.9%	11.9%	14.7%	7.9%
6	Bay Radio	8	1.3%	0.0%	0.0%	12.5%	1.5%	3.8%	14.3%	0.0%	0.0%	2.0%	0.0%	0.0%	2.8%	0.5%	1.7%
7	Smash Radio	10	1.7%	0.0%	1.9%	0.0%	1.5%	3.8%	0.0%	0.0%	0.0%	4.1%	1.3%	1.5%	1.8%	1.6%	1.7%
8	Radio Super 1	154	25.8%	4.8%	14.8%	18.8%	28.4%	24.4%	28.6%	29.0%	36.8%	8.2%	32.4%	9.2%	12.8%	28.8%	33.8%
9	Radio 101	33	5.5%	14.3%	7.4%	6.3%	6.0%	6.4%	0.0%	6.5%	5.3%	6.1%	3.6%	10.8%	8.3%	3.3%	4.6%
10	All same	42	7.0%	9.5%	9.3%	6.3%	7.5%	6.4%	28.6%	11.3%	10.5%	6.1%	4.4%	7.7%	7.3%	7.6%	6.3%
11	None	160	26.8%	23.8%	16.7%	37.5%	34.3%	37.2%	14.3%	22.6%	31.6%	49.0%	19.1%	30.8%	24.8%	25.0%	27.9%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q119: Which of the following radio stations do you mostly listen to for phone-in discussion programmes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	57	9.5%	6.7%	1.3%	6.5%	10.3%	9.9%	12.9%	20.8%	8.2%	10.7%	4.7%	12.8%	5.9%	15.6%	11.4%	9.0%	8.0%
2	Radio Malta 2	9	1.5%	0.0%	0.0%	0.8%	3.2%	3.7%	0.0%	1.4%	1.7%	1.3%	3.5%	1.2%	2.4%	1.3%	0.0%	1.1%	1.1%
3	Radio One Live	50	8.4%	6.7%	8.8%	9.7%	11.1%	13.6%	1.4%	2.8%	10.7%	6.2%	3.5%	7.0%	14.1%	3.9%	13.6%	9.0%	6.8%
4	Island Sound	5	0.8%	0.0%	0.0%	2.4%	1.6%	0.0%	0.0%	0.0%	0.3%	1.3%	0.0%	2.3%	2.4%	0.0%	0.0%	1.1%	0.0%
5	RTK	70	11.7%	4.4%	5.0%	11.3%	10.3%	12.3%	17.1%	20.8%	7.2%	16.0%	10.6%	10.5%	10.6%	14.3%	11.4%	9.0%	15.9%
6	Bay Radio	8	1.3%	2.2%	1.3%	4.0%	0.8%	0.0%	0.0%	0.0%	2.1%	0.7%	1.2%	1.2%	0.0%	2.6%	1.1%	1.1%	2.3%
7	Smash Radio	10	1.7%	8.9%	6.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.9%	0.0%	0.0%	4.7%	0.0%	3.4%	3.4%	0.0%
8	Radio Super 1	154	25.8%	13.3%	26.3%	25.0%	30.2%	29.6%	27.1%	20.8%	21.3%	30.0%	25.9%	27.9%	21.2%	28.6%	22.7%	29.2%	25.0%
9	Radio 101	33	5.5%	4.4%	5.0%	4.8%	4.8%	8.6%	7.1%	4.2%	7.6%	3.6%	4.7%	3.5%	5.9%	7.8%	4.5%	3.4%	9.1%
10	All same	42	7.0%	8.9%	5.0%	5.6%	7.1%	6.2%	10.0%	8.3%	8.2%	5.9%	4.7%	8.1%	5.9%	10.4%	5.7%	9.0%	5.7%
11	None	160	26.8%	44.4%	41.3%	29.0%	20.6%	16.0%	24.3%	20.8%	32.3%	21.5%	41.2%	25.6%	27.1%	15.6%	26.1%	24.7%	26.1%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q120: Which of the following radio stations do you mostly listen to for discussion programmes without listeners' contribution?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	71	11.9%	0.0%	56.3%	18.8%	2.7%	3.7%	5.5%	0.0%	3.0%	1.1%	2.7%	0.0%	12.3%	4.3%
2	Radio Malta 2	12	2.0%	0.0%	0.9%	43.8%	2.7%	0.0%	1.1%	0.0%	1.0%	0.0%	1.4%	0.0%	2.1%	2.2%
3	Radio One Live	42	7.0%	0.0%	3.6%	6.3%	62.2%	0.0%	8.8%	5.3%	5.9%	3.9%	8.2%	100.0%	7.3%	2.2%
4	Island Sound	6	1.0%	0.0%	0.0%	0.0%	0.0%	18.5%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
5	RTK	63	10.5%	14.3%	2.7%	0.0%	5.4%	0.0%	52.7%	2.6%	4.0%	1.1%	8.2%	0.0%	10.9%	4.3%
6	Bay Radio	12	2.0%	0.0%	0.0%	0.0%	2.7%	3.7%	3.3%	13.2%	5.0%	0.0%	2.7%	0.0%	1.9%	2.2%
7	Smash Radio	9	1.5%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	5.9%	0.0%	0.0%	0.0%	1.3%	2.2%
8	Radio Super 1	148	24.7%	14.3%	7.1%	12.5%	8.1%	14.8%	7.7%	7.9%	8.9%	69.7%	4.1%	0.0%	23.8%	39.1%
9	Radio 101	39	6.5%	0.0%	0.9%	0.0%	0.0%	14.8%	2.2%	7.9%	8.9%	2.2%	35.6%	0.0%	7.1%	4.3%
10	All same	41	6.9%	0.0%	3.6%	6.3%	2.7%	11.1%	4.4%	7.9%	10.9%	4.5%	11.0%	0.0%	6.7%	8.7%
11	None	155	25.9%	57.1%	25.0%	12.5%	13.5%	33.3%	14.3%	44.7%	46.5%	17.4%	26.0%	0.0%	25.3%	30.4%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	71	11.9%	14.3%	13.0%	31.3%	10.4%	5.1%	0.0%	16.1%	0.0%	6.1%	14.2%	4.6%	17.4%	12.5%	10.8%
2	Radio Malta 2	12	2.0%	9.5%	3.7%	0.0%	1.5%	1.3%	0.0%	1.6%	0.0%	0.0%	2.2%	4.6%	2.8%	1.1%	1.7%
3	Radio One Live	42	7.0%	14.3%	18.5%	6.3%	9.0%	2.6%	28.6%	6.5%	5.3%	6.1%	4.4%	16.9%	7.3%	6.5%	4.6%
4	Island Sound	6	1.0%	0.0%	5.6%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	2.8%	0.0%	0.8%
5	RTK	63	10.5%	14.3%	5.6%	0.0%	10.4%	3.8%	0.0%	12.9%	0.0%	4.1%	16.4%	12.3%	10.1%	15.2%	6.7%
6	Bay Radio	12	2.0%	4.8%	0.0%	12.5%	3.0%	1.3%	14.3%	1.6%	0.0%	2.0%	1.3%	3.1%	3.7%	1.6%	1.3%
7	Smash Radio	9	1.5%	0.0%	1.9%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	4.1%	1.3%	1.5%	2.8%	0.5%	1.7%
8	Radio Super 1	148	24.7%	4.8%	13.0%	6.3%	25.4%	26.9%	14.3%	30.6%	26.3%	4.1%	32.9%	7.7%	15.6%	29.9%	29.6%
9	Radio 101	39	6.5%	9.5%	9.3%	6.3%	6.0%	6.4%	0.0%	8.1%	10.5%	10.2%	4.4%	9.2%	9.2%	4.3%	6.3%
10	All same	41	6.9%	4.8%	14.8%	6.3%	4.5%	5.1%	14.3%	6.5%	10.5%	12.2%	4.9%	4.6%	9.2%	6.0%	7.1%
11	None	155	25.9%	23.8%	14.8%	31.3%	29.9%	41.0%	28.6%	16.1%	47.4%	51.0%	17.3%	33.8%	19.3%	22.3%	29.6%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q120: Which of the following radio stations do you mostly listen to for discussion programmes without listeners' contribution?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	71	11.9%	6.7%	0.0%	11.3%	10.3%	11.1%	18.6%	26.4%	10.0%	13.7%	12.9%	10.5%	11.8%	13.0%	10.2%	11.2%	13.6%
2	Radio Malta 2	12	2.0%	0.0%	0.0%	0.8%	3.2%	6.2%	2.9%	0.0%	2.1%	2.0%	3.5%	3.5%	1.2%	2.6%	0.0%	1.1%	2.3%
3	Radio One Live	42	7.0%	6.7%	5.0%	8.1%	10.3%	7.4%	4.3%	4.2%	9.6%	4.6%	4.7%	5.8%	12.9%	3.9%	9.1%	5.6%	6.8%
4	Island Sound	6	1.0%	0.0%	0.0%	1.6%	3.2%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	2.3%	2.4%	0.0%	0.0%	2.2%	0.0%
5	RTK	63	10.5%	4.4%	1.3%	12.9%	9.5%	11.1%	15.7%	16.7%	6.9%	14.0%	9.4%	7.0%	10.6%	10.4%	12.5%	11.2%	12.5%
6	Bay Radio	12	2.0%	0.0%	2.5%	5.6%	0.0%	0.0%	1.4%	2.8%	2.7%	1.3%	1.2%	1.2%	2.4%	6.5%	2.3%	1.1%	0.0%
7	Smash Radio	9	1.5%	4.4%	6.3%	1.6%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	3.5%	0.0%	2.4%	0.0%	1.1%	2.2%	1.1%
8	Radio Super 1	148	24.7%	4.4%	18.8%	27.4%	30.2%	32.1%	24.3%	22.2%	21.6%	27.7%	24.7%	25.6%	18.8%	29.9%	21.6%	31.5%	21.6%
9	Radio 101	39	6.5%	11.1%	8.8%	4.8%	4.8%	8.6%	7.1%	4.2%	7.2%	5.9%	4.7%	2.3%	3.5%	11.7%	6.8%	6.7%	10.2%
10	All same	41	6.9%	15.6%	8.8%	2.4%	7.9%	4.9%	8.6%	5.6%	7.6%	6.2%	4.7%	9.3%	8.2%	6.5%	4.5%	6.7%	8.0%
11	None	155	25.9%	46.7%	48.8%	23.4%	20.6%	18.5%	17.1%	18.1%	30.2%	21.8%	30.6%	32.6%	25.9%	15.6%	31.8%	20.2%	23.9%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q121: Which of the following radio stations do you mostly listen to for phone-ins with best prizes?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Radio Malta 1	21	3.5%	0.0%	16.1%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	4.1%	0.0%	3.5%	4.3%
2	Radio Malta 2	7	1.2%	0.0%	2.7%	31.3%	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	1.3%	0.0%
3	Radio One Live	16	2.7%	0.0%	0.9%	6.3%	29.7%	0.0%	1.1%	0.0%	0.0%	2.2%	1.4%	0.0%	2.9%	2.2%
4	Island Sound	16	2.7%	0.0%	0.0%	0.0%	0.0%	33.3%	1.1%	5.3%	3.0%	0.6%	0.0%	0.0%	2.5%	6.5%
5	RTK	18	3.0%	0.0%	2.7%	0.0%	0.0%	3.7%	16.5%	2.6%	1.0%	0.0%	1.4%	0.0%	3.1%	2.2%
6	Bay Radio	18	3.0%	14.3%	0.0%	6.3%	0.0%	0.0%	1.1%	23.7%	5.9%	0.6%	4.1%	0.0%	3.1%	0.0%
7	Smash Radio	7	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	5.0%	0.6%	0.0%	0.0%	1.2%	2.2%
8	Radio Super 1	131	21.9%	14.3%	9.8%	6.3%	8.1%	3.7%	5.5%	2.6%	8.9%	62.9%	0.0%	0.0%	21.3%	34.8%
9	Radio 101	54	9.0%	14.3%	5.4%	0.0%	0.0%	0.0%	13.2%	5.3%	7.9%	2.8%	45.2%	0.0%	9.4%	8.7%
10	All same	61	10.2%	0.0%	8.0%	0.0%	16.2%	11.1%	16.5%	10.5%	13.9%	5.1%	9.6%	0.0%	10.0%	8.7%
11	None	249	41.6%	57.1%	54.5%	50.0%	45.9%	48.1%	41.8%	50.0%	52.5%	25.3%	34.2%	100.0%	41.8%	30.4%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Radio Malta 1	21	3.5%	0.0%	1.9%	0.0%	0.0%	3.8%	0.0%	9.7%	5.3%	2.0%	4.0%	0.0%	2.8%	3.8%	4.6%
2	Radio Malta 2	7	1.2%	4.8%	1.9%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	2.0%	1.3%	1.5%	1.8%	0.0%	1.7%
3	Radio One Live	16	2.7%	4.8%	5.6%	0.0%	1.5%	0.0%	0.0%	1.6%	0.0%	0.0%	4.4%	3.1%	5.5%	2.7%	1.3%
4	Island Sound	16	2.7%	4.8%	11.1%	0.0%	0.0%	3.8%	0.0%	1.6%	0.0%	6.1%	0.9%	4.6%	6.4%	0.5%	2.1%
5	RTK	18	3.0%	0.0%	0.0%	6.3%	3.0%	1.3%	0.0%	8.1%	5.3%	0.0%	3.6%	3.1%	3.7%	2.7%	2.9%
6	Bay Radio	18	3.0%	0.0%	3.7%	6.3%	4.5%	3.8%	0.0%	1.6%	0.0%	10.2%	1.3%	6.2%	2.8%	2.7%	2.5%
7	Smash Radio	7	1.2%	0.0%	3.7%	0.0%	1.5%	1.3%	0.0%	0.0%	5.3%	0.0%	0.9%	0.0%	1.8%	1.6%	0.8%
8	Radio Super 1	131	21.9%	0.0%	3.7%	6.3%	16.4%	23.1%	14.3%	24.2%	15.8%	8.2%	33.8%	7.7%	9.2%	25.5%	28.8%
9	Radio 101	54	9.0%	9.5%	11.1%	12.5%	4.5%	7.7%	0.0%	4.8%	15.8%	16.3%	9.3%	10.8%	13.8%	6.5%	8.3%
10	All same	61	10.2%	14.3%	18.5%	12.5%	7.5%	7.7%	57.1%	9.7%	10.5%	10.2%	8.0%	7.7%	12.8%	10.9%	9.2%
11	None	249	41.6%	61.9%	38.9%	56.3%	61.2%	47.4%	28.6%	37.1%	42.1%	44.9%	32.4%	55.4%	39.4%	42.9%	37.9%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q121: Which of the following radio stations do you mostly listen to for phone-ins with best prizes?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	21	3.5%	4.4%	0.0%	1.6%	1.6%	3.7%	5.7%	11.1%	2.4%	4.6%	2.4%	3.5%	0.0%	5.2%	2.3%	6.7%	4.5%
2	Radio Malta 2	7	1.2%	2.2%	0.0%	0.0%	0.0%	4.9%	1.4%	1.4%	1.0%	1.3%	3.5%	1.2%	2.4%	1.3%	0.0%	0.0%	0.0%
3	Radio One Live	16	2.7%	0.0%	0.0%	3.2%	4.0%	4.9%	1.4%	2.8%	1.7%	3.6%	1.2%	2.3%	2.4%	3.9%	4.5%	3.4%	1.1%
4	Island Sound	16	2.7%	4.4%	3.8%	3.2%	4.0%	1.2%	1.4%	0.0%	3.1%	2.3%	1.2%	4.7%	4.7%	0.0%	4.5%	1.1%	2.3%
5	RTK	18	3.0%	0.0%	0.0%	3.2%	4.8%	1.2%	4.3%	5.6%	2.4%	3.6%	1.2%	4.7%	1.2%	3.9%	3.4%	0.0%	6.8%
6	Bay Radio	18	3.0%	8.9%	10.0%	2.4%	0.8%	2.5%	0.0%	0.0%	4.5%	1.6%	3.5%	1.2%	0.0%	2.6%	8.0%	3.4%	2.3%
7	Smash Radio	7	1.2%	2.2%	3.8%	0.8%	0.8%	1.2%	0.0%	0.0%	1.0%	1.3%	1.2%	3.5%	0.0%	0.0%	1.1%	2.2%	0.0%
8	Radio Super 1	131	21.9%	13.3%	16.3%	23.4%	27.8%	21.0%	27.1%	16.7%	15.8%	27.7%	22.4%	23.3%	18.8%	23.4%	17.0%	29.2%	19.3%
9	Radio 101	54	9.0%	15.6%	11.3%	9.7%	8.7%	12.3%	0.0%	6.9%	7.6%	10.4%	8.2%	7.0%	16.5%	13.0%	3.4%	5.6%	10.2%
10	All same	61	10.2%	11.1%	10.0%	7.3%	11.1%	4.9%	15.7%	13.9%	11.3%	9.1%	9.4%	5.8%	12.9%	10.4%	6.8%	12.4%	13.6%
11	None	249	41.6%	37.8%	45.0%	45.2%	36.5%	42.0%	42.9%	41.7%	49.1%	34.5%	45.9%	43.0%	41.2%	36.4%	48.9%	36.0%	39.8%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q122: How much do you agree with the following statement: I enjoy the variety of radio programmes because I can tune in to all sorts of programmes.

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Agree strongly	315	52.7%	71.4%	58.9%	50.0%	62.2%	37.0%	67.0%	36.8%	31.7%	59.6%	60.3%	100.0%	53.9%	43.5%
2	Agree	238	39.8%	14.3%	33.0%	50.0%	32.4%	55.6%	29.7%	50.0%	53.5%	37.1%	34.2%	0.0%	39.2%	50.0%
3	Neither agree nor disagree	24	4.0%	0.0%	3.6%	0.0%	2.7%	3.7%	3.3%	2.6%	8.9%	2.2%	2.7%	0.0%	3.8%	4.3%
4	Disagree somewhat	17	2.8%	14.3%	2.7%	0.0%	2.7%	3.7%	0.0%	10.5%	5.0%	0.6%	2.7%	0.0%	2.3%	2.2%
5	Disagree	4	0.7%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.0%	0.8%	0.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Agree strongly	315	52.7%	52.4%	50.0%	56.3%	49.3%	47.4%	28.6%	58.1%	31.6%	40.8%	59.6%	44.6%	55.0%	51.6%	54.6%
2	Agree	238	39.8%	38.1%	42.6%	25.0%	35.8%	43.6%	71.4%	33.9%	63.2%	49.0%	36.9%	44.6%	38.5%	41.3%	37.9%
3	Neither agree nor disagree	24	4.0%	9.5%	5.6%	6.3%	4.5%	7.7%	0.0%	1.6%	0.0%	6.1%	2.2%	6.2%	2.8%	4.3%	3.8%
4	Disagree somewhat	17	2.8%	0.0%	1.9%	12.5%	7.5%	1.3%	0.0%	3.2%	5.3%	4.1%	1.3%	4.6%	3.7%	1.6%	2.9%
5	Disagree	4	0.7%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Agree strongly	315	52.7%	40.0%	41.3%	58.1%	53.2%	50.6%	54.3%	63.9%	48.8%	56.4%	48.2%	48.8%	56.5%	55.8%	50.0%	58.4%	51.1%
2	Agree	238	39.8%	53.3%	50.0%	36.3%	38.9%	40.7%	35.7%	30.6%	40.2%	39.4%	36.5%	43.0%	37.6%	36.4%	44.3%	34.8%	45.5%
3	Neither agree nor disagree	24	4.0%	6.7%	2.5%	3.2%	4.8%	4.9%	5.7%	1.4%	5.8%	2.3%	8.2%	4.7%	2.4%	6.5%	3.4%	2.2%	1.1%
4	Disagree somewhat	17	2.8%	0.0%	5.0%	1.6%	3.2%	3.7%	4.3%	1.4%	3.8%	2.0%	5.9%	2.3%	3.5%	1.3%	2.3%	3.4%	1.1%
5	Disagree	4	0.7%	0.0%	1.3%	0.8%	0.0%	0.0%	0.0%	2.8%	1.4%	0.0%	1.2%	1.2%	0.0%	0.0%	0.0%	1.1%	1.1%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q123: How much do you agree with the following statement: I enjoy discussion programmes because they deal with current issues.

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Agree strongly	282	47.2%	71.4%	52.7%	43.8%	64.9%	25.9%	68.1%	18.4%	22.8%	51.7%	41.1%	0.0%	48.4%	37.0%
2	Agree	202	33.8%	0.0%	28.6%	50.0%	32.4%	51.9%	25.3%	36.8%	41.6%	35.4%	32.9%	100.0%	33.8%	37.0%
3	Neither agree nor disagree	73	12.2%	14.3%	15.2%	6.3%	2.7%	18.5%	4.4%	28.9%	20.8%	8.4%	17.8%	0.0%	11.3%	17.4%
4	Disagree somewhat	23	3.8%	0.0%	0.9%	0.0%	0.0%	3.7%	1.1%	10.5%	6.9%	2.8%	8.2%	0.0%	3.6%	6.5%
5	Disagree	18	3.0%	14.3%	2.7%	0.0%	0.0%	0.0%	1.1%	5.3%	7.9%	1.7%	0.0%	0.0%	2.9%	2.2%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Agree strongly	282	47.2%	47.6%	50.0%	37.5%	35.8%	34.6%	14.3%	50.0%	26.3%	36.7%	59.1%	36.9%	54.1%	51.1%	43.8%
2	Agree	202	33.8%	42.9%	35.2%	37.5%	32.8%	35.9%	57.1%	38.7%	57.9%	24.5%	29.8%	44.6%	33.9%	29.9%	33.8%
3	Neither agree nor disagree	73	12.2%	9.5%	9.3%	25.0%	17.9%	14.1%	0.0%	4.8%	15.8%	24.5%	9.3%	13.8%	10.1%	11.4%	13.3%
4	Disagree somewhat	23	3.8%	0.0%	3.7%	0.0%	6.0%	9.0%	14.3%	1.6%	0.0%	10.2%	1.3%	4.6%	0.9%	3.8%	5.0%
5	Disagree	18	3.0%	0.0%	1.9%	0.0%	7.5%	6.4%	14.3%	4.8%	0.0%	4.1%	0.4%	0.0%	0.9%	3.8%	4.2%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Agree strongly	282	47.2%	40.0%	23.8%	50.0%	49.2%	53.1%	54.3%	55.6%	40.2%	53.7%	47.1%	39.5%	49.4%	50.6%	45.5%	57.3%	40.9%
2	Agree	202	33.8%	24.4%	40.0%	32.3%	31.7%	37.0%	35.7%	33.3%	35.4%	32.2%	32.9%	38.4%	24.7%	32.5%	33.0%	32.6%	42.0%
3	Neither agree nor disagree	73	12.2%	17.8%	18.8%	12.1%	12.7%	9.9%	7.1%	8.3%	13.4%	11.1%	10.6%	16.3%	16.5%	9.1%	15.9%	4.5%	12.5%
4	Disagree somewhat	23	3.8%	13.3%	8.8%	3.2%	4.0%	0.0%	0.0%	1.4%	5.8%	2.0%	5.9%	1.2%	5.9%	6.5%	2.3%	3.4%	2.3%
5	Disagree	18	3.0%	4.4%	8.8%	2.4%	2.4%	0.0%	2.9%	1.4%	5.2%	1.0%	3.5%	4.7%	3.5%	1.3%	3.4%	2.2%	2.3%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q124: How much do you agree with the following statement: A great deal of music on air is not to my liking.

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Agree strongly	86	14.4%	14.3%	25.9%	6.3%	5.4%	7.4%	20.9%	15.8%	9.9%	11.2%	9.6%	0.0%	14.6%	10.9%
2	Agree	109	18.2%	14.3%	25.9%	25.0%	32.4%	7.4%	23.1%	18.4%	9.9%	16.3%	15.1%	0.0%	18.6%	15.2%
3	Neither agree nor disagree	78	13.0%	14.3%	11.6%	12.5%	29.7%	14.8%	18.7%	5.3%	3.0%	16.9%	8.2%	100.0%	13.2%	6.5%
4	Disagree somewhat	149	24.9%	14.3%	15.2%	37.5%	18.9%	29.6%	24.2%	34.2%	19.8%	27.5%	39.7%	0.0%	25.1%	30.4%
5	Disagree	176	29.4%	42.9%	21.4%	18.8%	13.5%	40.7%	13.2%	26.3%	57.4%	28.1%	27.4%	0.0%	28.4%	37.0%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Agree strongly	86	14.4%	9.5%	13.0%	12.5%	25.4%	14.1%	14.3%	16.1%	5.3%	12.2%	12.9%	9.2%	12.8%	16.8%	14.6%
2	Agree	109	18.2%	33.3%	11.1%	6.3%	17.9%	15.4%	28.6%	33.9%	5.3%	8.2%	19.1%	20.0%	20.2%	21.2%	14.6%
3	Neither agree nor disagree	78	13.0%	19.0%	13.0%	6.3%	17.9%	7.7%	0.0%	17.7%	21.1%	2.0%	14.2%	7.7%	11.0%	14.7%	14.2%
4	Disagree somewhat	149	24.9%	33.3%	25.9%	18.8%	16.4%	26.9%	0.0%	22.6%	31.6%	20.4%	28.0%	32.3%	23.9%	22.3%	25.4%
5	Disagree	176	29.4%	4.8%	37.0%	56.3%	22.4%	35.9%	57.1%	9.7%	36.8%	57.1%	25.8%	30.8%	32.1%	25.0%	31.3%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Agree strongly	86	14.4%	13.3%	8.8%	13.7%	9.5%	23.5%	14.3%	20.8%	16.2%	12.7%	17.6%	14.0%	17.6%	18.2%	11.4%	12.4%	10.2%
2	Agree	109	18.2%	6.7%	13.8%	8.9%	20.6%	16.0%	37.1%	26.4%	18.6%	17.9%	18.8%	17.4%	14.1%	15.6%	19.3%	20.2%	21.6%
3	Neither agree nor disagree	78	13.0%	6.7%	3.8%	11.3%	11.9%	16.0%	18.6%	23.6%	13.7%	12.4%	18.8%	11.6%	18.8%	14.3%	9.1%	10.1%	9.1%
4	Disagree somewhat	149	24.9%	15.6%	30.0%	24.2%	28.6%	32.1%	18.6%	18.1%	22.3%	27.4%	15.3%	27.9%	17.6%	19.5%	33.0%	30.3%	29.5%
5	Disagree	176	29.4%	57.8%	43.8%	41.9%	29.4%	12.3%	11.4%	11.1%	29.2%	29.6%	29.4%	29.1%	31.8%	32.5%	27.3%	27.0%	29.5%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q125: How much do you agree with the following statement: The way that the news is broadcast on the radio is the best way to keep oneself updated.

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Agree strongly	306	51.2%	57.1%	53.6%	50.0%	43.2%	25.9%	51.6%	28.9%	31.7%	64.0%	57.5%	0.0%	52.2%	41.3%
2	Agree	194	32.4%	14.3%	30.4%	43.8%	27.0%	44.4%	29.7%	47.4%	33.7%	30.3%	31.5%	0.0%	31.9%	45.7%
3	Neither agree nor disagree	54	9.0%	28.6%	8.9%	6.3%	16.2%	11.1%	12.1%	7.9%	19.8%	3.9%	6.8%	0.0%	8.6%	6.5%
4	Disagree somewhat	34	5.7%	0.0%	6.3%	0.0%	10.8%	18.5%	5.5%	13.2%	9.9%	0.6%	4.1%	100.0%	5.8%	4.3%
5	Disagree	10	1.7%	0.0%	0.9%	0.0%	2.7%	0.0%	1.1%	2.6%	5.0%	1.1%	0.0%	0.0%	1.5%	2.2%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Agree strongly	306	51.2%	38.1%	40.7%	56.3%	52.2%	52.6%	14.3%	53.2%	42.1%	44.9%	56.4%	40.0%	45.0%	52.2%	56.3%
2	Agree	194	32.4%	42.9%	35.2%	31.3%	28.4%	21.8%	57.1%	37.1%	47.4%	30.6%	32.9%	40.0%	36.7%	32.6%	28.3%
3	Neither agree nor disagree	54	9.0%	4.8%	7.4%	0.0%	11.9%	16.7%	28.6%	1.6%	5.3%	14.3%	7.6%	12.3%	6.4%	9.8%	8.8%
4	Disagree somewhat	34	5.7%	14.3%	16.7%	12.5%	6.0%	6.4%	0.0%	6.5%	0.0%	4.1%	2.2%	6.2%	11.0%	4.3%	4.2%
5	Disagree	10	1.7%	0.0%	0.0%	0.0%	1.5%	2.6%	0.0%	1.6%	5.3%	6.1%	0.9%	1.5%	0.9%	1.1%	2.5%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Agree strongly	306	51.2%	51.1%	41.3%	49.2%	50.8%	59.3%	50.0%	58.3%	48.1%	54.1%	52.9%	51.2%	55.3%	48.1%	51.1%	48.3%	51.1%
2	Agree	194	32.4%	31.1%	33.8%	26.6%	32.5%	35.8%	38.6%	31.9%	33.3%	31.6%	36.5%	33.7%	24.7%	39.0%	33.0%	31.5%	29.5%
3	Neither agree nor disagree	54	9.0%	6.7%	16.3%	13.7%	7.9%	4.9%	4.3%	5.6%	9.3%	8.8%	7.1%	11.6%	8.2%	6.5%	10.2%	10.1%	9.1%
4	Disagree somewhat	34	5.7%	6.7%	5.0%	7.3%	8.7%	0.0%	7.1%	2.8%	7.2%	4.2%	3.5%	2.3%	10.6%	3.9%	4.5%	6.7%	8.0%
5	Disagree	10	1.7%	4.4%	3.8%	3.2%	0.0%	0.0%	0.0%	1.4%	2.1%	1.3%	0.0%	1.2%	1.2%	2.6%	1.1%	3.4%	2.3%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q126: How much do you agree with the following statement: Sports programmes are not informative enough.

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Agree strongly	34	5.7%	0.0%	4.5%	0.0%	2.7%	3.7%	7.7%	2.6%	5.9%	5.1%	8.2%	0.0%	5.6%	8.7%
2	Agree	75	12.5%	28.6%	8.0%	0.0%	13.5%	22.2%	11.0%	23.7%	12.9%	7.9%	30.1%	0.0%	12.9%	8.7%
3	Neither agree nor disagree	302	50.5%	42.9%	62.5%	68.8%	51.4%	48.1%	62.6%	44.7%	41.6%	53.4%	30.1%	100.0%	51.4%	43.5%
4	Disagree somewhat	106	17.7%	28.6%	12.5%	25.0%	18.9%	14.8%	7.7%	15.8%	26.7%	18.5%	20.5%	0.0%	17.5%	17.4%
5	Disagree	81	13.5%	0.0%	12.5%	6.3%	13.5%	11.1%	11.0%	13.2%	12.9%	15.2%	11.0%	0.0%	12.7%	21.7%
		598	100.0%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Agree strongly	34	5.7%	0.0%	9.3%	18.8%	10.4%	7.7%	0.0%	4.8%	0.0%	4.1%	3.6%	0.0%	7.3%	7.1%	5.4%
2	Agree	75	12.5%	23.8%	18.5%	18.8%	16.4%	12.8%	42.9%	14.5%	21.1%	18.4%	4.9%	18.5%	14.7%	12.0%	10.4%
3	Neither agree nor disagree	302	50.5%	38.1%	46.3%	43.8%	40.3%	44.9%	14.3%	46.8%	31.6%	38.8%	64.4%	44.6%	55.0%	52.7%	48.3%
4	Disagree somewhat	106	17.7%	23.8%	22.2%	12.5%	16.4%	20.5%	28.6%	16.1%	15.8%	22.4%	15.1%	24.6%	17.4%	16.3%	17.1%
5	Disagree	81	13.5%	14.3%	3.7%	6.3%	16.4%	14.1%	14.3%	17.7%	31.6%	16.3%	12.0%	12.3%	5.5%	12.0%	18.8%
		598	100.0%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Agree strongly	34	5.7%	4.4%	5.0%	7.3%	4.8%	9.9%	2.9%	4.2%	7.9%	3.6%	5.9%	3.5%	8.2%	6.5%	3.4%	9.0%	3.4%
2	Agree	75	12.5%	17.8%	17.5%	15.3%	10.3%	8.6%	14.3%	5.6%	19.2%	6.2%	22.4%	11.6%	12.9%	9.1%	10.2%	6.7%	14.8%
3	Neither agree nor disagree	302	50.5%	40.0%	42.5%	50.8%	53.2%	50.6%	51.4%	59.7%	33.7%	66.4%	45.9%	47.7%	55.3%	49.4%	48.9%	55.1%	51.1%
4	Disagree somewhat	106	17.7%	22.2%	21.3%	12.9%	20.6%	14.8%	17.1%	18.1%	22.0%	13.7%	21.2%	19.8%	14.1%	13.0%	20.5%	18.0%	17.0%
5	Disagree	81	13.5%	15.6%	13.8%	13.7%	11.1%	16.0%	14.3%	12.5%	17.2%	10.1%	4.7%	17.4%	9.4%	22.1%	17.0%	11.2%	13.6%
		598	100.0%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q127: Are there any types of programmes which you would like to follow but which are not to-date transmitted by any of the stations?

Base = 598 (listen to the radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	No	541	90.5%	100.0%	91.1%	93.8%	86.5%	92.6%	89.0%	94.7%	93.1%	90.4%	90.4%	100.0%	90.2%	93.5%
2	Science documentaries	5	0.8%	0.0%	0.9%	0.0%	2.7%	0.0%	2.2%	2.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
3	Organised bodies to air views	10	1.7%	0.0%	0.0%	0.0%	2.7%	0.0%	2.2%	0.0%	2.0%	2.8%	1.4%	0.0%	1.9%	0.0%
4	Maltese history	6	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	1.7%	0.0%	0.0%	1.0%	0.0%
5	Problem solving in English	1	0.2%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Cultures of different countries	4	0.7%	0.0%	1.8%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.8%	0.0%
7	Children's programmes	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%	0.0%	0.4%	0.0%
8	Medical programmes	2	0.3%	0.0%	0.0%	6.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
9	Drama	9	1.5%	0.0%	1.8%	0.0%	2.7%	3.7%	0.0%	0.0%	1.0%	2.2%	1.4%	0.0%	1.7%	0.0%
10	Folk music	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%	0.0%	0.4%	0.0%
11	Educational programmes	6	1.0%	0.0%	0.9%	0.0%	2.7%	0.0%	3.3%	0.0%	1.0%	0.6%	0.0%	0.0%	0.8%	0.0%
12	Operas/Classical music	3	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.2%
13	General information	5	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	2.6%	2.0%	0.6%	0.0%	0.0%	0.8%	2.2%
14	International sports	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
15	Various hobbies	4	0.7%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.6%	2.2%
		601	100.5%	7	112	16	37	27	91	38	101	178	73	1	521	46

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	No	541	90.5%	85.7%	88.9%	93.8%	94.0%	88.5%	71.4%	88.7%	94.7%	93.9%	90.7%	83.1%	89.0%	94.6%	90.0%
2	Science documentaries	5	0.8%	0.0%	0.0%	0.0%	1.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	1.1%	0.8%
3	Organised bodies to air views	10	1.7%	4.8%	1.9%	0.0%	0.0%	2.6%	28.6%	1.6%	5.3%	2.0%	0.4%	3.1%	2.8%	0.0%	2.1%
4	Maltese history	6	1.0%	4.8%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	5.3%	2.0%	0.9%	1.5%	0.9%	1.1%	0.8%
5	Problem solving in English	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
6	Cultures of different countries	4	0.7%	9.5%	0.0%	6.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.5%	1.8%	0.0%	0.4%
7	Children's programmes	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.4%
8	Medical programmes	2	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	0.9%	0.0%	0.0%
9	Drama	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	2.7%	0.0%	2.8%	1.1%	1.7%
10	Folk music	2	0.3%	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
11	Educational programmes	6	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.1%	0.0%	0.0%	1.7%
12	Operas/Classical music	3	0.5%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.5%	1.8%	0.0%	0.0%
13	General information	5	0.8%	0.0%	3.7%	0.0%	0.0%	1.3%	0.0%	1.6%	0.0%	2.0%	0.0%	1.5%	0.9%	1.1%	0.4%
14	International sports	1	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
15	Various hobbies	4	0.7%	0.0%	1.9%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	1.3%
		601	100.5%	21	54	16	67	78	7	62	19	49	225	65	109	184	240

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q127: Are there any types of programmes which you would like to follow but which are not to-date transmitted by any of the stations?

Base = 598 (listen to the radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	541	90.5%	95.6%	95.0%	87.9%	87.3%	90.1%	90.0%	93.1%	90.4%	90.6%	90.6%	90.7%	88.2%	93.5%	87.5%	89.9%	93.2%
2	Science documentaries	5	0.8%	0.0%	0.0%	1.6%	0.8%	2.5%	0.0%	0.0%	1.0%	0.7%	0.0%	1.2%	2.4%	0.0%	1.1%	1.1%	0.0%
3	Organised bodies to air views	10	1.7%	0.0%	2.5%	1.6%	3.2%	1.2%	1.4%	0.0%	2.4%	1.0%	1.2%	2.3%	1.2%	0.0%	2.3%	3.4%	1.1%
4	Maltese history	6	1.0%	2.2%	0.0%	1.6%	1.6%	0.0%	0.0%	1.4%	1.4%	0.7%	0.0%	2.3%	1.2%	1.3%	1.1%	1.1%	0.0%
5	Problem solving in English	1	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Cultures of different countries	4	0.7%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	1.4%	1.0%	0.3%	0.0%	0.0%	2.4%	0.0%	1.1%	0.0%	1.1%
7	Children's programmes	2	0.3%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Medical programmes	2	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%
9	Drama	9	1.5%	0.0%	0.0%	0.0%	2.4%	1.2%	2.9%	4.2%	0.7%	2.3%	3.5%	0.0%	2.4%	0.0%	1.1%	1.1%	2.3%
10	Folk music	2	0.3%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
11	Educational programmes	6	1.0%	0.0%	0.0%	1.6%	1.6%	1.2%	1.4%	0.0%	0.0%	2.0%	1.2%	0.0%	1.2%	2.6%	2.3%	0.0%	0.0%
12	Operas/Classical music	3	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	2.9%	0.0%	0.7%	0.3%	0.0%	1.2%	0.0%	1.3%	1.1%	0.0%	0.0%
13	General information	5	0.8%	2.2%	1.3%	0.8%	0.8%	1.2%	0.0%	0.0%	1.4%	0.3%	1.2%	1.2%	1.2%	1.3%	1.1%	0.0%	0.0%
14	International sports	1	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
15	Various hobbies	4	0.7%	0.0%	1.3%	0.0%	0.8%	2.5%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	1.3%	0.0%	3.4%	0.0%
		601	100.5%	45	80	124	126	81	70	72	291	307	85	86	85	77	88	89	88

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q128: Do you usually follow the local news?

Base = 700 (total respondents)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	No	41	5.9%	0.0%	5.4%	0.0%	2.7%	11.1%	3.3%	7.9%	13.9%	1.1%	4.1%	0.0%	4.5%	9.8%
2	Yes	659	94.1%	100.0%	94.6%	100.0%	97.3%	88.9%	96.7%	92.1%	86.1%	98.9%	95.9%	100.0%	95.5%	90.2%
		700	100.0%	7	112	16	37	27	91	38	101	178	73	1	617	51

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	No	41	5.9%	0.0%	6.6%	5.0%	6.8%	9.0%	14.3%	1.3%	4.5%	10.9%	5.0%	4.9%	6.0%	6.2%	5.8%
2	Yes	659	94.1%	100.0%	93.4%	95.0%	93.2%	91.0%	85.7%	98.7%	95.5%	89.1%	95.0%	95.1%	94.0%	93.8%	94.2%
		700	100.0%	27	61	20	73	89	7	75	22	64	262	82	134	210	274

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	41	5.9%	16.4%	12.8%	7.0%	2.1%	6.3%	1.3%	1.1%	4.7%	6.9%	6.0%	9.0%	5.0%	5.0%	7.0%	3.0%	6.0%
2	Yes	659	94.1%	83.6%	87.2%	93.0%	97.9%	93.8%	98.8%	98.9%	95.3%	93.1%	94.0%	91.0%	95.0%	95.0%	93.0%	97.0%	94.0%
		700	100.0%	55	86	143	146	96	80	94	340	360	100	100	100	100	100	100	100

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q129: Which source do you depend on most to keep yourself updated with the local news?

Base = 659 (follow local news)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Television	291	44.2%	57.1%	36.8%	43.8%	22.2%	37.5%	43.2%	45.7%	47.1%	27.3%	47.1%	0.0%	47.7%	13.0%
2	Newspapers	80	12.1%	28.6%	6.6%	12.5%	25.0%	41.7%	10.2%	20.0%	18.4%	2.8%	7.1%	0.0%	11.9%	17.4%
3	Radio	282	42.8%	14.3%	54.7%	43.8%	52.8%	20.8%	46.6%	34.3%	33.3%	68.8%	45.7%	100.0%	39.4%	69.6%
4	Other source	6	0.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%	1.0%	0.0%
		659	100.0%	7	106	16	36	24	88	35	87	176	70	1	589	46

		TOTAL	%	Occupation									Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Television	291	44.2%	55.6%	35.1%	42.1%	45.6%	44.4%	50.0%	44.6%	52.4%	63.2%	39.4%	46.2%	47.6%	43.7%	42.2%
2	Newspapers	80	12.1%	18.5%	28.1%	10.5%	11.8%	12.3%	0.0%	12.2%	19.0%	12.3%	7.6%	24.4%	18.3%	8.1%	8.5%
3	Radio	282	42.8%	25.9%	36.8%	47.4%	41.2%	39.5%	50.0%	43.2%	28.6%	24.6%	52.2%	28.2%	34.1%	47.2%	48.1%
4	Other source	6	0.9%	0.0%	0.0%	0.0%	1.5%	3.7%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	1.0%	1.2%
		659	100.0%	27	57	19	68	81	6	74	21	57	249	78	126	197	258

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Television	291	44.2%	58.7%	56.0%	39.1%	35.0%	46.7%	41.8%	48.4%	46.6%	41.8%	31.9%	38.5%	40.0%	53.7%	46.2%	44.3%	54.3%
2	Newspapers	80	12.1%	13.0%	14.7%	14.3%	14.0%	7.8%	13.9%	6.5%	15.7%	8.7%	9.6%	5.5%	20.0%	9.5%	11.8%	13.4%	14.9%
3	Radio	282	42.8%	28.3%	29.3%	45.1%	49.0%	45.6%	44.3%	44.1%	36.7%	48.7%	57.4%	54.9%	40.0%	35.8%	40.9%	41.2%	29.8%
4	Other source	6	0.9%	0.0%	0.0%	1.5%	2.1%	0.0%	0.0%	1.1%	0.9%	0.9%	1.1%	1.1%	0.0%	1.1%	1.1%	1.0%	1.1%
		659	100.0%	46	75	133	143	90	79	93	324	335	94	91	95	95	93	97	94

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q130: On which radio station/s do you prefer to follow local news?

Base = 282 (follow local news on radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	55	19.5%	0.0%	82.8%	28.6%	0.0%	0.0%	14.6%	0.0%	0.0%	2.5%	12.5%	0.0%	19.8%	9.4%
2	Radio Malta 2	9	3.2%	0.0%	1.7%	57.1%	0.0%	0.0%	7.3%	0.0%	3.4%	0.0%	6.3%	0.0%	3.0%	3.1%
3	Radio One Live	16	5.7%	0.0%	3.4%	0.0%	63.2%	0.0%	14.6%	8.3%	0.0%	2.5%	3.1%	100.0%	6.5%	3.1%
4	Island Sound	3	1.1%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
5	RTK	28	9.9%	0.0%	1.7%	0.0%	0.0%	0.0%	63.4%	0.0%	3.4%	0.8%	9.4%	0.0%	10.3%	6.3%
6	Bay Radio	13	4.6%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%	66.7%	10.3%	2.5%	3.1%	0.0%	3.9%	9.4%
7	Smash Radio	16	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	48.3%	0.8%	3.1%	0.0%	4.3%	9.4%
8	Radio Super 1	140	49.6%	0.0%	13.8%	0.0%	36.8%	40.0%	12.2%	25.0%	24.1%	96.7%	21.9%	0.0%	49.6%	56.3%
9	Radio 101	40	14.2%	100.0%	6.9%	14.3%	10.5%	20.0%	9.8%	8.3%	24.1%	2.5%	81.3%	0.0%	14.7%	12.5%
		320	113.5%	1	58	7	19	5	41	12	29	121	32	1	232	32

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	55	19.5%	0.0%	23.8%	55.6%	17.9%	6.3%	0.0%	31.3%	0.0%	7.1%	20.8%	0.0%	25.6%	18.3%	21.8%
2	Radio Malta 2	9	3.2%	14.3%	4.8%	0.0%	0.0%	3.1%	0.0%	3.1%	16.7%	7.1%	2.3%	9.1%	4.7%	2.2%	2.4%
3	Radio One Live	16	5.7%	28.6%	0.0%	0.0%	7.1%	0.0%	33.3%	6.3%	0.0%	0.0%	6.9%	13.6%	7.0%	7.5%	2.4%
4	Island Sound	3	1.1%	14.3%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.8%	4.5%	0.0%	0.0%	1.6%
5	RTK	28	9.9%	14.3%	0.0%	11.1%	3.6%	12.5%	0.0%	15.6%	0.0%	7.1%	11.5%	18.2%	9.3%	11.8%	7.3%
6	Bay Radio	13	4.6%	0.0%	9.5%	11.1%	3.6%	3.1%	66.7%	0.0%	0.0%	14.3%	3.1%	13.6%	4.7%	3.2%	4.0%
7	Smash Radio	16	5.7%	0.0%	9.5%	11.1%	7.1%	18.8%	0.0%	0.0%	0.0%	7.1%	3.1%	0.0%	7.0%	8.6%	4.0%
8	Radio Super 1	140	49.6%	28.6%	42.9%	22.2%	53.6%	56.3%	66.7%	43.8%	83.3%	14.3%	54.6%	22.7%	39.5%	49.5%	58.1%
9	Radio 101	40	14.2%	14.3%	33.3%	0.0%	14.3%	18.8%	0.0%	9.4%	0.0%	50.0%	9.2%	36.4%	23.3%	8.6%	11.3%
		320	113.5%	7	21	9	28	32	3	32	6	14	130	22	43	93	124

		TOTAL	%	Age							Sex		Day which interview relates to					
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	55	19.5%	0.0%	4.5%	11.7%	15.7%	19.5%	28.6%	43.9%	16.8%	21.5%	18.5%	22.0%	21.1%	20.6%	18.4%	12.5%	25.0%
2	Radio Malta 2	9	3.2%	15.4%	0.0%	1.7%	4.3%	2.4%	2.9%	2.4%	3.4%	3.1%	5.6%	4.0%	0.0%	5.9%	2.6%	0.0%	3.6%
3	Radio One Live	16	5.7%	0.0%	0.0%	8.3%	5.7%	9.8%	5.7%	2.4%	5.9%	5.5%	1.9%	6.0%	7.9%	5.9%	7.9%	7.5%	3.6%
4	Island Sound	3	1.1%	0.0%	0.0%	1.7%	0.0%	0.0%	2.9%	2.4%	0.8%	1.2%	0.0%	2.0%	5.3%	0.0%	0.0%	0.0%	0.0%
5	RTK	28	9.9%	0.0%	4.5%	11.7%	10.0%	7.3%	14.3%	12.2%	7.6%	11.7%	7.4%	16.0%	10.5%	5.9%	10.5%	5.0%	14.3%
6	Bay Radio	13	4.6%	7.7%	18.2%	10.0%	1.4%	0.0%	0.0%	2.4%	7.6%	2.5%	9.3%	4.0%	5.3%	8.8%	0.0%	0.0%	3.6%
7	Smash Radio	16	5.7%	15.4%	27.3%	3.3%	8.6%	0.0%	0.0%	0.0%	3.4%	7.4%	3.7%	8.0%	7.9%	5.9%	7.9%	5.0%	0.0%
8	Radio Super 1	140	49.6%	38.5%	36.4%	56.7%	58.6%	53.7%	45.7%	34.1%	50.4%	49.1%	46.3%	40.0%	44.7%	55.9%	50.0%	62.5%	53.6%
9	Radio 101	40	14.2%	23.1%	36.4%	11.7%	11.4%	17.1%	14.3%	4.9%	17.6%	11.7%	20.4%	10.0%	18.4%	5.9%	10.5%	20.0%	10.7%
		320	113.5%	13	22	60	70	41	35	41	119	163	54	50	38	34	38	40	28

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q131: Why do prefer this station?

Base = 282 (follow local news on radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Already tuned in	57	20.2%	100.0%	32.8%	0.0%	0.0%	20.0%	26.8%	25.0%	27.6%	9.9%	21.9%	0.0%	17.7%	31.3%
2	Impartial	76	27.0%	0.0%	15.5%	85.7%	21.1%	20.0%	41.5%	16.7%	20.7%	33.1%	12.5%	0.0%	28.0%	15.6%
3	Convenient time	10	3.5%	0.0%	5.2%	0.0%	5.3%	0.0%	2.4%	0.0%	6.9%	3.3%	3.1%	0.0%	3.9%	0.0%
4	Extensive news coverage	117	41.5%	0.0%	34.5%	14.3%	73.7%	40.0%	24.4%	50.0%	41.4%	49.6%	40.6%	100.0%	42.2%	43.8%
5	Political reasons	13	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	6.9%	5.8%	12.5%	0.0%	5.2%	3.1%
6	Concise and to the point	6	2.1%	0.0%	1.7%	0.0%	5.3%	0.0%	4.9%	8.3%	0.0%	0.0%	6.3%	0.0%	2.2%	3.1%
7	MW band only	4	1.4%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
8	Transmission in English	4	1.4%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	8.3%	0.0%	0.8%	3.1%	0.0%	1.3%	0.0%
9	Clear reception	5	1.8%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.1%	0.0%	1.7%	3.1%
		292	103.5%	1	58	7	19	5	41	12	29	121	32	1	232	32

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Already tuned in	57	20.2%	0.0%	23.8%	11.1%	32.1%	18.8%	33.3%	25.0%	0.0%	21.4%	18.5%	4.5%	27.9%	22.6%	18.5%
2	Impartial	76	27.0%	14.3%	23.8%	33.3%	21.4%	34.4%	0.0%	21.9%	50.0%	21.4%	28.5%	27.3%	14.0%	31.2%	28.2%
3	Convenient time	10	3.5%	0.0%	4.8%	11.1%	3.6%	3.1%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	7.0%	3.2%	3.2%
4	Extensive news coverage	117	41.5%	42.9%	38.1%	55.6%	39.3%	37.5%	66.7%	43.8%	33.3%	42.9%	41.5%	40.9%	46.5%	39.8%	41.1%
5	Political reasons	13	4.6%	14.3%	4.8%	0.0%	14.3%	3.1%	0.0%	3.1%	0.0%	7.1%	3.1%	4.5%	2.3%	5.4%	4.8%
6	Concise and to the point	6	2.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	7.1%	2.3%	18.2%	2.3%	0.0%	0.8%
7	MW band only	4	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	2.3%	0.0%	2.3%	1.1%	1.6%
8	Transmission in English	4	1.4%	14.3%	4.8%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.8%	9.1%	0.0%	0.0%	1.6%
9	Clear reception	5	1.8%	0.0%	4.8%	0.0%	0.0%	3.1%	0.0%	3.1%	16.7%	0.0%	0.8%	0.0%	0.0%	2.2%	2.4%
		292	103.5%	7	21	9	28	32	3	32	6	14	130	22	43	93	124

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Already tuned in	57	20.2%	15.4%	40.9%	18.3%	11.4%	22.0%	17.1%	29.3%	21.0%	19.6%	20.4%	16.0%	18.4%	23.5%	23.7%	20.0%	21.4%
2	Impartial	76	27.0%	30.8%	18.2%	25.0%	38.6%	24.4%	22.9%	19.5%	26.9%	27.0%	20.4%	22.0%	44.7%	23.5%	34.2%	27.5%	17.9%
3	Convenient time	10	3.5%	0.0%	4.5%	1.7%	4.3%	4.9%	2.9%	4.9%	3.4%	3.7%	0.0%	8.0%	2.6%	8.8%	2.6%	0.0%	3.6%
4	Extensive news coverage	117	41.5%	30.8%	27.3%	45.0%	40.0%	48.8%	48.6%	36.6%	43.7%	39.9%	53.7%	44.0%	28.9%	41.2%	28.9%	37.5%	53.6%
5	Political reasons	13	4.6%	15.4%	0.0%	8.3%	4.3%	2.4%	2.9%	2.4%	5.9%	3.7%	3.7%	10.0%	0.0%	0.0%	5.3%	10.0%	0.0%
6	Concise and to the point	6	2.1%	0.0%	4.5%	1.7%	2.9%	0.0%	2.9%	2.4%	1.7%	2.5%	0.0%	8.0%	0.0%	0.0%	2.6%	2.5%	0.0%
7	MW band only	4	1.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	7.3%	0.0%	2.5%	1.9%	0.0%	0.0%	5.9%	0.0%	2.5%	0.0%
8	Transmission in English	4	1.4%	0.0%	4.5%	1.7%	0.0%	0.0%	2.9%	2.4%	1.7%	1.2%	0.0%	2.0%	7.9%	0.0%	0.0%	0.0%	0.0%
9	Clear reception	5	1.8%	7.7%	4.5%	0.0%	2.9%	0.0%	0.0%	2.4%	0.8%	2.5%	3.7%	0.0%	2.6%	0.0%	2.6%	0.0%	3.6%
		292	103.5%	13	22	60	70	41	35	41	119	163	54	50	38	34	38	40	28

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AUDIENCE RESEARCH

Q132: Do you follow foreign news?

Base = 700 (total respondents)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	No	118	16.9%	0.0%	17.0%	6.3%	5.4%	7.4%	6.6%	18.4%	31.7%	20.8%	12.3%	0.0%	14.1%	25.5%
2	Yes	582	83.1%	100.0%	83.0%	93.8%	94.6%	92.6%	93.4%	81.6%	68.3%	79.2%	87.7%	100.0%	85.9%	74.5%
		700	100.0%	7	112	16	37	27	91	38	101	178	73	1	617	51

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	No	118	16.9%	0.0%	11.5%	20.0%	12.3%	27.0%	14.3%	8.0%	31.8%	14.1%	19.5%	4.9%	11.9%	18.1%	21.9%
2	Yes	582	83.1%	100.0%	88.5%	80.0%	87.7%	73.0%	85.7%	92.0%	68.2%	85.9%	80.5%	95.1%	88.1%	81.9%	78.1%
		700	100.0%	27	61	20	73	89	7	75	22	64	262	82	134	210	274

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	118	16.9%	21.8%	36.0%	16.1%	12.3%	17.7%	12.5%	7.4%	13.2%	20.3%	24.0%	22.0%	14.0%	17.0%	15.0%	13.0%	13.0%
2	Yes	582	83.1%	78.2%	64.0%	83.9%	87.7%	82.3%	87.5%	92.6%	86.8%	79.7%	76.0%	78.0%	86.0%	83.0%	85.0%	87.0%	87.0%
		700	100.0%	55	86	143	146	96	80	94	340	360	100	100	100	100	100	100	100

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q133: Which source do you depend on most to keep yourself updated with the foreign news?

Base = 582 (follow foreign news)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Television	396	68.0%	100.0%	62.4%	46.7%	54.3%	72.0%	67.1%	71.0%	75.4%	58.9%	73.4%	0.0%	70.2%	57.9%
2	Newspapers	52	8.9%	0.0%	2.2%	6.7%	17.1%	16.0%	8.2%	22.6%	10.1%	5.0%	4.7%	0.0%	8.1%	18.4%
3	Radio	133	22.9%	0.0%	34.4%	46.7%	28.6%	12.0%	24.7%	6.5%	14.5%	36.2%	21.9%	100.0%	21.5%	23.7%
4	Other source	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
		582	100.0%	7	93	15	35	25	85	31	69	141	64	1	530	38

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Television	396	68.0%	66.7%	68.5%	56.3%	71.9%	67.7%	83.3%	60.9%	73.3%	78.2%	66.8%	73.1%	70.3%	68.0%	65.0%
2	Newspapers	52	8.9%	14.8%	11.1%	12.5%	6.3%	9.2%	0.0%	8.7%	13.3%	16.4%	6.2%	17.9%	8.5%	8.1%	6.5%
3	Radio	133	22.9%	18.5%	20.4%	31.3%	21.9%	21.5%	16.7%	30.4%	13.3%	5.5%	27.0%	9.0%	21.2%	23.8%	28.0%
4	Other source	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
		582	100.0%	27	54	16	64	65	6	69	15	55	211	78	118	172	214

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Television	396	68.0%	86.0%	72.7%	70.0%	66.4%	60.8%	67.1%	63.2%	68.8%	67.2%	59.2%	60.3%	68.6%	80.7%	74.1%	63.2%	69.0%
2	Newspapers	52	8.9%	9.3%	16.4%	8.3%	8.6%	7.6%	11.4%	4.6%	10.8%	7.0%	10.5%	5.1%	10.5%	7.2%	8.2%	8.0%	12.6%
3	Radio	133	22.9%	4.7%	10.9%	20.8%	25.0%	31.6%	21.4%	32.2%	20.3%	25.4%	30.3%	34.6%	20.9%	12.0%	17.6%	28.7%	17.2%
4	Other source	1	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
		582	100.0%	43	55	120	128	79	70	87	295	287	76	78	86	83	85	87	87

Q134: On which radio station/s do you prefer to follow foreign news?

Base = 133 (follow foreign news on radio)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Radio Malta 1	24	18.0%	0.0%	68.8%	28.6%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	7.1%	0.0%	19.3%	0.0%
2	Radio Malta 2	7	5.3%	0.0%	3.1%	85.7%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	7.1%	0.0%	5.3%	0.0%
3	Radio One Live	4	3.0%	0.0%	0.0%	0.0%	30.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	3.5%	0.0%
4	Island Sound	3	2.3%	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	2.6%	0.0%
5	RTK	18	13.5%	0.0%	15.6%	14.3%	0.0%	0.0%	76.2%	0.0%	0.0%	0.0%	0.0%	0.0%	13.2%	11.1%
6	Bay Radio	3	2.3%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	50.0%	10.0%	0.0%	0.0%	0.0%	2.6%	0.0%
7	Smash Radio	6	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	7.1%	0.0%	3.5%	11.1%
8	Radio Super 1	56	42.1%	0.0%	12.5%	0.0%	30.0%	0.0%	4.8%	0.0%	10.0%	92.2%	21.4%	0.0%	43.9%	44.4%
9	Radio 101	19	14.3%	0.0%	9.4%	0.0%	30.0%	0.0%	4.8%	50.0%	20.0%	5.9%	85.7%	0.0%	11.4%	44.4%
10	Other	4	3.0%	0.0%	3.1%	0.0%	20.0%	33.3%	9.5%	0.0%	0.0%	0.0%	0.0%	100.0%	3.5%	0.0%
		144	108.3%	0	32	7	10	3	21	2	10	51	14	1	114	9

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Radio Malta 1	24	18.0%	20.0%	18.2%	40.0%	21.4%	14.3%	0.0%	19.0%	0.0%	0.0%	17.5%	0.0%	20.0%	14.6%	21.7%
2	Radio Malta 2	7	5.3%	20.0%	9.1%	0.0%	0.0%	7.1%	0.0%	4.8%	0.0%	33.3%	3.5%	14.3%	8.0%	0.0%	6.7%
3	Radio One Live	4	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	5.3%	0.0%	8.0%	2.4%	1.7%
4	Island Sound	3	2.3%	20.0%	9.1%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	8.0%	0.0%	0.0%
5	RTK	18	13.5%	0.0%	9.1%	20.0%	7.1%	7.1%	0.0%	23.8%	0.0%	0.0%	15.8%	14.3%	20.0%	17.1%	8.3%
6	Bay Radio	3	2.3%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	33.3%	1.8%	14.3%	0.0%	2.4%	1.7%
7	Smash Radio	6	4.5%	0.0%	0.0%	20.0%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	8.0%	7.3%	1.7%
8	Radio Super 1	56	42.1%	0.0%	36.4%	0.0%	21.4%	42.9%	0.0%	47.6%	100.0%	0.0%	54.4%	0.0%	20.0%	46.3%	53.3%
9	Radio 101	19	14.3%	20.0%	27.3%	0.0%	28.6%	28.6%	100.0%	4.8%	0.0%	33.3%	7.0%	28.6%	24.0%	7.3%	13.3%
10	Other	4	3.0%	20.0%	0.0%	0.0%	7.1%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	14.3%	4.0%	4.9%	0.0%
		144	108.3%	5	11	5	14	14	1	21	2	3	57	7	25	41	60

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AUDIENCE RESEARCH

Q134: On which radio station/s do you prefer to follow foreign news?

Base = 133 (follow foreign news on radio)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Radio Malta 1	24	18.0%	0.0%	0.0%	12.0%	9.4%	20.0%	26.7%	32.1%	18.3%	17.8%	30.4%	18.5%	5.6%	20.0%	6.7%	20.0%	20.0%
2	Radio Malta 2	7	5.3%	50.0%	0.0%	0.0%	6.3%	12.0%	6.7%	0.0%	8.3%	2.7%	17.4%	7.4%	5.6%	0.0%	0.0%	0.0%	0.0%
3	Radio One Live	4	3.0%	0.0%	0.0%	0.0%	0.0%	8.0%	6.7%	3.6%	0.0%	5.5%	0.0%	0.0%	5.6%	10.0%	6.7%	0.0%	6.7%
4	Island Sound	3	2.3%	0.0%	0.0%	8.0%	3.1%	0.0%	0.0%	0.0%	3.3%	1.4%	0.0%	0.0%	0.0%	10.0%	0.0%	4.0%	6.7%
5	RTK	18	13.5%	0.0%	0.0%	12.0%	15.6%	8.0%	20.0%	17.9%	10.0%	16.4%	13.0%	18.5%	11.1%	10.0%	20.0%	8.0%	13.3%
6	Bay Radio	3	2.3%	50.0%	0.0%	4.0%	0.0%	0.0%	0.0%	3.6%	3.3%	1.4%	0.0%	3.7%	5.6%	0.0%	0.0%	0.0%	6.7%
7	Smash Radio	6	4.5%	0.0%	50.0%	4.0%	6.3%	0.0%	0.0%	0.0%	3.3%	5.5%	0.0%	7.4%	5.6%	10.0%	0.0%	8.0%	0.0%
8	Radio Super 1	56	42.1%	0.0%	16.7%	52.0%	50.0%	44.0%	33.3%	35.7%	40.0%	43.8%	30.4%	25.9%	38.9%	40.0%	60.0%	52.0%	60.0%
9	Radio 101	19	14.3%	0.0%	66.7%	16.0%	12.5%	12.0%	13.3%	7.1%	18.3%	11.0%	21.7%	18.5%	16.7%	0.0%	6.7%	16.0%	6.7%
10	Other	4	3.0%	0.0%	0.0%	0.0%	3.1%	4.0%	6.7%	3.6%	5.0%	1.4%	0.0%	3.7%	11.1%	0.0%	6.7%	0.0%	0.0%
		144	108.3%	2	6	25	32	25	15	28	60	73	23	27	18	10	15	25	15

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Q135: Why do you prefer this station?

Base = 133 (follow foreign news on radio)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Already tuned in	44	33.1%	0.0%	50.0%	42.9%	10.0%	0.0%	33.3%	0.0%	40.0%	25.5%	35.7%	0.0%	32.5%	33.3%
2	Extensive news coverage	56	42.1%	0.0%	25.0%	28.6%	50.0%	33.3%	28.6%	100.0%	40.0%	52.9%	50.0%	0.0%	43.0%	55.6%
3	BBC news	9	6.8%	0.0%	9.4%	14.3%	10.0%	33.3%	14.3%	0.0%	10.0%	0.0%	7.1%	0.0%	6.1%	11.1%
4	Impartial	14	10.5%	0.0%	3.1%	14.3%	10.0%	0.0%	19.0%	0.0%	10.0%	15.7%	0.0%	100.0%	10.5%	0.0%
5	Convenient time	3	2.3%	0.0%	0.0%	0.0%	10.0%	33.3%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	2.6%	0.0%
6	VOA	6	4.5%	0.0%	6.3%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	3.9%	14.3%	0.0%	3.5%	11.1%
7	MW Band only	1	0.8%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
8	Prefer news in Maltese	1	0.8%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
9	Concise and to the point	1	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
		135	101.5%	0	32	7	10	3	21	2	10	51	14	1	114	9

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Already tuned in	44	33.1%	20.0%	27.3%	20.0%	42.9%	35.7%	0.0%	42.9%	0.0%	33.3%	31.6%	0.0%	20.0%	34.1%	41.7%
2	Extensive news coverage	56	42.1%	0.0%	45.5%	20.0%	42.9%	50.0%	0.0%	42.9%	100.0%	66.7%	42.1%	28.6%	44.0%	43.9%	41.7%
3	BBC news	9	6.8%	20.0%	18.2%	20.0%	0.0%	7.1%	0.0%	9.5%	0.0%	0.0%	3.5%	14.3%	20.0%	4.9%	1.7%
4	Impartial	14	10.5%	20.0%	9.1%	20.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	17.5%	28.6%	8.0%	9.8%	10.0%
5	Convenient time	3	2.3%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	1.8%	14.3%	4.0%	0.0%	1.7%
6	VOA	6	4.5%	20.0%	0.0%	0.0%	14.3%	7.1%	100.0%	4.8%	0.0%	0.0%	0.0%	14.3%	0.0%	7.3%	3.3%
7	MW Band only	1	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.4%	0.0%
8	Prefer news in Maltese	1	0.8%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
9	Concise and to the point	1	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	4.0%	0.0%	0.0%
		135	101.5%	5	11	5	14	14	1	21	2	3	57	7	25	41	60

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Already tuned in	44	33.1%	50.0%	33.3%	28.0%	25.0%	28.0%	20.0%	57.1%	36.7%	30.1%	39.1%	25.9%	33.3%	50.0%	33.3%	32.0%	26.7%
2	Extensive news coverage	56	42.1%	50.0%	66.7%	40.0%	40.6%	56.0%	33.3%	32.1%	41.7%	42.5%	39.1%	48.1%	44.4%	20.0%	40.0%	48.0%	40.0%
3	BBC news	9	6.8%	0.0%	0.0%	8.0%	3.1%	8.0%	13.3%	7.1%	6.7%	6.8%	0.0%	7.4%	11.1%	10.0%	6.7%	8.0%	6.7%
4	Impartial	14	10.5%	0.0%	0.0%	20.0%	15.6%	4.0%	13.3%	3.6%	5.0%	15.1%	13.0%	3.7%	5.6%	10.0%	20.0%	12.0%	13.3%
5	Convenient time	3	2.3%	0.0%	0.0%	4.0%	0.0%	4.0%	6.7%	0.0%	3.3%	1.4%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%
6	VOA	6	4.5%	0.0%	0.0%	4.0%	9.4%	0.0%	13.3%	0.0%	8.3%	1.4%	4.3%	14.8%	0.0%	0.0%	6.7%	0.0%	0.0%
7	MW Band only	1	0.8%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%
8	Prefer news in Maltese	1	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%
9	Concise and to the point	1	0.8%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%
		135	101.5%	2	6	25	32	25	15	28	60	73	23	27	18	10	15	25	15

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Q136: On which television channel/s do you prefer to follow foreign news?

Base = 396 (follow foreign news on TV)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	157	39.6%	42.9%	63.8%	14.3%	31.6%	27.8%	43.9%	36.4%	21.2%	33.7%	31.9%	0.0%	41.7%	0.0%
2	RAI Uno/Due/Tre	191	48.2%	28.6%	32.8%	85.7%	68.4%	38.9%	47.4%	50.0%	51.9%	57.8%	57.4%	0.0%	49.5%	31.8%
3	Other Italian private stations	93	23.5%	28.6%	19.0%	28.6%	21.1%	33.3%	19.3%	22.7%	25.0%	25.3%	23.4%	0.0%	21.5%	59.1%
4	Cable stations	6	1.5%	0.0%	0.0%	0.0%	0.0%	16.7%	1.8%	0.0%	1.9%	0.0%	2.1%	0.0%	1.1%	9.1%
		447	112.9%	7	58	7	19	18	57	22	52	83	47	0	372	22

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	157	39.6%	16.7%	29.7%	66.7%	39.1%	45.5%	20.0%	33.3%	45.5%	30.2%	46.8%	21.1%	36.1%	42.7%	46.8%
2	RAI Uno/Due/Tre	191	48.2%	77.8%	51.4%	22.2%	47.8%	38.6%	80.0%	66.7%	45.5%	44.2%	43.3%	61.4%	56.6%	42.7%	42.4%
3	Other Italian private stations	93	23.5%	33.3%	29.7%	22.2%	19.6%	18.2%	0.0%	21.4%	9.1%	34.9%	22.7%	38.6%	19.3%	22.2%	20.9%
4	Cable stations	6	1.5%	5.6%	2.7%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	2.1%	5.3%	1.2%	0.9%	0.7%
		447	112.9%	18	37	9	46	44	5	42	11	43	141	57	83	117	139

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	157	39.6%	29.7%	32.5%	38.1%	34.1%	39.6%	42.6%	60.0%	32.5%	47.2%	28.9%	51.1%	27.1%	41.8%	41.3%	36.4%	50.0%
2	RAI Uno/Due/Tre	191	48.2%	32.4%	55.0%	45.2%	51.8%	47.9%	55.3%	47.3%	55.2%	40.9%	57.8%	53.2%	55.9%	41.8%	41.3%	50.9%	41.7%
3	Other Italian private stations	93	23.5%	43.2%	17.5%	23.8%	23.5%	27.1%	19.1%	14.5%	22.7%	24.4%	26.7%	17.0%	22.0%	23.9%	27.0%	18.2%	28.3%
4	Cable stations	6	1.5%	0.0%	0.0%	3.6%	2.4%	0.0%	2.1%	0.0%	1.5%	1.6%	0.0%	0.0%	3.4%	1.5%	3.2%	1.8%	0.0%
		447	112.9%	37	40	84	85	48	47	55	203	193	45	47	59	67	63	55	60

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q137: Why do prefer this channel?

Base = 396 (follow foreign news on TV)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
0	No answer	3	0.8%	0.0%	1.7%	0.0%	0.0%	0.0%	1.8%	0.0%	1.9%	0.0%	0.0%	0.0%	0.8%	0.0%
1	More informative/better presentatn	241	60.9%	57.1%	39.7%	85.7%	78.9%	61.1%	56.1%	59.1%	71.2%	72.3%	68.1%	0.0%	60.2%	77.3%
2	Prefer Maltese language	108	27.3%	28.6%	48.3%	14.3%	10.5%	16.7%	24.6%	22.7%	11.5%	25.3%	23.4%	0.0%	28.5%	0.0%
3	CNN News	12	3.0%	0.0%	0.0%	0.0%	5.3%	16.7%	5.3%	0.0%	3.8%	2.4%	6.4%	0.0%	3.0%	4.5%
4	Already tuned in on particular chnl	22	5.6%	14.3%	6.9%	0.0%	10.5%	0.0%	8.8%	4.5%	5.8%	2.4%	0.0%	0.0%	5.6%	4.5%
5	Convenient time	22	5.6%	0.0%	5.2%	0.0%	5.3%	5.6%	8.8%	13.6%	7.7%	2.4%	8.5%	0.0%	4.8%	13.6%
6	Habit	4	1.0%	0.0%	1.7%	0.0%	0.0%	5.6%	1.8%	0.0%	0.0%	1.2%	0.0%	0.0%	1.1%	0.0%
		412	104.0%	7	58	7	19	18	57	22	52	83	47	0	372	22

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
0	No answer	3	0.8%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.2%	0.9%	0.7%
1	More informative/better presentatn	241	60.9%	88.9%	64.9%	33.3%	58.7%	56.8%	80.0%	71.4%	45.5%	72.1%	53.9%	80.7%	61.4%	58.1%	54.7%
2	Prefer Maltese language	108	27.3%	11.1%	21.6%	44.4%	26.1%	34.1%	20.0%	21.4%	45.5%	14.0%	32.6%	7.0%	18.1%	32.5%	36.7%
3	CNN News	12	3.0%	5.6%	5.4%	11.1%	4.3%	4.5%	0.0%	4.8%	0.0%	0.0%	1.4%	3.5%	7.2%	2.6%	0.7%
4	Already tuned in on particular chnl	22	5.6%	0.0%	0.0%	11.1%	6.5%	2.3%	0.0%	2.4%	0.0%	14.0%	7.1%	7.0%	6.0%	6.8%	3.6%
5	Convenient time	22	5.6%	0.0%	13.5%	0.0%	4.3%	6.8%	0.0%	2.4%	9.1%	4.7%	5.7%	5.3%	9.6%	2.6%	5.8%
6	Habit	4	1.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.8%	0.0%	0.0%	2.2%
		412	104.0%	18	37	9	46	44	5	42	11	43	141	57	83	117	139

		TOTAL	%	Age							Sex		Day which interview relates to					
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No answer	3	0.8%	0.0%	0.0%	1.2%	0.0%	2.1%	0.0%	1.8%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	3.3%
1	More informative/better presentatn	241	60.9%	67.6%	65.0%	60.7%	64.7%	60.4%	57.4%	50.9%	67.0%	54.4%	75.6%	61.7%	61.0%	55.2%	57.1%	60.0%	60.0%
2	Prefer Maltese language	108	27.3%	16.2%	20.0%	22.6%	28.2%	31.3%	34.0%	36.4%	24.1%	30.6%	20.0%	34.0%	22.0%	25.4%	31.7%	25.5%	31.7%
3	CNN News	12	3.0%	2.7%	2.5%	6.0%	1.2%	2.1%	4.3%	1.8%	4.4%	1.6%	2.2%	4.3%	3.4%	4.5%	3.2%	0.0%	3.3%
4	Already tuned in on particular chnl	22	5.6%	13.5%	7.5%	4.8%	2.4%	6.3%	6.4%	3.6%	3.0%	8.3%	0.0%	2.1%	3.4%	11.9%	3.2%	9.1%	6.7%
5	Convenient time	22	5.6%	2.7%	7.5%	6.0%	5.9%	6.3%	6.4%	3.6%	4.9%	6.2%	4.4%	4.3%	8.5%	4.5%	4.8%	5.5%	6.7%
6	Habit	4	1.0%	0.0%	0.0%	1.2%	1.2%	2.1%	0.0%	1.8%	0.5%	1.6%	0.0%	2.1%	1.7%	1.5%	1.6%	0.0%	0.0%
		412	104.0%	37	40	84	85	48	47	55	203	193	45	47	59	67	63	55	60

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q138: Do you watch television nowadays?

Base = 700 (total respondents)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	No	32	4.6%	0.0%	7.1%	6.3%	5.4%	0.0%	6.6%	2.6%	7.9%	3.9%	4.1%	0.0%	0.0%	0.0%
2	Yes	668	95.4%	100.0%	92.9%	93.8%	94.6%	100.0%	93.4%	97.4%	92.1%	96.1%	95.9%	100.0%	100.0%	100.0%
		700	100.0%	7	112	16	37	27	91	38	101	178	73	1	617	51

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	No	32	4.6%	3.7%	1.6%	20.0%	4.1%	3.4%	0.0%	4.0%	4.5%	1.6%	5.7%	3.7%	2.2%	4.3%	6.2%
2	Yes	668	95.4%	96.3%	98.4%	80.0%	95.9%	96.6%	100.0%	96.0%	95.5%	98.4%	94.3%	96.3%	97.8%	95.7%	93.8%
		700	100.0%	27	61	20	73	89	7	75	22	64	262	82	134	210	274

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	32	4.6%	3.6%	2.3%	5.6%	4.1%	5.2%	6.3%	4.3%	4.1%	5.0%	6.0%	4.0%	5.0%	1.0%	3.0%	5.0%	8.0%
2	Yes	668	95.4%	96.4%	97.7%	94.4%	95.9%	94.8%	93.8%	95.7%	95.9%	95.0%	94.0%	96.0%	95.0%	99.0%	97.0%	95.0%	92.0%
		700	100.0%	55	86	143	146	96	80	94	340	360	100	100	100	100	100	100	100

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q139: Do you ever watch TVM?

Base = 668 (view television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Yes	617	92.4%	100.0%	96.2%	100.0%	97.1%	85.2%	97.6%	86.5%	90.3%	89.5%	92.9%	100.0%	100.0%	0.0%
2	No	51	7.6%	0.0%	3.8%	0.0%	2.9%	14.8%	2.4%	13.5%	9.7%	10.5%	7.1%	0.0%	0.0%	100.0%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Yes	617	92.4%	100.0%	88.3%	87.5%	88.6%	89.5%	100.0%	94.4%	90.5%	92.1%	94.3%	96.2%	91.6%	90.0%	93.4%
2	No	51	7.6%	0.0%	11.7%	12.5%	11.4%	10.5%	0.0%	5.6%	9.5%	7.9%	5.7%	3.8%	8.4%	10.0%	6.6%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Yes	617	92.4%	92.5%	86.9%	88.9%	92.9%	95.6%	96.0%	95.6%	91.1%	93.6%	91.5%	95.8%	92.6%	90.9%	89.7%	90.5%	95.7%
2	No	51	7.6%	7.5%	13.1%	11.1%	7.1%	4.4%	4.0%	4.4%	8.9%	6.4%	8.5%	4.2%	7.4%	9.1%	10.3%	9.5%	4.3%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q140: How many days a week do you watch TVM?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	Nothing	51	7.6%	0.0%	3.8%	0.0%	2.9%	14.8%	2.4%	13.5%	9.7%	10.5%	7.1%	0.0%	0.0%	100.0%
1	Everyday	431	64.5%	85.7%	76.9%	80.0%	71.4%	40.7%	74.1%	56.8%	49.5%	65.5%	67.1%	100.0%	69.9%	0.0%
2	Six times a week	11	1.6%	0.0%	1.0%	6.7%	0.0%	3.7%	2.4%	0.0%	2.2%	1.2%	1.4%	0.0%	1.8%	0.0%
3	Five times a week	23	3.4%	0.0%	2.9%	6.7%	8.6%	11.1%	1.2%	8.1%	5.4%	2.9%	4.3%	0.0%	3.7%	0.0%
4	Four times a week	24	3.6%	0.0%	5.8%	0.0%	2.9%	11.1%	3.5%	2.7%	1.1%	1.2%	4.3%	0.0%	3.9%	0.0%
5	Three times a week	43	6.4%	0.0%	4.8%	6.7%	5.7%	14.8%	5.9%	2.7%	7.5%	2.9%	12.9%	0.0%	7.0%	0.0%
6	Twice a week	34	5.1%	0.0%	1.0%	0.0%	5.7%	3.7%	5.9%	13.5%	8.6%	4.1%	2.9%	0.0%	5.5%	0.0%
7	Once a week	24	3.6%	0.0%	1.0%	0.0%	2.9%	0.0%	3.5%	0.0%	10.8%	4.1%	0.0%	0.0%	3.9%	0.0%
8	Less than once a week	27	4.0%	14.3%	2.9%	0.0%	0.0%	0.0%	1.2%	2.7%	5.4%	7.6%	0.0%	0.0%	4.4%	0.0%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	Nothing	51	7.6%	0.0%	11.7%	12.5%	11.4%	10.5%	0.0%	5.6%	9.5%	7.9%	5.7%	3.8%	8.4%	10.0%	6.6%
1	Everyday	431	64.5%	57.7%	61.7%	50.0%	61.4%	60.5%	57.1%	76.4%	61.9%	46.0%	70.9%	49.4%	66.4%	63.7%	68.9%
2	Six times a week	11	1.6%	0.0%	1.7%	0.0%	1.4%	2.3%	0.0%	2.8%	0.0%	1.6%	1.6%	2.5%	2.3%	1.0%	1.6%
3	Five times a week	23	3.4%	15.4%	3.3%	6.3%	0.0%	2.3%	14.3%	2.8%	0.0%	3.2%	3.6%	11.4%	2.3%	2.0%	2.7%
4	Four times a week	24	3.6%	3.8%	1.7%	6.3%	2.9%	4.7%	0.0%	1.4%	9.5%	3.2%	4.0%	2.5%	2.3%	3.5%	4.7%
5	Three times a week	43	6.4%	3.8%	5.0%	0.0%	10.0%	4.7%	0.0%	6.9%	9.5%	15.9%	4.5%	13.9%	6.9%	5.5%	4.7%
6	Twice a week	34	5.1%	7.7%	11.7%	12.5%	1.4%	5.8%	0.0%	1.4%	9.5%	9.5%	3.2%	10.1%	6.1%	4.5%	3.5%
7	Once a week	24	3.6%	7.7%	0.0%	0.0%	2.9%	2.3%	28.6%	2.8%	0.0%	11.1%	2.8%	3.8%	2.3%	3.5%	4.3%
8	Less than once a week	27	4.0%	3.8%	3.3%	12.5%	8.6%	7.0%	0.0%	0.0%	0.0%	1.6%	3.6%	2.5%	3.1%	6.5%	3.1%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	Nothing	51	7.6%	7.5%	13.1%	11.1%	7.1%	4.4%	4.0%	4.4%	8.9%	6.4%	8.5%	4.2%	7.4%	9.1%	10.3%	9.5%	4.3%
1	Everyday	431	64.5%	41.5%	51.2%	57.8%	66.4%	69.2%	80.0%	80.0%	62.0%	67.0%	59.6%	63.5%	55.8%	63.6%	70.1%	66.3%	72.8%
2	Six times a week	11	1.6%	3.8%	2.4%	1.5%	2.1%	0.0%	1.3%	1.1%	1.2%	2.0%	1.1%	1.0%	4.2%	0.0%	2.1%	1.1%	2.2%
3	Five times a week	23	3.4%	7.5%	1.2%	3.0%	5.7%	3.3%	0.0%	3.3%	3.7%	3.2%	5.3%	4.2%	2.1%	2.0%	0.0%	7.4%	3.3%
4	Four times a week	24	3.6%	5.7%	3.6%	2.2%	2.9%	7.7%	0.0%	4.4%	2.8%	4.4%	2.1%	7.3%	5.3%	3.0%	2.1%	1.1%	4.3%
5	Three times a week	43	6.4%	13.2%	8.3%	8.1%	2.9%	6.6%	8.0%	2.2%	8.6%	4.4%	10.6%	6.3%	8.4%	8.1%	4.1%	2.1%	5.4%
6	Twice a week	34	5.1%	7.5%	9.5%	8.9%	2.9%	1.1%	4.0%	2.2%	5.5%	4.7%	2.1%	4.2%	7.4%	5.1%	4.1%	6.3%	6.5%
7	Once a week	24	3.6%	9.4%	6.0%	3.7%	2.9%	3.3%	2.7%	0.0%	3.4%	3.8%	4.3%	5.2%	4.2%	4.0%	5.2%	2.1%	0.0%
8	Less than once a week	27	4.0%	3.8%	4.8%	3.7%	7.1%	4.4%	0.0%	2.2%	4.0%	4.1%	6.4%	4.2%	5.3%	5.1%	2.1%	4.2%	1.1%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

Q141: How many hours do you spend watching television?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	No answer	1	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
1	Between 0.5 and 1 hour	80	12.0%	0.0%	13.5%	0.0%	14.3%	3.7%	15.3%	2.7%	11.8%	9.9%	7.1%	0.0%	12.3%	7.8%
2	Between 1 and 1.5 hours	67	10.0%	28.6%	16.3%	0.0%	8.6%	7.4%	7.1%	8.1%	9.7%	7.6%	1.4%	0.0%	10.0%	9.8%
3	Between 1.5 and 2 hours	95	14.2%	14.3%	12.5%	13.3%	5.7%	18.5%	12.9%	24.3%	17.2%	12.9%	18.6%	0.0%	14.4%	11.8%
4	Between 2 and 2.5 hours	110	16.5%	42.9%	8.7%	20.0%	20.0%	33.3%	18.8%	24.3%	21.5%	10.5%	24.3%	0.0%	16.0%	21.6%
5	Between 2.5 and 3 hours	112	16.8%	0.0%	19.2%	26.7%	17.1%	18.5%	17.6%	13.5%	12.9%	18.7%	20.0%	100.0%	16.9%	15.7%
6	Between 3 and 4 hours	109	16.3%	14.3%	17.3%	40.0%	17.1%	3.7%	12.9%	21.6%	10.8%	21.1%	22.9%	0.0%	16.4%	15.7%
7	Between 4 and 5 hours	49	7.3%	0.0%	3.8%	0.0%	8.6%	7.4%	10.6%	0.0%	9.7%	11.7%	2.9%	0.0%	7.1%	9.8%
8	Between 5 and 6 hours	24	3.6%	0.0%	3.8%	0.0%	8.6%	0.0%	1.2%	2.7%	5.4%	3.5%	1.4%	0.0%	3.7%	2.0%
9	More than 6 hours	21	3.1%	0.0%	4.8%	0.0%	0.0%	7.4%	3.5%	2.7%	1.1%	4.1%	0.0%	0.0%	2.9%	5.9%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	No answer	1	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
1	Between 0.5 and 1 hour	80	12.0%	15.4%	11.7%	12.5%	11.4%	8.1%	0.0%	15.3%	14.3%	7.9%	13.4%	12.7%	10.7%	14.9%	10.1%
2	Between 1 and 1.5 hours	67	10.0%	15.4%	5.0%	12.5%	11.4%	9.3%	0.0%	11.1%	9.5%	17.5%	8.5%	12.7%	7.6%	9.5%	10.9%
3	Between 1.5 and 2 hours	95	14.2%	11.5%	15.0%	6.3%	20.0%	17.4%	14.3%	8.3%	19.0%	15.9%	13.0%	17.7%	11.5%	17.4%	12.1%
4	Between 2 and 2.5 hours	110	16.5%	23.1%	21.7%	18.8%	20.0%	16.3%	42.9%	9.7%	28.6%	20.6%	12.6%	15.2%	18.3%	15.4%	16.7%
5	Between 2.5 and 3 hours	112	16.8%	19.2%	25.0%	43.8%	11.4%	17.4%	14.3%	8.3%	9.5%	20.6%	16.2%	11.4%	20.6%	13.4%	19.1%
6	Between 3 and 4 hours	109	16.3%	7.7%	15.0%	6.3%	18.6%	12.8%	0.0%	20.8%	9.5%	7.9%	20.6%	21.5%	16.0%	16.9%	14.4%
7	Between 4 and 5 hours	49	7.3%	3.8%	5.0%	0.0%	5.7%	9.3%	28.6%	11.1%	4.8%	3.2%	8.1%	6.3%	7.6%	8.0%	7.0%
8	Between 5 and 6 hours	24	3.6%	3.8%	0.0%	0.0%	1.4%	5.8%	0.0%	2.8%	4.8%	3.2%	4.9%	2.5%	3.1%	1.5%	5.8%
9	More than 6 hours	21	3.1%	0.0%	1.7%	0.0%	0.0%	3.5%	0.0%	11.1%	0.0%	3.2%	2.8%	0.0%	3.8%	3.0%	3.9%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q141: How many hours do you spend watching television?

Base = 668 (watch television)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No answer	1	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Between 0.5 and 1 hour	80	12.0%	13.2%	7.1%	11.1%	11.4%	14.3%	14.7%	13.3%	11.3%	12.6%	12.8%	10.4%	20.0%	14.1%	8.2%	6.3%	12.0%
2	Between 1 and 1.5 hours	67	10.0%	18.9%	11.9%	5.2%	8.6%	7.7%	10.7%	14.4%	12.3%	7.9%	9.6%	8.3%	11.6%	9.1%	12.4%	12.6%	6.5%
3	Between 1.5 and 2 hours	95	14.2%	15.1%	14.3%	18.5%	12.1%	22.0%	10.7%	5.6%	14.4%	14.0%	10.6%	11.5%	17.9%	13.1%	15.5%	21.1%	9.8%
4	Between 2 and 2.5 hours	110	16.5%	11.3%	23.8%	17.0%	25.0%	9.9%	9.3%	11.1%	18.4%	14.6%	18.1%	19.8%	9.5%	18.2%	15.5%	11.6%	22.8%
5	Between 2.5 and 3 hours	112	16.8%	22.6%	15.5%	20.0%	17.9%	12.1%	18.7%	11.1%	16.9%	16.7%	13.8%	22.9%	15.8%	13.1%	17.5%	17.9%	16.3%
6	Between 3 and 4 hours	109	16.3%	5.7%	19.0%	14.8%	15.0%	19.8%	22.7%	15.6%	14.4%	18.1%	21.3%	12.5%	16.8%	15.2%	12.4%	18.9%	17.4%
7	Between 4 and 5 hours	49	7.3%	3.8%	4.8%	8.9%	5.7%	8.8%	4.0%	13.3%	6.4%	8.2%	5.3%	7.3%	3.2%	10.1%	9.3%	8.4%	7.6%
8	Between 5 and 6 hours	24	3.6%	5.7%	1.2%	3.7%	2.9%	5.5%	2.7%	4.4%	2.5%	4.7%	3.2%	4.2%	3.2%	4.0%	4.1%	2.1%	4.3%
9	More than 6 hours	21	3.1%	3.8%	2.4%	0.7%	1.4%	0.0%	5.3%	11.1%	3.1%	3.2%	4.3%	3.1%	2.1%	3.0%	5.2%	1.1%	3.3%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q142: In the past seven days, when did you watch TVM?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Did not watch TVM	98	14.7%	14.3%	6.7%	0.0%	2.9%	14.8%	5.9%	21.6%	19.4%	21.6%	8.6%	0.0%	7.6%	100.0%
2	Monday	468	70.1%	42.9%	79.8%	93.3%	77.1%	63.0%	77.6%	56.8%	65.6%	67.8%	71.4%	0.0%	75.9%	0.0%
3	Tuesday	470	70.4%	71.4%	76.9%	93.3%	74.3%	66.7%	77.6%	51.4%	57.0%	69.0%	72.9%	0.0%	76.2%	0.0%
4	Wednesday	467	69.9%	71.4%	80.8%	93.3%	77.1%	55.6%	74.1%	51.4%	58.1%	69.6%	77.1%	0.0%	75.7%	0.0%
5	Thursday	442	66.2%	42.9%	76.0%	80.0%	71.4%	48.1%	76.5%	51.4%	58.1%	63.7%	71.4%	0.0%	71.6%	0.0%
6	Friday	442	66.2%	57.1%	77.9%	93.3%	74.3%	48.1%	69.4%	56.8%	52.7%	62.6%	70.0%	0.0%	71.6%	0.0%
7	Saturday	429	64.2%	42.9%	83.7%	93.3%	74.3%	37.0%	72.9%	51.4%	47.3%	64.9%	71.4%	100.0%	69.5%	0.0%
8	Sunday	440	65.9%	71.4%	77.9%	93.3%	77.1%	48.1%	71.8%	51.4%	48.4%	66.7%	70.0%	100.0%	71.3%	0.0%
		3256	487.4%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Did not watch TVM	98	14.7%	11.5%	13.3%	25.0%	20.0%	19.8%	0.0%	11.1%	14.3%	19.0%	11.7%	12.7%	13.0%	18.9%	12.8%
2	Monday	468	70.1%	69.2%	68.3%	62.5%	64.3%	66.3%	71.4%	76.4%	61.9%	57.1%	76.1%	63.3%	74.0%	67.7%	72.0%
3	Tuesday	470	70.4%	76.9%	66.7%	62.5%	58.6%	70.9%	57.1%	84.7%	57.1%	55.6%	75.3%	63.3%	73.3%	66.2%	74.3%
4	Wednesday	467	69.9%	61.5%	66.7%	56.3%	60.0%	65.1%	71.4%	80.6%	66.7%	54.0%	78.1%	60.8%	71.8%	68.7%	72.8%
5	Thursday	442	66.2%	57.7%	60.0%	62.5%	64.3%	61.6%	71.4%	76.4%	66.7%	50.8%	71.7%	54.4%	68.7%	66.2%	68.5%
6	Friday	442	66.2%	61.5%	58.3%	62.5%	65.7%	58.1%	57.1%	77.8%	66.7%	50.8%	72.5%	53.2%	69.5%	65.2%	69.3%
7	Saturday	429	64.2%	53.8%	66.7%	62.5%	60.0%	55.8%	57.1%	79.2%	52.4%	49.2%	69.6%	50.6%	67.2%	64.7%	66.5%
8	Sunday	440	65.9%	61.5%	61.7%	50.0%	60.0%	60.5%	85.7%	75.0%	52.4%	52.4%	73.3%	57.0%	68.7%	63.7%	68.9%
		3256	487.4%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q142: In the past seven days, when did you watch TVM?

Base = 668 (watch television)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Did not watch TVM	98	14.7%	18.9%	21.4%	17.0%	15.0%	12.1%	9.3%	8.9%	16.0%	13.5%	18.1%	12.5%	15.8%	16.2%	19.6%	13.7%	6.5%
2	Monday	468	70.1%	54.7%	58.3%	65.9%	70.7%	74.7%	78.7%	83.3%	66.3%	73.7%	73.4%	71.9%	64.2%	67.7%	62.9%	74.7%	76.1%
3	Tuesday	470	70.4%	54.7%	54.8%	63.7%	72.1%	76.9%	80.0%	86.7%	68.1%	72.5%	59.6%	74.0%	63.2%	71.7%	68.0%	76.8%	79.3%
4	Wednesday	467	69.9%	52.8%	58.3%	63.0%	70.7%	76.9%	80.0%	84.4%	65.3%	74.3%	58.5%	72.9%	68.4%	66.7%	71.1%	72.6%	79.3%
5	Thursday	442	66.2%	47.2%	56.0%	60.7%	67.9%	69.2%	76.0%	81.1%	64.7%	67.5%	58.5%	71.9%	50.5%	68.7%	66.0%	70.5%	77.2%
6	Friday	442	66.2%	47.2%	61.9%	56.3%	67.1%	67.0%	77.3%	84.4%	62.9%	69.3%	59.6%	72.9%	57.9%	56.6%	68.0%	71.6%	77.2%
7	Saturday	429	64.2%	45.3%	41.7%	56.3%	67.9%	74.7%	74.7%	83.3%	63.8%	64.6%	60.6%	68.8%	54.7%	63.6%	59.8%	67.4%	75.0%
8	Sunday	440	65.9%	47.2%	52.4%	60.7%	66.4%	72.5%	77.3%	80.0%	63.5%	68.1%	64.9%	71.9%	58.9%	65.7%	61.9%	66.3%	71.7%
		3256	487.4%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q143: Did you watch television yesterday, for at least 15 minutes?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	No	77	11.5%	14.3%	10.6%	0.0%	5.7%	11.1%	8.2%	18.9%	14.0%	8.8%	14.3%	0.0%	11.2%	15.7%
2	TVM	448	67.1%	57.1%	78.8%	93.3%	85.7%	59.3%	76.5%	48.6%	51.6%	66.1%	70.0%	0.0%	72.6%	0.0%
3	RAI 1	107	16.0%	0.0%	18.3%	33.3%	17.1%	11.1%	21.2%	16.2%	15.1%	11.7%	21.4%	0.0%	16.2%	13.7%
4	RAI 2	64	9.6%	14.3%	7.7%	33.3%	11.4%	14.8%	10.6%	10.8%	10.8%	9.4%	14.3%	100.0%	9.6%	9.8%
5	RAI 3	26	3.9%	0.0%	4.8%	6.7%	8.6%	0.0%	2.4%	5.4%	5.4%	2.9%	8.6%	0.0%	3.9%	3.9%
6	Canale 5	214	32.0%	42.9%	31.7%	46.7%	37.1%	33.3%	35.3%	35.1%	31.2%	35.1%	30.0%	0.0%	31.9%	33.3%
7	Italia Uno	122	18.3%	14.3%	14.4%	6.7%	14.3%	22.2%	9.4%	16.2%	34.4%	19.9%	15.7%	0.0%	16.7%	37.3%
8	Rete 4	108	16.2%	14.3%	12.5%	26.7%	11.4%	11.1%	16.5%	16.2%	12.9%	20.5%	17.1%	0.0%	15.1%	29.4%
9	Telemontecarlo	11	1.6%	0.0%	1.9%	6.7%	2.9%	11.1%	0.0%	0.0%	0.0%	2.3%	1.4%	0.0%	1.3%	5.9%
10	Other	12	1.8%	0.0%	2.9%	6.7%	2.9%	14.8%	0.0%	2.7%	1.1%	0.6%	2.9%	0.0%	1.6%	3.9%
		1189	178.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	No	77	11.5%	23.1%	8.3%	12.5%	21.4%	14.0%	0.0%	5.6%	14.3%	15.9%	8.1%	17.7%	8.4%	14.4%	8.9%
2	TVM	448	67.1%	61.5%	70.0%	56.3%	58.6%	54.7%	71.4%	80.6%	57.1%	50.8%	75.3%	58.2%	72.5%	64.7%	68.9%
3	RAI 1	107	16.0%	26.9%	28.3%	0.0%	10.0%	12.8%	0.0%	25.0%	9.5%	17.5%	13.8%	25.3%	18.3%	15.9%	12.1%
4	RAI 2	64	9.6%	23.1%	13.3%	0.0%	5.7%	10.5%	0.0%	16.7%	9.5%	4.8%	8.1%	19.0%	14.5%	6.5%	6.6%
5	RAI 3	26	3.9%	3.8%	8.3%	6.3%	4.3%	2.3%	0.0%	12.5%	0.0%	3.2%	1.2%	1.3%	6.9%	4.0%	3.1%
6	Canale 5	214	32.0%	30.8%	33.3%	31.3%	28.6%	22.1%	28.6%	29.2%	23.8%	38.1%	36.4%	34.2%	37.4%	30.3%	30.0%
7	Italia Uno	122	18.3%	11.5%	25.0%	12.5%	20.0%	19.8%	28.6%	8.3%	42.9%	42.9%	10.9%	11.4%	21.4%	18.4%	18.7%
8	Rete 4	108	16.2%	7.7%	11.7%	12.5%	5.7%	15.1%	14.3%	19.4%	9.5%	11.1%	22.7%	13.9%	18.3%	15.9%	16.0%
9	Telemontecarlo	11	1.6%	3.8%	3.3%	6.3%	1.4%	0.0%	14.3%	4.2%	4.8%	0.0%	0.4%	2.5%	2.3%	1.5%	1.2%
10	Other	12	1.8%	7.7%	1.7%	0.0%	1.4%	1.2%	14.3%	0.0%	4.8%	0.0%	2.0%	5.1%	0.8%	1.0%	1.9%
		1189	178.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q143: Did you watch television yesterday, for at least 15 minutes?

Base = 668 (watch television)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	No	77	11.5%	20.8%	16.7%	13.3%	8.6%	11.0%	9.3%	5.6%	13.2%	9.9%	11.7%	8.3%	10.5%	8.1%	8.2%	16.8%	17.4%
2	TVM	448	67.1%	45.3%	51.2%	65.2%	68.6%	71.4%	76.0%	83.3%	64.7%	69.3%	69.1%	68.8%	66.3%	66.7%	66.0%	64.2%	68.5%
3	RAI 1	107	16.0%	9.4%	13.1%	16.3%	15.7%	13.2%	17.3%	24.4%	17.2%	14.9%	14.9%	15.6%	15.8%	14.1%	14.4%	13.7%	23.9%
4	RAI 2	64	9.6%	3.8%	9.5%	3.7%	10.7%	13.2%	14.7%	12.2%	11.0%	8.2%	12.8%	7.3%	7.4%	7.1%	12.4%	10.5%	9.8%
5	RAI 3	26	3.9%	1.9%	2.4%	3.0%	3.6%	5.5%	8.0%	3.3%	6.7%	1.2%	4.3%	0.0%	3.2%	6.1%	5.2%	2.1%	6.5%
6	Canale 5	214	32.0%	35.8%	29.8%	28.1%	35.0%	29.7%	40.0%	28.9%	30.4%	33.6%	35.1%	27.1%	27.4%	33.3%	35.1%	32.6%	33.7%
7	Italia Uno	122	18.3%	39.6%	33.3%	17.0%	17.1%	13.2%	6.7%	10.0%	20.6%	16.1%	14.9%	20.8%	15.8%	18.2%	18.6%	22.1%	17.4%
8	Rete 4	108	16.2%	9.4%	17.9%	14.1%	12.1%	15.4%	18.7%	26.7%	8.9%	23.1%	20.2%	15.6%	10.5%	16.2%	19.6%	13.7%	17.4%
9	Telemontecarlo	11	1.6%	0.0%	0.0%	1.5%	1.4%	4.4%	1.3%	2.2%	3.1%	0.3%	3.2%	1.0%	0.0%	1.0%	3.1%	2.1%	1.1%
10	Other	12	1.8%	0.0%	0.0%	4.4%	2.1%	0.0%	2.7%	1.1%	1.8%	1.8%	2.1%	2.1%	1.1%	1.0%	3.1%	2.1%	1.1%
		1189	178.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/01: Which channel did you watch between 00:00am and 00:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	95.8%	98.7%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	99.6%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/02: Which channel did you watch between 00:30am and 00:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	95.8%	98.7%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	99.6%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/03: Which channel did you watch between 01:00am and 01:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
10	None	588	99.5%	100.0%	100.0%	100.0%	100.0%	91.7%	98.7%	100.0%	100.0%	99.4%	100.0%	100.0%	99.5%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
6	Italia 1	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%
10	None	588	99.5%	100.0%	98.2%	100.0%	100.0%	100.0%	100.0%	98.5%	94.4%	100.0%	100.0%	100.0%	99.2%	99.4%	99.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Italia 1	2	0.3%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	588	99.5%	100.0%	98.6%	99.1%	100.0%	100.0%	100.0%	98.8%	98.9%	100.0%	98.8%	98.9%	100.0%	100.0%	100.0%	98.7%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/04: Which channel did you watch between 01:30am and 01:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
10	None	589	99.7%	100.0%	100.0%	100.0%	100.0%	95.8%	100.0%	100.0%	100.0%	99.4%	100.0%	100.0%	99.6%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
6	Italia 1	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%
10	None	589	99.7%	100.0%	98.2%	100.0%	100.0%	100.0%	100.0%	100.0%	94.4%	100.0%	100.0%	100.0%	99.2%	100.0%	99.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	2	0.3%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	589	99.7%	100.0%	98.6%	99.1%	100.0%	100.0%	100.0%	100.0%	99.3%	100.0%	100.0%	98.9%	100.0%	100.0%	100.0%	98.7%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/05: Which channel did you watch between 02:00am and 02:29am?

Base = 591 (watched television yesterday)

	TOTAL	%	Regular radio stations											TVM Viewership	
			None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

	TOTAL	%	Occupation										Socio Economic Classification			
			Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

	TOTAL	%	Age							Sex		Day which interview relates to						
			14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/06: Which channel did you watch between 02:30am and 02:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.3%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/07: Which channel did you watch between 03:00am and 03:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.3%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/08: Which channel did you watch between 03:30am and 03:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.3%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/09: Which channel did you watch between 04:00am and 04:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.3%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.1%	100.0%	100.0%	100.0%	99.4%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	98.8%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/10: Which channel did you watch between 04:30am and 04:59am?

Base = 591 (watched television yesterday)

	TOTAL	%	Regular radio stations											TVM Viewership	
			None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

	TOTAL	%	Occupation										Socio Economic Classification			
			Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

	TOTAL	%	Age							Sex		Day which interview relates to						
			14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
10 None	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/11: Which channel did you watch between 05:00am and 05:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
6	Italia 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
10	None	590	99.8%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	100.0%	100.0%	99.8%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	99.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	99.7%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/12: Which channel did you watch between 05:30am and 05:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
6	Italia 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
10	None	590	99.8%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.4%	100.0%	100.0%	99.8%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	99.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	99.7%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/13: Which channel did you watch between 06:00am and 06:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	100.0%	95.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
9	Other	1	0.2%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	590	99.8%	95.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
10	None	590	99.8%	100.0%	100.0%	100.0%	99.2%	100.0%	100.0%	100.0%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	98.9%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/14: Which channel did you watch between 06:30am and 06:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
8	Telemontecarlo	3	0.5%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	4.7%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	587	99.3%	100.0%	100.0%	100.0%	100.0%	87.5%	100.0%	100.0%	100.0%	100.0%	98.3%	100.0%	99.6%	95.3%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
8	Telemontecarlo	3	0.5%	0.0%	3.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
9	Other	1	0.2%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	587	99.3%	95.0%	96.4%	92.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	97.5%	100.0%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
8	Telemontecarlo	3	0.5%	0.0%	0.0%	0.9%	0.8%	1.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%	0.0%	0.0%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
10	None	587	99.3%	100.0%	100.0%	99.1%	98.4%	98.8%	100.0%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	98.9%	96.6%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/15: Which channel did you watch between 07:00am and 07:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.2%	2.3%
8	Telemontecarlo	5	0.8%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.4%	7.0%
10	None	583	98.6%	100.0%	98.9%	100.0%	100.0%	91.7%	100.0%	96.7%	100.0%	99.4%	98.3%	100.0%	99.3%	90.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
5	Canale 5	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	0.0%
8	Telemontecarlo	5	0.8%	0.0%	3.6%	7.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	2.5%	1.2%	0.0%
10	None	583	98.6%	100.0%	94.5%	92.9%	98.2%	100.0%	100.0%	97.1%	100.0%	100.0%	99.6%	96.9%	96.7%	98.8%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
5	Canale 5	2	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
8	Telemontecarlo	5	0.8%	0.0%	0.0%	0.9%	0.8%	3.7%	0.0%	0.0%	1.4%	0.3%	1.2%	1.1%	0.0%	1.1%	2.2%	0.0%	0.0%
10	None	583	98.6%	100.0%	100.0%	98.3%	99.2%	96.3%	100.0%	97.6%	97.9%	99.4%	97.6%	98.9%	98.8%	98.9%	96.6%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/16: Which channel did you watch between 07:30am and 07:59am?

Base = 592 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
8	Telemontecarlo	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	2.3%
10	None	585	99.0%	100.0%	98.9%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%	98.7%	98.3%	100.0%	99.1%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.5%	0.0%	0.6%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.8%	0.0%	0.0%
8	Telemontecarlo	3	0.5%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	1.5%	0.0%	1.2%	0.0%
10	None	585	99.0%	100.0%	100.0%	100.0%	98.2%	100.0%	100.0%	95.6%	100.0%	98.1%	99.6%	96.9%	99.2%	98.3%	100.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%
5	Canale 5	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
8	Telemontecarlo	3	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	1.2%	0.7%	0.3%	1.2%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%
10	None	585	99.0%	100.0%	98.6%	100.0%	100.0%	97.5%	100.0%	96.5%	98.6%	99.4%	98.8%	98.9%	98.8%	98.9%	97.8%	100.0%	100.0%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/17: Which channel did you watch between 08:00am and 08:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	11	1.9%	0.0%	2.2%	0.0%	9.1%	0.0%	3.8%	10.0%	3.8%	1.3%	6.7%	0.0%	2.0%	0.0%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.7%	0.0%	0.4%	0.0%
4	RAI 3	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	2.3%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	2.3%
10	None	573	97.0%	100.0%	96.8%	100.0%	90.9%	100.0%	96.2%	90.0%	96.3%	96.8%	90.0%	100.0%	97.1%	95.3%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	11	1.9%	0.0%	0.0%	0.0%	1.8%	1.4%	14.3%	2.9%	0.0%	3.8%	1.8%	3.1%	3.3%	0.6%	1.7%
2	RAI 1	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
6	Italia 1	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.7%	0.0%	0.0%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	0.0%
10	None	573	97.0%	100.0%	96.4%	92.9%	96.4%	98.6%	85.7%	95.6%	100.0%	94.3%	97.8%	96.9%	94.2%	97.7%	97.9%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	11	1.9%	0.0%	2.9%	1.7%	2.3%	2.5%	0.0%	2.4%	2.5%	1.3%	2.4%	2.3%	1.2%	5.5%	0.0%	1.3%	0.0%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
6	Italia 1	2	0.3%	2.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.4%	0.3%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	573	97.0%	97.6%	97.1%	96.6%	97.7%	93.8%	100.0%	96.5%	95.8%	98.1%	95.2%	96.6%	97.6%	93.4%	98.9%	98.7%	98.7%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/18: Which channel did you watch between 08:30am and 08:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	9	1.5%	0.0%	1.1%	0.0%	9.1%	0.0%	2.6%	3.3%	2.5%	0.0%	5.0%	0.0%	1.6%	0.0%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
6	Italia 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.7%	0.0%	0.4%	2.3%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.2%	0.0%
10	None	574	97.1%	100.0%	97.8%	100.0%	90.9%	100.0%	96.2%	93.3%	96.3%	98.1%	90.0%	100.0%	97.1%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	9	1.5%	0.0%	0.0%	0.0%	0.0%	1.4%	14.3%	5.9%	0.0%	1.9%	0.9%	1.5%	2.5%	1.2%	1.3%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.4%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%
6	Italia 1	3	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.4%	0.0%	1.7%	0.6%	0.0%
7	Rete 4	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
10	None	574	97.1%	100.0%	96.4%	92.9%	100.0%	98.6%	85.7%	92.6%	100.0%	94.3%	98.2%	98.5%	94.2%	97.7%	97.9%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	9	1.5%	0.0%	1.4%	0.9%	1.6%	0.0%	2.9%	3.5%	2.5%	0.6%	1.2%	2.3%	1.2%	3.3%	1.1%	0.0%	1.3%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
5	Canale 5	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
6	Italia 1	3	0.5%	2.4%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	0.7%	0.3%	0.0%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	574	97.1%	97.6%	97.1%	97.4%	98.4%	97.5%	97.1%	94.1%	95.8%	98.4%	96.4%	97.7%	97.6%	93.4%	97.8%	100.0%	97.4%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/19: Which channel did you watch between 09:00am and 09:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	6	1.0%	0.0%	0.0%	0.0%	6.1%	0.0%	2.6%	3.3%	1.3%	0.0%	1.7%	0.0%	1.1%	0.0%
2	RAI 1	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	577	97.6%	100.0%	97.8%	100.0%	93.9%	95.8%	97.4%	93.3%	96.3%	98.7%	96.7%	100.0%	97.6%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	14.3%	4.4%	0.0%	0.0%	0.4%	0.0%	2.5%	0.6%	0.9%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
4	RAI 3	2	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.4%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%
6	Italia 1	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%
10	None	577	97.6%	100.0%	98.2%	92.9%	100.0%	98.6%	85.7%	94.1%	100.0%	98.1%	97.8%	98.5%	95.8%	98.8%	97.4%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	6	1.0%	0.0%	0.0%	1.7%	0.8%	0.0%	2.9%	1.2%	1.8%	0.3%	1.2%	0.0%	1.2%	2.2%	1.1%	0.0%	1.3%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
5	Canale 5	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
6	Italia 1	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
7	Rete 4	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Other	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	577	97.6%	100.0%	97.1%	95.7%	99.2%	98.8%	97.1%	96.5%	97.2%	98.1%	97.6%	97.7%	96.5%	96.7%	97.8%	100.0%	97.4%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/20: Which channel did you watch between 09:30am and 09:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	4	0.7%	0.0%	0.0%	0.0%	3.0%	0.0%	1.3%	3.3%	1.3%	0.0%	1.7%	0.0%	0.7%	0.0%
2	RAI 1	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
6	Italia 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.3%
7	Rete 4	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
10	None	578	97.8%	100.0%	97.8%	100.0%	97.0%	100.0%	98.7%	93.3%	96.3%	98.7%	96.7%	100.0%	97.8%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	4	0.7%	0.0%	0.0%	0.0%	0.0%	1.4%	14.3%	1.5%	0.0%	0.0%	0.4%	0.0%	1.7%	0.0%	0.9%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.0%
5	Canale 5	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%
6	Italia 1	3	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.9%	0.0%	0.0%	0.8%	0.0%	0.9%
7	Rete 4	2	0.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%
10	None	578	97.8%	100.0%	98.2%	92.9%	100.0%	98.6%	85.7%	95.6%	100.0%	96.2%	98.2%	100.0%	96.7%	99.4%	96.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	4	0.7%	0.0%	0.0%	1.7%	0.8%	0.0%	0.0%	1.2%	1.1%	0.3%	1.2%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Canale 5	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
6	Italia 1	3	0.5%	2.4%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	0.7%	0.3%	0.0%	0.0%	1.2%	0.0%	1.1%	1.3%	0.0%
7	Rete 4	2	0.3%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%
10	None	578	97.8%	97.6%	97.1%	96.6%	99.2%	98.8%	100.0%	95.3%	97.5%	98.1%	97.6%	97.7%	97.6%	96.7%	97.8%	98.7%	98.7%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/21: Which channel did you watch between 10:00am and 10:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	4	0.7%	0.0%	0.0%	0.0%	0.0%	4.2%	1.3%	0.0%	0.0%	0.6%	1.7%	0.0%	0.7%	0.0%
2	RAI 1	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
6	Italia 1	5	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	0.0%	0.0%	0.7%	2.3%
7	Rete 4	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	0.0%	0.0%	0.5%	0.0%
10	None	576	97.5%	100.0%	97.8%	100.0%	100.0%	95.8%	98.7%	100.0%	97.5%	96.8%	98.3%	100.0%	97.4%	97.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	4	0.7%	0.0%	1.8%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	1.7%	0.6%	0.4%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.0%
6	Italia 1	5	0.8%	0.0%	1.8%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	0.4%	0.0%	1.7%	0.0%	1.3%
7	Rete 4	3	0.5%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.3%
10	None	576	97.5%	100.0%	96.4%	92.9%	98.2%	98.6%	100.0%	95.6%	100.0%	98.1%	97.4%	100.0%	95.8%	98.8%	96.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	4	0.7%	0.0%	0.0%	1.7%	0.0%	1.2%	0.0%	1.2%	1.1%	0.3%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.6%
2	RAI 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Italia 1	5	0.8%	2.4%	1.4%	0.9%	0.8%	0.0%	0.0%	1.2%	0.7%	1.0%	0.0%	1.1%	1.2%	0.0%	1.1%	1.3%	1.3%
7	Rete 4	3	0.5%	0.0%	1.4%	0.9%	0.0%	0.0%	1.5%	0.0%	0.0%	1.0%	0.0%	1.1%	0.0%	1.1%	0.0%	0.0%	1.3%
10	None	576	97.5%	97.6%	97.1%	96.6%	99.2%	97.5%	98.5%	95.3%	97.9%	97.1%	98.8%	96.6%	98.8%	96.7%	97.8%	98.7%	94.7%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/22: Which channel did you watch between 10:30am and 10:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	3	0.5%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.5%	0.0%
2	RAI 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
6	Italia 1	4	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%
7	Rete 4	6	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	0.0%	0.0%	1.1%	0.0%
10	None	577	97.6%	100.0%	97.8%	100.0%	100.0%	95.8%	98.7%	100.0%	97.5%	96.8%	98.3%	100.0%	97.4%	100.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	3	0.5%	0.0%	1.8%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.4%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
6	Italia 1	4	0.7%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	0.4%	0.0%	0.8%	0.6%	0.9%
7	Rete 4	6	1.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.6%	2.1%
10	None	577	97.6%	100.0%	98.2%	92.9%	98.2%	98.6%	100.0%	95.6%	100.0%	98.1%	97.4%	100.0%	98.3%	98.3%	96.2%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	3	0.5%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	2.6%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Italia 1	4	0.7%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	1.0%	0.0%	0.0%	0.0%	1.1%	1.1%	1.3%	1.3%
7	Rete 4	6	1.0%	0.0%	1.4%	1.7%	0.8%	0.0%	1.5%	1.2%	0.4%	1.6%	0.0%	1.1%	1.2%	1.1%	2.2%	0.0%	1.3%
10	None	577	97.6%	97.6%	97.1%	97.4%	99.2%	98.8%	98.5%	94.1%	98.2%	97.1%	100.0%	97.7%	98.8%	96.7%	96.6%	98.7%	94.7%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/23: Which channel did you watch between 11:00am and 11:29am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.4%	0.0%
2	RAI 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	2.3%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
7	Rete 4	9	1.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	1.5%	2.3%
10	None	575	97.3%	100.0%	97.8%	100.0%	100.0%	100.0%	98.7%	100.0%	100.0%	94.9%	98.3%	100.0%	97.4%	95.3%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	2	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
5	Canale 5	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.4%	0.0%	0.0%	0.6%	0.4%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
7	Rete 4	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	3.5%	0.0%	1.7%	1.7%	1.7%
10	None	575	97.3%	100.0%	100.0%	100.0%	98.2%	100.0%	100.0%	95.6%	100.0%	98.1%	95.2%	100.0%	98.3%	96.5%	96.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.3%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Canale 5	2	0.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%
7	Rete 4	9	1.5%	0.0%	0.0%	0.9%	1.6%	3.7%	1.5%	2.4%	0.4%	2.6%	0.0%	1.1%	1.2%	1.1%	3.4%	1.3%	2.6%
10	None	575	97.3%	97.6%	100.0%	99.1%	98.4%	95.1%	98.5%	91.8%	98.6%	96.1%	100.0%	97.7%	98.8%	96.7%	95.5%	96.2%	96.1%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/24: Which channel did you watch between 11:30am and 11:59am?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.4%	0.0%
2	RAI 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	2.3%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
7	Rete 4	11	1.9%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.8%	0.0%	0.0%	1.6%	4.7%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
10	None	571	96.6%	100.0%	97.8%	100.0%	100.0%	100.0%	98.7%	100.0%	97.5%	93.6%	98.3%	100.0%	96.9%	93.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	2	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	0.0%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.0%
5	Canale 5	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	0.4%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
7	Rete 4	11	1.9%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	3.5%	0.0%	1.7%	2.3%	2.1%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	571	96.6%	100.0%	100.0%	100.0%	96.4%	98.6%	100.0%	97.1%	100.0%	98.1%	93.8%	100.0%	97.5%	94.8%	96.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	2	0.3%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%	0.0%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
3	RAI 2	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
5	Canale 5	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.6%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%	0.0%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.3%	0.0%	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%
7	Rete 4	11	1.9%	2.4%	1.4%	0.9%	1.6%	3.7%	1.5%	2.4%	0.4%	3.2%	0.0%	1.1%	1.2%	1.1%	4.5%	1.3%	3.9%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	571	96.6%	97.6%	98.6%	97.4%	98.4%	93.8%	98.5%	91.8%	98.6%	94.8%	100.0%	96.6%	98.8%	94.5%	94.4%	96.2%	96.1%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/25: Which channel did you watch between 12:00pm and 12:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	4	0.7%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.7%	0.0%
2	RAI 1	3	0.5%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	RAI 2	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.4%	2.3%
5	Canale 5	7	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	2.3%
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
7	Rete 4	11	1.9%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.2%	0.0%	0.0%	1.6%	4.7%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
10	None	561	94.9%	100.0%	95.7%	100.0%	93.9%	100.0%	97.4%	100.0%	97.5%	91.0%	100.0%	100.0%	95.3%	90.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	4	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.3%	1.5%	0.0%	1.2%	0.4%
2	RAI 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	0.9%
3	RAI 2	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.9%	1.5%	0.8%	0.0%	0.4%
5	Canale 5	7	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	2.2%	1.5%	1.7%	1.2%	0.9%
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.0%
7	Rete 4	11	1.9%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	3.5%	0.0%	1.7%	2.3%	2.1%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	561	94.9%	100.0%	100.0%	100.0%	98.2%	98.6%	100.0%	91.2%	100.0%	98.1%	90.7%	95.4%	95.8%	93.6%	95.3%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	4	0.7%	0.0%	0.0%	0.9%	0.8%	1.2%	1.5%	0.0%	0.4%	1.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.5%	1.3%
2	RAI 1	3	0.5%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	2.4%	0.0%	1.0%	0.0%	2.3%	0.0%	0.0%	0.0%	1.3%	0.0%
3	RAI 2	3	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.2%	0.4%	0.6%	0.0%	0.0%	0.0%	1.1%	1.1%	0.0%	1.3%
5	Canale 5	7	1.2%	0.0%	0.0%	0.9%	0.8%	0.0%	1.5%	4.7%	0.7%	1.6%	0.0%	1.1%	1.2%	3.3%	0.0%	1.3%	1.3%
6	Italia 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
7	Rete 4	11	1.9%	2.4%	1.4%	0.9%	0.8%	2.5%	2.9%	3.5%	0.4%	3.2%	1.2%	1.1%	0.0%	1.1%	5.6%	1.3%	2.6%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	561	94.9%	97.6%	98.6%	95.7%	96.9%	95.1%	94.1%	87.1%	97.9%	92.2%	98.8%	94.3%	97.6%	93.4%	93.3%	93.7%	93.4%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/26: Which channel did you watch between 12:30pm and 12:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	6	1.0%	0.0%	0.0%	0.0%	3.0%	0.0%	1.3%	0.0%	1.3%	1.3%	3.3%	0.0%	1.1%	0.0%
2	RAI 1	5	0.8%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.9%	0.0%
3	RAI 2	4	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	1.9%	0.0%	0.0%	0.5%	2.3%
5	Canale 5	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	2.6%	0.0%	0.0%	1.5%	2.3%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
7	Rete 4	10	1.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	2.6%	0.0%	0.0%	1.6%	2.3%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
10	None	554	93.7%	100.0%	95.7%	100.0%	97.0%	100.0%	96.2%	96.7%	93.8%	91.0%	95.0%	100.0%	93.8%	93.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	6	1.0%	0.0%	1.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.1%	0.0%	2.3%	0.0%
2	RAI 1	5	0.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.9%	0.0%	1.7%	0.6%	0.9%
3	RAI 2	4	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.6%	0.0%	0.9%	3.1%	0.8%	0.0%	0.4%
5	Canale 5	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	3.1%	1.5%	2.5%	1.2%	1.3%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
7	Rete 4	10	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.9%	3.5%	0.0%	1.7%	2.3%	1.7%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
10	None	554	93.7%	100.0%	96.4%	100.0%	96.4%	98.6%	100.0%	91.2%	94.4%	98.1%	89.4%	92.3%	93.3%	92.4%	95.3%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	6	1.0%	0.0%	1.4%	0.9%	0.8%	2.5%	0.0%	1.2%	0.7%	1.3%	0.0%	0.0%	1.2%	0.0%	0.0%	5.1%	1.3%
2	RAI 1	5	0.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.5%	0.7%	1.0%	0.0%	3.4%	1.2%	0.0%	0.0%	1.3%	0.0%
3	RAI 2	4	0.7%	0.0%	1.4%	1.7%	0.0%	0.0%	0.0%	1.2%	0.4%	1.0%	0.0%	0.0%	0.0%	1.1%	1.1%	1.3%	1.3%
5	Canale 5	9	1.5%	0.0%	0.0%	0.9%	0.8%	0.0%	4.4%	4.7%	0.7%	2.3%	1.2%	1.1%	1.2%	3.3%	1.1%	1.3%	1.3%
6	Italia 1	2	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.6%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.3%
7	Rete 4	10	1.7%	2.4%	1.4%	0.9%	0.0%	2.5%	2.9%	3.5%	0.4%	2.9%	1.2%	2.3%	0.0%	1.1%	4.5%	1.3%	1.3%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
10	None	554	93.7%	97.6%	94.3%	95.7%	96.9%	93.8%	92.6%	84.7%	96.8%	90.9%	97.6%	92.0%	96.5%	93.4%	93.3%	89.9%	93.4%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/27: Which channel did you watch between 01:00pm and 01:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	8	1.4%	0.0%	1.1%	0.0%	0.0%	0.0%	3.8%	0.0%	1.3%	1.3%	3.3%	0.0%	1.5%	0.0%
2	RAI 1	11	1.9%	0.0%	4.3%	0.0%	3.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.3%
3	RAI 2	9	1.5%	0.0%	2.2%	0.0%	3.0%	0.0%	3.8%	6.7%	2.5%	1.9%	0.0%	0.0%	1.5%	2.3%
5	Canale 5	5	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.7%	2.3%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.4%	0.0%
7	Rete 4	9	1.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.2%	0.0%	0.0%	1.3%	4.7%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	546	92.4%	100.0%	91.4%	100.0%	93.9%	95.8%	88.5%	93.3%	91.3%	91.0%	96.7%	100.0%	92.7%	88.4%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	8	1.4%	0.0%	1.8%	0.0%	1.8%	1.4%	0.0%	0.0%	0.0%	0.0%	2.2%	1.5%	0.0%	2.9%	0.9%
2	RAI 1	11	1.9%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	2.2%	3.1%	1.7%	1.7%	1.7%
3	RAI 2	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	5.6%	1.9%	1.8%	4.6%	4.2%	0.0%	0.4%
5	Canale 5	5	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.8%	0.0%	1.7%	0.6%	0.9%
6	Italia 1	2	0.3%	5.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.4%
7	Rete 4	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.9%	3.1%	0.0%	0.8%	1.7%	2.1%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%
10	None	546	92.4%	95.0%	96.4%	100.0%	98.2%	97.3%	100.0%	85.3%	94.4%	96.2%	88.5%	89.2%	90.8%	93.0%	93.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	8	1.4%	0.0%	1.4%	1.7%	0.8%	1.2%	1.5%	2.4%	0.7%	1.9%	0.0%	0.0%	1.2%	0.0%	0.0%	5.1%	3.9%
2	RAI 1	11	1.9%	0.0%	0.0%	0.0%	2.3%	1.2%	1.5%	7.1%	1.4%	2.3%	0.0%	5.7%	2.4%	1.1%	1.1%	2.5%	0.0%
3	RAI 2	9	1.5%	0.0%	2.9%	1.7%	0.0%	2.5%	1.5%	2.4%	1.1%	1.9%	1.2%	0.0%	0.0%	1.1%	2.2%	2.5%	3.9%
5	Canale 5	5	0.8%	0.0%	0.0%	0.9%	0.0%	0.0%	2.9%	2.4%	0.4%	1.3%	0.0%	0.0%	0.0%	1.1%	1.1%	2.5%	1.3%
6	Italia 1	2	0.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
7	Rete 4	9	1.5%	2.4%	1.4%	0.9%	0.8%	2.5%	1.5%	2.4%	0.4%	2.6%	0.0%	2.3%	0.0%	1.1%	3.4%	3.8%	0.0%
9	Other	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
10	None	546	92.4%	97.6%	91.4%	94.0%	96.1%	92.6%	91.2%	83.5%	95.8%	89.3%	98.8%	92.0%	95.3%	95.6%	92.1%	82.3%	89.5%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/28: Which channel did you watch between 01:30pm and 01:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	9	1.5%	0.0%	3.2%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	2.6%	0.0%	0.0%	1.6%	0.0%
2	RAI 1	10	1.7%	0.0%	3.2%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
3	RAI 2	5	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	3.8%	0.6%	1.7%	0.0%	0.7%	2.3%
5	Canale 5	10	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	3.8%	1.7%	0.0%	1.6%	2.3%
6	Italia 1	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
7	Rete 4	12	2.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.3%	3.3%	2.5%	2.6%	1.7%	0.0%	1.5%	9.3%
10	None	543	91.9%	100.0%	90.3%	100.0%	97.0%	100.0%	91.0%	93.3%	92.5%	90.4%	95.0%	100.0%	92.3%	86.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	9	1.5%	0.0%	0.0%	0.0%	1.8%	1.4%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.8%	3.5%	0.9%
2	RAI 1	10	1.7%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	1.9%	1.8%	3.1%	2.5%	1.7%	0.9%
3	RAI 2	5	0.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	1.9%	0.9%	4.6%	1.7%	0.0%	0.0%
5	Canale 5	10	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	3.5%	0.0%	3.3%	0.6%	2.1%
6	Italia 1	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
7	Rete 4	12	2.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	2.9%	0.0%	1.9%	3.1%	0.0%	1.7%	1.2%	3.4%
10	None	543	91.9%	100.0%	96.4%	100.0%	98.2%	94.6%	100.0%	88.2%	94.4%	94.3%	87.2%	92.3%	90.0%	92.4%	92.3%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	9	1.5%	0.0%	0.0%	1.7%	1.6%	2.5%	1.5%	2.4%	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	5.3%
2	RAI 1	10	1.7%	0.0%	0.0%	0.9%	1.6%	0.0%	0.0%	8.2%	1.8%	1.6%	0.0%	4.5%	3.5%	0.0%	2.2%	0.0%	1.3%
3	RAI 2	5	0.8%	0.0%	4.3%	0.9%	0.0%	1.2%	0.0%	0.0%	0.4%	1.3%	1.2%	0.0%	0.0%	0.0%	1.1%	2.5%	1.3%
5	Canale 5	10	1.7%	0.0%	0.0%	0.9%	3.1%	0.0%	2.9%	3.5%	0.4%	2.9%	2.4%	1.1%	1.2%	2.2%	1.1%	2.5%	1.3%
6	Italia 1	2	0.3%	0.0%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
7	Rete 4	12	2.0%	2.4%	1.4%	2.6%	0.8%	2.5%	2.9%	2.4%	0.7%	3.2%	0.0%	3.4%	2.4%	1.1%	2.2%	3.8%	1.3%
10	None	543	91.9%	97.6%	92.9%	93.2%	92.2%	93.8%	92.6%	83.5%	96.5%	87.7%	96.4%	90.9%	92.9%	96.7%	93.3%	83.5%	88.2%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/29: Which channel did you watch between 02:00pm and 02:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	8	1.4%	0.0%	3.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	3.2%	1.7%	0.0%	1.5%	0.0%
2	RAI 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
3	RAI 2	6	1.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	3.3%	2.5%	0.6%	0.0%	0.0%	0.9%	2.3%
5	Canale 5	12	2.0%	0.0%	1.1%	0.0%	3.0%	0.0%	2.6%	0.0%	0.0%	4.5%	1.7%	0.0%	1.8%	4.7%
6	Italia 1	6	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.6%	0.0%	0.0%	1.1%	0.0%
7	Rete 4	23	3.9%	0.0%	3.2%	6.7%	6.1%	0.0%	0.0%	10.0%	3.8%	4.5%	1.7%	0.0%	3.1%	14.0%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
10	None	532	90.0%	100.0%	92.5%	86.7%	90.9%	100.0%	96.2%	86.7%	88.8%	86.5%	93.3%	100.0%	90.9%	79.1%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	8	1.4%	0.0%	0.0%	0.0%	1.8%	1.4%	0.0%	1.5%	0.0%	0.0%	2.2%	0.0%	0.8%	2.9%	0.9%
2	RAI 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	0.0%	0.0%	0.0%	1.2%	0.4%
3	RAI 2	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	0.0%	1.8%	4.6%	0.8%	0.6%	0.4%
5	Canale 5	12	2.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	4.4%	3.1%	2.5%	1.2%	2.1%
6	Italia 1	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	5.7%	0.4%	0.0%	0.8%	1.2%	1.3%
7	Rete 4	23	3.9%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.5%	0.0%	3.8%	7.9%	3.1%	5.0%	2.9%	4.3%
8	Telemontecarlo	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	532	90.0%	100.0%	98.2%	100.0%	98.2%	90.5%	100.0%	94.1%	88.9%	88.7%	83.3%	87.7%	90.0%	90.1%	90.6%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	8	1.4%	0.0%	0.0%	0.9%	1.6%	2.5%	1.5%	2.4%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	5.3%
2	RAI 1	3	0.5%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	1.2%	1.1%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%
3	RAI 2	6	1.0%	0.0%	1.4%	0.9%	1.6%	1.2%	1.5%	0.0%	0.4%	1.6%	2.4%	0.0%	1.2%	1.1%	1.1%	1.3%	0.0%
5	Canale 5	12	2.0%	0.0%	0.0%	0.9%	2.3%	3.7%	4.4%	2.4%	0.4%	3.6%	2.4%	1.1%	1.2%	1.1%	2.2%	1.3%	5.3%
6	Italia 1	6	1.0%	4.8%	4.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	1.6%	0.0%	2.3%	1.2%	1.1%	1.1%	0.0%	1.3%
7	Rete 4	23	3.9%	2.4%	5.7%	2.6%	2.3%	2.5%	2.9%	9.4%	0.4%	7.1%	2.4%	5.7%	4.7%	2.2%	7.9%	3.8%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	532	90.0%	92.9%	87.1%	94.0%	91.4%	88.9%	89.7%	84.7%	96.8%	83.8%	91.6%	90.9%	91.8%	94.5%	86.5%	87.3%	86.8%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/30: Which channel did you watch between 02:30pm and 02:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	6	1.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	RAI 2	6	1.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.3%	3.3%	1.3%	0.6%	0.0%	0.0%	0.9%	2.3%
5	Canale 5	12	2.0%	0.0%	1.1%	0.0%	3.0%	0.0%	3.8%	0.0%	0.0%	3.8%	1.7%	0.0%	1.8%	4.7%
6	Italia 1	7	1.2%	0.0%	1.1%	6.7%	3.0%	0.0%	0.0%	0.0%	3.8%	0.6%	0.0%	0.0%	1.3%	0.0%
7	Rete 4	25	4.2%	0.0%	3.2%	6.7%	6.1%	0.0%	0.0%	10.0%	3.8%	3.8%	3.3%	0.0%	3.5%	14.0%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
10	None	534	90.4%	100.0%	92.5%	80.0%	87.9%	100.0%	93.6%	86.7%	90.0%	89.1%	93.3%	100.0%	91.1%	81.4%
		592	100.2%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.3%	0.9%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.0%
3	RAI 2	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	0.0%	1.8%	3.1%	0.8%	1.2%	0.4%
5	Canale 5	12	2.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	4.4%	3.1%	3.3%	1.2%	1.7%
6	Italia 1	7	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	5.7%	0.9%	0.0%	0.8%	1.7%	1.3%
7	Rete 4	25	4.2%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	2.9%	0.0%	3.8%	8.4%	3.1%	5.0%	3.5%	4.7%
8	Telemontecarlo	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	534	90.4%	100.0%	98.2%	100.0%	100.0%	91.9%	100.0%	95.6%	88.9%	88.7%	82.8%	89.2%	90.0%	90.1%	91.0%
		592	100.2%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	6	1.0%	0.0%	0.0%	0.9%	1.6%	0.0%	1.5%	2.4%	0.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	3.8%	2.6%
2	RAI 1	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
3	RAI 2	6	1.0%	0.0%	1.4%	0.0%	1.6%	1.2%	2.9%	0.0%	0.4%	1.6%	1.2%	0.0%	1.2%	1.1%	2.2%	1.3%	0.0%
5	Canale 5	12	2.0%	0.0%	0.0%	0.9%	3.1%	3.7%	2.9%	2.4%	0.4%	3.6%	2.4%	2.3%	1.2%	0.0%	2.2%	1.3%	5.3%
6	Italia 1	7	1.2%	4.8%	4.3%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	1.9%	1.2%	2.3%	1.2%	1.1%	1.1%	0.0%	1.3%
7	Rete 4	25	4.2%	2.4%	5.7%	3.4%	1.6%	3.7%	2.9%	10.6%	0.7%	7.5%	4.8%	5.7%	5.9%	2.2%	7.9%	2.5%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	534	90.4%	92.9%	87.1%	94.0%	90.6%	92.6%	89.7%	84.7%	97.5%	83.8%	90.4%	89.8%	90.6%	95.6%	86.5%	89.9%	89.5%
		592	100.2%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/31: Which channel did you watch between 03:00pm and 03:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	7	1.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.3%	0.0%	1.3%	0.0%
2	RAI 1	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
3	RAI 2	5	0.8%	0.0%	0.0%	6.7%	0.0%	0.0%	1.3%	3.3%	1.3%	0.6%	0.0%	0.0%	0.7%	2.3%
5	Canale 5	11	1.9%	0.0%	0.0%	0.0%	3.0%	0.0%	1.3%	0.0%	0.0%	3.8%	1.7%	0.0%	1.6%	4.7%
6	Italia 1	11	1.9%	0.0%	1.1%	6.7%	3.0%	0.0%	0.0%	3.3%	5.0%	1.3%	1.7%	0.0%	1.8%	2.3%
7	Rete 4	29	4.9%	0.0%	4.3%	6.7%	9.1%	0.0%	1.3%	6.7%	3.8%	4.5%	3.3%	0.0%	4.0%	16.3%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
10	None	527	89.2%	100.0%	91.4%	80.0%	84.8%	100.0%	96.2%	86.7%	88.8%	87.8%	88.3%	100.0%	90.1%	76.7%
		592	100.2%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	7	1.2%	5.0%	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.8%	1.5%	0.8%	1.7%	0.9%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
3	RAI 2	5	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	5.6%	0.0%	1.3%	3.1%	0.8%	0.6%	0.4%
5	Canale 5	11	1.9%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.9%	4.0%	3.1%	2.5%	1.2%	1.7%
6	Italia 1	11	1.9%	0.0%	0.0%	0.0%	1.8%	2.7%	0.0%	0.0%	5.6%	7.5%	1.3%	0.0%	2.5%	1.7%	2.1%
7	Rete 4	29	4.9%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	0.0%	1.9%	10.6%	7.7%	4.2%	5.2%	4.3%
8	Telemontecarlo	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	527	89.2%	95.0%	96.4%	100.0%	98.2%	89.2%	100.0%	98.5%	88.9%	88.7%	81.1%	83.1%	89.2%	90.1%	90.2%
		592	100.2%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	7	1.2%	0.0%	0.0%	0.9%	3.9%	0.0%	1.5%	0.0%	0.4%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	3.9%
2	RAI 1	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
3	RAI 2	5	0.8%	0.0%	1.4%	0.0%	1.6%	0.0%	2.9%	0.0%	0.4%	1.3%	1.2%	0.0%	0.0%	1.1%	2.2%	1.3%	0.0%
5	Canale 5	11	1.9%	0.0%	1.4%	0.9%	3.1%	2.5%	2.9%	1.2%	0.4%	3.2%	1.2%	2.3%	1.2%	0.0%	1.1%	2.5%	5.3%
6	Italia 1	11	1.9%	4.8%	8.6%	0.0%	1.6%	1.2%	0.0%	0.0%	0.7%	2.9%	1.2%	2.3%	3.5%	1.1%	3.4%	0.0%	1.3%
7	Rete 4	29	4.9%	2.4%	5.7%	5.1%	3.1%	4.9%	4.4%	8.2%	0.4%	9.1%	4.8%	6.8%	4.7%	2.2%	10.1%	5.1%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	527	89.2%	92.9%	81.4%	93.2%	86.7%	92.6%	88.2%	89.4%	97.5%	81.5%	92.8%	87.5%	90.6%	95.6%	83.1%	84.8%	89.5%
		592	100.2%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/32: Which channel did you watch between 03:30pm and 03:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	6	1.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.7%	0.0%	1.1%	0.0%
2	RAI 1	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.5%	0.0%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	8	1.4%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	1.3%	2.6%	0.0%	0.0%	1.5%	0.0%
6	Italia 1	12	2.0%	0.0%	1.1%	6.7%	3.0%	0.0%	0.0%	3.3%	5.0%	1.3%	1.7%	0.0%	2.0%	2.3%
7	Rete 4	29	4.9%	0.0%	4.3%	6.7%	6.1%	0.0%	2.6%	6.7%	3.8%	4.5%	5.0%	0.0%	4.0%	16.3%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.2%	0.0%
10	None	531	89.8%	100.0%	91.4%	86.7%	87.9%	100.0%	97.4%	86.7%	87.5%	89.7%	88.3%	100.0%	90.5%	81.4%
		592	100.2%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	6	1.0%	5.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.8%	1.5%	0.0%	1.7%	0.9%
2	RAI 1	3	0.5%	0.0%	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.6%	0.4%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.4%	3.1%	0.0%	0.0%	0.0%
5	Canale 5	8	1.4%	0.0%	0.0%	7.1%	0.0%	1.4%	0.0%	0.0%	0.0%	3.8%	1.8%	3.1%	1.7%	0.0%	1.7%
6	Italia 1	12	2.0%	0.0%	0.0%	0.0%	1.8%	2.7%	0.0%	1.5%	5.6%	7.5%	1.3%	0.0%	2.5%	1.7%	2.6%
7	Rete 4	29	4.9%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	2.9%	0.0%	3.8%	9.7%	6.2%	5.0%	4.7%	4.7%
8	Telemontecarlo	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
10	None	531	89.8%	95.0%	96.4%	92.9%	98.2%	89.2%	100.0%	95.6%	88.9%	86.8%	84.6%	84.6%	90.8%	91.3%	89.7%
		592	100.2%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	6	1.0%	0.0%	0.0%	0.9%	3.1%	0.0%	1.5%	0.0%	0.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	2.6%
2	RAI 1	3	0.5%	0.0%	1.4%	0.0%	0.8%	0.0%	0.0%	1.2%	0.0%	1.0%	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	1.3%
3	RAI 2	2	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%	0.0%
5	Canale 5	8	1.4%	0.0%	2.9%	0.9%	1.6%	1.2%	2.9%	0.0%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	2.2%	1.3%	6.6%
6	Italia 1	12	2.0%	4.8%	8.6%	0.0%	1.6%	1.2%	0.0%	1.2%	1.1%	2.9%	1.2%	2.3%	3.5%	1.1%	4.5%	0.0%	1.3%
7	Rete 4	29	4.9%	2.4%	7.1%	4.3%	2.3%	4.9%	4.4%	9.4%	0.7%	8.8%	4.8%	8.0%	5.9%	2.2%	9.0%	3.8%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	531	89.8%	92.9%	78.6%	94.0%	90.6%	92.6%	89.7%	88.2%	97.2%	83.1%	94.0%	88.6%	89.4%	95.6%	85.4%	87.3%	88.2%
		592	100.2%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/33: Which channel did you watch between 04:00pm and 04:30pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	8	1.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.3%	0.0%	1.5%	0.0%
2	RAI 1	6	1.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.9%	2.3%
5	Canale 5	10	1.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%	2.5%	1.9%	0.0%	0.0%	1.8%	0.0%
6	Italia 1	9	1.5%	0.0%	2.2%	6.7%	3.0%	0.0%	0.0%	3.3%	2.5%	0.6%	0.0%	0.0%	1.5%	2.3%
7	Rete 4	24	4.1%	0.0%	1.1%	6.7%	6.1%	0.0%	2.6%	0.0%	2.5%	6.4%	1.7%	0.0%	3.6%	9.3%
10	None	534	90.4%	100.0%	91.4%	86.7%	90.9%	100.0%	96.2%	96.7%	91.3%	87.8%	95.0%	100.0%	90.7%	86.0%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	8	1.4%	5.0%	1.8%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	1.8%	1.5%	0.8%	1.7%	1.3%
2	RAI 1	6	1.0%	0.0%	1.8%	0.0%	0.0%	2.7%	0.0%	1.5%	0.0%	0.0%	0.9%	1.5%	0.8%	0.6%	1.3%
5	Canale 5	10	1.7%	0.0%	0.0%	7.1%	0.0%	2.7%	0.0%	0.0%	0.0%	1.9%	2.6%	1.5%	0.8%	1.2%	2.6%
6	Italia 1	9	1.5%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.5%	0.0%	5.7%	1.3%	3.1%	0.0%	1.7%	1.7%
7	Rete 4	24	4.1%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	3.8%	8.4%	1.5%	5.8%	4.7%	3.4%
10	None	534	90.4%	95.0%	96.4%	92.9%	100.0%	85.1%	100.0%	97.1%	100.0%	88.7%	85.0%	90.8%	91.7%	90.1%	89.7%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	8	1.4%	0.0%	0.0%	0.9%	4.7%	0.0%	1.5%	0.0%	0.7%	1.9%	0.0%	0.0%	0.0%	1.1%	0.0%	5.1%	3.9%
2	RAI 1	6	1.0%	0.0%	2.9%	0.0%	0.0%	0.0%	2.9%	2.4%	0.7%	1.3%	0.0%	1.1%	1.2%	1.1%	2.2%	0.0%	1.3%
5	Canale 5	10	1.7%	2.4%	1.4%	1.7%	2.3%	0.0%	2.9%	1.2%	0.4%	2.9%	0.0%	1.1%	0.0%	1.1%	1.1%	2.5%	6.6%
6	Italia 1	9	1.5%	4.8%	4.3%	0.0%	0.8%	1.2%	0.0%	2.4%	0.7%	2.3%	1.2%	1.1%	1.2%	1.1%	3.4%	1.3%	1.3%
7	Rete 4	24	4.1%	2.4%	5.7%	2.6%	2.3%	3.7%	4.4%	8.2%	0.4%	7.5%	3.6%	6.8%	2.4%	2.2%	7.9%	5.1%	0.0%
10	None	534	90.4%	90.5%	85.7%	94.9%	89.8%	95.1%	88.2%	85.9%	97.2%	84.1%	95.2%	89.8%	95.3%	93.4%	85.4%	86.1%	86.8%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/34: Which channel did you watch between 04:30pm and 04:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	9	1.5%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	1.7%	0.0%	1.6%	0.0%
2	RAI 1	5	0.8%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.7%	2.3%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	11	1.9%	0.0%	2.2%	0.0%	0.0%	0.0%	3.8%	3.3%	2.5%	1.3%	0.0%	0.0%	2.0%	0.0%
6	Italia 1	8	1.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	3.8%	0.6%	0.0%	0.0%	1.3%	2.3%
7	Rete 4	16	2.7%	0.0%	1.1%	6.7%	3.0%	0.0%	1.3%	0.0%	0.0%	5.1%	0.0%	0.0%	2.4%	7.0%
10	None	540	91.4%	100.0%	91.4%	93.3%	97.0%	100.0%	94.9%	93.3%	91.3%	89.1%	96.7%	100.0%	91.6%	88.4%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	9	1.5%	5.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	2.2%	1.5%	0.0%	2.3%	1.7%
2	RAI 1	5	0.8%	0.0%	3.6%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	1.7%	0.0%	0.9%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
5	Canale 5	11	1.9%	0.0%	0.0%	7.1%	1.8%	1.4%	0.0%	1.5%	0.0%	1.9%	2.6%	1.5%	2.5%	2.3%	1.3%
6	Italia 1	8	1.4%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.5%	0.0%	5.7%	0.9%	1.5%	0.0%	1.7%	1.7%
7	Rete 4	16	2.7%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.9%	5.7%	3.1%	3.3%	2.3%	2.6%
10	None	540	91.4%	95.0%	96.4%	92.9%	98.2%	86.5%	100.0%	95.6%	100.0%	90.6%	87.7%	90.8%	92.5%	91.3%	91.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	9	1.5%	0.0%	1.4%	0.9%	3.9%	1.2%	1.5%	0.0%	0.7%	2.3%	1.2%	0.0%	1.2%	1.1%	0.0%	5.1%	2.6%
2	RAI 1	5	0.8%	0.0%	1.4%	0.0%	0.8%	0.0%	2.9%	1.2%	0.4%	1.3%	0.0%	1.1%	0.0%	1.1%	2.2%	0.0%	1.3%
3	RAI 2	1	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
5	Canale 5	11	1.9%	2.4%	0.0%	2.6%	2.3%	1.2%	1.5%	2.4%	1.1%	2.6%	1.2%	1.1%	0.0%	1.1%	2.2%	1.3%	6.6%
6	Italia 1	8	1.4%	7.1%	2.9%	0.0%	0.0%	1.2%	0.0%	2.4%	0.7%	1.9%	1.2%	1.1%	1.2%	1.1%	3.4%	0.0%	1.3%
7	Rete 4	16	2.7%	0.0%	4.3%	0.9%	0.8%	2.5%	2.9%	8.2%	0.4%	4.9%	2.4%	3.4%	1.2%	2.2%	4.5%	5.1%	0.0%
10	None	540	91.4%	90.5%	88.6%	95.7%	92.2%	93.8%	91.2%	84.7%	96.5%	86.7%	94.0%	93.2%	96.5%	93.4%	87.6%	87.3%	86.8%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/35: Which channel did you watch between 05:00pm and 05:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	15	2.5%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.2%	3.3%	0.0%	2.7%	0.0%
2	RAI 1	6	1.0%	0.0%	2.2%	0.0%	0.0%	4.2%	0.0%	3.3%	0.0%	0.6%	1.7%	0.0%	0.9%	2.3%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	16	2.7%	0.0%	3.2%	0.0%	0.0%	4.2%	5.1%	3.3%	2.5%	2.6%	1.7%	0.0%	2.9%	0.0%
6	Italia 1	6	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.6%	0.0%	0.0%	0.9%	2.3%
7	Rete 4	10	1.7%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.5%	4.7%
9	Other	1	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
10	None	534	90.4%	100.0%	86.0%	93.3%	100.0%	91.7%	94.9%	90.0%	93.8%	89.7%	93.3%	100.0%	90.3%	90.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	15	2.5%	5.0%	1.8%	0.0%	0.0%	4.1%	0.0%	2.9%	0.0%	1.9%	3.1%	0.0%	2.5%	1.7%	3.8%
2	RAI 1	6	1.0%	0.0%	3.6%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	1.7%	0.0%	1.3%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
5	Canale 5	16	2.7%	5.0%	0.0%	0.0%	1.8%	2.7%	0.0%	1.5%	0.0%	3.8%	4.0%	3.1%	3.3%	2.9%	2.1%
6	Italia 1	6	1.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	3.8%	0.9%	0.0%	0.0%	1.7%	1.3%
7	Rete 4	10	1.7%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	4.0%	1.5%	3.3%	1.2%	1.3%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
10	None	534	90.4%	90.0%	94.5%	100.0%	98.2%	86.5%	100.0%	91.2%	100.0%	90.6%	86.8%	93.8%	89.2%	91.9%	88.9%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	15	2.5%	2.4%	2.9%	1.7%	3.1%	2.5%	2.9%	2.4%	1.4%	3.6%	2.4%	3.4%	3.5%	2.2%	0.0%	2.5%	3.9%
2	RAI 1	6	1.0%	0.0%	1.4%	0.9%	0.8%	0.0%	2.9%	1.2%	1.1%	1.0%	1.2%	1.1%	0.0%	1.1%	2.2%	1.3%	0.0%
3	RAI 2	2	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
5	Canale 5	16	2.7%	4.8%	1.4%	4.3%	2.3%	1.2%	1.5%	3.5%	2.1%	3.2%	2.4%	0.0%	0.0%	3.3%	2.2%	2.5%	9.2%
6	Italia 1	6	1.0%	4.8%	1.4%	0.0%	0.0%	1.2%	0.0%	2.4%	0.7%	1.3%	1.2%	0.0%	1.2%	1.1%	3.4%	0.0%	0.0%
7	Rete 4	10	1.7%	0.0%	1.4%	0.0%	0.8%	1.2%	2.9%	5.9%	0.4%	2.9%	2.4%	1.1%	0.0%	2.2%	3.4%	2.5%	0.0%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
10	None	534	90.4%	88.1%	90.0%	93.2%	93.0%	93.8%	88.2%	82.4%	93.6%	87.3%	90.4%	94.3%	95.3%	89.0%	86.5%	89.9%	86.8%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/36: Which channel did you watch between 05:30pm and 05:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	23	3.9%	16.7%	6.5%	0.0%	0.0%	4.2%	5.1%	0.0%	2.5%	2.6%	5.0%	0.0%	4.2%	0.0%
2	RAI 1	4	0.7%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.7%	0.0%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	1.3%	0.0%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	19	3.2%	0.0%	3.2%	6.7%	0.0%	4.2%	3.8%	0.0%	1.3%	5.1%	1.7%	0.0%	3.5%	0.0%
6	Italia 1	10	1.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	3.3%	2.5%	1.3%	0.0%	0.0%	1.5%	4.7%
7	Rete 4	7	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.9%	4.7%
10	None	524	88.7%	83.3%	86.0%	93.3%	100.0%	91.7%	89.7%	93.3%	91.3%	87.8%	91.7%	100.0%	88.5%	90.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	23	3.9%	5.0%	0.0%	0.0%	0.0%	4.1%	0.0%	5.9%	0.0%	3.8%	5.7%	3.1%	1.7%	4.1%	5.1%
2	RAI 1	4	0.7%	0.0%	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.8%	0.0%	0.9%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
5	Canale 5	19	3.2%	5.0%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	0.0%	1.9%	5.7%	3.1%	3.3%	2.3%	3.8%
6	Italia 1	10	1.7%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	5.6%	5.7%	0.9%	0.0%	0.0%	1.7%	3.0%
7	Rete 4	7	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	2.6%	1.5%	1.7%	0.6%	1.3%
10	None	524	88.7%	90.0%	98.2%	100.0%	98.2%	83.8%	100.0%	88.2%	94.4%	88.7%	84.1%	90.8%	92.5%	90.1%	85.0%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	23	3.9%	2.4%	4.3%	5.1%	3.1%	2.5%	5.9%	3.5%	2.1%	5.5%	2.4%	6.8%	3.5%	6.6%	2.2%	2.5%	2.6%
2	RAI 1	4	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	2.9%	1.2%	0.7%	0.6%	1.2%	1.1%	0.0%	1.1%	1.1%	0.0%	0.0%
3	RAI 2	2	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%	0.0%
5	Canale 5	19	3.2%	2.4%	1.4%	3.4%	3.9%	1.2%	4.4%	4.7%	1.8%	4.5%	2.4%	0.0%	0.0%	5.5%	2.2%	1.3%	11.8%
6	Italia 1	10	1.7%	7.1%	4.3%	0.9%	0.0%	1.2%	0.0%	2.4%	1.1%	2.3%	2.4%	0.0%	2.4%	1.1%	5.6%	0.0%	0.0%
7	Rete 4	7	1.2%	0.0%	1.4%	0.0%	0.0%	0.0%	2.9%	4.7%	0.4%	1.9%	2.4%	1.1%	0.0%	2.2%	1.1%	1.3%	0.0%
10	None	524	88.7%	88.1%	87.1%	88.9%	93.0%	95.1%	82.4%	82.4%	92.9%	84.7%	89.2%	90.9%	94.1%	82.4%	86.5%	92.4%	85.5%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/37: Which channel did you watch between 06:00pm and 06:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	45	7.6%	0.0%	14.0%	20.0%	0.0%	12.5%	10.3%	6.7%	3.8%	5.8%	6.7%	0.0%	8.2%	0.0%
2	RAI 1	12	2.0%	0.0%	2.2%	0.0%	6.1%	4.2%	5.1%	0.0%	0.0%	0.6%	1.7%	0.0%	2.2%	0.0%
3	RAI 2	4	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.5%	0.0%	1.7%	0.0%	0.7%	0.0%
4	RAI 3	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.5%	0.0%
5	Canale 5	41	6.9%	0.0%	7.5%	6.7%	9.1%	0.0%	6.4%	10.0%	2.5%	9.6%	3.3%	0.0%	6.9%	7.0%
6	Italia 1	14	2.4%	0.0%	1.1%	0.0%	0.0%	0.0%	3.8%	3.3%	5.0%	1.9%	0.0%	0.0%	2.0%	7.0%
7	Rete 4	9	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	3.2%	0.0%	0.0%	1.5%	2.3%
8	Telemontecarlo	1	0.2%	0.0%	1.1%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
9	Other	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	2.3%
10	None	464	78.5%	100.0%	73.1%	66.7%	84.8%	83.3%	75.6%	80.0%	83.8%	79.5%	88.3%	100.0%	78.3%	81.4%
		596	100.8%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	45	7.6%	10.0%	5.5%	0.0%	5.5%	9.5%	0.0%	13.2%	5.6%	5.7%	7.5%	6.2%	5.8%	7.6%	9.0%
2	RAI 1	12	2.0%	10.0%	1.8%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	3.1%	6.2%	1.7%	1.7%	1.3%
3	RAI 2	4	0.7%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	2.9%	0.0%	0.0%	0.0%	1.5%	0.0%	0.6%	0.9%
4	RAI 3	3	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	1.9%	0.0%	0.0%	0.0%	0.6%	0.9%
5	Canale 5	41	6.9%	0.0%	1.8%	0.0%	1.8%	4.1%	0.0%	8.8%	5.6%	3.8%	11.9%	3.1%	8.3%	7.6%	6.8%
6	Italia 1	14	2.4%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	4.4%	5.6%	5.7%	1.3%	0.0%	0.8%	2.3%	3.8%
7	Rete 4	9	1.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	3.1%	1.5%	0.8%	1.2%	2.1%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
9	Other	3	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.9%	0.0%	0.0%	0.0%	1.3%
10	None	464	78.5%	80.0%	90.9%	100.0%	92.7%	74.3%	100.0%	66.2%	77.8%	84.9%	73.6%	83.1%	84.2%	79.7%	73.5%
		596	100.8%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/37: Which channel did you watch between 06:00pm and 06:29pm?

Base = 591 (watched television yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	45	7.6%	4.8%	7.1%	7.7%	3.9%	7.4%	13.2%	10.6%	8.5%	6.8%	10.8%	10.2%	8.2%	8.8%	4.5%	5.1%	5.3%
2	RAI 1	12	2.0%	0.0%	0.0%	3.4%	0.8%	1.2%	4.4%	3.5%	1.8%	2.3%	0.0%	3.4%	0.0%	2.2%	2.2%	0.0%	6.6%
3	RAI 2	4	0.7%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%	0.3%	0.0%	0.0%	0.0%	1.1%	2.2%	1.3%	0.0%
4	RAI 3	3	0.5%	2.4%	1.4%	0.0%	0.0%	0.0%	1.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	1.3%
5	Canale 5	41	6.9%	4.8%	2.9%	5.1%	7.8%	3.7%	8.8%	14.1%	3.9%	9.7%	6.0%	3.4%	1.2%	12.1%	6.7%	2.5%	17.1%
6	Italia 1	14	2.4%	4.8%	7.1%	0.9%	0.0%	2.5%	1.5%	3.5%	1.4%	3.2%	2.4%	1.1%	2.4%	1.1%	7.9%	0.0%	1.3%
7	Rete 4	9	1.5%	0.0%	0.0%	0.9%	0.0%	1.2%	1.5%	7.1%	0.7%	2.3%	0.0%	3.4%	1.2%	2.2%	2.2%	1.3%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Other	3	0.5%	0.0%	0.0%	0.9%	0.8%	0.0%	0.0%	1.2%	0.4%	0.6%	1.2%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
10	None	464	78.5%	85.7%	80.0%	81.2%	86.7%	85.2%	67.6%	60.0%	81.6%	75.6%	79.5%	78.4%	87.1%	72.5%	73.0%	88.6%	71.1%
		596	100.8%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/38: Which channel did you watch between 06:30pm and 06:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	30	5.1%	0.0%	10.8%	13.3%	3.0%	8.3%	6.4%	10.0%	1.3%	4.5%	3.3%	0.0%	5.5%	0.0%
2	RAI 1	11	1.9%	0.0%	2.2%	0.0%	3.0%	0.0%	2.6%	3.3%	0.0%	1.3%	1.7%	0.0%	1.8%	2.3%
3	RAI 2	6	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%	2.5%	0.0%	3.3%	0.0%	1.1%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	52	8.8%	0.0%	10.8%	13.3%	9.1%	8.3%	11.5%	10.0%	3.8%	10.3%	3.3%	0.0%	9.1%	4.7%
6	Italia 1	12	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	3.3%	3.8%	1.9%	0.0%	0.0%	1.8%	4.7%
7	Rete 4	11	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	1.3%	3.2%	0.0%	0.0%	1.8%	2.3%
8	Telemontecarlo	1	0.2%	0.0%	1.1%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	2.3%
10	None	467	79.0%	100.0%	74.2%	66.7%	81.8%	83.3%	74.4%	73.3%	86.3%	79.5%	88.3%	100.0%	78.6%	83.7%
		593	100.3%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	30	5.1%	0.0%	5.5%	0.0%	1.8%	10.8%	0.0%	5.9%	0.0%	0.0%	6.2%	1.5%	3.3%	4.1%	7.7%
2	RAI 1	11	1.9%	5.0%	5.5%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.9%	2.2%	1.5%	2.5%	1.7%	1.7%
3	RAI 2	6	1.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	5.9%	0.0%	0.0%	0.0%	3.1%	0.0%	0.6%	1.3%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
5	Canale 5	52	8.8%	15.0%	1.8%	7.1%	5.5%	2.7%	0.0%	10.3%	5.6%	5.7%	13.7%	6.2%	10.8%	9.3%	8.1%
6	Italia 1	12	2.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	2.9%	5.6%	3.8%	1.3%	0.0%	0.0%	1.7%	3.8%
7	Rete 4	11	1.9%	0.0%	0.0%	0.0%	3.6%	1.4%	0.0%	1.5%	0.0%	0.0%	3.1%	1.5%	0.8%	1.7%	2.6%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%
10	None	467	79.0%	80.0%	87.3%	92.9%	90.9%	75.7%	100.0%	70.6%	83.3%	88.7%	73.6%	86.2%	82.5%	82.0%	73.1%
		593	100.3%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/38: Which channel did you watch between 06:30pm and 06:59pm?

Base = 591 (watched television yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	30	5.1%	0.0%	4.3%	6.8%	3.9%	4.9%	10.3%	3.5%	4.9%	5.2%	7.2%	3.4%	4.7%	5.5%	5.6%	3.8%	5.3%
2	RAI 1	11	1.9%	2.4%	1.4%	2.6%	2.3%	0.0%	1.5%	2.4%	1.1%	2.6%	0.0%	3.4%	0.0%	2.2%	1.1%	0.0%	6.6%
3	RAI 2	6	1.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	4.7%	1.8%	0.3%	0.0%	0.0%	1.2%	1.1%	3.4%	1.3%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
5	Canale 5	52	8.8%	7.1%	2.9%	7.7%	7.8%	7.4%	14.7%	14.1%	6.7%	10.7%	6.0%	10.2%	2.4%	15.4%	7.9%	2.5%	17.1%
6	Italia 1	12	2.0%	4.8%	5.7%	0.9%	0.0%	2.5%	2.9%	1.2%	1.1%	2.9%	2.4%	1.1%	2.4%	0.0%	6.7%	0.0%	1.3%
7	Rete 4	11	1.9%	2.4%	0.0%	0.9%	0.8%	1.2%	1.5%	7.1%	1.1%	2.6%	1.2%	3.4%	1.2%	3.3%	2.2%	1.3%	0.0%
8	Telemontecarlo	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Other	2	0.3%	0.0%	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%	0.4%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	467	79.0%	83.3%	84.3%	80.3%	85.2%	84.0%	66.2%	67.1%	82.7%	75.6%	81.9%	78.4%	87.1%	73.6%	73.0%	89.9%	69.7%
		593	100.3%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/39: Which channel did you watch between 07:00pm and 07:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	40	6.8%	0.0%	12.9%	6.7%	3.0%	12.5%	5.1%	10.0%	8.8%	5.1%	5.0%	0.0%	7.3%	0.0%
2	RAI 1	18	3.0%	0.0%	7.5%	20.0%	6.1%	0.0%	5.1%	0.0%	0.0%	3.2%	0.0%	0.0%	3.1%	2.3%
3	RAI 2	9	1.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	1.3%	5.0%	0.0%	1.6%	0.0%
4	RAI 3	4	0.7%	0.0%	0.0%	6.7%	6.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
5	Canale 5	78	13.2%	0.0%	18.3%	33.3%	15.2%	4.2%	19.2%	13.3%	8.8%	13.5%	5.0%	0.0%	13.9%	4.7%
6	Italia 1	13	2.2%	0.0%	2.2%	0.0%	0.0%	0.0%	2.6%	3.3%	3.8%	1.9%	0.0%	0.0%	1.6%	9.3%
7	Rete 4	12	2.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.8%	1.7%	0.0%	1.8%	4.7%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	2.3%
10	None	419	70.9%	100.0%	59.1%	33.3%	72.7%	83.3%	69.2%	80.0%	72.5%	71.8%	83.3%	100.0%	70.4%	76.7%
		595	100.7%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	40	6.8%	5.0%	3.6%	0.0%	3.6%	13.5%	0.0%	11.8%	5.6%	0.0%	7.0%	3.1%	2.5%	7.0%	9.8%
2	RAI 1	18	3.0%	0.0%	1.8%	0.0%	3.6%	1.4%	0.0%	0.0%	0.0%	1.9%	5.7%	1.5%	1.7%	4.7%	3.0%
3	RAI 2	9	1.5%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	4.4%	5.6%	1.9%	0.9%	3.1%	0.8%	0.6%	2.1%
4	RAI 3	4	0.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.7%	0.6%	0.4%
5	Canale 5	78	13.2%	15.0%	7.3%	7.1%	7.3%	6.8%	14.3%	16.2%	5.6%	9.4%	18.9%	12.3%	15.8%	14.0%	11.5%
6	Italia 1	13	2.2%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	4.4%	5.6%	3.8%	1.3%	0.0%	0.0%	1.7%	4.3%
7	Rete 4	12	2.0%	0.0%	1.8%	0.0%	3.6%	2.7%	0.0%	1.5%	0.0%	0.0%	2.6%	1.5%	3.3%	1.2%	2.1%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%
10	None	419	70.9%	80.0%	81.8%	92.9%	81.8%	67.6%	85.7%	58.8%	72.2%	83.0%	64.8%	80.0%	75.0%	71.5%	65.8%
		595	100.7%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	40	6.8%	2.4%	7.1%	7.7%	4.7%	6.2%	10.3%	8.2%	6.7%	6.8%	6.0%	5.7%	7.1%	4.4%	7.9%	6.3%	10.5%
2	RAI 1	18	3.0%	0.0%	1.4%	4.3%	4.7%	0.0%	4.4%	3.5%	1.1%	4.9%	3.6%	4.5%	3.5%	4.4%	1.1%	1.3%	2.6%
3	RAI 2	9	1.5%	2.4%	2.9%	0.0%	1.6%	0.0%	1.5%	3.5%	1.8%	1.3%	1.2%	2.3%	1.2%	1.1%	3.4%	0.0%	1.3%
4	RAI 3	4	0.7%	0.0%	0.0%	0.9%	0.0%	1.2%	2.9%	0.0%	1.4%	0.0%	1.2%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%
5	Canale 5	78	13.2%	11.9%	5.7%	11.1%	14.8%	8.6%	22.1%	17.6%	10.2%	15.9%	12.0%	13.6%	4.7%	17.6%	14.6%	12.7%	17.1%
6	Italia 1	13	2.2%	4.8%	5.7%	1.7%	0.0%	1.2%	2.9%	2.4%	1.4%	2.9%	3.6%	1.1%	3.5%	0.0%	5.6%	0.0%	1.3%
7	Rete 4	12	2.0%	2.4%	1.4%	0.0%	0.8%	1.2%	4.4%	5.9%	1.1%	2.9%	2.4%	4.5%	0.0%	2.2%	1.1%	1.3%	2.6%
9	Other	2	0.3%	0.0%	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%	0.4%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	419	70.9%	76.2%	77.1%	73.5%	73.4%	82.7%	52.9%	58.8%	76.0%	66.2%	69.9%	69.3%	78.8%	69.2%	66.3%	78.5%	64.5%
		595	100.7%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/40: Which channel did you watch between 07:30pm and 07:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	53	9.0%	16.7%	17.2%	13.3%	6.1%	8.3%	5.1%	6.7%	11.3%	6.4%	5.0%	0.0%	9.7%	0.0%
2	RAI 1	18	3.0%	0.0%	6.5%	13.3%	12.1%	0.0%	5.1%	0.0%	1.3%	1.9%	3.3%	0.0%	3.3%	0.0%
3	RAI 2	12	2.0%	0.0%	3.2%	6.7%	0.0%	4.2%	1.3%	3.3%	2.5%	0.6%	6.7%	0.0%	2.2%	0.0%
4	RAI 3	6	1.0%	0.0%	0.0%	6.7%	3.0%	0.0%	2.6%	0.0%	1.3%	0.0%	6.7%	0.0%	1.1%	0.0%
5	Canale 5	72	12.2%	0.0%	18.3%	20.0%	12.1%	4.2%	15.4%	6.7%	6.3%	12.2%	5.0%	0.0%	12.6%	7.0%
6	Italia 1	16	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	3.3%	8.8%	1.9%	1.7%	0.0%	2.6%	4.7%
7	Rete 4	15	2.5%	0.0%	4.3%	6.7%	0.0%	0.0%	1.3%	0.0%	3.8%	1.9%	3.3%	0.0%	2.2%	7.0%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.3%
10	None	409	69.2%	83.3%	52.7%	33.3%	66.7%	83.3%	71.8%	83.3%	66.3%	75.6%	73.3%	100.0%	68.4%	79.1%
		602	101.9%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	53	9.0%	5.0%	3.6%	7.1%	7.3%	14.9%	14.3%	16.2%	0.0%	9.4%	7.5%	3.1%	5.8%	9.9%	11.5%
2	RAI 1	18	3.0%	5.0%	3.6%	0.0%	3.6%	0.0%	0.0%	2.9%	0.0%	3.8%	4.0%	1.5%	3.3%	4.7%	2.1%
3	RAI 2	12	2.0%	5.0%	3.6%	0.0%	0.0%	1.4%	0.0%	7.4%	5.6%	1.9%	0.4%	3.1%	3.3%	1.2%	1.7%
4	RAI 3	6	1.0%	0.0%	3.6%	0.0%	1.8%	0.0%	0.0%	2.9%	0.0%	1.9%	0.0%	0.0%	2.5%	1.2%	0.4%
5	Canale 5	72	12.2%	10.0%	5.5%	7.1%	7.3%	5.4%	14.3%	17.6%	5.6%	11.3%	16.7%	12.3%	12.5%	14.0%	10.7%
6	Italia 1	16	2.7%	0.0%	3.6%	0.0%	1.8%	5.4%	0.0%	1.5%	11.1%	5.7%	1.3%	1.5%	3.3%	1.2%	3.8%
7	Rete 4	15	2.5%	0.0%	3.6%	0.0%	5.5%	2.7%	0.0%	2.9%	0.0%	0.0%	2.6%	1.5%	4.2%	1.7%	2.6%
9	Other	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%
10	None	409	69.2%	75.0%	74.5%	85.7%	72.7%	71.6%	71.4%	51.5%	77.8%	71.7%	68.7%	78.5%	68.3%	68.6%	67.5%
		602	101.9%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	53	9.0%	4.8%	10.0%	8.5%	7.8%	6.2%	13.2%	11.8%	10.2%	7.8%	8.4%	12.5%	9.4%	6.6%	6.7%	8.9%	10.5%
2	RAI 1	18	3.0%	4.8%	1.4%	3.4%	3.1%	0.0%	4.4%	4.7%	2.8%	3.2%	3.6%	4.5%	5.9%	1.1%	2.2%	0.0%	3.9%
3	RAI 2	12	2.0%	2.4%	1.4%	0.0%	2.3%	0.0%	4.4%	4.7%	3.9%	0.3%	1.2%	1.1%	1.2%	0.0%	3.4%	2.5%	5.3%
4	RAI 3	6	1.0%	0.0%	1.4%	0.0%	1.6%	1.2%	1.5%	1.2%	2.1%	0.0%	1.2%	0.0%	1.2%	2.2%	1.1%	0.0%	1.3%
5	Canale 5	72	12.2%	11.9%	5.7%	10.3%	10.9%	8.6%	22.1%	17.6%	9.9%	14.3%	10.8%	12.5%	5.9%	15.4%	12.4%	10.1%	18.4%
6	Italia 1	16	2.7%	7.1%	7.1%	2.6%	1.6%	1.2%	1.5%	1.2%	2.1%	3.2%	4.8%	1.1%	3.5%	1.1%	4.5%	0.0%	3.9%
7	Rete 4	15	2.5%	2.4%	2.9%	0.0%	2.3%	0.0%	4.4%	7.1%	1.8%	3.2%	4.8%	3.4%	1.2%	3.3%	1.1%	1.3%	2.6%
9	Other	1	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
10	None	409	69.2%	71.4%	72.9%	75.2%	71.1%	82.7%	51.5%	55.3%	69.3%	69.2%	68.7%	67.0%	74.1%	70.3%	68.5%	75.9%	59.2%
		602	101.9%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/41: Which channel did you watch between 08:00pm and 08:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	345	58.4%	66.7%	71.0%	73.3%	78.8%	37.5%	59.0%	43.3%	42.5%	53.8%	53.3%	0.0%	63.0%	0.0%
2	RAI 1	23	3.9%	0.0%	5.4%	13.3%	0.0%	8.3%	2.6%	6.7%	2.5%	3.2%	6.7%	0.0%	3.6%	7.0%
3	RAI 2	8	1.4%	0.0%	2.2%	6.7%	3.0%	4.2%	1.3%	0.0%	1.3%	1.3%	1.7%	0.0%	1.3%	2.3%
4	RAI 3	1	0.2%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	Canale 5	41	6.9%	0.0%	7.5%	6.7%	9.1%	8.3%	9.0%	6.7%	6.3%	8.3%	3.3%	0.0%	6.6%	11.6%
6	Italia 1	23	3.9%	16.7%	2.2%	0.0%	0.0%	4.2%	0.0%	10.0%	11.3%	3.8%	0.0%	0.0%	3.3%	11.6%
7	Rete 4	14	2.4%	0.0%	2.2%	0.0%	0.0%	0.0%	1.3%	0.0%	6.3%	2.6%	3.3%	0.0%	1.8%	9.3%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	4.7%
10	None	158	26.7%	16.7%	14.0%	0.0%	9.1%	37.5%	32.1%	43.3%	35.0%	30.1%	35.0%	100.0%	24.6%	53.5%
		615	104.1%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	345	58.4%	50.0%	60.0%	57.1%	52.7%	50.0%	57.1%	72.1%	61.1%	37.7%	63.4%	36.9%	64.2%	57.6%	62.0%
2	RAI 1	23	3.9%	10.0%	7.3%	0.0%	5.5%	2.7%	0.0%	5.9%	5.6%	5.7%	1.8%	4.6%	6.7%	2.9%	3.0%
3	RAI 2	8	1.4%	10.0%	1.8%	0.0%	1.8%	2.7%	0.0%	1.5%	0.0%	0.0%	0.4%	4.6%	0.8%	1.7%	0.4%
4	RAI 3	1	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
5	Canale 5	41	6.9%	15.0%	1.8%	7.1%	3.6%	5.4%	14.3%	8.8%	5.6%	9.4%	7.5%	12.3%	6.7%	7.6%	5.1%
6	Italia 1	23	3.9%	0.0%	1.8%	7.1%	3.6%	5.4%	0.0%	0.0%	11.1%	11.3%	3.1%	3.1%	5.8%	4.1%	3.0%
7	Rete 4	14	2.4%	0.0%	1.8%	0.0%	1.8%	2.7%	0.0%	2.9%	0.0%	1.9%	3.1%	3.1%	3.3%	1.7%	2.1%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.4%
10	None	158	26.7%	25.0%	27.3%	28.6%	34.5%	32.4%	28.6%	14.7%	16.7%	43.4%	23.3%	41.5%	20.8%	27.9%	24.8%
		615	104.1%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	345	58.4%	38.1%	45.7%	55.6%	59.4%	53.1%	75.0%	72.9%	58.7%	58.1%	56.6%	58.0%	51.8%	59.3%	59.6%	55.7%	68.4%
2	RAI 1	23	3.9%	2.4%	1.4%	4.3%	4.7%	3.7%	4.4%	4.7%	6.0%	1.9%	7.2%	2.3%	4.7%	2.2%	2.2%	2.5%	6.6%
3	RAI 2	8	1.4%	0.0%	2.9%	0.0%	1.6%	2.5%	0.0%	2.4%	2.5%	0.3%	2.4%	1.1%	0.0%	1.1%	3.4%	1.3%	0.0%
4	RAI 3	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Canale 5	41	6.9%	11.9%	7.1%	4.3%	6.3%	7.4%	8.8%	7.1%	7.4%	6.5%	2.4%	10.2%	4.7%	9.9%	6.7%	6.3%	7.9%
6	Italia 1	23	3.9%	11.9%	10.0%	2.6%	3.9%	2.5%	0.0%	1.2%	2.5%	5.2%	3.6%	3.4%	5.9%	3.3%	3.4%	2.5%	5.3%
7	Rete 4	14	2.4%	4.8%	2.9%	0.0%	2.3%	2.5%	1.5%	4.7%	1.4%	3.2%	6.0%	3.4%	2.4%	0.0%	0.0%	1.3%	3.9%
9	Other	2	0.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
10	None	158	26.7%	40.5%	35.7%	32.5%	24.2%	30.9%	14.7%	14.1%	26.1%	27.3%	26.5%	25.0%	34.1%	25.3%	27.0%	30.4%	18.4%
		615	104.1%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/42: Which channel did you watch between 08:30pm and 08:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	182	30.8%	33.3%	41.9%	33.3%	30.3%	16.7%	29.5%	13.3%	15.0%	31.4%	25.0%	0.0%	33.2%	0.0%
2	RAI 1	34	5.8%	0.0%	6.5%	13.3%	0.0%	8.3%	3.8%	6.7%	6.3%	5.1%	8.3%	0.0%	5.8%	4.7%
3	RAI 2	21	3.6%	0.0%	3.2%	13.3%	9.1%	4.2%	2.6%	6.7%	3.8%	3.8%	3.3%	0.0%	3.6%	2.3%
4	RAI 3	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.6%	0.0%	0.0%	0.4%	2.3%
5	Canale 5	77	13.0%	33.3%	9.7%	6.7%	21.2%	12.5%	14.1%	16.7%	13.8%	14.7%	13.3%	0.0%	12.4%	20.9%
6	Italia 1	48	8.1%	0.0%	5.4%	0.0%	6.1%	12.5%	5.1%	6.7%	17.5%	10.3%	5.0%	0.0%	7.3%	18.6%
7	Rete 4	39	6.6%	0.0%	7.5%	6.7%	0.0%	4.2%	9.0%	3.3%	3.8%	10.3%	5.0%	0.0%	6.0%	14.0%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	3.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
9	Other	4	0.7%	0.0%	0.0%	6.7%	0.0%	8.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	4.7%
10	None	202	34.2%	33.3%	29.0%	20.0%	33.3%	33.3%	38.5%	50.0%	42.5%	29.5%	40.0%	100.0%	34.1%	34.9%
		612	103.6%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	182	30.8%	20.0%	38.2%	35.7%	25.5%	23.0%	14.3%	35.3%	16.7%	24.5%	35.2%	23.1%	32.5%	30.2%	32.5%
2	RAI 1	34	5.8%	15.0%	7.3%	0.0%	7.3%	4.1%	0.0%	7.4%	11.1%	9.4%	3.5%	13.8%	4.2%	5.2%	4.7%
3	RAI 2	21	3.6%	15.0%	5.5%	0.0%	3.6%	5.4%	0.0%	1.5%	0.0%	0.0%	3.5%	4.6%	6.7%	1.7%	3.0%
4	RAI 3	3	0.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.7%	0.6%	0.0%
5	Canale 5	77	13.0%	20.0%	10.9%	14.3%	18.2%	6.8%	28.6%	16.2%	16.7%	13.2%	11.9%	16.9%	12.5%	13.4%	12.0%
6	Italia 1	48	8.1%	0.0%	14.5%	7.1%	12.7%	8.1%	0.0%	2.9%	22.2%	17.0%	4.8%	3.1%	10.8%	8.7%	7.7%
7	Rete 4	39	6.6%	0.0%	5.5%	0.0%	1.8%	8.1%	14.3%	8.8%	11.1%	1.9%	8.4%	7.7%	4.2%	7.6%	6.8%
8	Telemontecarlo	2	0.3%	5.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%
9	Other	4	0.7%	5.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.8%	0.6%	0.4%
10	None	202	34.2%	25.0%	21.8%	42.9%	36.4%	45.9%	42.9%	27.9%	22.2%	39.6%	34.4%	30.8%	30.8%	34.9%	36.3%
		612	103.6%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/42: Which channel did you watch between 08:30pm and 08:59pm?

Base = 591 (watched television yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	182	30.8%	26.2%	15.7%	30.8%	28.9%	39.5%	30.9%	40.0%	28.3%	33.1%	22.9%	29.5%	35.3%	35.2%	31.5%	25.3%	35.5%
2	RAI 1	34	5.8%	7.1%	2.9%	7.7%	5.5%	6.2%	5.9%	4.7%	7.8%	3.9%	9.6%	8.0%	4.7%	2.2%	4.5%	5.1%	6.6%
3	RAI 2	21	3.6%	0.0%	2.9%	0.9%	4.7%	6.2%	4.4%	4.7%	3.9%	3.2%	8.4%	2.3%	3.5%	2.2%	2.2%	5.1%	1.3%
4	RAI 3	3	0.5%	0.0%	0.0%	0.9%	0.0%	0.0%	2.9%	0.0%	1.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
5	Canale 5	77	13.0%	16.7%	15.7%	12.0%	16.4%	7.4%	16.2%	8.2%	15.5%	10.7%	12.0%	13.6%	18.8%	12.1%	12.4%	15.2%	6.6%
6	Italia 1	48	8.1%	19.0%	10.0%	8.5%	8.6%	8.6%	2.9%	3.5%	9.9%	6.5%	6.0%	9.1%	5.9%	7.7%	7.9%	12.7%	7.9%
7	Rete 4	39	6.6%	2.4%	5.7%	3.4%	4.7%	9.9%	7.4%	12.9%	4.2%	8.8%	9.6%	6.8%	3.5%	9.9%	3.4%	7.6%	5.3%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
9	Other	4	0.7%	0.0%	0.0%	1.7%	0.8%	0.0%	1.5%	0.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	2.2%	1.3%	1.3%
10	None	202	34.2%	35.7%	48.6%	36.8%	32.0%	28.4%	32.4%	28.2%	32.2%	36.0%	37.3%	33.0%	31.8%	31.9%	36.0%	32.9%	36.8%
		612	103.6%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/43: Which channel did you watch between 09:00pm and 09:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	116	19.6%	16.7%	26.9%	26.7%	18.2%	16.7%	19.2%	13.3%	8.8%	14.7%	23.3%	0.0%	21.2%	0.0%
2	RAI 1	28	4.7%	0.0%	4.3%	0.0%	0.0%	8.3%	5.1%	6.7%	6.3%	4.5%	6.7%	0.0%	5.1%	0.0%
3	RAI 2	21	3.6%	16.7%	2.2%	13.3%	3.0%	4.2%	2.6%	3.3%	2.5%	4.5%	1.7%	0.0%	3.8%	0.0%
4	RAI 3	3	0.5%	0.0%	1.1%	0.0%	3.0%	0.0%	0.0%	3.3%	0.0%	0.0%	1.7%	0.0%	0.4%	2.3%
5	Canale 5	89	15.1%	0.0%	8.6%	6.7%	27.3%	20.8%	14.1%	23.3%	16.3%	17.9%	16.7%	0.0%	14.8%	18.6%
6	Italia 1	52	8.8%	0.0%	7.5%	0.0%	6.1%	8.3%	5.1%	10.0%	16.3%	10.9%	6.7%	0.0%	7.8%	20.9%
7	Rete 4	43	7.3%	16.7%	6.5%	0.0%	3.0%	4.2%	12.8%	3.3%	3.8%	11.5%	3.3%	0.0%	6.8%	14.0%
8	Telemontecarlo	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
9	Other	6	1.0%	0.0%	1.1%	6.7%	0.0%	8.3%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.7%	4.7%
10	None	235	39.8%	50.0%	43.0%	46.7%	39.4%	33.3%	41.0%	40.0%	45.0%	35.3%	38.3%	100.0%	39.6%	41.9%
		595	100.7%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	116	19.6%	20.0%	25.5%	28.6%	18.2%	20.3%	14.3%	19.1%	0.0%	13.2%	21.1%	20.0%	22.5%	20.3%	17.5%
2	RAI 1	28	4.7%	10.0%	3.6%	0.0%	7.3%	2.7%	0.0%	4.4%	5.6%	11.3%	3.5%	9.2%	3.3%	4.7%	4.3%
3	RAI 2	21	3.6%	10.0%	3.6%	0.0%	5.5%	4.1%	0.0%	4.4%	0.0%	0.0%	3.5%	4.6%	5.8%	2.9%	2.6%
4	RAI 3	3	0.5%	5.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.5%	1.7%	0.0%	0.0%
5	Canale 5	89	15.1%	20.0%	18.2%	21.4%	18.2%	9.5%	28.6%	16.2%	16.7%	11.3%	14.5%	18.5%	17.5%	12.2%	15.0%
6	Italia 1	52	8.8%	0.0%	16.4%	7.1%	16.4%	6.8%	0.0%	2.9%	38.9%	17.0%	4.4%	1.5%	10.8%	10.5%	8.5%
7	Rete 4	43	7.3%	0.0%	5.5%	7.1%	1.8%	8.1%	14.3%	14.7%	5.6%	3.8%	7.9%	6.2%	4.2%	8.1%	8.5%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.6%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%
9	Other	6	1.0%	5.0%	0.0%	0.0%	1.8%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	3.1%	0.8%	1.2%	0.4%
10	None	235	39.8%	35.0%	27.3%	35.7%	30.9%	47.3%	42.9%	35.3%	27.8%	45.3%	44.1%	35.4%	35.0%	40.7%	42.7%
		595	100.7%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/43: Which channel did you watch between 09:00pm and 09:29pm?

Base = 591 (watched television yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	116	19.6%	11.9%	11.4%	19.7%	20.3%	28.4%	16.2%	23.5%	20.5%	18.8%	13.3%	21.6%	22.4%	25.3%	16.9%	15.2%	22.4%
2	RAI 1	28	4.7%	7.1%	4.3%	7.7%	3.1%	3.7%	4.4%	3.5%	6.4%	3.2%	7.2%	5.7%	2.4%	2.2%	5.6%	5.1%	5.3%
3	RAI 2	21	3.6%	0.0%	1.4%	0.9%	3.9%	8.6%	4.4%	4.7%	3.5%	3.6%	4.8%	3.4%	3.5%	2.2%	3.4%	6.3%	1.3%
4	RAI 3	3	0.5%	0.0%	0.0%	0.9%	0.8%	0.0%	1.5%	0.0%	1.1%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%
5	Canale 5	89	15.1%	14.3%	18.6%	16.2%	18.8%	9.9%	17.6%	8.2%	17.7%	12.7%	16.9%	12.5%	17.6%	13.2%	18.0%	15.2%	11.8%
6	Italia 1	52	8.8%	21.4%	10.0%	8.5%	11.7%	7.4%	2.9%	3.5%	11.7%	6.2%	7.2%	11.4%	5.9%	6.6%	6.7%	13.9%	10.5%
7	Rete 4	43	7.3%	4.8%	5.7%	5.1%	6.3%	6.2%	10.3%	12.9%	4.9%	9.4%	7.2%	8.0%	4.7%	13.2%	3.4%	5.1%	9.2%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
9	Other	6	1.0%	0.0%	0.0%	2.6%	0.8%	0.0%	2.9%	0.0%	1.1%	1.0%	0.0%	1.1%	0.0%	1.1%	2.2%	1.3%	1.3%
10	None	235	39.8%	42.9%	48.6%	40.2%	34.4%	34.6%	41.2%	42.4%	33.6%	45.5%	44.6%	37.5%	43.5%	36.3%	41.6%	36.7%	38.2%
		595	100.7%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/44: Which channel did you watch between 09:30pm and 09:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	90	15.2%	16.7%	24.7%	26.7%	21.2%	12.5%	16.7%	16.7%	3.8%	11.5%	18.3%	0.0%	16.4%	0.0%
2	RAI 1	24	4.1%	0.0%	2.2%	0.0%	0.0%	4.2%	5.1%	6.7%	8.8%	2.6%	5.0%	0.0%	4.4%	0.0%
3	RAI 2	18	3.0%	0.0%	3.2%	13.3%	3.0%	4.2%	2.6%	3.3%	2.5%	3.8%	0.0%	0.0%	3.3%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.4%	0.0%
5	Canale 5	86	14.6%	33.3%	9.7%	0.0%	21.2%	16.7%	10.3%	23.3%	16.3%	16.7%	16.7%	0.0%	13.9%	23.3%
6	Italia 1	50	8.5%	0.0%	5.4%	0.0%	6.1%	4.2%	3.8%	3.3%	16.3%	12.2%	8.3%	0.0%	7.5%	20.9%
7	Rete 4	45	7.6%	16.7%	6.5%	0.0%	3.0%	8.3%	11.5%	6.7%	2.5%	12.2%	5.0%	0.0%	7.1%	14.0%
8	Telemontecarlo	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
9	Other	7	1.2%	0.0%	1.1%	6.7%	0.0%	12.5%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.9%	4.7%
10	None	272	46.0%	33.3%	47.3%	53.3%	42.4%	37.5%	50.0%	43.3%	48.8%	41.0%	45.0%	100.0%	46.4%	41.9%
		596	100.8%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	90	15.2%	25.0%	23.6%	21.4%	12.7%	16.2%	0.0%	14.7%	0.0%	11.3%	15.0%	13.8%	23.3%	15.1%	11.5%
2	RAI 1	24	4.1%	5.0%	1.8%	0.0%	3.6%	4.1%	0.0%	5.9%	0.0%	11.3%	3.1%	9.2%	1.7%	4.1%	3.8%
3	RAI 2	18	3.0%	5.0%	3.6%	0.0%	1.8%	4.1%	0.0%	4.4%	0.0%	0.0%	3.5%	3.1%	5.8%	1.2%	3.0%
4	RAI 3	2	0.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	0.0%
5	Canale 5	86	14.6%	5.0%	20.0%	21.4%	23.6%	9.5%	14.3%	13.2%	16.7%	13.2%	13.7%	12.3%	17.5%	15.1%	13.2%
6	Italia 1	50	8.5%	0.0%	14.5%	7.1%	18.2%	8.1%	0.0%	2.9%	38.9%	15.1%	3.5%	1.5%	9.2%	9.9%	9.0%
7	Rete 4	45	7.6%	5.0%	7.3%	7.1%	3.6%	6.8%	14.3%	14.7%	5.6%	3.8%	7.9%	6.2%	5.0%	9.3%	8.1%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.6%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%
9	Other	7	1.2%	5.0%	0.0%	0.0%	1.8%	1.4%	0.0%	0.0%	0.0%	0.0%	1.8%	4.6%	0.8%	1.2%	0.4%
10	None	272	46.0%	45.0%	32.7%	42.9%	34.5%	50.0%	71.4%	42.6%	33.3%	47.2%	52.0%	46.2%	38.3%	45.3%	50.4%
		596	100.8%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/44: Which channel did you watch between 09:30pm and 09:59pm?

Base = 591 (watched television yesterday)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	90	15.2%	9.5%	7.1%	16.2%	18.0%	22.2%	13.2%	14.1%	17.0%	13.6%	7.2%	22.7%	17.6%	17.6%	10.1%	10.1%	21.1%
2	RAI 1	24	4.1%	7.1%	7.1%	6.0%	2.3%	1.2%	2.9%	3.5%	4.9%	3.2%	6.0%	4.5%	3.5%	2.2%	5.6%	2.5%	3.9%
3	RAI 2	18	3.0%	0.0%	1.4%	0.9%	2.3%	7.4%	4.4%	4.7%	2.5%	3.6%	4.8%	2.3%	3.5%	2.2%	2.2%	3.8%	2.6%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.8%	0.0%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.3%
5	Canale 5	86	14.6%	14.3%	18.6%	16.2%	17.2%	11.1%	17.6%	5.9%	17.3%	12.0%	15.7%	11.4%	18.8%	12.1%	18.0%	16.5%	9.2%
6	Italia 1	50	8.5%	19.0%	11.4%	5.1%	12.5%	8.6%	2.9%	3.5%	12.4%	4.9%	6.0%	12.5%	5.9%	5.5%	5.6%	12.7%	11.8%
7	Rete 4	45	7.6%	4.8%	4.3%	6.8%	6.3%	7.4%	8.8%	14.1%	6.0%	9.1%	8.4%	6.8%	3.5%	14.3%	3.4%	6.3%	10.5%
8	Telemontecarlo	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
9	Other	7	1.2%	0.0%	0.0%	3.4%	0.8%	0.0%	2.9%	0.0%	1.1%	1.3%	0.0%	1.1%	1.2%	1.1%	2.2%	1.3%	1.3%
10	None	272	46.0%	47.6%	50.0%	46.2%	40.6%	40.7%	47.1%	54.1%	38.9%	52.6%	54.2%	40.9%	45.9%	45.1%	50.6%	46.8%	38.2%
		596	100.8%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

		TOTAL	%	None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	TVM	69	11.7%	16.7%	18.3%	20.0%	18.2%	4.2%	14.1%	13.3%	1.3%	9.0%	13.3%	0.0%	12.6%	0.0%
2	RAI 1	23	3.9%	0.0%	4.3%	0.0%	0.0%	4.2%	5.1%	10.0%	6.3%	1.3%	5.0%	0.0%	4.0%	2.3%
3	RAI 2	13	2.2%	0.0%	3.2%	13.3%	6.1%	8.3%	3.8%	6.7%	2.5%	1.9%	0.0%	100.0%	2.4%	0.0%
4	RAI 3	4	0.7%	0.0%	1.1%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.3%	0.0%	0.5%	2.3%
5	Canale 5	71	12.0%	16.7%	7.5%	0.0%	15.2%	16.7%	11.5%	13.3%	16.3%	13.5%	13.3%	0.0%	11.7%	16.3%
6	Italia 1	48	8.1%	0.0%	2.2%	0.0%	9.1%	8.3%	2.6%	6.7%	17.5%	10.9%	13.3%	0.0%	7.3%	18.6%
7	Rete 4	35	5.9%	16.7%	6.5%	0.0%	3.0%	4.2%	10.3%	0.0%	2.5%	10.3%	5.0%	0.0%	5.7%	9.3%
9	Other	6	1.0%	0.0%	0.0%	6.7%	0.0%	12.5%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.7%	4.7%
10	None	325	55.0%	50.0%	58.1%	60.0%	45.5%	41.7%	53.8%	50.0%	52.5%	53.2%	45.0%	0.0%	55.7%	46.5%
		594	100.5%	6	93	15	33	24	78	30	80	156	60	1	548	43

				Occupation									Socio Economic Classification			
		TOTAL	%	Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	TVM	69	11.7%	25.0%	16.4%	21.4%	14.5%	13.5%	0.0%	16.2%	0.0%	5.7%	8.8%	10.8%	18.3%	11.0%	9.0%
2	RAI 1	23	3.9%	0.0%	1.8%	0.0%	3.6%	5.4%	0.0%	8.8%	0.0%	7.5%	2.6%	6.2%	2.5%	5.2%	3.0%
3	RAI 2	13	2.2%	5.0%	5.5%	0.0%	1.8%	2.7%	0.0%	4.4%	0.0%	0.0%	1.3%	3.1%	4.2%	1.2%	1.7%
4	RAI 3	4	0.7%	5.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	1.5%	1.7%	0.6%	0.0%
5	Canale 5	71	12.0%	5.0%	14.5%	14.3%	20.0%	12.2%	14.3%	11.8%	16.7%	11.3%	9.7%	10.8%	11.7%	14.0%	11.1%
6	Italia 1	48	8.1%	5.0%	18.2%	7.1%	10.9%	8.1%	14.3%	1.5%	38.9%	13.2%	3.5%	3.1%	10.8%	5.8%	9.8%
7	Rete 4	35	5.9%	0.0%	5.5%	7.1%	1.8%	5.4%	14.3%	11.8%	5.6%	0.0%	7.0%	4.6%	2.5%	7.6%	6.8%
9	Other	6	1.0%	5.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.8%	4.6%	0.8%	0.6%	0.4%
10	None	325	55.0%	50.0%	38.2%	50.0%	45.5%	52.7%	57.1%	45.6%	38.9%	64.2%	64.8%	55.4%	48.3%	54.7%	58.5%
		594	100.5%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	69	11.7%	4.8%	4.3%	12.0%	13.3%	16.0%	11.8%	14.1%	14.8%	8.8%	6.0%	18.2%	14.1%	12.1%	4.5%	8.9%	18.4%
2	RAI 1	23	3.9%	7.1%	2.9%	5.1%	1.6%	3.7%	1.5%	7.1%	5.3%	2.6%	6.0%	3.4%	3.5%	2.2%	4.5%	2.5%	5.3%
3	RAI 2	13	2.2%	0.0%	1.4%	0.9%	3.1%	4.9%	2.9%	1.2%	2.8%	1.6%	2.4%	2.3%	2.4%	0.0%	2.2%	5.1%	1.3%
4	RAI 3	4	0.7%	0.0%	0.0%	0.0%	1.6%	1.2%	1.5%	0.0%	1.1%	0.3%	0.0%	0.0%	1.2%	0.0%	2.2%	0.0%	1.3%
5	Canale 5	71	12.0%	14.3%	15.7%	12.8%	14.1%	13.6%	8.8%	4.7%	14.5%	9.7%	12.0%	5.7%	18.8%	11.0%	14.6%	15.2%	6.6%
6	Italia 1	48	8.1%	16.7%	12.9%	6.8%	12.5%	6.2%	2.9%	1.2%	12.0%	4.5%	4.8%	10.2%	5.9%	7.7%	9.0%	8.9%	10.5%
7	Rete 4	35	5.9%	0.0%	4.3%	2.6%	6.3%	7.4%	7.4%	11.8%	3.9%	7.8%	3.6%	6.8%	3.5%	9.9%	3.4%	6.3%	7.9%
9	Other	6	1.0%	0.0%	0.0%	2.6%	0.8%	0.0%	2.9%	0.0%	0.7%	1.3%	0.0%	0.0%	1.2%	1.1%	2.2%	1.3%	1.3%
10	None	325	55.0%	59.5%	58.6%	57.3%	46.9%	48.1%	60.3%	61.2%	45.9%	63.3%	66.3%	53.4%	50.6%	56.0%	57.3%	53.2%	47.4%
		594	100.5%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/46: Which channel did you watch between 10:30pm and 10:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	45	7.6%	0.0%	14.0%	6.7%	12.1%	4.2%	10.3%	6.7%	1.3%	9.0%	5.0%	0.0%	8.2%	0.0%
2	RAI 1	16	2.7%	0.0%	3.2%	0.0%	0.0%	4.2%	3.8%	6.7%	3.8%	0.6%	6.7%	0.0%	2.9%	0.0%
3	RAI 2	6	1.0%	16.7%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	1.7%	0.0%	1.1%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	2.3%
5	Canale 5	28	4.7%	0.0%	3.2%	0.0%	6.1%	4.2%	3.8%	6.7%	7.5%	5.8%	5.0%	0.0%	4.4%	9.3%
6	Italia 1	31	5.2%	0.0%	1.1%	0.0%	9.1%	0.0%	1.3%	0.0%	12.5%	6.4%	10.0%	0.0%	4.6%	14.0%
7	Rete 4	8	1.4%	0.0%	0.0%	0.0%	0.0%	4.2%	1.3%	3.3%	0.0%	2.6%	3.3%	0.0%	1.1%	4.7%
9	Other	5	0.8%	0.0%	1.1%	6.7%	0.0%	8.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.5%	4.7%
10	None	451	76.3%	83.3%	77.4%	80.0%	72.7%	75.0%	79.5%	76.7%	72.5%	73.7%	68.3%	100.0%	77.2%	65.1%
		592	100.2%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	45	7.6%	15.0%	14.5%	7.1%	9.1%	8.1%	0.0%	10.3%	0.0%	3.8%	5.7%	4.6%	11.7%	8.1%	6.0%
2	RAI 1	16	2.7%	0.0%	1.8%	0.0%	3.6%	4.1%	0.0%	7.4%	0.0%	5.7%	0.9%	3.1%	2.5%	3.5%	2.1%
3	RAI 2	6	1.0%	0.0%	3.6%	0.0%	3.6%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.7%	1.2%	0.9%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.8%	0.6%	0.0%
5	Canale 5	28	4.7%	5.0%	1.8%	0.0%	5.5%	9.5%	0.0%	8.8%	5.6%	3.8%	3.1%	3.1%	5.0%	5.2%	4.7%
6	Italia 1	31	5.2%	0.0%	10.9%	14.3%	7.3%	6.8%	28.6%	0.0%	27.8%	5.7%	1.8%	1.5%	6.7%	3.5%	6.8%
7	Rete 4	8	1.4%	5.0%	1.8%	0.0%	0.0%	1.4%	0.0%	5.9%	0.0%	0.0%	0.4%	3.1%	1.7%	1.7%	0.4%
9	Other	5	0.8%	0.0%	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%	0.8%	0.6%	0.9%
10	None	451	76.3%	75.0%	63.6%	78.6%	70.9%	67.6%	71.4%	66.2%	66.7%	83.0%	85.9%	83.1%	70.0%	75.6%	78.2%
		592	100.2%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	45	7.6%	2.4%	2.9%	9.4%	10.2%	7.4%	7.4%	8.2%	9.9%	5.5%	6.0%	14.8%	7.1%	2.2%	3.4%	5.1%	15.8%
2	RAI 1	16	2.7%	7.1%	0.0%	5.1%	0.0%	3.7%	0.0%	4.7%	3.9%	1.6%	2.4%	2.3%	2.4%	1.1%	3.4%	2.5%	5.3%
3	RAI 2	6	1.0%	0.0%	0.0%	0.9%	0.8%	2.5%	2.9%	0.0%	2.1%	0.0%	2.4%	0.0%	1.2%	0.0%	2.2%	1.3%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.8%	1.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%
5	Canale 5	28	4.7%	4.8%	7.1%	3.4%	4.7%	4.9%	5.9%	3.5%	6.7%	2.9%	6.0%	0.0%	4.7%	3.3%	2.2%	13.9%	3.9%
6	Italia 1	31	5.2%	7.1%	11.4%	6.0%	6.3%	4.9%	1.5%	0.0%	8.1%	2.6%	7.2%	2.3%	4.7%	3.3%	5.6%	6.3%	7.9%
7	Rete 4	8	1.4%	0.0%	1.4%	0.9%	0.8%	0.0%	1.5%	4.7%	2.1%	0.6%	0.0%	4.5%	0.0%	2.2%	0.0%	1.3%	1.3%
9	Other	5	0.8%	0.0%	0.0%	3.4%	0.0%	0.0%	1.5%	0.0%	0.4%	1.3%	0.0%	0.0%	1.2%	0.0%	1.1%	2.5%	1.3%
10	None	451	76.3%	81.0%	77.1%	70.9%	76.6%	75.3%	79.4%	78.8%	67.1%	84.7%	77.1%	76.1%	78.8%	86.8%	80.9%	67.1%	64.5%
		592	100.2%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/47: Which channel did you watch between 11:00pm and 11:29pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	20	3.4%	16.7%	5.4%	6.7%	3.0%	0.0%	5.1%	3.3%	0.0%	1.3%	8.3%	0.0%	3.6%	0.0%
2	RAI 1	8	1.4%	0.0%	2.2%	0.0%	0.0%	0.0%	1.3%	0.0%	2.5%	0.6%	1.7%	0.0%	1.5%	0.0%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4%	0.0%
4	RAI 3	2	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	10	1.7%	0.0%	1.1%	0.0%	0.0%	4.2%	2.6%	3.3%	1.3%	2.6%	0.0%	0.0%	1.6%	2.3%
6	Italia 1	18	3.0%	0.0%	0.0%	0.0%	3.0%	0.0%	1.3%	0.0%	5.0%	4.5%	3.3%	0.0%	3.1%	2.3%
7	Rete 4	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	2.3%
9	Other	6	1.0%	0.0%	1.1%	0.0%	3.0%	12.5%	0.0%	3.3%	0.0%	1.3%	1.7%	0.0%	0.9%	2.3%
10	None	523	88.5%	83.3%	89.2%	93.3%	90.9%	83.3%	88.5%	90.0%	91.3%	88.5%	83.3%	100.0%	88.3%	90.7%
		591	100.0%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	20	3.4%	5.0%	5.5%	0.0%	5.5%	6.8%	0.0%	0.0%	0.0%	1.9%	3.1%	4.6%	3.3%	2.9%	3.4%
2	RAI 1	8	1.4%	5.0%	0.0%	0.0%	0.0%	4.1%	0.0%	4.4%	0.0%	1.9%	0.0%	3.1%	1.7%	0.0%	1.7%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
4	RAI 3	2	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.0%
5	Canale 5	10	1.7%	0.0%	0.0%	0.0%	1.8%	5.4%	0.0%	5.9%	0.0%	0.0%	0.4%	0.0%	0.8%	2.3%	2.1%
6	Italia 1	18	3.0%	5.0%	5.5%	7.1%	3.6%	6.8%	14.3%	0.0%	11.1%	0.0%	1.3%	1.5%	2.5%	1.2%	5.1%
7	Rete 4	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	0.0%
9	Other	6	1.0%	5.0%	1.8%	0.0%	0.0%	1.4%	14.3%	1.5%	0.0%	0.0%	0.4%	3.1%	0.0%	1.2%	0.9%
10	None	523	88.5%	80.0%	85.5%	92.9%	89.1%	74.3%	71.4%	83.8%	88.9%	96.2%	94.3%	87.7%	90.8%	90.7%	85.9%
		591	100.0%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	20	3.4%	0.0%	2.9%	5.1%	5.5%	2.5%	1.5%	2.4%	3.9%	2.9%	3.6%	2.3%	4.7%	1.1%	3.4%	1.3%	7.9%
2	RAI 1	8	1.4%	0.0%	1.4%	1.7%	0.8%	1.2%	0.0%	3.5%	2.1%	0.6%	1.2%	0.0%	0.0%	1.1%	2.2%	2.5%	2.6%
3	RAI 2	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
5	Canale 5	10	1.7%	2.4%	0.0%	0.9%	1.6%	2.5%	1.5%	3.5%	2.8%	0.6%	3.6%	0.0%	1.2%	1.1%	1.1%	3.8%	1.3%
6	Italia 1	18	3.0%	2.4%	7.1%	1.7%	4.7%	2.5%	1.5%	1.2%	4.6%	1.6%	1.2%	0.0%	2.4%	3.3%	3.4%	6.3%	5.3%
7	Rete 4	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.4%	0.3%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Other	6	1.0%	0.0%	0.0%	3.4%	0.8%	0.0%	0.0%	1.2%	1.4%	0.6%	1.2%	1.1%	1.2%	0.0%	1.1%	2.5%	0.0%
10	None	523	88.5%	95.2%	88.6%	87.2%	86.7%	90.1%	91.2%	85.9%	83.4%	93.2%	86.7%	95.5%	90.6%	93.4%	86.5%	82.3%	82.9%
		591	100.0%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q144/48: Which channel did you watch between 11:30pm and 11:59pm?

Base = 591 (watched television yesterday)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	TVM	7	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	1.3%	1.7%	0.0%	1.3%	0.0%
2	RAI 1	3	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%	0.0%	0.5%	0.0%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
5	Canale 5	7	1.2%	0.0%	1.1%	0.0%	0.0%	4.2%	1.3%	3.3%	1.3%	1.3%	1.7%	0.0%	1.1%	2.3%
6	Italia 1	11	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.8%	0.0%	0.0%	1.8%	2.3%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	0.0%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	2.3%
10	None	558	94.4%	100.0%	97.8%	100.0%	100.0%	91.7%	97.4%	93.3%	96.3%	91.7%	93.3%	100.0%	94.5%	93.0%
		592	100.2%	6	93	15	33	24	78	30	80	156	60	1	548	43

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	TVM	7	1.2%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	0.0%	0.0%	1.3%	1.5%	0.0%	1.2%	1.7%
2	RAI 1	3	0.5%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
5	Canale 5	7	1.2%	0.0%	1.8%	0.0%	3.6%	2.7%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.7%	1.3%
6	Italia 1	11	1.9%	5.0%	1.8%	0.0%	3.6%	5.4%	0.0%	0.0%	5.6%	0.0%	0.9%	1.5%	0.8%	1.2%	3.0%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.0%
9	Other	2	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
10	None	558	94.4%	95.0%	96.4%	100.0%	92.7%	82.4%	100.0%	91.2%	94.4%	100.0%	97.4%	96.9%	98.3%	94.2%	91.9%
		592	100.2%	20	55	14	55	74	7	68	18	53	227	65	120	172	234

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	TVM	7	1.2%	0.0%	0.0%	1.7%	1.6%	1.2%	0.0%	2.4%	1.4%	1.0%	2.4%	1.1%	0.0%	0.0%	1.1%	1.3%	2.6%
2	RAI 1	3	0.5%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%	1.2%	1.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
3	RAI 2	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
4	RAI 3	2	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
5	Canale 5	7	1.2%	0.0%	0.0%	0.9%	0.8%	3.7%	0.0%	2.4%	2.1%	0.3%	3.6%	0.0%	1.2%	1.1%	1.1%	1.3%	0.0%
6	Italia 1	11	1.9%	2.4%	2.9%	0.9%	2.3%	2.5%	1.5%	1.2%	2.5%	1.3%	0.0%	0.0%	2.4%	2.2%	2.2%	6.3%	0.0%
7	Rete 4	1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Other	2	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%
10	None	558	94.4%	97.6%	97.1%	94.9%	95.3%	91.4%	95.6%	90.6%	91.5%	97.1%	91.6%	98.9%	96.5%	96.7%	92.1%	89.9%	94.7%
		592	100.2%	42	70	117	128	81	68	85	283	308	83	88	85	91	89	79	76

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q145: What types of programmes do you enjoy watching on TVM?

Base = 668 (watch television)

				Regular radio stations											TVM Viewership	
		TOTAL	%	None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
0	Nothing	45	6.7%	0.0%	1.9%	0.0%	2.9%	14.8%	2.4%	13.5%	9.7%	9.4%	5.7%	0.0%	0.2%	86.3%
1	Films	309	46.3%	57.1%	40.4%	80.0%	40.0%	59.3%	47.1%	64.9%	45.2%	41.5%	55.7%	100.0%	49.9%	2.0%
2	Serials	105	15.7%	28.6%	25.0%	26.7%	25.7%	18.5%	18.8%	16.2%	10.8%	15.8%	15.7%	0.0%	17.0%	0.0%
3	Discussions	318	47.6%	71.4%	53.8%	73.3%	71.4%	48.1%	69.4%	48.6%	26.9%	45.6%	55.7%	0.0%	51.5%	0.0%
4	Teleserials	104	15.6%	28.6%	22.1%	26.7%	14.3%	14.8%	18.8%	13.5%	16.1%	13.5%	20.0%	0.0%	16.9%	0.0%
5	News	517	77.4%	71.4%	88.5%	100.0%	91.4%	74.1%	82.4%	70.3%	68.8%	74.9%	78.6%	100.0%	83.3%	5.9%
6	Variety shows	126	18.9%	28.6%	26.0%	46.7%	11.4%	14.8%	22.4%	13.5%	14.0%	19.9%	21.4%	0.0%	20.1%	3.9%
7	Women's programmes	135	20.2%	14.3%	32.7%	53.3%	17.1%	14.8%	37.6%	8.1%	8.6%	20.5%	17.1%	0.0%	21.7%	2.0%
8	Musical programmes	137	20.5%	42.9%	20.2%	26.7%	20.0%	29.6%	21.2%	24.3%	30.1%	17.0%	28.6%	0.0%	22.2%	0.0%
9	Soap operas	52	7.8%	14.3%	9.6%	26.7%	0.0%	11.1%	10.6%	8.1%	3.2%	9.4%	4.3%	0.0%	8.4%	0.0%
10	Teleplays in Maltese	359	53.7%	71.4%	76.0%	73.3%	54.3%	11.1%	67.1%	27.0%	34.4%	60.8%	40.0%	100.0%	57.7%	5.9%
11	Documentaries	222	33.2%	71.4%	46.2%	60.0%	45.7%	44.4%	45.9%	32.4%	22.6%	27.5%	35.7%	0.0%	35.8%	2.0%
12	Sports programmes	171	25.6%	28.6%	20.2%	26.7%	34.3%	29.6%	22.4%	32.4%	35.5%	21.6%	35.7%	0.0%	27.4%	3.9%
13	Cultural programmes	183	27.4%	57.1%	41.3%	53.3%	48.6%	22.2%	40.0%	18.9%	16.1%	19.9%	40.0%	100.0%	29.7%	0.0%
14	Political programmes	205	30.7%	42.9%	33.7%	26.7%	51.4%	29.6%	30.6%	18.9%	11.8%	39.2%	42.9%	0.0%	33.1%	2.0%
15	Quizzes	158	23.7%	71.4%	35.6%	26.7%	25.7%	14.8%	37.6%	18.9%	16.1%	21.1%	22.9%	0.0%	25.3%	3.9%
16	Religious programmes	194	29.0%	28.6%	49.0%	60.0%	* 34.3%	11.1%	50.6%	8.1%	10.8%	20.5%	27.1%	0.0%	31.4%	0.0%
17	Comedies	215	32.2%	57.1%	50.0%	46.7%	31.4%	22.2%	36.5%	27.0%	29.0%	31.0%	35.7%	100.0%	34.7%	2.0%
18	Cartoons & children's programmes	129	19.3%	0.0%	20.2%	26.7%	17.1%	22.2%	21.2%	13.5%	26.9%	18.7%	11.4%	100.0%	20.7%	2.0%
		3684	551.5%	7	104	15	35	27	85	37	93	171	70	1	617	51

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q145: What types of programmes do you enjoy watching on TVM?

Base = 668 (watch television)

				Occupation										Socio Economic Classification			
		TOTAL	%	Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
0	Nothing	45	6.7%	0.0%	8.3%	12.5%	10.0%	10.5%	0.0%	4.2%	9.5%	6.3%	5.3%	5.1%	6.9%	8.5%	5.8%
1	Films	309	46.3%	42.3%	43.3%	50.0%	44.3%	53.5%	85.7%	41.7%	33.3%	49.2%	45.7%	43.0%	49.6%	40.8%	49.8%
2	Serials	105	15.7%	11.5%	21.7%	6.3%	14.3%	15.1%	0.0%	8.3%	9.5%	12.7%	19.8%	13.9%	19.8%	14.4%	15.2%
3	Discussions	318	47.6%	61.5%	53.3%	31.3%	48.6%	38.4%	42.9%	63.9%	28.6%	30.2%	50.2%	57.0%	52.7%	47.8%	42.0%
4	Teleserials	104	15.6%	3.8%	8.3%	12.5%	7.1%	17.4%	14.3%	13.9%	19.0%	12.7%	21.5%	11.4%	17.6%	12.4%	18.3%
5	News	517	77.4%	76.9%	78.3%	75.0%	75.7%	69.8%	85.7%	87.5%	81.0%	65.1%	80.2%	75.9%	76.3%	77.1%	78.6%
6	Variety shows	126	18.9%	15.4%	21.7%	12.5%	14.3%	22.1%	14.3%	13.9%	19.0%	11.1%	22.7%	12.7%	17.6%	19.4%	21.0%
7	Women's programmes	135	20.2%	0.0%	8.3%	12.5%	8.6%	10.5%	0.0%	11.1%	4.8%	3.2%	41.3%	7.6%	18.3%	21.4%	24.1%
8	Musical programmes	137	20.5%	11.5%	13.3%	18.8%	24.3%	25.6%	14.3%	15.3%	33.3%	33.3%	17.8%	13.9%	22.1%	21.9%	20.6%
9	Soap operas	52	7.8%	3.8%	5.0%	6.3%	1.4%	10.5%	0.0%	4.2%	9.5%	1.6%	12.6%	2.5%	6.9%	5.5%	11.7%
10	Teleplays in Maltese	359	53.7%	19.2%	30.0%	43.8%	54.3%	50.0%	42.9%	51.4%	57.1%	38.1%	69.6%	24.1%	36.6%	63.2%	64.2%
11	Documentaries	222	33.2%	34.6%	48.3%	56.3%	42.9%	33.7%	42.9%	36.1%	14.3%	23.8%	27.9%	24.1%	44.3%	32.8%	30.7%
12	Sports programmes	171	25.6%	30.8%	43.3%	43.8%	28.6%	37.2%	28.6%	30.6%	38.1%	31.7%	10.5%	34.2%	28.2%	21.4%	24.9%
13	Cultural programmes	183	27.4%	42.3%	30.0%	25.0%	28.6%	18.6%	28.6%	33.3%	19.0%	27.0%	27.1%	27.8%	36.6%	24.4%	24.9%
14	Political programmes	205	30.7%	38.5%	41.7%	37.5%	38.6%	20.9%	42.9%	51.4%	14.3%	19.0%	25.9%	35.4%	32.1%	30.8%	28.4%
15	Quizzes	158	23.7%	7.7%	20.0%	12.5%	18.6%	25.6%	14.3%	15.3%	19.0%	27.0%	30.0%	8.9%	24.4%	25.9%	26.1%
16	Religious programmes	194	29.0%	19.2%	13.3%	18.8%	18.6%	25.6%	0.0%	41.7%	23.8%	11.1%	40.9%	13.9%	29.0%	31.3%	31.9%
17	Comedies	215	32.2%	19.2%	28.3%	25.0%	32.9%	36.0%	14.3%	30.6%	52.4%	34.9%	32.0%	19.0%	29.8%	32.3%	37.4%
18	Cartoons & children's programmes	129	19.3%	19.2%	11.7%	6.3%	22.9%	29.1%	14.3%	5.6%	33.3%	22.2%	19.8%	13.9%	16.0%	19.9%	22.2%
		3684	551.5%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q145: What types of programmes do you enjoy watching on TVM?

Base = 668 (watch television)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	Nothing	45	6.7%	5.7%	11.9%	10.4%	5.0%	4.4%	4.0%	4.4%	7.4%	6.1%	6.4%	4.2%	5.3%	9.1%	9.3%	8.4%	4.3%
1	Films	309	46.3%	49.1%	46.4%	48.1%	46.4%	45.1%	53.3%	36.7%	46.0%	46.5%	45.7%	53.1%	36.8%	44.4%	42.3%	52.6%	48.9%
2	Serials	105	15.7%	17.0%	9.5%	18.5%	18.6%	16.5%	13.3%	13.3%	12.3%	19.0%	17.0%	16.7%	7.4%	17.2%	15.5%	11.6%	25.0%
3	Discussions	318	47.6%	18.9%	36.9%	49.6%	42.9%	59.3%	61.3%	55.6%	49.7%	45.6%	44.7%	43.8%	51.6%	41.4%	42.3%	55.8%	54.3%
4	Teleserials	104	15.6%	17.0%	15.5%	20.0%	12.9%	13.2%	14.7%	15.6%	10.7%	20.2%	21.3%	18.8%	9.5%	20.2%	12.4%	12.6%	14.1%
5	News	517	77.4%	62.3%	64.3%	77.8%	78.6%	76.9%	89.3%	86.7%	79.1%	75.7%	75.5%	75.0%	75.8%	75.8%	73.2%	82.1%	84.8%
6	Variety shows	126	18.9%	13.2%	14.3%	20.0%	18.6%	25.3%	21.3%	16.7%	14.4%	23.1%	18.1%	20.8%	17.9%	16.2%	16.5%	17.9%	25.0%
7	Women's programmes	135	20.2%	5.7%	6.0%	22.2%	17.9%	25.3%	32.0%	27.8%	4.3%	35.4%	19.1%	28.1%	17.9%	15.2%	20.6%	25.3%	15.2%
8	Musical programmes	137	20.5%	35.8%	28.6%	25.9%	12.9%	16.5%	17.3%	14.4%	19.6%	21.3%	14.9%	24.0%	17.9%	23.2%	20.6%	16.8%	26.1%
9	Soap operas	52	7.8%	3.8%	4.8%	8.9%	8.6%	8.8%	10.7%	6.7%	3.7%	11.7%	9.6%	14.6%	4.2%	6.1%	8.2%	5.3%	6.5%
10	Teleplays in Maltese	359	53.7%	49.1%	38.1%	47.4%	55.7%	63.7%	62.7%	60.0%	43.6%	63.5%	53.2%	58.3%	44.2%	54.5%	51.5%	50.5%	64.1%
11	Documentaries	222	33.2%	30.2%	19.0%	33.3%	35.0%	47.3%	32.0%	32.2%	37.4%	29.2%	28.7%	40.6%	25.3%	36.4%	30.9%	33.7%	37.0%
12	Sports programmes	171	25.6%	37.7%	22.6%	27.4%	25.0%	33.0%	21.3%	15.6%	41.4%	10.5%	24.5%	25.0%	26.3%	19.2%	26.8%	27.4%	30.4%
13	Cultural programmes	183	27.4%	26.4%	14.3%	25.9%	25.7%	37.4%	36.0%	27.8%	28.8%	26.0%	24.5%	30.2%	24.2%	28.3%	24.7%	28.4%	31.5%
14	Political programmes	205	30.7%	15.1%	22.6%	25.2%	31.4%	42.9%	36.0%	37.8%	37.7%	24.0%	25.5%	29.2%	28.4%	30.3%	29.9%	35.8%	35.9%
15	Quizzes	158	23.7%	32.1%	17.9%	24.4%	20.7%	28.6%	24.0%	22.2%	16.3%	30.7%	23.4%	28.1%	18.9%	25.3%	18.6%	21.1%	30.4%
16	Religious programmes	194	29.0%	13.2%	11.9%	23.7%	22.9%	33.0%	48.0%	52.2%	21.2%	36.5%	22.3%	30.2%	28.4%	32.3%	23.7%	25.3%	41.3%
17	Comedies	215	32.2%	47.2%	28.6%	30.4%	33.6%	34.1%	30.7%	26.7%	30.1%	34.2%	34.0%	37.5%	31.6%	32.3%	24.7%	29.5%	35.9%
18	Cartoons & children's programmes	129	19.3%	28.3%	27.4%	20.0%	25.0%	15.4%	12.0%	6.7%	16.3%	22.2%	18.1%	20.8%	21.1%	24.2%	12.4%	20.0%	18.5%
		3684	551.5%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q146: Are you satisfied with the programmes broadcast on TVM?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Yes	246	36.8%	42.9%	49.0%	60.0%	34.3%	22.2%	38.8%	32.4%	22.6%	26.9%	42.9%	0.0%	37.0%	35.3%
2	No	198	29.6%	28.6%	14.4%	6.7%	31.4%	33.3%	17.6%	27.0%	38.7%	46.2%	27.1%	0.0%	27.2%	58.8%
3	So and so	224	33.5%	28.6%	36.5%	33.3%	34.3%	44.4%	43.5%	40.5%	38.7%	26.9%	30.0%	100.0%	35.8%	5.9%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Yes	246	36.8%	26.9%	25.0%	37.5%	31.4%	37.2%	28.6%	54.2%	47.6%	25.4%	39.3%	29.1%	30.5%	37.8%	41.6%
2	No	198	29.6%	34.6%	30.0%	37.5%	40.0%	25.6%	14.3%	20.8%	28.6%	27.0%	30.8%	31.6%	34.4%	31.3%	25.3%
3	So and so	224	33.5%	38.5%	45.0%	25.0%	28.6%	37.2%	57.1%	25.0%	23.8%	47.6%	30.0%	39.2%	35.1%	30.8%	33.1%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Yes	246	36.8%	30.2%	26.2%	34.8%	27.1%	37.4%	48.0%	58.9%	34.7%	38.9%	36.2%	37.5%	37.9%	36.4%	37.1%	31.6%	41.3%
2	No	198	29.6%	24.5%	32.1%	34.1%	37.9%	24.2%	24.0%	21.1%	30.4%	28.9%	31.9%	31.3%	35.8%	30.3%	29.9%	32.6%	15.2%
3	So and so	224	33.5%	45.3%	41.7%	31.1%	35.0%	38.5%	28.0%	20.0%	35.0%	32.2%	31.9%	31.3%	26.3%	33.3%	33.0%	35.8%	43.5%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q147: How in your opinion can they be improved?

Base = 422 (not satisfied with programmes on TVM)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
0	No answer/Don't know	8	1.9%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	4.2%	3.2%	0.0%	0.0%	0.3%	21.2%
1	Recent/better variety of films	190	45.0%	25.0%	37.7%	50.0%	34.8%	57.1%	42.3%	52.0%	55.6%	48.0%	35.0%	0.0%	45.0%	45.5%
2	More cartoons/children's progrms	17	4.0%	0.0%	1.9%	0.0%	0.0%	4.8%	1.9%	0.0%	1.4%	9.6%	0.0%	0.0%	4.1%	3.0%
3	More documentaries	13	3.1%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	16.0%	6.9%	2.4%	5.0%	0.0%	2.6%	9.1%
4	Visual arts & music	6	1.4%	0.0%	1.9%	0.0%	0.0%	0.0%	1.9%	4.0%	1.4%	0.8%	0.0%	0.0%	1.3%	3.0%
5	News	59	14.0%	0.0%	18.9%	0.0%	17.4%	23.8%	17.3%	12.0%	8.3%	19.2%	22.5%	0.0%	13.4%	21.2%
6	More Maltese teleplays	79	18.7%	25.0%	20.8%	16.7%	17.4%	0.0%	21.2%	8.0%	15.3%	26.4%	10.0%	0.0%	20.1%	3.0%
7	More entertainment programmes	48	11.4%	25.0%	17.0%	33.3%	30.4%	9.5%	13.5%	20.0%	8.3%	12.0%	5.0%	100.0%	11.8%	6.1%
8	Better variety	75	17.8%	0.0%	17.0%	16.7%	26.1%	33.3%	23.1%	16.0%	12.5%	12.8%	15.0%	0.0%	17.0%	27.3%
9	Discussions	14	3.3%	0.0%	1.9%	0.0%	17.4%	0.0%	0.0%	0.0%	2.8%	4.8%	5.0%	0.0%	3.6%	0.0%
10	Improve quality	65	15.4%	25.0%	18.9%	16.7%	17.4%	9.5%	11.5%	8.0%	19.4%	12.0%	25.0%	100.0%	16.2%	6.1%
11	Soap operas	7	1.7%	0.0%	0.0%	16.7%	0.0%	0.0%	3.8%	4.0%	2.8%	0.8%	0.0%	0.0%	1.5%	3.0%
12	Timing	20	4.7%	0.0%	9.4%	0.0%	0.0%	4.8%	3.8%	4.0%	4.2%	4.8%	5.0%	0.0%	5.1%	0.0%
13	Sports	23	5.5%	0.0%	3.8%	16.7%	0.0%	0.0%	1.9%	8.0%	8.3%	6.4%	10.0%	0.0%	4.9%	12.1%
14	Women's programmes	9	2.1%	0.0%	1.9%	0.0%	4.3%	0.0%	5.8%	0.0%	0.0%	2.4%	2.5%	0.0%	2.3%	0.0%
		633	150.0%	4	53	6	23	21	52	25	72	125	40	1	389	33

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
0	No answer/Don't know	8	1.9%	0.0%	2.2%	0.0%	0.0%	1.9%	0.0%	3.0%	9.1%	2.1%	2.0%	1.8%	1.1%	1.6%	2.7%
1	Recent/better variety of films	190	45.0%	47.4%	44.4%	70.0%	45.8%	42.6%	40.0%	33.3%	36.4%	53.2%	44.7%	44.6%	49.5%	44.0%	43.3%
2	More cartoons/children's progrms	17	4.0%	0.0%	4.4%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	7.3%	1.8%	3.3%	4.8%	4.7%
3	More documentaries	13	3.1%	0.0%	2.2%	10.0%	8.3%	3.7%	20.0%	0.0%	0.0%	4.3%	1.3%	3.6%	0.0%	5.6%	2.7%
4	Visual arts & music	6	1.4%	5.3%	4.4%	10.0%	2.1%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	3.6%	2.2%	1.6%	0.0%
5	News	59	14.0%	15.8%	17.8%	40.0%	18.8%	5.6%	20.0%	33.3%	27.3%	8.5%	8.7%	16.1%	17.6%	12.0%	12.7%
6	More Maltese teleplays	79	18.7%	5.3%	6.7%	10.0%	12.5%	22.2%	0.0%	24.2%	18.2%	10.6%	27.3%	8.9%	12.1%	23.2%	22.7%
7	More entertainment programmes	48	11.4%	21.1%	4.4%	10.0%	10.4%	18.5%	0.0%	3.0%	9.1%	10.6%	12.7%	16.1%	5.5%	12.0%	12.7%
8	Better variety	75	17.8%	15.8%	24.4%	10.0%	12.5%	14.8%	0.0%	24.2%	9.1%	23.4%	17.3%	17.9%	22.0%	16.0%	16.7%
9	Discussions	14	3.3%	0.0%	6.7%	0.0%	4.2%	0.0%	20.0%	0.0%	0.0%	2.1%	4.7%	3.6%	3.3%	2.4%	4.0%
10	Improve quality	65	15.4%	15.8%	26.7%	10.0%	18.8%	16.7%	20.0%	3.0%	27.3%	14.9%	12.7%	26.8%	22.0%	10.4%	11.3%
11	Soap operas	7	1.7%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	3.0%	9.1%	0.0%	2.0%	0.0%	1.1%	2.4%	2.0%
12	Timing	20	4.7%	5.3%	2.2%	0.0%	6.3%	1.9%	20.0%	3.0%	0.0%	4.3%	6.7%	1.8%	8.8%	4.0%	4.0%
13	Sports	23	5.5%	0.0%	4.4%	10.0%	8.3%	11.1%	20.0%	6.1%	0.0%	10.6%	1.3%	3.6%	4.4%	5.6%	6.7%
14	Women's programmes	9	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	1.8%	3.3%	2.4%	1.3%
		633	150.0%	19	45	10	48	54	5	33	11	47	150	56	91	125	150

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q147: How in your opinion can they be improved?

Base = 422 (not satisfied with programmes on TVM)

				Age							Sex		Day which interview relates to						
		TOTAL	%	14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
0	No answer/Don't know	8	1.9%	2.7%	1.6%	2.3%	1.0%	1.8%	0.0%	5.4%	2.3%	1.4%	0.0%	1.7%	1.7%	0.0%	4.9%	3.1%	1.9%
1	Recent/better variety of films	190	45.0%	43.2%	61.3%	56.8%	46.1%	29.8%	35.9%	21.6%	44.1%	45.9%	46.7%	43.3%	40.7%	46.0%	44.3%	44.6%	50.0%
2	More cartoons/children's progrms	17	4.0%	0.0%	3.2%	6.8%	5.9%	5.3%	0.0%	0.0%	1.9%	6.2%	5.0%	5.0%	3.4%	6.3%	3.3%	0.0%	5.6%
3	More documentaries	13	3.1%	2.7%	4.8%	2.3%	3.9%	1.8%	2.6%	2.7%	5.2%	1.0%	5.0%	1.7%	3.4%	4.8%	1.6%	3.1%	1.9%
4	Visual arts & music	6	1.4%	0.0%	1.6%	2.3%	0.0%	3.5%	0.0%	2.7%	2.3%	0.5%	3.3%	1.7%	1.7%	1.6%	0.0%	0.0%	1.9%
5	News	59	14.0%	0.0%	11.3%	14.8%	9.8%	24.6%	20.5%	18.9%	19.2%	8.6%	11.7%	13.3%	10.2%	17.5%	16.4%	16.9%	11.1%
6	More Maltese teleplays	79	18.7%	18.9%	9.7%	13.6%	20.6%	28.1%	25.6%	18.9%	14.6%	23.0%	13.3%	33.3%	18.6%	15.9%	13.1%	16.9%	20.4%
7	More entertainment programmes	48	11.4%	13.5%	8.1%	8.0%	13.7%	14.0%	15.4%	8.1%	9.9%	12.9%	21.7%	8.3%	6.8%	9.5%	11.5%	7.7%	14.8%
8	Better variety	75	17.8%	18.9%	22.6%	18.2%	21.6%	7.0%	12.8%	18.9%	15.0%	20.6%	20.0%	10.0%	18.6%	22.2%	18.0%	13.8%	22.2%
9	Discussions	14	3.3%	0.0%	4.8%	2.3%	2.9%	5.3%	5.1%	2.7%	2.8%	3.8%	1.7%	1.7%	8.5%	4.8%	0.0%	6.2%	0.0%
10	Improve quality	65	15.4%	16.2%	11.3%	19.3%	18.6%	12.3%	15.4%	8.1%	16.9%	13.9%	15.0%	15.0%	18.6%	14.3%	16.4%	13.8%	14.8%
11	Soap operas	7	1.7%	0.0%	3.2%	1.1%	2.0%	0.0%	2.6%	2.7%	1.4%	1.9%	0.0%	5.0%	0.0%	0.0%	1.6%	4.6%	0.0%
12	Timing	20	4.7%	5.4%	1.6%	4.5%	4.9%	5.3%	5.1%	8.1%	3.8%	5.7%	1.7%	1.7%	5.1%	6.3%	9.8%	4.6%	3.7%
13	Sports	23	5.5%	10.8%	3.2%	9.1%	3.9%	5.3%	2.6%	2.7%	9.9%	1.0%	8.3%	8.3%	5.1%	4.8%	4.9%	3.1%	3.7%
14	Women's programmes	9	2.1%	0.0%	0.0%	1.1%	2.0%	8.8%	2.6%	0.0%	0.0%	4.3%	1.7%	3.3%	3.4%	3.2%	1.6%	0.0%	1.9%
		633	150.0%	37	62	88	102	57	39	37	213	209	60	60	59	63	61	65	54

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q148: Do you prefer the 6pm news to be broadcast in Maltese or in English?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	Maltese	451	67.5%	85.7%	80.8%	80.0%	71.4%	33.3%	65.9%	62.2%	63.4%	75.4%	65.7%	100.0%	70.2%	35.3%
2	English	30	4.5%	0.0%	3.8%	0.0%	2.9%	18.5%	3.5%	8.1%	4.3%	1.8%	8.6%	0.0%	4.7%	2.0%
3	No preference	187	28.0%	14.3%	15.4%	20.0%	25.7%	48.1%	30.6%	29.7%	32.3%	22.8%	25.7%	0.0%	25.1%	62.7%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	Maltese	451	67.5%	42.3%	53.3%	43.8%	78.6%	67.4%	85.7%	68.1%	66.7%	68.3%	71.3%	43.0%	56.5%	74.1%	75.5%
2	English	30	4.5%	11.5%	10.0%	0.0%	0.0%	4.7%	0.0%	5.6%	4.8%	6.3%	3.2%	12.7%	7.6%	2.0%	2.3%
3	No preference	187	28.0%	46.2%	36.7%	56.3%	21.4%	27.9%	14.3%	26.4%	28.6%	25.4%	25.5%	44.3%	35.9%	23.9%	22.2%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Maltese	451	67.5%	69.8%	61.9%	62.2%	68.6%	69.2%	72.0%	72.2%	69.6%	65.5%	79.8%	63.5%	66.3%	66.7%	60.8%	70.5%	65.2%
2	English	30	4.5%	5.7%	6.0%	5.2%	1.4%	3.3%	6.7%	5.6%	4.0%	5.0%	0.0%	5.2%	8.4%	7.1%	3.1%	2.1%	5.4%
3	No preference	187	28.0%	24.5%	32.1%	32.6%	30.0%	27.5%	21.3%	22.2%	26.4%	29.5%	20.2%	31.3%	25.3%	26.3%	36.1%	27.4%	29.3%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

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AUDIENCE RESEARCH

Q149: Do you prefer the 8pm news bulletin as it is broadcast now, or do you prefer the old schedule where everything was broadcast separately?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations											TVM Viewership	
				None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	Yes	No
1	Present schedule	333	49.9%	71.4%	50.0%	40.0%	68.6%	48.1%	65.9%	56.8%	50.5%	36.3%	70.0%	100.0%	52.5%	17.6%
2	Old schedule	230	34.4%	28.6%	35.6%	40.0%	20.0%	25.9%	24.7%	21.6%	26.9%	49.1%	17.1%	0.0%	36.3%	11.8%
3	No preference	105	15.7%	0.0%	14.4%	20.0%	11.4%	25.9%	9.4%	21.6%	22.6%	14.6%	12.9%	0.0%	11.2%	70.6%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation										Socio Economic Classification			
				Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	A/B	C1	C2	D/E
1	Present schedule	333	49.9%	61.5%	60.0%	56.3%	45.7%	36.0%	42.9%	43.1%	47.6%	65.1%	50.2%	62.0%	55.7%	46.8%	45.5%
2	Old schedule	230	34.4%	23.1%	25.0%	25.0%	42.9%	41.9%	57.1%	45.8%	23.8%	15.9%	35.2%	16.5%	27.5%	37.8%	40.9%
3	No preference	105	15.7%	15.4%	15.0%	18.8%	11.4%	22.1%	0.0%	11.1%	28.6%	19.0%	14.6%	21.5%	16.8%	15.4%	13.6%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age							Sex		Day which interview relates to						
				14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Male	Female	Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	Present schedule	333	49.9%	60.4%	52.4%	52.6%	46.4%	50.5%	45.3%	45.6%	48.5%	51.2%	51.1%	50.0%	51.6%	55.6%	43.3%	53.7%	43.5%
2	Old schedule	230	34.4%	15.1%	26.2%	31.9%	42.1%	38.5%	38.7%	37.8%	38.0%	31.0%	36.2%	37.5%	29.5%	31.3%	35.1%	33.7%	38.0%
3	No preference	105	15.7%	24.5%	21.4%	15.6%	11.4%	11.0%	16.0%	16.7%	13.5%	17.8%	12.8%	12.5%	18.9%	13.1%	21.6%	12.6%	18.5%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92

MISCO INTERNATIONAL LIMITED

AUDIENCE RESEARCH

Q150: Do you prefer a news summary be broadcast at around 11pm (current schedule) or a news bulletin at around 10:30pm (old schedule)?

Base = 668 (watch television)

		TOTAL	%	Regular radio stations: None	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	Other	TVM Viewership: Yes	No
1	News summary (11pm)	127	19.0%	42.9%	22.1%	13.3%	8.6%	22.2%	15.3%	35.1%	26.9%	21.6%	15.7%	0.0%	19.9%	7.8%
2	News bulletin (10:30pm)	170	25.4%	14.3%	20.2%	6.7%	48.6%	25.9%	32.9%	24.3%	24.7%	26.9%	34.3%	100.0%	26.9%	7.8%
3	No preference	371	55.5%	42.9%	57.7%	80.0%	42.9%	51.9%	51.8%	40.5%	48.4%	51.5%	50.0%	0.0%	53.2%	84.3%
		668	100.0%	7	104	15	35	27	85	37	93	171	70	1	617	51

		TOTAL	%	Occupation: Professnl/ Managrial	White Collar	Sales Person	Skilled Worker	Unskilled Worker	A. Forces/ Police	Retired	Unemplyd	Student	House Wife	Socio Economic Classification: A/B	C1	C2	D/E
1	News summary (11pm)	127	19.0%	15.4%	26.7%	37.5%	20.0%	22.1%	14.3%	6.9%	33.3%	17.5%	17.8%	17.7%	19.8%	17.9%	19.8%
2	News bulletin (10:30pm)	170	25.4%	42.3%	30.0%	12.5%	31.4%	23.3%	57.1%	29.2%	19.0%	23.8%	21.5%	26.6%	32.1%	24.9%	22.2%
3	No preference	371	55.5%	42.3%	43.3%	50.0%	48.6%	54.7%	28.6%	63.9%	47.6%	58.7%	60.7%	55.7%	48.1%	57.2%	58.0%
		668	100.0%	26	60	16	70	86	7	72	21	63	247	79	131	201	257

		TOTAL	%	Age: 14 - 17 years	18 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years +	Sex: Male	Female	Day which interview relates to: Monday	Tuesday	Wednesdy	Thursday	Friday	Saturday	Sunday
1	News summary (11pm)	127	19.0%	20.8%	26.2%	22.2%	19.3%	17.6%	14.7%	11.1%	18.4%	19.6%	23.4%	21.9%	17.9%	19.2%	15.5%	15.8%	19.6%
2	News bulletin (10:30pm)	170	25.4%	15.1%	28.6%	30.4%	27.9%	25.3%	24.0%	18.9%	31.6%	19.6%	19.1%	27.1%	27.4%	28.3%	22.7%	27.4%	26.1%
3	No preference	371	55.5%	64.2%	45.2%	47.4%	52.9%	57.1%	61.3%	70.0%	50.0%	60.8%	57.4%	51.0%	54.7%	52.5%	61.9%	56.8%	54.3%
		668	100.0%	53	84	135	140	91	75	90	326	342	94	96	95	99	97	95	92