



A REPORT ON A STUDY OF
RADIO AND TELEVISION AUDIENCES
IN MALTA
JUNE – SEPTEMBER 2004

[PART 2 – TABLES]

PREPARED FOR THE
BROADCASTING AUTHORITY
IN COLLABORATION WITH THE
NATIONAL STATISTICS OFFICE

MARIO AXIAK
HEAD, COMMUNICATIONS & RESEARCH
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 02

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Demographics (LFS 04) data

Gender

| | Frequency | % |
|---------|-----------|-------|
| Males | 167623 | 49.1 |
| Females | 173557 | 50.9 |
| Total | 341180 | 100.0 |

Age Group

| | Frequency | % | Males | Col % | Females | Col % |
|-------|-----------|-------|--------|-------|---------|-------|
| 12-29 | 105223 | 30.8 | 54644 | 32.6 | 50579 | 29.1 |
| 30-49 | 115808 | 33.9 | 57483 | 34.3 | 58325 | 33.6 |
| 50+ | 120149 | 35.2 | 55496 | 33.1 | 64653 | 37.3 |
| Total | 341180 | 100.0 | 167623 | 100.0 | 173557 | 100.0 |

M.G.S. Code

| | Frequency | % |
|---------------|-----------|-------|
| South Harbour | 75024 | 22.0 |
| North Harbour | 107095 | 31.4 |
| South Eastern | 44803 | 13.1 |
| Western | 47667 | 14.0 |
| Northern | 39811 | 11.7 |
| Gozo & Comino | 26780 | 7.8 |
| Total | 341180 | 100.0 |

Labour Status

| | Frequency | % |
|-----------------------------|-----------|-------|
| Employed | 146044 | 42.8 |
| Unemployed | 11529 | 3.4 |
| Inactive | 163779 | 48.0 |
| Children less than 14 years | 19828 | 5.8 |
| Total | 341180 | 100.0 |

ISCO Group

| | Frequency | Percent | Valid Percent |
|--|-----------|---------|---------------|
| Armed forces | 2045 | 0.6 | 1.4 |
| Legislators, Senior officials and Managers | 13193 | 3.9 | 9.0 |
| Professionals | 14918 | 4.4 | 10.2 |
| Technicians & associate Professionals | 20272 | 5.9 | 13.9 |
| Clerks | 16629 | 4.9 | 11.4 |
| Service workers and sale workers | 22162 | 6.5 | 15.2 |
| Skilled Agricultural and Fishery workers | 2723 | 0.8 | 1.9 |
| Crafts and related trade workers | 20686 | 6.1 | 14.2 |
| Plant and machine operators and assemblers | 15683 | 4.6 | 10.7 |
| Elementary occupations | 17733 | 5.2 | 12.1 |
| Total | 146044 | 42.8 | 100.0 |
| Missing - System | 195136 | 57.2 | |
| Total | 341180 | 100.0 | |

Highest Educational Level

| | Frequency | Percent | Valid Percent |
|------------------|-----------|---------|---------------|
| No Schooling | 14662 | 4.3 | 4.6 |
| Primary | 94959 | 27.8 | 29.5 |
| Secondary | 142590 | 41.8 | 44.4 |
| Post-Secondary | 42367 | 12.4 | 13.2 |
| Tertiary | 26774 | 7.8 | 8.3 |
| Total | 321352 | 94.2 | 100.0 |
| Missing - System | 19828 | 5.8 | |
| Total | 341180 | 100.0 | |



Code Locality**Southern Harbour**

| | |
|-----|-----------------------------|
| 101 | VALLETTA (CITTA UMILISSIMA) |
| 103 | BIRGU (CITTA VITTORIOSA) |
| 104 | ISLA (CITTA INVICTA) |
| 105 | BORMLA (CITTA COSPICUA) |
| 108 | ZABBAR |
| 117 | FGURA |
| 118 | FLORIANA |
| 129 | KALKARA |
| 133 | LUQA |
| 134 | MARSA |
| 145 | PAOLA |
| 157 | SANTA LUCIJA |
| 162 | TARXIEN |
| 165 | XGHAJRA |

South Eastern District

| | |
|-----|------------|
| 310 | ZEJTUN |
| 315 | BIRZEBBUGA |
| 320 | GUDJA |
| 326 | GHAXAQ |
| 331 | KIRKOP |
| 335 | MARSASKALA |
| 336 | MARSAXLOKK |
| 340 | MQABBA |
| 349 | QRENDI |
| 351 | SAFI |
| 367 | ZURRIEQ |

Northern District

| | |
|-----|-------------------|
| 524 | GHARGHUR |
| 537 | MELLIEHA |
| 538 | MGARR |
| 539 | MOSTA |
| 544 | NAXXAR |
| 555 | SAN PAWL IL BAHAR |

Code Locality**Northern Harbour**

| | |
|-----|--------------|
| 206 | QORMI |
| 214 | BIKIRKARA |
| 221 | GZIRA |
| 227 | HAMRUN |
| 241 | MSIDA |
| 246 | PEMBROKE |
| 247 | PIETA |
| 252 | SAN GILJAN |
| 253 | SAN GWANN |
| 258 | SANTA VENERA |
| 259 | SLIEMA |
| 260 | SWIEQI |
| 261 | TA'XBIEX |

Western District

| | |
|-----|----------------|
| 402 | MDINA |
| 407 | ZEBBUG (MALTA) |
| 409 | SIGGIEWI |
| 412 | ATTARD |
| 413 | BALZAN |
| 416 | DINGLI |
| 428 | IKLIN |
| 432 | LIJA |
| 450 | RABAT (MALTA) |
| 468 | MTARFA |

Gozo

| | |
|-----|------------------------|
| 611 | RABAT (GOZO) |
| 619 | FONTANA |
| 622 | GHAJNSIELEM AND COMINO |
| 623 | GHARB |
| 625 | GHASRI |
| 630 | KERCEM |
| 642 | MUNXAR |
| 643 | NADUR |
| 648 | QALA |
| 654 | SAN LAWRENZ |
| 656 | SANNAT |
| 663 | XAGHRA |
| 664 | XEWKIJA |
| 666 | ZEBBUG (GOZO) |



1.1 Sample Profile – By Gender and Economic Status

[Base = All]

| Age Group | Total | Gender | | Economic Status | | | | | | |
|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------------------|
| | | Male | Female | House-person | Student | Employed | Self-Employed | Un-Employed | Pensioner | Unable to work Sickness disability |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| 12-29 | 156 | 80 | 76 | 13 | 68 | 64 | 2 | 8 | 0 | 1 |
| | 28.3% | 32.4% | 24.9% | 6.9% | 98.6% | 33.3% | 8.7% | 42.1% | 0% | 33.3% |
| | 100.0% | 51.3% | 48.7% | 8.3% | 43.6% | 41% | 1.3% | 5.1% | 0% | 0.6% |
| 30-49 | 196 | 86 | 110 | 73 | 1 | 96 | 15 | 8 | 1 | 2 |
| | 35.5% | 34.8% | 36.1% | 38.6% | 1.4% | 50% | 65.2% | 42.1% | 1.8% | 66.7% |
| | 100.0% | 43.9% | 56.1% | 37.2% | 0.5% | 49% | 7.7% | 4.1% | 0.5% | 1% |
| 50+ | 200 | 81 | 119 | 103 | 0 | 32 | 6 | 3 | 56 | 0 |
| | 36.2% | 32.8% | 39% | 54.5% | 0% | 16.7% | 26.1% | 15.8% | 98.2% | 0% |
| | 100.0% | 40.5% | 59.5% | 51.5% | 0% | 16% | 3% | 1.5% | 28% | 0% |
| Total | 552 | 247 | 305 | 189 | 69 | 192 | 23 | 19 | 57 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 44.7% | 55.3% | 34.2% | 12.5% | 34.8% | 4.2% | 3.4% | 10.3% | 0.5% |

1.2 Sample Profile – By Education

[Base = All]

| Age Group | Total | Highest Education Level | | | | | |
|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | No school | Refusal |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| 12-29 | 156 | 47 | 72 | 24 | 13 | 0 | 0 |
| | 28.3% | 26.6% | 31.4% | 36.4% | 26.5% | 0% | 0% |
| | 100.0% | 30.1% | 46.2% | 15.4% | 8.3% | 0% | 0% |
| 30-49 | 196 | 31 | 111 | 29 | 24 | 1 | 0 |
| | 35.5% | 17.5% | 48.5% | 43.9% | 49% | 3.6% | 0% |
| | 100.0% | 15.8% | 56.6% | 14.8% | 12.2% | 0.5% | 0% |
| 50+ | 200 | 99 | 46 | 13 | 12 | 27 | 3 |
| | 36.2% | 55.9% | 20.1% | 19.7% | 24.5% | 96.4% | 100.0% |
| | 100.0% | 49.5% | 23% | 6.5% | 6% | 13.5% | 1.5% |
| Total | 552 | 177 | 229 | 66 | 49 | 28 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 32.1% | 41.5% | 12% | 8.9% | 5.1% | 0.5% |

1.3 Sample Profile – By District

[Base = All]

| Age Group | Total | District | | | | | |
|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | South Harbour | North Harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| 12-29 | 156 | 34 | 43 | 27 | 30 | 14 | 8 |
| | 28.3% | 23% | 28.1% | 27.8% | 40.5% | 31.8% | 22.2% |
| | 100.0% | 21.8% | 27.6% | 17.3% | 19.2% | 9% | 5.1% |
| 30-49 | 196 | 48 | 61 | 33 | 21 | 18 | 15 |
| | 35.5% | 32.4% | 39.9% | 34% | 28.4% | 40.9% | 41.7% |
| | 100.0% | 24.5% | 31.1% | 16.8% | 10.7% | 9.2% | 7.7% |
| 50+ | 200 | 66 | 49 | 37 | 23 | 12 | 13 |
| | 36.2% | 44.6% | 32% | 38.1% | 31.1% | 27.3% | 36.1% |
| | 100.0% | 33% | 24.5% | 18.5% | 11.5% | 6% | 6.5% |
| Total | 552 | 148 | 153 | 97 | 74 | 44 | 36 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 26.8% | 27.7% | 17.6% | 13.4% | 8% | 6.5% |



2.1 Radio Listening - By Gender and Age Group

[Base = All]

| Do you listen to Radio | Total | Gender | | Age Group | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Local Stations | 369 66.8% 100.0% | 161 65.2% 43.6% | 208 68.2% 56.4% | 101 64.7% 27.4% | 139 70.9% 37.7% | 129 64.5% 35.0% |
| Foreign Stations | 5 .9% 100.0% | 2 .8% 40.0% | 3 1.0% 60.0% | 2 1.3% 40.0% | 2 1.0% 40.0% | 1 .5% 20.0% |
| Local and Foreign stations | 68 12.3% 100.0% | 28 11.3% 41.2% | 40 13.1% 58.8% | 22 14.1% 32.4% | 19 9.7% 27.9% | 27 13.5% 39.7% |
| Subtotal | 442 80.1% 100.0% | 191 77.3% 43.2% | 251 82.3% 56.8% | 125 80.1% 28.3% | 160 81.6% 36.2% | 157 78.5% 35.5% |
| No | 110 19.9% 100.0% | 56 22.7% 50.9% | 54 17.7% 49.1% | 31 19.9% 28.2% | 36 18.4% 32.7% | 43 21.5% 39.1% |
| Refusal | 0 .0% .0% | 0 .0% .0% | 0 .0% .0% | 0 .0% .0% | 0 .0% .0% | 0 .0% .0% |
| Total | 552 100.0% 100.0% | 247 100.0% 44.7% | 305 100.0% 55.3% | 156 100.0% 28.3% | 196 100.0% 35.5% | 200 100.0% 36.2% |

2.2 Radio Listening - By Education

[Base = All]

| | Total | Highest Education Level | | | | | |
|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 369 66.8% 100.0% | 117 66.1% 31.7% | 157 68.6% 42.5% | 45 68.2% 12.2% | 32 65.3% 8.7% | 15 53.6% 4.1% | 3 100.0% 0.8% |
| Foreign Stations | 5 0.9% 100.0% | 2 1.1% 40.0% | 2 0.9% 40.0% | 0 0.0% 0.0% | 1 2.0% 20.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Local and Foreign stations | 68 12.3% 100.0% | 20 11.3% 29.4% | 28 12.2% 41.2% | 11 16.7% 16.2% | 6 12.2% 8.8% | 3 10.7% 4.4% | 0 0.0% 0.0% |
| No | 110 19.9% 100.0% | 38 21.5% 34.5% | 42 18.3% 38.2% | 10 15.2% 9.1% | 10 20.4% 9.1% | 10 35.7% 9.1% | 0 0.0% 0.0% |
| Total | 552 100.0% 100.0% | 177% 100.0% 32.1 | 229 100.0% 41.5 | 66 100.0% 12.0% | 49 100.0% 8.9% | 28 100.0% 5.1% | 3 100.0% 0.5% |



2.3 Radio Listening - By Economic Status [Base = All]

| | Total | Economic Status | | | | | | |
|--------------------------|-------------------------|------------------------|-----------------------|------------------------|----------------------|----------------------|-----------------------|------------------------------------|
| | | House-person | Student | Employ ed | Self-Employ ed | Un Employ ed | Pension | Unable to work sickness disability |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 369 66.8% 100.0% | 133 70.4% 36.0% | 42 60.9% 11.4% | 138 71.9% 37.4% | 17 73.9% 4.6% | 13 68.4% 3.5% | 24 42.1% 6.5% | 2 66.7% 0.5% |
| Foreign Stations | 5 0.9% 100.0% | 1 0.5% 20.0% | 0 0.0% 0.0% | 2 1.0% 40.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.8% 20.0% | 1 33.3% 20.0% |
| Local & Foreign stations | 68 12.3% 100.0% | 18 9.5% 26.5% | 6 8.7% 8.8% | 28 14.6% 41.2% | 2 8.7% 2.9% | 2 10.5% 2.9% | 12 21.1% 17.6% | 0 0.0% 0.0% |
| No | 110 19.9% 100.0% | 37 19.6% 33.6% | 21 30.4% 19.1% | 24 12.5% 21.8% | 4 17.4% 3.6% | 4 21.1% 3.6% | 20 35.1% 18.2% | 0 0.0% 0.0% |
| Total | 552 100.0% 100.0% | 189 100.0% 34.2% | 69 100.0% 12.5% | 192 100.0% 34.8% | 23 100.0% 4.2% | 19 100.0% 3.4% | 57 100.0% 10.3% | 3 100.0% 0.5% |

2.4 Radio Listening - By District [Base = All]

| | Total | District | | | | | |
|--------------------------|-------------------------|------------------------|------------------------|-----------------------|-----------------------|----------------------|----------------------|
| | | Southern Harbour | Northern Harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Local Stations | 369 66.8% 100.0% | 96 64.9% 26.0% | 98 64.1% 26.6% | 64 66.0% 17.3% | 58 78.4% 15.7% | 31 70.5% 8.4% | 22 61.1% 6.0% |
| Foreign Stations | 5 0.9% 100.0% | 3 2.0% 60.0% | 1 0.7% 20.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.3% 20.0% | 0 0.0% 0.0% |
| Local & Foreign stations | 68 12.3% 100.0% | 20 13.5% 29.4% | 22 14.4% 32.4% | 10 10.3% 14.7% | 6 8.1% 8.8% | 6 13.6% 8.8% | 4 11.1% 5.9% |
| No | 110 19.9% 100.0% | 29 19.6% 26.4% | 32 20.9% 29.1% | 23 23.7% 20.9% | 10 13.5% 9.1% | 6 13.6% 5.5% | 10 27.8% 9.1% |
| Total | 552 100.0% 100.0% | 148 100.0% 26.8% | 153 100.0% 27.7% | 97 100.0% 17.6% | 74 100.0% 13.4% | 44 100.0% 8.0% | 36 100.0% 6.5% |



3.1 Favorite Radio Station - By Gender and By Age Group [Base = All who listen to Radio]

| | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 46 10.5% 100.0% | 13 6.9% 28.3% | 33 13.3% 71.7% | 2 1.6% 4.3% | 21 13.3% 45.7% | 23 14.7% 50.0% |
| Radju Parlament/106.6 | 15 3.4% 100.0% | 7 3.7% 46.7% | 8 3.2% 53.3% | 13 10.6% 86.7% | 2 1.3% 13.3% | 0 0.0% 0.0% |
| Super One | 67 15.3% 100.0% | 35 18.5% 52.2% | 32 12.9% 47.8% | 2 1.6% 3.0% | 31 19.6% 46.3% | 34 21.8% 50.7% |
| Radio 101 | 25 5.7% 100.0% | 12 6.3% 48.0% | 13 5.2% 52.0% | 1 0.8% 4.0% | 8 5.1% 32.0% | 16 10.3% 64.0% |
| Bay Radio | 42 9.6% 100.0% | 20 10.6% 47.6% | 22 8.9% 52.4% | 28 22.8% 66.7% | 13 8.2% 31.0% | 1 0.6% 2.4% |
| RTK | 40 9.2% 100.0% | 14 7.4% 35.0% | 26 10.5% 65.0% | 1 0.8% 2.5% | 14 8.9% 35.0% | 25 16.0% 62.5% |
| Smash Radio | 36 8.2% 100.0% | 10 5.3% 27.8% | 26 10.5% 72.2% | 21 17.1% 58.3% | 14 8.9% 38.9% | 1 0.6% 2.8% |
| Radio Maria | 19 4.3% 100.0% | 7 3.7% 36.8% | 12 4.8% 63.2% | 2 1.6% 10.5% | 5 3.2% 26.3% | 12 7.7% 63.2% |
| Campus FM | 3 0.7% 100.0% | 2 1.1% 66.7% | 1 0.4% 33.3% | 0 0.0% 0.0% | 1 0.6% 33.3% | 2 1.3% 66.7% |
| Capital Radio | 25 5.7% 100.0% | 12 6.3% 48.0% | 13 5.2% 52.0% | 15 12.2% 60.0% | 10 6.3% 40.0% | 0 0.0% 0.0% |
| X FM | 14 3.2% 100.0% | 7 3.7% 50.0% | 7 2.8% 50.0% | 11 8.9% 78.6% | 3 1.9% 21.4% | 0 0.0% 0.0% |
| A3 FM | 2 0.5% 100.0% | 2 1.1% 100.0% | 0 0.0% 0.0% | 2 1.6% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 17 3.9% 100.0% | 6 3.2% 35.3% | 11 4.4% 64.7% | 4 3.3% 23.5% | 8 5.1% 47.1% | 5 3.2% 29.4% |
| No particular station | 86 19.7% 100.0% | 42 22.2% 48.8% | 44 17.7% 51.2% | 21 17.1% 24.4% | 28 17.7% 32.6% | 37 23.7% 43.0% |
| Total | 437 100.0% 100.0% | 189 100.0% 43.2% | 248 100.0% 56.8% | 123 100.0% 28.1% | 158 100.0% 36.2% | 156 100.0% 35.7% |



3.2 Favorite Radio Station - By Educational Level [Base = All who listen to Radio]

| | Total | Highest Education Level | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 46 10.5% 100.0% | 19 13.9% 41.3% | 19 10.3% 41.3% | 3 5.4% 6.5% | 2 5.3% 4.3% | 2 11.1% 4.3% | 1 33.3% 2.2% |
| Radju Parlament/106.6 | 15 3.4% 100.0% | 5 3.6% 33.3% | 9 4.9% 60.0% | 0 0.0% 0.0% | 1 2.6% 6.7% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Super One | 67 15.3% 100.0% | 25 18.2% 37.3% | 24 13.0% 35.8% | 5 8.9% 7.5% | 6 15.8% 9.0% | 6 33.3% 9.0% | 1 33.3% 1.5% |
| Radio 101 | 25 5.7% 100.0% | 9 6.6% 36.0% | 8 4.3% 32.0% | 3 5.4% 12.0% | 4 10.5% 16.0% | 1 5.6% 4.0% | 0 0.0% 0.0% |
| Bay Radio | 42 9.6% 100.0% | 6 4.4% 14.3% | 21 11.4% 50.0% | 8 14.3% 19.0% | 7 18.4% 16.7% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| RTK | 40 9.2% 100.0% | 11 8.0% 27.5% | 19 10.3% 47.5% | 4 7.1% 10.0% | 3 7.9% 7.5% | 2 11.1% 5.0% | 1 33.3% 2.5% |
| Smash Radio | 36 8.2% 100.0% | 12 8.8% 33.3% | 17 9.2% 47.2% | 5 8.9% 13.9% | 2 5.3% 5.6% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radio Maria | 19 4.3% 100.0% | 8 5.8% 42.1% | 6 3.2% 31.6% | 0 0.0% 0.0% | 3 7.9% 15.8% | 2 11.1% 10.5% | 0 0.0% 0.0% |
| Campus FM | 3 0.7% 100.0% | 1 0.7% 33.3% | 0 0.0% 0.0% | 1 1.8% 33.3% | 1 2.6% 33.3% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Capital Radio | 25 5.7% 100.0% | 7 5.1% 28.0% | 9 4.9% 36.0% | 8 14.3% 32.0% | 1 2.6% 4.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| X FM | 14 3.2% 100.0% | 0 0.0% 0.0% | 7 3.8% 50.0% | 4 7.1% 28.6% | 3 7.9% 21.4% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| A3 FM | 2 0.5% 100.0% | 0 0.0% 0.0% | 1 0.5% 50.0% | 1 1.8% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 17 3.9% 100.0% | 4 2.9% 23.5% | 11 5.9% 64.7% | 1 1.8% 5.9% | 1 2.6% 5.9% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| No particular station | 86 19.7% 100.0% | 30 21.9% 34.9% | 34 18.4% 39.5% | 13 23.2% 15.1% | 4 10.5% 4.7% | 5 27.8% 5.8% | 0 0.0% 0.0% |
| Total | 437 100.0% 100.0% | 137 100.0% 31.4% | 185 100.0% 42.3% | 56 100.0% 12.8% | 38 100.0% 8.7% | 18 100.0% 4.1% | 3 100.0% 0.7% |



3.3 Favorite Radio Station - By Economic Status

[Base = all who listen to Radio]

| | Total | Economic Status | | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------------|
| | | House-person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work sickness disability |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 46 10.5% 100.0% | 25 16.6% 54.3% | 0 0.0% 0.0% | 13 7.8% 28.3% | 2 10.5% 4.3% | 4 26.7% 8.7% | 2 5.6% 4.3% | 0 0.0% 0.0% |
| Radju Parlament/106.6 | 15 3.4% 100.0% | 0 0.0% 0.0% | 5 10.4% 33.3% | 8 4.8% 53.3% | 0 0.0% 0.0% | 1 6.7% 6.7% | 0 0.0% 0.0% | 1 50.0% 6.7% |
| Super One | 67 15.3% 100.0% | 25 16.6% 37.3% | 1 2.1% 1.5% | 27 16.3% 40.3% | 3 15.8% 4.5% | 1 6.7% 1.5% | 10 27.8% 14.9% | 0 0.0% 0.0% |
| Radio 101 | 25 5.7% 100.0% | 10 6.6% 40.0% | 1 2.1% 4.0% | 6 3.6% 24.0% | 2 10.5% 8.0% | 0 0.0% 0.0% | 6 16.7% 24.0% | 0 0.0% 0.0% |
| Bay Radio | 42 9.6% 100.0% | 4 2.6% 9.5% | 13 27.1% 31.0% | 24 14.5% 57.1% | 1 5.3% 2.4% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| RTK | 40 9.2% 100.0% | 23 15.2% 57.5% | 0 0.0% 0.0% | 8 4.8% 20.0% | 1 5.3% 2.5% | 2 13.3% 5.0% | 6 16.7% 15.0% | 0 0.0% 0.0% |
| Smash Radio | 36 8.2% 100.0% | 9 6.0% 25.0% | 9 18.8% 25.0% | 14 8.4% 38.9% | 1 5.3% 2.8% | 3 20.0% 8.3% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radio Maria | 19 4.3% 100.0% | 10 6.6% 52.6% | 0 0.0% 0.0% | 4 2.4% 21.1% | 2 10.5% 10.5% | 1 6.7% 5.3% | 2 5.6% 10.5% | 0 0.0% 0.0% |
| Campus FM | 3 0.7% 100.0% | 1 0.7% 33.3% | 0 0.0% 0.0% | 1 0.6% 33.3% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.8% 33.3% | 0 0.0% 0.0% |
| Capital Radio | 25 5.7% 100.0% | 7 4.6% 28.0% | 5 10.4% 20.0% | 12 7.2% 48.0% | 1 5.3% 4.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| X FM | 14 3.2% 100.0% | 1 0.7% 7.1% | 4 8.3% 28.6% | 8 4.8% 57.1% | 1 5.3% 7.1% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| A3 FM | 2 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 1.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 17 3.9% 100.0% | 8 5.3% 47.1% | 2 4.2% 11.8% | 6 3.6% 35.3% | 0 0.0% 0.0% | 1 6.7% 5.9% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| No particular station | 86 19.7% 100.0% | 28 18.5% 32.6% | 8 16.7% 9.3% | 33 19.9% 38.4% | 5 26.3% 5.8% | 2 13.3% 2.3% | 9 25.0% 10.5% | 1 50.0% 1.2% |
| Total | 437 100.0% 100.0% | 151 100.0% 34.6% | 48 100.0% 11.0% | 166 100.0% 38.0% | 19 100.0% 4.3% | 15 100.0% 3.4% | 36 100.0% 8.2% | 2 100.0% 0.5% |



3.4 Favorite Radio Station - By District

[Base = All who listen to Radio]

| | Total | District | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Southern Harbour | Northern Harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 46 10.5% 100.0% | 11 9.5% 23.9% | 13 10.8% 28.3% | 5 6.8% 10.9% | 9 14.1% 19.6% | 6 16.2% 13.0% | 2 7.7% 4.3% |
| Radju Parlament/106.6 | 15 3.4% 100.0% | 7 6.0% 46.7% | 2 1.7% 13.3% | 0 0.0% 0.0% | 4 6.3% 26.7% | 0 0.0% 0.0% | 2 7.7% 13.3% |
| Super One | 67 15.3% 100.0% | 23 19.8% 34.3% | 19 15.8% 28.4% | 11 14.9% 16.4% | 7 10.9% 10.4% | 4 10.8% 6.0% | 3 11.5% 4.5% |
| Radio 101 | 25 5.7% 100.0% | 2 1.7% 8.0% | 7 5.8% 28.0% | 9 12.2% 36.0% | 1 1.6% 4.0% | 5 13.5% 20.0% | 1 3.8% 4.0% |
| Bay Radio | 42 9.6% 100.0% | 6 5.2% 14.3% | 15 12.5% 35.7% | 9 12.2% 21.4% | 6 9.4% 14.3% | 5 13.5% 11.9% | 1 3.8% 2.4% |
| RTK | 40 9.2% 100.0% | 14 12.1% 35.0% | 12 10.0% 30.0% | 4 5.4% 10.0% | 6 9.4% 15.0% | 1 2.7% 2.5% | 3 11.5% 7.5% |
| Smash Radio | 36 8.2% 100.0% | 11 9.5% 30.6% | 6 5.0% 16.7% | 9 12.2% 25.0% | 7 10.9% 19.4% | 0 0.0% 0.0% | 3 11.5% 8.3% |
| Radio Maria | 19 4.3% 100.0% | 5 4.3% 26.3% | 6 5.0% 31.6% | 3 4.1% 15.8% | 2 3.1% 10.5% | 1 2.7% 5.3% | 2 7.7% 10.5% |
| Campus FM | 3 0.7% 100.0% | 1 0.9% 33.3% | 1 0.8% 33.3% | 0 0.0% 0.0% | 1 1.6% 33.3% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Capital Radio | 25 5.7% 100.0% | 3 2.6% 12.0% | 7 5.8% 28.0% | 5 6.8% 20.0% | 5 7.8% 20.0% | 2 5.4% 8.0% | 3 11.5% 12.0% |
| X FM | 14 3.2% 100.0% | 2 1.7% 14.3% | 7 5.8% 50.0% | 1 1.4% 7.1% | 1 1.6% 7.1% | 2 5.4% 14.3% | 1 3.8% 7.1% |
| A3 FM | 2 0.5% 100.0% | 1 0.9% 50.0% | 1 0.8% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 17 3.9% 100.0% | 6 5.2% 35.3% | 6 5.0% 35.3% | 1 1.4% 5.9% | 1 1.6% 5.9% | 0 0.0% 0.0% | 3 11.5% 17.6% |
| No particular station | 86 19.7% 100.0% | 24 20.7% 27.9% | 18 15.0% 20.9% | 17 23.0% 19.8% | 14 21.9% 16.3% | 11 29.7% 12.8% | 2 7.7% 2.3% |
| Total | 437 100.0% 100.0% | 116 100.0% 26.5% | 120 100.0% 27.5% | 74 100.0% 16.9% | 64 100.0% 14.6% | 37 100.0% 8.5% | 26 100.0% 5.9% |



4.1 Preferences for Ten Radio-programme Sectors [Base = All who listen to Radio]

| | Favorite Programmes % |
|------------------------|--------------------------|
| News / Current Affairs | 87.90% |
| Musical Programmes | 85.80% |
| Health, Beauty etc | 68.20% |
| Religious | 59.00% |
| Discussions | 52.90% |
| Cultural | 50.60% |
| Novels / Drama | 42.80% |
| Sports | 39.40% |
| Children Programmes | 34.80% |
| Businesses | 19.00% |

4.2 Preferences for Ten Radio Programme Sectors by Gender and Age Group [Base = All who listen to Radio]

| | Total | Gender | | Gender | | | | | |
|------------------------|--------|--------|--------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| | | Male | Female | Male | | | Female | | |
| | | | | 12-29 | 30-49 | 50+ | 12-29 | 30-49 | 50+ |
| | | | | Count Column% Row % | Count Column% Row % | Count Column% Row % | Count Column% Row % | Count Column% Row % | Count Column% Row % |
| Musical Programmes | 375 | 170 | 205 | 60 | 63 | 47 | 61 | 81 | 63 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 45.3% | 54.7% | 35.3% | 37.1% | 27.6% | 29.8% | 39.5% | 30.7% |
| Discussions | 231 | 98 | 133 | 14 | 44 | 40 | 10 | 51 | 72 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 42.4% | 57.6% | 14.3% | 44.9% | 40.8% | 7.5% | 38.3% | 54.1% |
| Sports | 172 | 113 | 59 | 33 | 44 | 36 | 21 | 18 | 20 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 65.7% | 34.3% | 29.2% | 38.9% | 31.9% | 35.6% | 30.5% | 33.9% |
| Businesses | 83 | 42 | 41 | 6 | 15 | 21 | 9 | 10 | 22 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 50.6% | 49.4% | 14.3% | 35.7% | 50.0% | 22.0% | 24.4% | 53.7% |
| Cultural | 221 | 97 | 124 | 22 | 42 | 33 | 19 | 42 | 63 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 43.9% | 56.1% | 22.7% | 43.3% | 34.0% | 15.3% | 33.9% | 50.8% |
| Religious | 258 | 92 | 166 | 15 | 32 | 45 | 18 | 61 | 87 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 35.7% | 64.3% | 16.3% | 34.8% | 48.9% | 10.8% | 36.7% | 52.4% |
| Novels / Drama | 187 | 59 | 128 | 13 | 22 | 24 | 26 | 37 | 65 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 31.6% | 68.4% | 22.0% | 37.3% | 40.7% | 20.3% | 28.9% | 50.8% |
| Children Programmes | 152 | 41 | 111 | 14 | 16 | 11 | 28 | 35 | 48 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 27.0% | 73.0% | 34.1% | 39.0% | 26.8% | 25.2% | 31.5% | 43.2% |
| Health, Beauty etc | 298 | 104 | 194 | 24 | 39 | 41 | 41 | 68 | 85 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 34.9% | 65.1% | 23.1% | 37.5% | 39.4% | 21.1% | 35.1% | 43.8% |
| News / Current Affairs | 384 | 169 | 215 | 44 | 66 | 59 | 46 | 76 | 93 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 44.0% | 56.0% | 26.0% | 39.1% | 34.9% | 21.4% | 35.3% | 43.3% |



4.3 Radio Stations Preferences for Different Programme Sectors – By Station
[Base = All who listen to Radio]

| | Favorite Radio Station | | | | | | | | | | | | | | |
|------------------------|------------------------|----------|---------|---------|------|------|---------|---------|------------|---------|------|-------|-------------|---------|-------|
| | Rad Malt | Rad Parl | Sup One | Rad 101 | Bay | RTK | Sma Rad | Rad Mar | Cam pus FM | Cap Rad | X FM | A3 FM | Rad tal-kom | No pref | Tot |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Musical P | 9.9 | 4.0 | 13.6 | 5.9 | 11.2 | 8.3 | 9.1 | 2.9 | 0.3 | 6.7 | 3.7 | 0.5 | 3.7 | 20.3 | 100.0 |
| Discussion | 14.3 | 2.2 | 21.6 | 8.2 | 5.6 | 13.0 | 3.9 | 3.9 | 0.9 | 2.2 | 2.2 | 0.0 | 2.6 | 19.5 | 100.0 |
| Sports | 11.6 | 5.2 | 15.7 | 5.8 | 12.8 | 8.1 | 6.4 | 4.1 | 0.6 | 4.7 | 2.3 | 0.6 | 2.9 | 19.2 | 100.0 |
| Businesses | 13.3 | 2.4 | 13.3 | 8.4 | 7.2 | 15.7 | 4.8 | 1.2 | 2.4 | 4.8 | 2.4 | 1.2 | 2.4 | 20.5 | 100.0 |
| Cultural | 12.7 | 1.8 | 16.3 | 8.1 | 5.4 | 14.0 | 5.0 | 3.6 | 1.4 | 5.9 | 3.2 | 0.0 | 2.7 | 19.9 | 100.0 |
| Religious | 14.0 | 1.9 | 16.7 | 7.0 | 1.9 | 15.1 | 6.2 | 5.8 | 0.8 | 2.3 | 1.9 | 0.0 | 4.3 | 22.1 | 100.0 |
| Novels / Drama | 15.0 | 2.7 | 19.8 | 5.9 | 4.8 | 10.7 | 6.4 | 4.3 | 0.5 | 2.1 | 1.1 | 0.0 | 4.8 | 21.9 | 100.0 |
| Children | 16.4 | 3.3 | 15.8 | 2.6 | 4.6 | 9.9 | 8.6 | 3.3 | 0.0 | 5.3 | 5.3 | 0.0 | 3.9 | 21.1 | 100.0 |
| Health, Beauty etc | 13.8 | 3.0 | 14.1 | 6.0 | 6.7 | 11.7 | 6.7 | 3.7 | 0.0 | 5.0 | 3.0 | 0.3 | 5.0 | 20.8 | 100.0 |
| News / Current Affairs | 12.0 | 2.9 | 16.4 | 6.3 | 8.3 | 10.4 | 6.5 | 3.6 | 0.8 | 5.2 | 3.1 | 0.3 | 3.6 | 20.6 | 100.0 |



4.4. Radio Station Comparison for Specific Programmes - By Gender and Age Group
[Base = All who listen to Radio]

| Musical Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 37 9.9% 100.0% | 12 7.1% 32.4% | 25 12.2% 67.6% | 2 1.7% 5.4% | 18 12.5% 48.6% | 17 15.5% 45.9% |
| Radju Parlament/106.6 | 15 4.0% 100.0% | 7 4.1% 46.7% | 8 3.9% 53.3% | 13 10.7% 86.7% | 2 1.4% 13.3% | 0 0.0% 0.0% |
| Super One | 51 13.6% 100.0% | 27 15.9% 52.9% | 24 11.7% 47.1% | 2 1.7% 3.9% | 27 18.8% 52.9% | 22 20.0% 43.1% |
| Radio 101 | 22 5.9% 100.0% | 11 6.5% 50.0% | 11 5.4% 50.0% | 1 0.8% 4.5% | 8 5.6% 36.4% | 13 11.8% 59.1% |
| Bay Radio | 42 11.2% 100.0% | 20 11.8% 47.6% | 22 10.7% 52.4% | 28 23.1% 66.7% | 13 9.0% 31.0% | 1 0.9% 2.4% |
| RTK | 31 8.3% 100.0% | 12 7.1% 38.7% | 19 9.3% 61.3% | 1 0.8% 3.2% | 12 8.3% 38.7% | 18 16.4% 58.1% |
| Smash Radio | 34 9.1% 100.0% | 9 5.3% 26.5% | 25 12.2% 73.5% | 20 16.5% 58.8% | 13 9.0% 38.2% | 1 0.9% 2.9% |
| Radio Maria | 11 2.9% 100.0% | 6 3.5% 54.5% | 5 2.4% 45.5% | 2 1.7% 18.2% | 5 3.5% 45.5% | 4 3.6% 36.4% |
| Campus FM | 1 0.3% 100.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% |
| Capital Radio | 25 6.7% 100.0% | 12 7.1% 48.0% | 13 6.3% 52.0% | 15 12.4% 60.0% | 10 6.9% 40.0% | 0 0.0% 0.0% |
| X FM | 14 3.7% 100.0% | 7 4.1% 50.0% | 7 3.4% 50.0% | 11 9.1% 78.6% | 3 2.1% 21.4% | 0 0.0% 0.0% |
| A3 FM | 2 0.5% 100.0% | 2 1.2% 100.0% | 0 0.0% 0.0% | 2 1.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 14 3.7% 100.0% | 6 3.5% 42.9% | 8 3.9% 57.1% | 3 2.5% 21.4% | 7 4.9% 50.0% | 4 3.6% 28.6% |
| No particular station | 76 20.3% 100.0% | 38 22.4% 50.0% | 38 18.5% 50.0% | 21 17.4% 27.6% | 25 17.4% 32.9% | 30 27.3% 39.5% |
| Total | 375 100.0% 100.0% | 170 100.0% 45.3% | 205 100.0% 54.7% | 121 100.0% 32.3% | 144 100.0% 38.4% | 110 100.0% 29.3% |



| Discussion Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 33 14.3% 100.0% | 8 8.2% 24.2% | 25 18.8% 75.8% | 0 0.0% 0.0% | 15 15.8% 45.5% | 18 16.1% 54.5% |
| Radju Parlament/106.6 | 5 2.2% 100.0% | 4 4.1% 80.0% | 1 0.8% 20.0% | 4 16.7% 80.0% | 1 1.1% 20.0% | 0 0.0% 0.0% |
| Super One | 50 21.6% 100.0% | 25 25.5% 50.0% | 25 18.8% 50.0% | 0 0.0% 0.0% | 24 25.3% 48.0% | 26 23.2% 52.0% |
| Radio 101 | 19 8.2% 100.0% | 7 7.1% 36.8% | 12 9.0% 63.2% | 0 0.0% 0.0% | 5 5.3% 26.3% | 14 12.5% 73.7% |
| Bay Radio | 13 5.6% 100.0% | 9 9.2% 69.2% | 4 3.0% 30.8% | 8 33.3% 61.5% | 5 5.3% 38.5% | 0 0.0% 0.0% |
| RTK | 30 13.0% 100.0% | 8 8.2% 26.7% | 22 16.5% 73.3% | 0 0.0% 0.0% | 11 11.6% 36.7% | 19 17.0% 63.3% |
| Smash Radio | 9 3.9% 100.0% | 6 6.1% 66.7% | 3 2.3% 33.3% | 3 12.5% 33.3% | 5 5.3% 55.6% | 1 0.9% 11.1% |
| Radio Maria | 9 3.9% 100.0% | 3 3.1% 33.3% | 6 4.5% 66.7% | 0 0.0% 0.0% | 2 2.1% 22.2% | 7 6.3% 77.8% |
| Campus FM | 2 0.9% 100.0% | 1 1.0% 50.0% | 1 0.8% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 1.8% 100.0% |
| Capital Radio | 5 2.2% 100.0% | 3 3.1% 60.0% | 2 1.5% 40.0% | 2 8.3% 40.0% | 3 3.2% 60.0% | 0 0.0% 0.0% |
| X FM | 5 2.2% 100.0% | 1 1.0% 20.0% | 4 3.0% 80.0% | 3 12.5% 60.0% | 2 2.1% 40.0% | 0 0.0% 0.0% |
| A3 FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 6 2.6% 100.0% | 1 1.0% 16.7% | 5 3.8% 83.3% | 0 0.0% 0.0% | 5 5.3% 83.3% | 1 0.9% 16.7% |
| No particular station | 45 19.5% 100.0% | 22 22.4% 48.9% | 23 17.3% 51.1% | 4 16.7% 8.9% | 17 17.9% 37.8% | 24 21.4% 53.3% |
| Total | 231 100.0% 100.0% | 98 100.0% 42.4% | 133 100.0% 57.6% | 24 100.0% 10.4% | 95 100.0% 41.1% | 112 100.0% 48.5% |



| Sports Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 20 11.6% 100.0% | 8 7.1% 40.0% | 12 20.3% 60.0% | 2 3.7% 10.0% | 10 16.1% 50.0% | 8 14.3% 40.0% |
| Radju Parlament/106.6 | 9 5.2% 100.0% | 7 6.2% 77.8% | 2 3.4% 22.2% | 7 13.0% 77.8% | 2 3.2% 22.2% | 0 0.0% 0.0% |
| Super One | 27 15.7% 100.0% | 21 18.6% 77.8% | 6 10.2% 22.2% | 2 3.7% 7.4% | 12 19.4% 44.4% | 13 23.2% 48.1% |
| Radio 101 | 10 5.8% 100.0% | 7 6.2% 70.0% | 3 5.1% 30.0% | 0 0.0% 0.0% | 4 6.5% 40.0% | 6 10.7% 60.0% |
| Bay Radio | 22 12.8% 100.0% | 16 14.2% 72.7% | 6 10.2% 27.3% | 16 29.6% 72.7% | 6 9.7% 27.3% | 0 0.0% 0.0% |
| RTK | 14 8.1% 100.0% | 10 8.8% 71.4% | 4 6.8% 28.6% | 0 0.0% 0.0% | 4 6.5% 28.6% | 10 17.9% 71.4% |
| Smash Radio | 11 6.4% 100.0% | 5 4.4% 45.5% | 6 10.2% 54.5% | 7 13.0% 63.6% | 4 6.5% 36.4% | 0 0.0% 0.0% |
| Radio Maria | 7 4.1% 100.0% | 4 3.5% 57.1% | 3 5.1% 42.9% | 2 3.7% 28.6% | 2 3.2% 28.6% | 3 5.4% 42.9% |
| Campus FM | 1 0.6% 100.0% | 1 0.9% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.6% 100.0% | 0 0.0% 0.0% |
| Capital Radio | 8 4.7% 100.0% | 5 4.4% 62.5% | 3 5.1% 37.5% | 6 11.1% 75.0% | 2 3.2% 25.0% | 0 0.0% 0.0% |
| X FM | 4 2.3% 100.0% | 1 0.9% 25.0% | 3 5.1% 75.0% | 3 5.6% 75.0% | 1 1.6% 25.0% | 0 0.0% 0.0% |
| A3 FM | 1 0.6% 100.0% | 1 0.9% 100.0% | 0 0.0% 0.0% | 1 1.9% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 5 2.9% 100.0% | 2 1.8% 40.0% | 3 5.1% 60.0% | 1 1.9% 20.0% | 3 4.8% 60.0% | 1 1.8% 20.0% |
| No particular station | 33 19.2% 100.0% | 25 22.1% 75.8% | 8 13.6% 24.2% | 7 13.0% 21.2% | 11 17.7% 33.3% | 15 26.8% 45.5% |
| Total | 172 100.0% 100.0% | 113 100.0% 65.7% | 59 100.0% 34.3% | 54 100.0% 31.4% | 62 100.0% 36.0% | 56 100.0% 32.6% |



| Business Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 11 13.3% 100.0% | 3 7.1% 27.3% | 8 19.5% 72.7% | 1 6.7% 9.1% | 4 16.0% 36.4% | 6 14.0% 54.5% |
| Radju Parlament/106.6 | 2 2.4% 100.0% | 1 2.4% 50.0% | 1 2.4% 50.0% | 1 6.7% 50.0% | 1 4.0% 50.0% | 0 0.0% 0.0% |
| Super One | 11 13.3% 100.0% | 7 16.7% 63.6% | 4 9.8% 36.4% | 0 0.0% 0.0% | 3 12.0% 27.3% | 8 18.6% 72.7% |
| Radio 101 | 7 8.4% 100.0% | 4 9.5% 57.1% | 3 7.3% 42.9% | 0 0.0% 0.0% | 3 12.0% 42.9% | 4 9.3% 57.1% |
| Bay Radio | 6 7.2% 100.0% | 4 9.5% 66.7% | 2 4.9% 33.3% | 3 20.0% 50.0% | 3 12.0% 50.0% | 0 0.0% 0.0% |
| RTK | 13 15.7% 100.0% | 6 14.3% 46.2% | 7 17.1% 53.8% | 0 0.0% 0.0% | 3 12.0% 23.1% | 10 23.3% 76.9% |
| Smash Radio | 4 4.8% 100.0% | 2 4.8% 50.0% | 2 4.9% 50.0% | 2 13.3% 50.0% | 1 4.0% 25.0% | 1 2.3% 25.0% |
| Radio Maria | 1 1.2% 100.0% | 1 2.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.3% 100.0% |
| Campus FM | 2 2.4% 100.0% | 1 2.4% 50.0% | 1 2.4% 50.0% | 0 0.0% 0.0% | 1 4.0% 50.0% | 1 2.3% 50.0% |
| Capital Radio | 4 4.8% 100.0% | 1 2.4% 25.0% | 3 7.3% 75.0% | 2 13.3% 50.0% | 2 8.0% 50.0% | 0 0.0% 0.0% |
| X FM | 2 2.4% 100.0% | 2 4.8% 100.0% | 0 0.0% 0.0% | 1 6.7% 50.0% | 1 4.0% 50.0% | 0 0.0% 0.0% |
| A3 FM | 1 1.2% 100.0% | 1 2.4% 100.0% | 0 0.0% 0.0% | 1 6.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 2 2.4% 100.0% | 1 2.4% 50.0% | 1 2.4% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 4.7% 100.0% |
| No particular station | 17 20.5% 100.0% | 8 19.0% 47.1% | 9 22.0% 52.9% | 4 26.7% 23.5% | 3 12.0% 17.6% | 10 23.3% 58.8% |
| Total | 83 100.0% 100.0% | 42 100.0% 50.6% | 41 100.0% 49.4% | 15 100.0% 18.1% | 25 100.0% 30.1% | 43 100.0% 51.8% |



| Cultural Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | Female | Male | Female |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 28 12.7% 100.0% | 7 7.2% 25.0% | 21 16.9% 75.0% | 0 0.0% 0.0% | 12 14.3% 42.9% | 16 16.7% 57.1% |
| Radju Parlament/106.6 | 4 1.8% 100.0% | 1 1.0% 25.0% | 3 2.4% 75.0% | 3 7.3% 75.0% | 1 1.2% 25.0% | 0 0.0% 0.0% |
| Super One | 36 16.3% 100.0% | 18 18.6% 50.0% | 18 14.5% 50.0% | 0 0.0% 0.0% | 19 22.6% 52.8% | 17 17.7% 47.2% |
| Radio 101 | 18 8.1% 100.0% | 6 6.2% 33.3% | 12 9.7% 66.7% | 0 0.0% 0.0% | 4 4.8% 22.2% | 14 14.6% 77.8% |
| Bay Radio | 12 5.4% 100.0% | 7 7.2% 58.3% | 5 4.0% 41.7% | 7 17.1% 58.3% | 5 6.0% 41.7% | 0 0.0% 0.0% |
| RTK | 31 14.0% 100.0% | 9 9.3% 29.0% | 22 17.7% 71.0% | 1 2.4% 3.2% | 12 14.3% 38.7% | 18 18.8% 58.1% |
| Smash Radio | 11 5.0% 100.0% | 6 6.2% 54.5% | 5 4.0% 45.5% | 5 12.2% 45.5% | 5 6.0% 45.5% | 1 1.0% 9.1% |
| Radio Maria | 8 3.6% 100.0% | 3 3.1% 37.5% | 5 4.0% 62.5% | 0 0.0% 0.0% | 2 2.4% 25.0% | 6 6.3% 75.0% |
| Campus FM | 3 1.4% 100.0% | 2 2.1% 66.7% | 1 0.8% 33.3% | 0 0.0% 0.0% | 1 1.2% 33.3% | 2 2.1% 66.7% |
| Capital Radio | 13 5.9% 100.0% | 8 8.2% 61.5% | 5 4.0% 38.5% | 7 17.1% 53.8% | 6 7.1% 46.2% | 0 0.0% 0.0% |
| X FM | 7 3.2% 100.0% | 3 3.1% 42.9% | 4 3.2% 57.1% | 6 14.6% 85.7% | 1 1.2% 14.3% | 0 0.0% 0.0% |
| A3 FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 6 2.7% 100.0% | 2 2.1% 33.3% | 4 3.2% 66.7% | 1 2.4% 16.7% | 2 2.4% 33.3% | 3 3.1% 50.0% |
| No particular station | 44 19.9% 100.0% | 25 25.8% 56.8% | 19 15.3% 43.2% | 11 26.8% 25.0% | 14 16.7% 31.8% | 19 19.8% 43.2% |
| Total | 221 100.0% 100.0% | 97 100.0% 43.9% | 124 100.0% 56.1% | 41 100.0% 18.6% | 84 100.0% 38.0% | 96 100.0% 43.4% |



| Religious Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 36 14.0% 100.0% | 8 8.7% 22.2% | 28 16.9% 77.8% | 1 3.0% 2.8% | 14 15.1% 38.9% | 21 15.9% 58.3% |
| Radju Parlament/106.6 | 5 1.9% 100.0% | 3 3.3% 60.0% | 2 1.2% 40.0% | 4 12.1% 80.0% | 1 1.1% 20.0% | 0 0.0% 0.0% |
| Super One | 43 16.7% 100.0% | 18 19.6% 41.9% | 25 15.1% 58.1% | 0 0.0% 0.0% | 17 18.3% 39.5% | 26 19.7% 60.5% |
| Radio 101 | 18 7.0% 100.0% | 6 6.5% 33.3% | 12 7.2% 66.7% | 0 0.0% 0.0% | 5 5.4% 27.8% | 13 9.8% 72.2% |
| Bay Radio | 5 1.9% 100.0% | 2 2.2% 40.0% | 3 1.8% 60.0% | 2 6.1% 40.0% | 2 2.2% 40.0% | 1 0.8% 20.0% |
| RTK | 39 15.1% 100.0% | 14 15.2% 35.9% | 25 15.1% 64.1% | 1 3.0% 2.6% | 14 15.1% 35.9% | 24 18.2% 61.5% |
| Smash Radio | 16 6.2% 100.0% | 5 5.4% 31.3% | 11 6.6% 68.8% | 7 21.2% 43.8% | 8 8.6% 50.0% | 1 0.8% 6.3% |
| Radio Maria | 15 5.8% 100.0% | 4 4.3% 26.7% | 11 6.6% 73.3% | 1 3.0% 6.7% | 3 3.2% 20.0% | 11 8.3% 73.3% |
| Campus FM | 2 0.8% 100.0% | 2 2.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.1% 50.0% | 1 0.8% 50.0% |
| Capital Radio | 6 2.3% 100.0% | 3 3.3% 50.0% | 3 1.8% 50.0% | 4 12.1% 66.7% | 2 2.2% 33.3% | 0 0.0% 0.0% |
| X FM | 5 1.9% 100.0% | 1 1.1% 20.0% | 4 2.4% 80.0% | 4 12.1% 80.0% | 1 1.1% 20.0% | 0 0.0% 0.0% |
| A3 FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 11 4.3% 100.0% | 3 3.3% 27.3% | 8 4.8% 72.7% | 1 3.0% 9.1% | 6 6.5% 54.5% | 4 3.0% 36.4% |
| No particular station | 57 22.1% 100.0% | 23 25.0% 40.4% | 34 20.5% 59.6% | 8 24.2% 14.0% | 19 20.4% 33.3% | 30 22.7% 52.6% |
| Total | 258 100.0% 100.0% | 92 100.0% 35.7% | 166 100.0% 64.3% | 33 100.0% 12.8% | 93 100.0% 36.0% | 132 100.0% 51.2% |



| Novels & Drama Programmes | Gender | | | | | |
|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | Age Group | | | | | |
| | Total | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 28 15.0% | 6 10.2% | 22 17.2% | 1 2.6% | 13 22.0% | 14 15.7% |
| Radju Parlament/106.6 | 5 2.7% | 1 1.7% | 4 3.1% | 5 12.8% | 0 0.0% | 0 0.0% |
| Super One | 100.0% | 20.0% | 80.0% | 100.0% | 0.0% | 0.0% |
| Radio 101 | 37 19.8% | 15 25.4% | 22 17.2% | 0 0.0% | 17 28.8% | 20 22.5% |
| Bay Radio | 100.0% | 40.5% | 59.5% | 0.0% | 45.9% | 54.1% |
| RTK | 11 5.9% | 5 8.5% | 6 4.7% | 1 2.6% | 3 5.1% | 7 7.9% |
| Smash Radio | 100.0% | 45.5% | 54.5% | 9.1% | 27.3% | 63.6% |
| Radio Maria | 9 4.8% | 2 3.4% | 7 5.5% | 7 17.9% | 1 1.7% | 1 1.1% |
| Campus FM | 100.0% | 22.2% | 77.8% | 77.8% | 11.1% | 11.1% |
| Capital Radio | 20 10.7% | 6 10.2% | 14 10.9% | 0 0.0% | 7 11.9% | 13 14.6% |
| X FM | 100.0% | 30.0% | 70.0% | 0.0% | 35.0% | 65.0% |
| A3 FM | 12 6.4% | 3 5.1% | 9 7.0% | 9 23.1% | 3 5.1% | 0 0.0% |
| Radju tal-komunita' | 100.0% | 25.0% | 75.0% | 75.0% | 25.0% | 0.0% |
| No particular station | 8 4.3% | 1 1.7% | 7 5.5% | 0 0.0% | 0 0.0% | 8 9.0% |
| Total | 100.0% | 12.5% | 87.5% | 0.0% | 0.0% | 100.0% |
| | 1 0.5% | 1 1.7% | 0 0.0% | 0 0.0% | 1 1.7% | 0 0.0% |
| | 100.0% | 100.0% | 0.0% | 0.0% | 100.0% | 0.0% |
| | 4 2.1% | 3 5.1% | 1 0.8% | 2 5.1% | 2 3.4% | 0 0.0% |
| | 100.0% | 75.0% | 25.0% | 50.0% | 50.0% | 0.0% |
| | 2 1.1% | 0 0.0% | 2 1.6% | 2 5.1% | 0 0.0% | 0 0.0% |
| | 100.0% | 0.0% | 100.0% | 100.0% | 0.0% | 0.0% |
| | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | 9 4.8% | 2 3.4% | 7 5.5% | 4 10.3% | 3 5.1% | 2 2.2% |
| | 100.0% | 22.2% | 77.8% | 44.4% | 33.3% | 22.2% |
| | 41 21.9% | 14 23.7% | 27 21.1% | 8 20.5% | 9 15.3% | 24 27.0% |
| | 100.0% | 34.1% | 65.9% | 19.5% | 22.0% | 58.5% |
| Total | 187 100.0% | 59 100.0% | 128 100.0% | 39 100.0% | 59 100.0% | 89 100.0% |
| | 100.0% | 31.6% | 68.4% | 20.9% | 31.6% | 47.6% |



| Children's Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 25 16.4% 100.0% | 4 9.8% 16.0% | 21 18.9% 84.0% | 2 4.8% 8.0% | 11 21.6% 44.0% | 12 20.3% 48.0% |
| Radju Parlament/106.6 | 5 3.3% 100.0% | 3 7.3% 60.0% | 2 1.8% 40.0% | 5 11.9% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Super One | 24 15.8% 100.0% | 7 17.1% 29.2% | 17 15.3% 70.8% | 0 0.0% 0.0% | 13 25.5% 54.2% | 11 18.6% 45.8% |
| Radio 101 | 4 2.6% 100.0% | 2 4.9% 50.0% | 2 1.8% 50.0% | 0 0.0% 0.0% | 1 2.0% 25.0% | 3 5.1% 75.0% |
| Bay Radio | 7 4.6% 100.0% | 1 2.4% 14.3% | 6 5.4% 85.7% | 4 9.5% 57.1% | 2 3.9% 28.6% | 1 1.7% 14.3% |
| RTK | 15 9.9% 100.0% | 3 7.3% 20.0% | 12 10.8% 80.0% | 0 0.0% 0.0% | 8 15.7% 53.3% | 7 11.9% 46.7% |
| Smash Radio | 13 8.6% 100.0% | 2 4.9% 15.4% | 11 9.9% 84.6% | 10 23.8% 76.9% | 3 5.9% 23.1% | 0 0.0% 0.0% |
| Radio Maria | 5 3.3% 100.0% | 0 0.0% 0.0% | 5 4.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 5 8.5% 100.0% |
| Campus FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Capital Radio | 8 5.3% 100.0% | 3 7.3% 37.5% | 5 4.5% 62.5% | 5 11.9% 62.5% | 3 5.9% 37.5% | 0 0.0% 0.0% |
| X FM | 8 5.3% 100.0% | 2 4.9% 25.0% | 6 5.4% 75.0% | 6 14.3% 75.0% | 2 3.9% 25.0% | 0 0.0% 0.0% |
| A3 FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 6 3.9% 100.0% | 2 4.9% 33.3% | 4 3.6% 66.7% | 1 2.4% 16.7% | 2 3.9% 33.3% | 3 5.1% 50.0% |
| No particular station | 32 21.1% 100.0% | 12 29.3% 37.5% | 20 18.0% 62.5% | 9 21.4% 28.1% | 6 11.8% 18.8% | 17 28.8% 53.1% |
| Total | 152 100.0% 100.0% | 41 100.0% 27.0% | 111 100.0% 73.0% | 42 100.0% 27.6% | 51 100.0% 33.6% | 59 100.0% 38.8% |



| Health, Beauty etc. | Total | Gender | | Age Group | | |
|-----------------------|--|---|---|--|---|---|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 41 13.8% 100.0% | 8 7.7% 19.5% | 33 17.0% 80.5% | 2 3.1% 4.9% | 17 15.9% 41.5% | 22 17.5% 53.7% |
| Radju Parlament/106.6 | 9 3.0% 100.0% | 3 2.9% 33.3% | 6 3.1% 66.7% | 8 12.3% 88.9% | 1 0.9% 11.1% | 0 0.0% 0.0% |
| Super One | 42 14.1% 100.0% | 15 14.4% 35.7% | 27 13.9% 64.3% | 0 0.0% 0.0% | 18 16.8% 42.9% | 24 19.0% 57.1% |
| Radio 101 | 18 6.0% 100.0% | 5 4.8% 27.8% | 13 6.7% 72.2% | 0 0.0% 0.0% | 5 4.7% 27.8% | 13 10.3% 72.2% |
| Bay Radio | 20 6.7% 100.0% | 11 10.6% 55.0% | 9 4.6% 45.0% | 13 20.0% 65.0% | 6 5.6% 30.0% | 1 0.8% 5.0% |
| RTK | 35 11.7% 100.0% | 10 9.6% 28.6% | 25 12.9% 71.4% | 0 0.0% 0.0% | 13 12.1% 37.1% | 22 17.5% 62.9% |
| Smash Radio | 20 6.7% 100.0% | 7 6.7% 35.0% | 13 6.7% 65.0% | 10 15.4% 50.0% | 9 8.4% 45.0% | 1 0.8% 5.0% |
| Radio Maria | 11 3.7% 100.0% | 4 3.8% 36.4% | 7 3.6% 63.6% | 0 0.0% 0.0% | 3 2.8% 27.3% | 8 6.3% 72.7% |
| Campus FM | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Capital Radio | 15 5.0% 100.0% | 6 5.8% 40.0% | 9 4.6% 60.0% | 9 13.8% 60.0% | 6 5.6% 40.0% | 0 0.0% 0.0% |
| X FM | 9 3.0% 100.0% | 2 1.9% 22.2% | 7 3.6% 77.8% | 7 10.8% 77.8% | 2 1.9% 22.2% | 0 0.0% 0.0% |
| A3 FM | 1 0.3% 100.0% | 1 1.0% 100.0% | 0 0.0% 0.0% | 1 1.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 15 5.0% 100.0% | 6 5.8% 40.0% | 9 4.6% 60.0% | 3 4.6% 20.0% | 7 6.5% 46.7% | 5 4.0% 33.3% |
| No particular station | 62 20.8% 100.0% | 26 25.0% 41.9% | 36 18.6% 58.1% | 12 18.5% 19.4% | 20 18.7% 32.3% | 30 23.8% 48.4% |
| Total | 298 100.0% 100.0% | 104 100.0% 34.9% | 194 100.0% 65.1% | 65 100.0% 21.8% | 107 100.0% 35.9% | 126 100.0% 42.3% |



| News & Current Affairs Programmes | Total | Gender | | Age Group | | |
|-----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Radju Malta | 46 12.0% 100.0% | 13 7.7% 28.3% | 33 15.3% 71.7% | 2 2.2% 4.3% | 21 14.8% 45.7% | 23 15.1% 50.0% |
| Radju Parlament/106.6 | 11 2.9% 100.0% | 5 3.0% 45.5% | 6 2.8% 54.5% | 9 10.0% 81.8% | 2 1.4% 18.2% | 0 0.0% 0.0% |
| Super One | 63 16.4% 100.0% | 33 19.5% 52.4% | 30 14.0% 47.6% | 2 2.2% 3.2% | 29 20.4% 46.0% | 32 21.1% 50.8% |
| Radio 101 | 24 6.3% 100.0% | 11 6.5% 45.8% | 13 6.0% 54.2% | 0 0.0% 0.0% | 8 5.6% 33.3% | 16 10.5% 66.7% |
| Bay Radio | 32 8.3% 100.0% | 19 11.2% 59.4% | 13 6.0% 40.6% | 21 23.3% 65.6% | 10 7.0% 31.3% | 1 0.7% 3.1% |
| RTK | 40 10.4% 100.0% | 14 8.3% 35.0% | 26 12.1% 65.0% | 1 1.1% 2.5% | 14 9.9% 35.0% | 25 16.4% 62.5% |
| Smash Radio | 25 6.5% 100.0% | 8 4.7% 32.0% | 17 7.9% 68.0% | 13 14.4% 52.0% | 11 7.7% 44.0% | 1 0.7% 4.0% |
| Radio Maria | 14 3.6% 100.0% | 5 3.0% 35.7% | 9 4.2% 64.3% | 1 1.1% 7.1% | 3 2.1% 21.4% | 10 6.6% 71.4% |
| Campus FM | 3 0.8% 100.0% | 2 1.2% 66.7% | 1 0.5% 33.3% | 0 0.0% 0.0% | 1 0.7% 33.3% | 2 1.3% 66.7% |
| Capital Radio | 20 5.2% 100.0% | 10 5.9% 50.0% | 10 4.7% 50.0% | 12 13.3% 60.0% | 8 5.6% 40.0% | 0 0.0% 0.0% |
| X FM | 12 3.1% 100.0% | 5 3.0% 41.7% | 7 3.3% 58.3% | 9 10.0% 75.0% | 3 2.1% 25.0% | 0 0.0% 0.0% |
| A3 FM | 1 0.3% 100.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 1 1.1% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Radju tal-komunita' | 14 3.6% 100.0% | 5 3.0% 35.7% | 9 4.2% 64.3% | 3 3.3% 21.4% | 6 4.2% 42.9% | 5 3.3% 35.7% |
| No particular station | 79 20.6% 100.0% | 38 22.5% 48.1% | 41 19.1% 51.9% | 16 17.8% 20.3% | 26 18.3% 32.9% | 37 24.3% 46.8% |
| Total | 384 100.0% 100.0% | 169 100.0% 44.0% | 215 100.0% 56.0% | 90 100.0% 23.4% | 142 100.0% 37.0% | 152 100.0% 39.6% |



5. Radio Audience Assessment

5.1 Radio Listenership – By Number of Hours

[Base = All]

| How many hours | Total | Radio Yesterday | | |
|-------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Not applicable | Yes | No |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Not applicable | 303 54.9% 100.0% | 110 100.0% 36.3% | 0 0.0% 0.0% | 193 100.0% 63.7% |
| 1 hour or less | 128 23.2% 100.0% | 0 0.0% 0.0% | 128 51.4% 100.0% | 0 0.0% 0.0% |
| 1 hour but less than 2 | 49 8.9% 100.0% | 0 0.0% 0.0% | 49 19.7% 100.0% | 0 0.0% 0.0% |
| 2 hours but less than 3 | 26 4.7% 100.0% | 0 0.0% 0.0% | 26 10.4% 100.0% | 0 0.0% 0.0% |
| Four hours or more | 44 7.9% 100.0% | 0 0.0% 0.0% | 44 17.7% 100.0% | 0 0.0% 0.0% |
| No response | 2 0.4% 100.0% | 0 0.0% 0.0% | 2 0.8% 100.0% | 0 0.0% 0.0% |
| Total | 552 100.0% 100.0% | 110 100.0% 19.9% | 249 100.0% 45.1% | 193 100.0% 35.0% |



5.2 Radio Listenership By Number of Hours – By Time Bracket
[Base = All Radio Listeners]

| | Total | 1 hour or less | 1 hour but less than 2 | 2 hours but less than 3 | Four hours or more | No response |
|----------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Before 6am | 8 3.2% 100.0% | 4 3.1% 50.0% | 2 4.1% 25.0% | 0 0.0% 0.0% | 2 4.5% 25.0% | 0 0.0% 0.0% |
| Between 6-9am | 69 27.7% 100.0% | 35 27.3% 50.7% | 14 28.6% 20.3% | 3 11.5% 4.3% | 17 38.6% 24.6% | 0 0.0% 0.0% |
| Between 9-12pm | 85 34.1% 100.0% | 42 32.8% 49.4% | 20 40.8% 23.5% | 16 61.5% 18.8% | 7 15.9% 8.2% | 0 0.0% 0.0% |
| Between 12-5pm | 36 14.5% 100.0% | 22 17.2% 61.1% | 8 16.3% 22.2% | 2 7.7% 5.6% | 4 9.1% 11.1% | 0 0.0% 0.0% |
| Between 5-8pm | 23 9.2% 100.0% | 17 13.3% 73.9% | 2 4.1% 8.7% | 3 11.5% 13.0% | 1 2.3% 4.3% | 0 0.0% 0.0% |
| Between 8-12pm | 11 4.4% 100.0% | 5 3.9% 45.5% | 3 6.1% 27.3% | 1 3.8% 9.1% | 2 4.5% 18.2% | 0 0.0% 0.0% |
| All day | 13 5.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 3.8% 7.7% | 11 25.0% 84.6% | 1 50.0% 7.7% |
| Refusal | 4 1.6% 100.0% | 3 2.3% 75.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 50.0% 25.0% |
| Total | 249 100.0% 100.0% | 128 100.0% 51.4% | 49 100.0% 19.7% | 26 100.0% 10.4% | 44 100.0% 17.7% | 2 100.0% 0.8% |



5.3 Radio Listenership By Time Bracket – By Weekday
[Base = All Radio Listeners]

| | Total | Before 6am | Between 6-9am | Between 9-12pm | Between 12-5pm | Between 5-8pm | Between 8-12pm | All day | Refusal |
|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Sunday | 31 12.4% 100.0% | 0 0.0% 0.0% | 2 2.9% 6.5% | 11 12.9% 35.5% | 9 25.0% 29.0% | 4 17.4% 12.9% | 3 27.3% 9.7% | 1 7.7% 3.2% | 1 25.0% 3.2% |
| Monday | 32 12.9% 100.0% | 0 0.0% 0.0% | 11 15.9% 34.4% | 13 15.3% 40.6% | 2 5.6% 6.3% | 1 4.3% 3.1% | 0 0.0% 0.0% | 4 30.8% 12.5% | 1 25.0% 3.1% |
| Tuesday | 35 14.1% 100.0% | 2 25.0% 5.7% | 10 14.5% 28.6% | 16 18.8% 45.7% | 1 2.8% 2.9% | 3 13.0% 8.6% | 1 9.1% 2.9% | 2 15.4% 5.7% | 0 0.0% 0.0% |
| Wednesday | 41 16.5% 100.0% | 2 25.0% 4.9% | 10 14.5% 24.4% | 11 12.9% 26.8% | 7 19.4% 17.1% | 4 17.4% 9.8% | 4 36.4% 9.8% | 3 23.1% 7.3% | 0 0.0% 0.0% |
| Thursday | 40 16.1% 100.0% | 2 25.0% 5.0% | 12 17.4% 30.0% | 14 16.5% 35.0% | 5 13.9% 12.5% | 5 21.7% 12.5% | 1 9.1% 2.5% | 1 7.7% 2.5% | 0 0.0% 0.0% |
| Friday | 38 15.3% 100.0% | 2 25.0% 5.3% | 15 21.7% 39.5% | 7 8.2% 18.4% | 9 25.0% 23.7% | 2 8.7% 5.3% | 2 18.2% 5.3% | 0 0.0% 0.0% | 1 25.0% 2.6% |
| Saturday | 32 12.9% 100.0% | 0 0.0% 0.0% | 9 13.0% 28.1% | 13 15.3% 40.6% | 3 8.3% 9.4% | 4 17.4% 12.5% | 0 0.0% 0.0% | 2 15.4% 6.3% | 1 25.0% 3.1% |
| Total | 249 100.0% 100.0% | 8 100.0% 3.2% | 69 100.0% 27.7% | 85 100.0% 34.1% | 36 100.0% 14.5% | 23 100.0% 9.2% | 11 100.0% 4.4% | 13 100.0% 5.2% | 4 100.0% 1.6% |



5.4 Radio Listenership by Station – By Month

[Base = All Listeners (excluding missing values)]

| | Total | Radju Malta | Radju Parla- ment/ 106.6 | Super 1 Radio | Radio 101 | Bay Radio | RTK | Smash Radio | Radio Marija | Campus Fm | Capital Radio | X FM | A3 FM | Radju Komunita' |
|-----------|-------------------------|-------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|-------------------------|
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Column % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| June | 63 26.0% 100.0% | 11 28.2% 17.5% | 0 0.0% 0.0% | 14 31.1% 22.2% | 7 25.9% 11.1% | 9 25.7% 14.3% | 9 42.9% 14.3% | 4 20.0% 6.3% | 2 15.4% 3.2% | 0 0.0% 0.0% | 5 26.3% 7.9% | 0 0.0% 0.0% | 1 50.0% 1.6% | 1 11.1% 1.6% |
| July | 62 25.6% 100.0% | 11 28.2% 17.7% | 2 40.0% 3.2% | 12 26.7% 19.4% | 10 37.0% 16.1% | 3 8.6% 4.8% | 2 9.5% 3.2% | 7 35.0% 11.3% | 3 23.1% 4.8% | 0 0.0% 0.0% | 7 36.8% 11.3% | 1 20.0% 1.6% | 1 50.0% 1.6% | 3 33.3% 4.8% |
| August | 50 20.7% 100.0% | 7 17.9% 14.0% | 1 20.0% 2.0% | 12 26.7% 24.0% | 4 14.8% 8.0% | 9 25.7% 18.0% | 3 14.3% 6.0% | 4 20.0% 8.0% | 3 23.1% 6.0% | 0 0.0% 0.0% | 4 21.1% 8.0% | 2 40.0% 4.0% | 0 0.0% 0.0% | 1 11.1% 2.0% |
| September | 67 27.7% 100.0% | 10 25.6% 14.9% | 2 40.0% 3.0% | 7 15.6% 10.4% | 6 22.2% 9.0% | 14 40.0% 20.9% | 7 33.3% 10.4% | 5 25.0% 7.5% | 5 38.5% 7.5% | 2 100.0% 3.0% | 3 15.8% 4.5% | 2 40.0% 3.0% | 0 0.0% 0.0% | 4 44.4% 6.0% |
| Total | 242 100.0% 100.0% | 39 100.0% 16.1% | 5 100.0% 2.1% | 45 100.0% 18.6% | 27 100.0% 11.2% | 35 100.0% 14.5% | 21 100.0% 8.7% | 20 100.0% 8.3% | 13 100.0% 5.4% | 2 100.0% 0.8% | 19 100.0% 7.9% | 5 100.0% 2.1% | 2 100.0% 0.8% | 9 100.0% 3.7% |

* missing values = people who did not want to indicate which station they listened to



5.5 Radio Listenership by Station – By Weekday

[Base = All Listeners (excluding missing values)]

| | Total | Radju Malta | Radju Parla- ment /106.6 | Super 1 Radio | Radio 101 | Bay Radio | RTK | Smash Radio | Radio Marija | Campus Fm | Capital Radio | X FM | A3 FM | Radju Komunita' |
|-----------|-------------------------|-------------------------|-----------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Sunday | 31 12.8% 100.0% | 6 15.4% 19.4% | 1 20.0% 3.2% | 4 8.9% 12.9% | 2 7.4% 6.5% | 7 20.0% 22.6% | 1 4.8% 3.2% | 3 15.0% 9.7% | 3 23.1% 9.7% | 1 50.0% 3.2% | 1 5.3% 3.2% | 0 0.0% 0.0% | 1 50.0% 3.2% | 1 11.1% 3.2% |
| Monday | 30 12.4% 100.0% | 4 10.3% 13.3% | 0 0.0% 0.0% | 7 15.6% 23.3% | 3 11.1% 10.0% | 5 14.3% 16.7% | 4 19.0% 13.3% | 2 10.0% 6.7% | 3 23.1% 10.0% | 0 0.0% 0.0% | 1 5.3% 3.3% | 1 20.0% 3.3% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Tuesday | 35 14.5% 100.0% | 3 7.7% 8.6% | 1 20.0% 2.9% | 8 17.8% 22.9% | 5 18.5% 14.3% | 5 14.3% 14.3% | 5 23.8% 14.3% | 2 10.0% 5.7% | 0 0.0% 0.0% | 0 0.0% 0.0% | 4 21.1% 11.4% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 22.2% 5.7% |
| Wednesday | 40 16.5% 100.0% | 4 10.3% 10.0% | 2 40.0% 5.0% | 7 15.6% 17.5% | 5 18.5% 12.5% | 4 11.4% 10.0% | 4 19.0% 10.0% | 6 30.0% 15.0% | 3 23.1% 7.5% | 0 0.0% 0.0% | 2 10.5% 5.0% | 1 20.0% 2.5% | 0 0.0% 0.0% | 2 22.2% 5.0% |
| Thursday | 38 15.7% 100.0% | 7 17.9% 18.4% | 1 20.0% 2.6% | 10 22.2% 26.3% | 3 11.1% 7.9% | 7 20.0% 18.4% | 2 9.5% 5.3% | 2 10.0% 5.3% | 2 15.4% 5.3% | 0 0.0% 0.0% | 2 10.5% 5.3% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 22.2% 5.3% |
| Friday | 36 14.9% 100.0% | 7 17.9% 19.4% | 0 0.0% 0.0% | 3 6.7% 8.3% | 7 25.9% 19.4% | 2 5.7% 5.6% | 3 14.3% 8.3% | 3 15.0% 8.3% | 2 15.4% 5.6% | 1 50.0% 2.8% | 5 26.3% 13.9% | 1 20.0% 2.8% | 1 50.0% 2.8% | 1 11.1% 2.8% |
| Saturday | 32 13.2% 100.0% | 8 20.5% 25.0% | 0 0.0% 0.0% | 6 13.3% 18.8% | 2 7.4% 6.3% | 5 14.3% 15.6% | 2 9.5% 6.3% | 2 10.0% 6.3% | 0 0.0% 0.0% | 0 0.0% 0.0% | 4 21.1% 12.5% | 2 40.0% 6.3% | 0 0.0% 0.0% | 1 11.1% 3.1% |
| Total | 242 100.0% 100.0% | 39 100.0% 16.1% | 5 100.0% 2.1% | 45 100.0% 18.6% | 27 100.0% 11.2% | 35 100.0% 14.5% | 21 100.0% 8.7% | 20 100.0% 8.3% | 13 100.0% 5.4% | 2 100.0% 0.8% | 19 100.0% 7.9% | 5 100.0% 2.1% | 2 100.0% 0.8% | 9 100.0% 3.7% |

* missing values = people who did not want to indicate which station they listened to



6.1 TV Viewership – By Gender and Age Group

[Base = All]

| | Total | Gender | | Age Group | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Yes Local only | 86 | 36 | 50 | 9 | 31 | 46 |
| | 15.6% | 14.6% | 16.4% | 5.8% | 15.8% | 23.0% |
| | 100.0% | 41.9% | 58.1% | 10.5% | 36.0% | 53.5% |
| Yes Foreign only | 57 | 26 | 31 | 29 | 16 | 12 |
| | 10.3% | 10.5% | 10.2% | 18.6% | 8.2% | 6.0% |
| | 100.0% | 45.6% | 54.4% | 50.9% | 28.1% | 21.1% |
| Yes both local and foreign | 393 | 176 | 217 | 115 | 146 | 132 |
| | 71.2% | 71.3% | 71.1% | 73.7% | 74.5% | 66.0% |
| | 100.0% | 44.8% | 55.2% | 29.3% | 37.2% | 33.6% |
| No | 16 | 9 | 7 | 3 | 3 | 10 |
| | 2.9% | 3.6% | 2.3% | 1.9% | 1.5% | 5.0% |
| | 100.0% | 56.3% | 43.8% | 18.8% | 18.8% | 62.5% |
| Total | 552 | 247 | 305 | 156 | 196 | 200 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 44.7% | 55.3% | 28.3% | 35.5% | 36.2% |

6.2 TV Viewership – By Educational Level

[Base = All]

| | Total | Highest Education Level | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Yes Local only | 86 | 41 | 33 | 3 | 2 | 7 | 0 |
| | 15.6% | 23.2% | 14.4% | 4.5% | 4.1% | 25.0% | 0.0% |
| | 100.0% | 47.7% | 38.4% | 3.5% | 2.3% | 8.1% | 0.0% |
| Yes Foreign only | 57 | 10 | 20 | 16 | 11 | 0 | 0 |
| | 10.3% | 5.6% | 8.7% | 24.2% | 22.4% | 0.0% | 0.0% |
| | 100.0% | 17.5% | 35.1% | 28.1% | 19.3% | 0.0% | 0.0% |
| Yes both local and foreign | 393 | 121 | 169 | 47 | 36 | 18 | 2 |
| | 71.2% | 68.4% | 73.8% | 71.2% | 73.5% | 64.3% | 66.7% |
| | 100.0% | 30.8% | 43.0% | 12.0% | 9.2% | 4.6% | 0.5% |
| No | 16 | 5 | 7 | 0 | 0 | 3 | 1 |
| | 2.9% | 2.8% | 3.1% | 0.0% | 0.0% | 10.7% | 33.3% |
| | 100.0% | 31.3% | 43.8% | 0.0% | 0.0% | 18.8% | 6.3% |
| Total | 552 | 177 | 229 | 66 | 49 | 28 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 32.1% | 41.5% | 12.0% | 8.9% | 5.1% | 0.5% |



6.3 TV Viewership – By Economic Status [Base = All]

| | Total | Economic Status | | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--|
| | | House-person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due sickness disability |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Yes Local only | 86 | 43 | 4 | 15 | 7 | 3 | 12 | 2 |
| | 15.6% | 22.8% | 5.8% | 7.8% | 30.4% | 15.8% | 21.1% | 66.7% |
| | 100.0% | 50.0% | 4.7% | 17.4% | 8.1% | 3.5% | 14.0% | 2.3% |
| Yes Foreign only | 57 | 9 | 13 | 27 | 1 | 1 | 6 | 0 |
| | 10.3% | 4.8% | 18.8% | 14.1% | 4.3% | 5.3% | 10.5% | 0.0% |
| | 100.0% | 15.8% | 22.8% | 47.4% | 1.8% | 1.8% | 10.5% | 0.0% |
| Yes both local and foreign | 393 | 133 | 51 | 145 | 15 | 13 | 35 | 1 |
| | 71.2% | 70.4% | 73.9% | 75.5% | 65.2% | 68.4% | 61.4% | 33.3% |
| | 100.0% | 33.8% | 13.0% | 36.9% | 3.8% | 3.3% | 8.9% | 0.3% |
| No | 16 | 4 | 1 | 5 | 0 | 2 | 4 | 0 |
| | 2.9% | 2.1% | 1.4% | 2.6% | 0.0% | 10.5% | 7.0% | 0.0% |
| | 100.0% | 25.0% | 6.3% | 31.3% | 0.0% | 12.5% | 25.0% | 0.0% |
| Total | 552 | 189 | 69 | 192 | 23 | 19 | 57 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 34.2% | 12.5% | 34.8% | 4.2% | 3.4% | 10.3% | 0.5% |

6.4 TV Viewership – By District [Base = All]

| | Total | District | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Southern Harbour | Northern Harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Yes Local only | 86 | 27 | 23 | 16 | 8 | 4 | 8 |
| | 15.6% | 18.2% | 15.0% | 16.5% | 10.8% | 9.1% | 22.2% |
| | 100.0% | 31.4% | 26.7% | 18.6% | 9.3% | 4.7% | 9.3% |
| Yes Foreign only | 57 | 12 | 20 | 11 | 5 | 6 | 3 |
| | 10.3% | 8.1% | 13.1% | 11.3% | 6.8% | 13.6% | 8.3% |
| | 100.0% | 21.1% | 35.1% | 19.3% | 8.8% | 10.5% | 5.3% |
| Yes both local and foreign | 393 | 107 | 108 | 62 | 60 | 33 | 23 |
| | 71.2% | 72.3% | 70.6% | 63.9% | 81.1% | 75.0% | 63.9% |
| | 100.0% | 27.2% | 27.5% | 15.8% | 15.3% | 8.4% | 5.9% |
| No | 16 | 2 | 2 | 8 | 1 | 1 | 2 |
| | 2.9% | 1.4% | 1.3% | 8.2% | 1.4% | 2.3% | 5.6% |
| | 100.0% | 12.5% | 12.5% | 50.0% | 6.3% | 6.3% | 12.5% |
| Total | 552 | 148 | 153 | 97 | 74 | 44 | 36 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 26.8% | 27.7% | 17.6% | 13.4% | 8.0% | 6.5% |



7.1 Favorite TV Station – By Gender and Age Group

[Base = All TV Viewers]

| | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 87 16.2% 100.0% | 40 16.8% 46.0% | 47 15.8% 54.0% | 9 5.9% 10.3% | 42 21.8% 48.3% | 36 18.9% 41.4% |
| Super 1 | 77 14.4% 100.0% | 31 13.0% 40.3% | 46 15.4% 59.7% | 11 7.2% 14.3% | 28 14.5% 36.4% | 38 20.0% 49.4% |
| Net | 27 5.0% 100.0% | 9 3.8% 33.3% | 18 6.0% 66.7% | 9 5.9% 33.3% | 8 4.1% 29.6% | 10 5.3% 37.0% |
| Smash | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.3% 100.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 20 3.7% 100.0% | 9 3.8% 45.0% | 11 3.7% 55.0% | 2 1.3% 10.0% | 7 3.6% 35.0% | 11 5.8% 55.0% |
| Rai 2 | 4 0.7% 100.0% | 3 1.3% 75.0% | 1 0.3% 25.0% | 2 1.3% 50.0% | 0 0.0% 0.0% | 2 1.1% 50.0% |
| Rai 3 | 1 0.2% 100.0% | 1 0.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.5% 100.0% |
| Rete 4 | 5 0.9% 100.0% | 2 0.8% 40.0% | 3 1.0% 60.0% | 1 0.7% 20.0% | 2 1.0% 40.0% | 2 1.1% 40.0% |
| Canale 5 | 51 9.5% 100.0% | 12 5.0% 23.5% | 39 13.1% 76.5% | 17 11.1% 33.3% | 22 11.4% 43.1% | 12 6.3% 23.5% |
| Italia 1 | 71 13.2% 100.0% | 42 17.6% 59.2% | 29 9.7% 40.8% | 55 35.9% 77.5% | 15 7.8% 21.1% | 1 0.5% 1.4% |
| Other Italian Station | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.3% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.5% 100.0% |
| Discovery Channel | 11 2.1% 100.0% | 8 3.4% 72.7% | 3 1.0% 27.3% | 1 0.7% 9.1% | 9 4.7% 81.8% | 1 0.5% 9.1% |
| MTV | 10 1.9% 100.0% | 6 2.5% 60.0% | 4 1.3% 40.0% | 8 5.2% 80.0% | 1 0.5% 10.0% | 1 0.5% 10.0% |
| BBC Prime | 14 2.6% 100.0% | 1 0.4% 7.1% | 13 4.4% 92.9% | 2 1.3% 14.3% | 5 2.6% 35.7% | 7 3.7% 50.0% |
| BBC World | 1 0.2% 100.0% | 1 0.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% |
| Other Station | 35 6.5% 100.0% | 21 8.8% 60.0% | 14 4.7% 40.0% | 10 6.5% 28.6% | 12 6.2% 34.3% | 13 6.8% 37.1% |
| No favorite station | 120 22.4% 100.0% | 52 21.8% 43.3% | 68 22.8% 56.7% | 26 17.0% 21.7% | 40 20.7% 33.3% | 54 28.4% 45.0% |
| Total | 536 100.0% 100.0% | 238 100.0% 44.4% | 298 100.0% 55.6% | 153 100.0% 28.5% | 193 100.0% 36.0% | 190 100.0% 35.4% |



7.2 Favorite TV Station – By Educational Level

[Base = All TV Viewers]

| | Total | Highest Education Level | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 87 16.2% 100.0% | 32 18.6% 36.8% | 36 16.2% 41.4% | 7 10.6% 8.0% | 5 10.2% 5.7% | 6 24.0% 6.9% | 1 50.0% 1.1% |
| Super 1 | 77 14.4% 100.0% | 37 21.5% 48.1% | 30 13.5% 39.0% | 4 6.1% 5.2% | 1 2.0% 1.3% | 4 16.0% 5.2% | 1 50.0% 1.3% |
| Net | 27 5.0% 100.0% | 10 5.8% 37.0% | 12 5.4% 44.4% | 3 4.5% 11.1% | 1 2.0% 3.7% | 1 4.0% 3.7% | 0 0.0% 0.0% |
| Smash | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 20 3.7% 100.0% | 4 2.3% 20.0% | 7 3.2% 35.0% | 2 3.0% 10.0% | 6 12.2% 30.0% | 1 4.0% 5.0% | 0 0.0% 0.0% |
| Rai 2 | 4 0.7% 100.0% | 2 1.2% 50.0% | 1 0.5% 25.0% | 1 1.5% 25.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 5 0.9% 100.0% | 0 0.0% 0.0% | 4 1.8% 80.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 4.0% 20.0% | 0 0.0% 0.0% |
| Canale 5 | 51 9.5% 100.0% | 17 9.9% 33.3% | 17 7.7% 33.3% | 8 12.1% 15.7% | 8 16.3% 15.7% | 1 4.0% 2.0% | 0 0.0% 0.0% |
| Italia 1 | 71 13.2% 100.0% | 24 14.0% 33.8% | 30 13.5% 42.3% | 15 22.7% 21.1% | 2 4.1% 2.8% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Italian Station | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 11 2.1% 100.0% | 0 0.0% 0.0% | 3 1.4% 27.3% | 5 7.6% 45.5% | 3 6.1% 27.3% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| MTV | 10 1.9% 100.0% | 4 2.3% 40.0% | 5 2.3% 50.0% | 1 1.5% 10.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 14 2.6% 100.0% | 2 1.2% 14.3% | 8 3.6% 57.1% | 0 0.0% 0.0% | 3 6.1% 21.4% | 1 4.0% 7.1% | 0 0.0% 0.0% |
| BBC World | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 35 6.5% 100.0% | 7 4.1% 20.0% | 16 7.2% 45.7% | 5 7.6% 14.3% | 6 12.2% 17.1% | 1 4.0% 2.9% | 0 0.0% 0.0% |
| No favorite station | 120 22.4% 100.0% | 33 19.2% 27.5% | 52 23.4% 43.3% | 14 21.2% 11.7% | 12 24.5% 10.0% | 9 36.0% 7.5% | 0 0.0% 0.0% |
| Total | 536 100.0% 100.0% | 172 100.0% 32.1% | 222 100.0% 41.4% | 66 100.0% 12.3% | 49 100.0% 9.1% | 25 100.0% 4.7% | 2 100.0% 0.4% |



7.3 Favorite TV Station – By Economic Status

[Base = All TV viewers]

| | Total | Economic Status | | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------------|
| | | House-person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work sickness disability |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 87 16.2% 100.0% | 33 17.8% 37.9% | 3 4.4% 3.4% | 28 15.0% 32.2% | 9 39.1% 10.3% | 6 35.3% 6.9% | 8 15.1% 9.2% | 0 0.0% 0.0% |
| Super 1 | 77 14.4% 100.0% | 35 18.9% 45.5% | 4 5.9% 5.2% | 23 12.3% 29.9% | 2 8.7% 2.6% | 2 11.8% 2.6% | 11 20.8% 14.3% | 0 0.0% 0.0% |
| Net | 27 5.0% 100.0% | 17 9.2% 63.0% | 4 5.9% 14.8% | 6 3.2% 22.2% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Smash | 1 0.2% 100.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 20 3.7% 100.0% | 5 2.7% 25.0% | 1 1.5% 5.0% | 10 5.3% 50.0% | 2 8.7% 10.0% | 0 0.0% 0.0% | 2 3.8% 10.0% | 0 0.0% 0.0% |
| Rai 2 | 4 0.7% 100.0% | 1 0.5% 25.0% | 1 1.5% 25.0% | 1 0.5% 25.0% | 0 0.0% 0.0% | 1 5.9% 25.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 5 0.9% 100.0% | 2 1.1% 40.0% | 0 0.0% 0.0% | 2 1.1% 40.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.9% 20.0% | 0 0.0% 0.0% |
| Canale 5 | 51 9.5% 100.0% | 21 11.4% 41.2% | 7 10.3% 13.7% | 19 10.2% 37.3% | 1 4.3% 2.0% | 0 0.0% 0.0% | 3 5.7% 5.9% | 0 0.0% 0.0% |
| Italia 1 | 71 13.2% 100.0% | 5 2.7% 7.0% | 32 47.1% 45.1% | 30 16.0% 42.3% | 0 0.0% 0.0% | 2 11.8% 2.8% | 1 1.9% 1.4% | 1 33.3% 1.4% |
| Other Italian Station | 1 0.2% 100.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 11 2.1% 100.0% | 1 0.5% 9.1% | 0 0.0% 0.0% | 7 3.7% 63.6% | 2 8.7% 18.2% | 0 0.0% 0.0% | 1 1.9% 9.1% | 0 0.0% 0.0% |
| MTV | 10 1.9% 100.0% | 0 0.0% 0.0% | 4 5.9% 40.0% | 5 2.7% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.9% 10.0% | 0 0.0% 0.0% |
| BBC Prime | 14 2.6% 100.0% | 6 3.2% 42.9% | 0 0.0% 0.0% | 5 2.7% 35.7% | 0 0.0% 0.0% | 0 0.0% 0.0% | 3 5.7% 21.4% | 0 0.0% 0.0% |
| BBC World | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 4.3% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 35 6.5% 100.0% | 6 3.2% 17.1% | 7 10.3% 20.0% | 11 5.9% 31.4% | 3 13.0% 8.6% | 2 11.8% 5.7% | 6 11.3% 17.1% | 0 0.0% 0.0% |
| No favorite station | 120 22.4% 100.0% | 51 27.6% 42.5% | 5 7.4% 4.2% | 39 20.9% 32.5% | 3 13.0% 2.5% | 4 23.5% 3.3% | 16 30.2% 13.3% | 2 66.7% 1.7% |
| Total | 536 100.0% 100.0% | 185 100.0% 34.5% | 68 100.0% 12.7% | 187 100.0% 34.9% | 23 100.0% 4.3% | 17 100.0% 3.2% | 53 100.0% 9.9% | 3 100.0% 0.6% |



7.4 Favorite TV Station – By District

[Base = All TV Viewers]

| | Total | District | | | | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Southern Harbour | Northern Harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 87 16.2% 100.0% | 21 14.4% 24.1% | 24 15.9% 27.6% | 14 15.7% 16.1% | 13 17.8% 14.9% | 10 23.3% 11.5% | 5 14.7% 5.7% |
| Super 1 | 77 14.4% 100.0% | 26 17.8% 33.8% | 13 8.6% 16.9% | 18 20.2% 23.4% | 11 15.1% 14.3% | 5 11.6% 6.5% | 4 11.8% 5.2% |
| Net | 27 5.0% 100.0% | 5 3.4% 18.5% | 8 5.3% 29.6% | 2 2.2% 7.4% | 5 6.8% 18.5% | 4 9.3% 14.8% | 3 8.8% 11.1% |
| Smash | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 20 3.7% 100.0% | 4 2.7% 20.0% | 9 6.0% 45.0% | 4 4.5% 20.0% | 2 2.7% 10.0% | 0 0.0% 0.0% | 1 2.9% 5.0% |
| Rai 2 | 4 0.7% 100.0% | 2 1.4% 50.0% | 0 0.0% 0.0% | 1 1.1% 25.0% | 1 1.4% 25.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.3% 100.0% | 0 0.0% 0.0% |
| Rete 4 | 5 0.9% 100.0% | 2 1.4% 40.0% | 2 1.3% 40.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.9% 20.0% |
| Canale 5 | 51 9.5% 100.0% | 14 9.6% 27.5% | 15 9.9% 29.4% | 11 12.4% 21.6% | 5 6.8% 9.8% | 1 2.3% 2.0% | 5 14.7% 9.8% |
| Italia 1 | 71 13.2% 100.0% | 21 14.4% 29.6% | 21 13.9% 29.6% | 9 10.1% 12.7% | 12 16.4% 16.9% | 3 7.0% 4.2% | 5 14.7% 7.0% |
| Other Italian Station | 1 0.2% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 11 2.1% 100.0% | 4 2.7% 36.4% | 2 1.3% 18.2% | 1 1.1% 9.1% | 0 0.0% 0.0% | 4 9.3% 36.4% | 0 0.0% 0.0% |
| MTV | 10 1.9% 100.0% | 1 0.7% 10.0% | 6 4.0% 60.0% | 0 0.0% 0.0% | 2 2.7% 20.0% | 1 2.3% 10.0% | 0 0.0% 0.0% |
| BBC Prime | 14 2.6% 100.0% | 4 2.7% 28.6% | 5 3.3% 35.7% | 1 1.1% 7.1% | 3 4.1% 21.4% | 1 2.3% 7.1% | 0 0.0% 0.0% |
| BBC World | 1 0.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.9% 100.0% |
| Other Station | 35 6.5% 100.0% | 5 3.4% 14.3% | 12 7.9% 34.3% | 8 9.0% 22.9% | 4 5.5% 11.4% | 5 11.6% 14.3% | 1 2.9% 2.9% |
| No favorite station | 120 22.4% 100.0% | 36 24.7% 30.0% | 33 21.9% 27.5% | 20 22.5% 16.7% | 15 20.5% 12.5% | 8 18.6% 6.7% | 8 23.5% 6.7% |
| Total | 536 100.0% 100.0% | 146 100.0% 27.2% | 151 100.0% 28.2% | 89 100.0% 16.6% | 73 100.0% 13.6% | 43 100.0% 8.0% | 34 100.0% 6.3% |



8.1 Preferences for Fourteen TV-programme Sectors [Base = All TV Viewers]

| | Favorite TV station % |
|--------------------------|--------------------------|
| News and Current Affairs | 91.00% |
| Weather | 84.10% |
| Plays / drama | 76.00% |
| Discussions | 69.70% |
| Documentary | 61.80% |
| House Programmes | 58.00% |
| Quizzes | 55.90% |
| Films | 55.50% |
| Serials and Soap Operas | 52.80% |
| Arts / Culture | 50.10% |
| Music | 49.10% |
| Sports | 45.50% |
| Children Programmes | 42.80% |
| Investment / Businesses | 22.30% |

8.2 Preferences for Fourteen TV Programme Sectors by Gender and Age Group [Base = All TV Viewers]

| | Total | Gender | | Gender | | | | | | | |
|----------------------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|
| | | Male | Female | Male Age Group | | | | Female Age Group | | | |
| | | | | Total | 12-29 | 30-49 | 50+ | Total | 12-29 | 30-49 | 50+ |
| | Count Row% | Count Row% | Count Row% | Count Row% | Count Row% | Count Row% | Count Row% | Count Row % | Count Row% | Count Row% | Count Row% |
| Weather | 403 100.0% | 176 43.7% | 227 56.3% | 176 100.0% | 46 26.1% | 64 36.4% | 66 37.5% | 227 100.0% | 46 20.3% | 84 37.0% | 97 42.7% |
| Music | 235 100.0% | 101 43.0% | 134 57.0% | 101 100.0% | 37 36.6% | 33 32.7% | 31 30.7% | 134 100.0% | 40 29.9% | 47 35.1% | 47 35.1% |
| Films | 266 100.0% | 110 41.4% | 156 58.6% | 110 100.0% | 40 36.4% | 38 34.5% | 32 29.1% | 156 100.0% | 43 27.6% | 57 36.5% | 56 35.9% |
| Serials and Soap Operas | 253 100.0% | 87 34.4% | 166 65.6% | 87 100.0% | 33 37.9% | 26 29.9% | 28 32.2% | 166 100.0% | 40 24.1% | 63 38.0% | 63 38.0% |
| Documentary | 296 100.0% | 144 48.6% | 152 51.4% | 144 100.0% | 36 25.0% | 55 38.2% | 53 36.8% | 152 100.0% | 22 14.5% | 59 38.8% | 71 46.7% |
| Discussions | 334 100.0% | 149 44.6% | 185 55.4% | 149 100.0% | 34 22.8% | 58 38.9% | 57 38.3% | 185 100.0% | 30 16.2% | 73 39.5% | 82 44.3% |
| Sports | 218 100.0% | 144 66.1% | 74 33.9% | 144 100.0% | 50 34.7% | 46 31.9% | 48 33.3% | 74 100.0% | 19 25.7% | 24 32.4% | 31 41.9% |
| Quizzes | 268 100.0% | 95 35.4% | 173 64.6% | 95 100.0% | 29 30.5% | 33 34.7% | 33 34.7% | 173 100.0% | 38 22.0% | 65 37.6% | 70 40.5% |
| Plays / drama | 364 100.0% | 137 37.6% | 227 62.4% | 137 100.0% | 45 32.8% | 46 33.6% | 46 33.6% | 227 100.0% | 50 22.0% | 86 37.9% | 91 40.1% |
| Arts / Culture | 240 100.0% | 113 47.1% | 127 52.9% | 113 100.0% | 33 29.2% | 36 31.9% | 44 38.9% | 127 100.0% | 16 12.6% | 49 38.6% | 62 48.8% |
| House Programmes | 278 100.0% | 82 29.5% | 196 70.5% | 82 100.0% | 17 20.7% | 32 39.0% | 33 40.2% | 196 100.0% | 32 16.3% | 75 38.3% | 89 45.4% |
| Investment / Businesses | 107 100.0% | 49 45.8% | 58 54.2% | 49 100.0% | 9 18.4% | 17 34.7% | 23 46.9% | 58 100.0% | 10 17.2% | 20 34.5% | 28 48.3% |
| Children Programmes | 205 100.0% | 69 33.7% | 136 66.3% | 69 100.0% | 25 36.2% | 28 40.6% | 16 23.2% | 136 100.0% | 31 22.8% | 54 39.7% | 51 37.5% |
| News Current Affairs | 436 100.0% | 196 45.0% | 240 55.0% | 196 100.0% | 52 26.5% | 75 38.3% | 69 35.2% | 240 100.0% | 52 21.7% | 86 35.8% | 102 42.5% |



8.3 TV Preferences for Different Programme Sectors – By Station

[Base = All TV Viewers]

| | Total Row % | Favourite TV station | | | | | | | | | | | | | | | | |
|-----------------------------|----------------|----------------------|------------------|--------------|----------------|----------------|----------------|----------------|-----------------|----------------------|-------------------|--------------------------------------|-------------------------------|--------------|-----------------------|-----------------------|---------------------------|-------------------------------------|
| | | TVM Row % | Super 1 Row % | Net Row % | Smash Row % | Rai 1 Row % | Rai 2 Row % | Rai 3 Row % | Rete 4 Row % | Canale 5 Row % | Italia 1 Row % | Other Italian Station Row % | Discovery Channel Row % | MTV Row % | BBC Prime Row % | BBC World Row % | Other Station Row % | No favourite station Row % |
| Weather | 100% | 20.3% | 15.1% | 5.5% | 0.2% | 4.0% | 0.7% | 0.2% | 1.0% | 7.9% | 10.2% | 0.0% | 1.7% | 1.7% | 2.2% | 0.2% | 5.2% | 23.6% |
| Music | 100% | 14.9% | 16.6% | 6.0% | 0.4% | 2.1% | 0.9% | 0.4% | 0.9% | 9.8% | 15.7% | 0.0% | 0.9% | 1.7% | 3.0% | 0.4% | 3.0% | 23.4% |
| Films | 100% | 18.8% | 15.4% | 6.4% | 0.4% | 3.4% | 0.4% | 0.0% | 1.1% | 10.2% | 13.5% | 0.0% | 0.8% | 1.5% | 2.6% | 0.0% | 3.8% | 21.8% |
| Serials and Soap Operas | 100% | 20.9% | 18.2% | 5.5% | 0.4% | 2.0% | 0.4% | 0.0% | 0.8% | 9.9% | 10.3% | 0.0% | 0.4% | 1.6% | 3.2% | 0.0% | 3.6% | 22.9% |
| Documentary | 100% | 19.3% | 14.9% | 5.7% | 0.3% | 4.1% | 1.0% | 0.3% | 1.4% | 7.8% | 9.5% | 0.0% | 1.0% | 1.4% | 3.0% | 0.3% | 4.4% | 25.7% |
| Discussions | 100% | 21.3% | 16.5% | 6.0% | 0.3% | 3.3% | 0.3% | 0.3% | 0.6% | 9.0% | 9.0% | 0.0% | 1.2% | 0.9% | 2.7% | 0.3% | 5.1% | 23.4% |
| Sports | 100% | 15.6% | 15.1% | 6.9% | 0.0% | 4.1% | 0.5% | 0.0% | 0.5% | 5.0% | 14.7% | 0.0% | 0.9% | 1.4% | 2.8% | 0.5% | 5.5% | 26.6% |
| Quizzes | 100% | 19.8% | 14.9% | 7.5% | 0.0% | 2.6% | 0.7% | 0.0% | 1.5% | 9.3% | 10.4% | 0.0% | 0.7% | 1.5% | 2.6% | 0.0% | 3.0% | 25.4% |
| Plays / drama | 100% | 20.6% | 16.8% | 6.3% | 0.3% | 3.3% | 0.5% | 0.0% | 1.1% | 9.9% | 10.4% | 0.0% | 0.5% | 1.1% | 1.9% | 0.3% | 3.3% | 23.6% |
| Arts / Culture | 100% | 18.8% | 14.2% | 3.8% | 0.4% | 4.6% | 1.3% | 0.4% | 0.4% | 8.8% | 10.8% | 0.0% | 0.4% | 1.7% | 2.9% | 0.0% | 4.2% | 27.5% |
| House Programmes | 100% | 21.6% | 16.2% | 7.6% | 0.4% | 3.6% | 0.4% | 0.0% | 1.1% | 9.0% | 9.4% | 0.0% | 0.7% | 1.1% | 3.2% | 0.0% | 2.9% | 23.0% |
| Investment / Businesses | 100% | 21.5% | 9.3% | 10.3% | 0.0% | 3.7% | 0.9% | 0.9% | 0.9% | 7.5% | 6.5% | 0.0% | 0.0% | 0.9% | 2.8% | 0.0% | 6.5% | 28.0% |
| Children Programmes | 100.0% | 20.5% | 13.7% | 6.3% | 0.5% | 2.0% | 0.5% | 0.5% | 1.5% | 9.8% | 11.2% | 0.0% | 0.5% | 1.5% | 2.0% | 0.0% | 4.4% | 25.4% |
| News and Current Affairs | 100% | 19.3% | 16.3% | 6.0% | 0.2% | 3.9% | 0.7% | 0.2% | 0.9% | 8.3% | 10.8% | 0.0% | 1.6% | 1.6% | 2.5% | 0.2% | 5.5% | 22.0% |

8.4. TV Station Comparison for Specific Programme Types – By Gender and Age Group
[Base = All TV Viewers]

| | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Weather | | | | | | |
| TVM | 82 20.3% 100.0% | 37 21.0% 45.1% | 45 19.8% 54.9% | 8 8.7% 9.8% | 38 25.7% 46.3% | 36 22.1% 43.9% |
| Super 1 | 61 15.1% 100.0% | 27 15.3% 44.3% | 34 15.0% 55.7% | 7 7.6% 11.5% | 21 14.2% 34.4% | 33 20.2% 54.1% |
| Net | 22 5.5% 100.0% | 5 2.8% 22.7% | 17 7.5% 77.3% | 6 6.5% 27.3% | 7 4.7% 31.8% | 9 5.5% 40.9% |
| Smash | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 16 4.0% 100.0% | 7 4.0% 43.8% | 9 4.0% 56.3% | 2 2.2% 12.5% | 5 3.4% 31.3% | 9 5.5% 56.3% |
| Rai 2 | 3 0.7% 100.0% | 3 1.7% 100.0% | 0 0.0% 0.0% | 2 2.2% 66.7% | 0 0.0% 0.0% | 1 0.6% 33.3% |
| Rai 3 | 1 0.2% 100.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.6% 100.0% |
| Rete 4 | 4 1.0% 100.0% | 2 1.1% 50.0% | 2 0.9% 50.0% | 1 1.1% 25.0% | 1 0.7% 25.0% | 2 1.2% 50.0% |
| Canale 5 | 32 7.9% 100.0% | 7 4.0% 21.9% | 25 11.0% 78.1% | 8 8.7% 25.0% | 15 10.1% 46.9% | 9 5.5% 28.1% |
| Italia 1 | 41 10.2% 100.0% | 25 14.2% 61.0% | 16 7.0% 39.0% | 31 33.7% 75.6% | 9 6.1% 22.0% | 1 0.6% 2.4% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 7 1.7% 100.0% | 6 3.4% 85.7% | 1 0.4% 14.3% | 0 0.0% 0.0% | 6 4.1% 85.7% | 1 0.6% 14.3% |
| MTV | 7 1.7% 100.0% | 3 1.7% 42.9% | 4 1.8% 57.1% | 5 5.4% 71.4% | 1 0.7% 14.3% | 1 0.6% 14.3% |
| BBC Prime | 9 2.2% 100.0% | 1 0.6% 11.1% | 8 3.5% 88.9% | 1 1.1% 11.1% | 4 2.7% 44.4% | 4 2.5% 44.4% |
| BBC World | 1 0.2% 100.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% |
| Other Station | 21 5.2% 100.0% | 14 8.0% 66.7% | 7 3.1% 33.3% | 5 5.4% 23.8% | 8 5.4% 38.1% | 8 4.9% 38.1% |
| No favorite station | 95 23.6% 100.0% | 37 21.0% 38.9% | 58 25.6% 61.1% | 16 17.4% 16.8% | 31 20.9% 32.6% | 48 29.4% 50.5% |
| Total | 403 100.0% 100.0% | 176 100.0% 43.7% | 227 100.0% 56.3% | 92 100.0% 22.8% | 148 100.0% 36.7% | 163 100.0% 40.4% |

| Music Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 35 14.9% 100.0% | 17 16.8% 48.6% | 18 13.4% 51.4% | 4 5.2% 11.4% | 16 20.0% 45.7% | 15 19.2% 42.9% |
| Super 1 | 39 16.6% 100.0% | 15 14.9% 38.5% | 24 17.9% 61.5% | 7 9.1% 17.9% | 14 17.5% 35.9% | 18 23.1% 46.2% |
| Net | 14 6.0% 100.0% | 7 6.9% 50.0% | 7 5.2% 50.0% | 6 7.8% 42.9% | 6 7.5% 42.9% | 2 2.6% 14.3% |
| Smash | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 1 1.3% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 5 2.1% 100.0% | 1 1.0% 20.0% | 4 3.0% 80.0% | 1 1.3% 20.0% | 1 1.3% 20.0% | 3 3.8% 60.0% |
| Rai 2 | 2 0.9% 100.0% | 2 2.0% 100.0% | 0 0.0% 0.0% | 2 2.6% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 1 0.4% 100.0% | 1 1.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.3% 100.0% |
| Rete 4 | 2 0.9% 100.0% | 2 2.0% 100.0% | 0 0.0% 0.0% | 1 1.3% 50.0% | 0 0.0% 0.0% | 1 1.3% 50.0% |
| Canale 5 | 23 9.8% 100.0% | 3 3.0% 13.0% | 20 14.9% 87.0% | 8 10.4% 34.8% | 9 11.3% 39.1% | 6 7.7% 26.1% |
| Italia 1 | 37 15.7% 100.0% | 21 20.8% 56.8% | 16 11.9% 43.2% | 28 36.4% 75.7% | 8 10.0% 21.6% | 1 1.3% 2.7% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.9% 100.0% | 2 2.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 2.5% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.7% 100.0% | 2 2.0% 50.0% | 2 1.5% 50.0% | 3 3.9% 75.0% | 1 1.3% 25.0% | 0 0.0% 0.0% |
| BBC Prime | 7 3.0% 100.0% | 1 1.0% 14.3% | 6 4.5% 85.7% | 1 1.3% 14.3% | 3 3.8% 42.9% | 3 3.8% 42.9% |
| BBC World | 1 0.4% 100.0% | 1 1.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.3% 100.0% | 0 0.0% 0.0% |
| Other Station | 7 3.0% 100.0% | 5 5.0% 71.4% | 2 1.5% 28.6% | 1 1.3% 14.3% | 3 3.8% 42.9% | 3 3.8% 42.9% |
| No favorite station | 55 23.4% 100.0% | 21 20.8% 38.2% | 34 25.4% 61.8% | 15 19.5% 27.3% | 15 18.8% 27.3% | 25 32.1% 45.5% |
| Total | 235 100.0% 100.0% | 101 100.0% 43.0% | 134 100.0% 57.0% | 77 100.0% 32.8% | 80 100.0% 34.0% | 78 100.0% 33.2% |

| Films | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 50 18.8% 100.0% | 26 23.6% 52.0% | 24 15.4% 48.0% | 8 9.6% 16.0% | 21 22.1% 42.0% | 21 23.9% 42.0% |
| Super 1 | 41 15.4% 100.0% | 19 17.3% 46.3% | 22 14.1% 53.7% | 7 8.4% 17.1% | 15 15.8% 36.6% | 19 21.6% 46.3% |
| Net | 17 6.4% 100.0% | 6 5.5% 35.3% | 11 7.1% 64.7% | 5 6.0% 29.4% | 8 8.4% 47.1% | 4 4.5% 23.5% |
| Smash | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 1 1.1% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 9 3.4% 100.0% | 2 1.8% 22.2% | 7 4.5% 77.8% | 1 1.2% 11.1% | 1 1.1% 11.1% | 7 8.0% 77.8% |
| Rai 2 | 1 0.4% 100.0% | 1 0.9% 100.0% | 0 0.0% 0.0% | 1 1.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 3 1.1% 100.0% | 2 1.8% 66.7% | 1 0.6% 33.3% | 1 1.2% 33.3% | 1 1.1% 33.3% | 1 1.1% 33.3% |
| Canale 5 | 27 10.2% 100.0% | 6 5.5% 22.2% | 21 13.5% 77.8% | 8 9.6% 29.6% | 14 14.7% 51.9% | 5 5.7% 18.5% |
| Italia 1 | 36 13.5% 100.0% | 21 19.1% 58.3% | 15 9.6% 41.7% | 27 32.5% 75.0% | 8 8.4% 22.2% | 1 1.1% 2.8% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.8% 100.0% | 2 1.8% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 2.1% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.5% 100.0% | 1 0.9% 25.0% | 3 1.9% 75.0% | 4 4.8% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 7 2.6% 100.0% | 1 0.9% 14.3% | 6 3.8% 85.7% | 1 1.2% 14.3% | 3 3.2% 42.9% | 3 3.4% 42.9% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 10 3.8% 100.0% | 5 4.5% 50.0% | 5 3.2% 50.0% | 3 3.6% 30.0% | 3 3.2% 30.0% | 4 4.5% 40.0% |
| No favorite station | 58 21.8% 100.0% | 18 16.4% 31.0% | 40 25.6% 69.0% | 17 20.5% 29.3% | 18 18.9% 31.0% | 23 26.1% 39.7% |
| Total | 266 100.0% 100.0% | 110 100.0% 41.4% | 156 100.0% 58.6% | 83 100.0% 31.2% | 95 100.0% 35.7% | 88 100.0% 33.1% |

| Serials and Soap Operas | Total | Gender | | Age Group | | |
|-------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 53 20.9% 100.0% | 20 23.0% 37.7% | 33 19.9% 62.3% | 8 11.0% 15.1% | 24 27.0% 45.3% | 21 23.1% 39.6% |
| Super 1 | 46 18.2% 100.0% | 14 16.1% 30.4% | 32 19.3% 69.6% | 9 12.3% 19.6% | 18 20.2% 39.1% | 19 20.9% 41.3% |
| Net | 14 5.5% 100.0% | 4 4.6% 28.6% | 10 6.0% 71.4% | 3 4.1% 21.4% | 5 5.6% 35.7% | 6 6.6% 42.9% |
| Smash | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.6% 100.0% | 0 0.0% 0.0% | 1 1.1% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 5 2.0% 100.0% | 3 3.4% 60.0% | 2 1.2% 40.0% | 0 0.0% 0.0% | 1 1.1% 20.0% | 4 4.4% 80.0% |
| Rai 2 | 1 0.4% 100.0% | 1 1.1% 100.0% | 0 0.0% 0.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 2 0.8% 100.0% | 0 0.0% 0.0% | 2 1.2% 100.0% | 0 0.0% 0.0% | 2 2.2% 100.0% | 0 0.0% 0.0% |
| Canale 5 | 25 9.9% 100.0% | 5 5.7% 20.0% | 20 12.0% 80.0% | 6 8.2% 24.0% | 13 14.6% 52.0% | 6 6.6% 24.0% |
| Italia 1 | 26 10.3% 100.0% | 14 16.1% 53.8% | 12 7.2% 46.2% | 23 31.5% 88.5% | 3 3.4% 11.5% | 0 0.0% 0.0% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 1 0.4% 100.0% | 1 1.1% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.1% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.6% 100.0% | 1 1.1% 25.0% | 3 1.8% 75.0% | 4 5.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 8 3.2% 100.0% | 1 1.1% 12.5% | 7 4.2% 87.5% | 0 0.0% 0.0% | 3 3.4% 37.5% | 5 5.5% 62.5% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 9 3.6% 100.0% | 5 5.7% 55.6% | 4 2.4% 44.4% | 4 5.5% 44.4% | 3 3.4% 33.3% | 2 2.2% 22.2% |
| No favorite station | 58 22.9% 100.0% | 18 20.7% 31.0% | 40 24.1% 69.0% | 15 20.5% 25.9% | 15 16.9% 25.9% | 28 30.8% 48.3% |
| Total | 253 100.0% 100.0% | 87 100.0% 34.4% | 166 100.0% 65.6% | 73 100.0% 28.9% | 89 100.0% 35.2% | 91 100.0% 36.0% |



| Documentary | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 57 19.3% 100.0% | 31 21.5% 54.4% | 26 17.1% 45.6% | 4 6.9% 7.0% | 25 21.9% 43.9% | 28 22.6% 49.1% |
| Super 1 | 44 14.9% 100.0% | 24 16.7% 54.5% | 20 13.2% 45.5% | 2 3.4% 4.5% | 17 14.9% 38.6% | 25 20.2% 56.8% |
| Net | 17 5.7% 100.0% | 7 4.9% 41.2% | 10 6.6% 58.8% | 5 8.6% 29.4% | 8 7.0% 47.1% | 4 3.2% 23.5% |
| Smash | 1 0.3% 100.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 1 0.9% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 12 4.1% 100.0% | 5 3.5% 41.7% | 7 4.6% 58.3% | 2 3.4% 16.7% | 2 1.8% 16.7% | 8 6.5% 66.7% |
| Rai 2 | 3 1.0% 100.0% | 3 2.1% 100.0% | 0 0.0% 0.0% | 2 3.4% 66.7% | 0 0.0% 0.0% | 1 0.8% 33.3% |
| Rai 3 | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.8% 100.0% |
| Rete 4 | 4 1.4% 100.0% | 2 1.4% 50.0% | 2 1.3% 50.0% | 1 1.7% 25.0% | 1 0.9% 25.0% | 2 1.6% 50.0% |
| Canale 5 | 23 7.8% 100.0% | 7 4.9% 30.4% | 16 10.5% 69.6% | 4 6.9% 17.4% | 10 8.8% 43.5% | 9 7.3% 39.1% |
| Italia 1 | 28 9.5% 100.0% | 20 13.9% 71.4% | 8 5.3% 28.6% | 19 32.8% 67.9% | 9 7.9% 32.1% | 0 0.0% 0.0% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 3 1.0% 100.0% | 3 2.1% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 3 2.6% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.4% 100.0% | 2 1.4% 50.0% | 2 1.3% 50.0% | 3 5.2% 75.0% | 0 0.0% 0.0% | 1 0.8% 25.0% |
| BBC Prime | 9 3.0% 100.0% | 1 0.7% 11.1% | 8 5.3% 88.9% | 2 3.4% 22.2% | 3 2.6% 33.3% | 4 3.2% 44.4% |
| BBC World | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.9% 100.0% | 0 0.0% 0.0% |
| Other Station | 13 4.4% 100.0% | 9 6.3% 69.2% | 4 2.6% 30.8% | 2 3.4% 15.4% | 5 4.4% 38.5% | 6 4.8% 46.2% |
| No favorite station | 76 25.7% 100.0% | 28 19.4% 36.8% | 48 31.6% 63.2% | 12 20.7% 15.8% | 29 25.4% 38.2% | 35 28.2% 46.1% |
| Total | 296 100.0% 100.0% | 144 100.0% 48.6% | 152 100.0% 51.4% | 58 100.0% 19.6% | 114 100.0% 38.5% | 124 100.0% 41.9% |



| Discussion Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 71 21.3% 100.0% | 32 21.5% 45.1% | 39 21.1% 54.9% | 4 6.3% 5.6% | 35 26.7% 49.3% | 32 23.0% 45.1% |
| Super 1 | 55 16.5% 100.0% | 22 14.8% 40.0% | 33 17.8% 60.0% | 7 10.9% 12.7% | 18 13.7% 32.7% | 30 21.6% 54.5% |
| Net | 20 6.0% 100.0% | 8 5.4% 40.0% | 12 6.5% 60.0% | 8 12.5% 40.0% | 8 6.1% 40.0% | 4 2.9% 20.0% |
| Smash | 1 0.3% 100.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 11 3.3% 100.0% | 5 3.4% 45.5% | 6 3.2% 54.5% | 1 1.6% 9.1% | 3 2.3% 27.3% | 7 5.0% 63.6% |
| Rai 2 | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.7% 100.0% |
| Rai 3 | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.7% 100.0% |
| Rete 4 | 2 0.6% 100.0% | 1 0.7% 50.0% | 1 0.5% 50.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 1.4% 100.0% |
| Canale 5 | 30 9.0% 100.0% | 8 5.4% 26.7% | 22 11.9% 73.3% | 6 9.4% 20.0% | 16 12.2% 53.3% | 8 5.8% 26.7% |
| Italia 1 | 30 9.0% 100.0% | 22 14.8% 73.3% | 8 4.3% 26.7% | 19 29.7% 63.3% | 10 7.6% 33.3% | 1 0.7% 3.3% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 4 1.2% 100.0% | 3 2.0% 75.0% | 1 0.5% 25.0% | 0 0.0% 0.0% | 4 3.1% 100.0% | 0 0.0% 0.0% |
| MTV | 3 0.9% 100.0% | 2 1.3% 66.7% | 1 0.5% 33.3% | 1 1.6% 33.3% | 1 0.8% 33.3% | 1 0.7% 33.3% |
| BBC Prime | 9 2.7% 100.0% | 1 0.7% 11.1% | 8 4.3% 88.9% | 1 1.6% 11.1% | 3 2.3% 33.3% | 5 3.6% 55.6% |
| BBC World | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% |
| Other Station | 17 5.1% 100.0% | 13 8.7% 76.5% | 4 2.2% 23.5% | 3 4.7% 17.6% | 7 5.3% 41.2% | 7 5.0% 41.2% |
| No favorite station | 78 23.4% 100.0% | 29 19.5% 37.2% | 49 26.5% 62.8% | 14 21.9% 17.9% | 24 18.3% 30.8% | 40 28.8% 51.3% |
| Total | 334 100.0% 100.0% | 149 100.0% 44.6% | 185 100.0% 55.4% | 64 100.0% 19.2% | 131 100.0% 39.2% | 139 100.0% 41.6% |



| Sports | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 34 15.6% 100.0% | 23 16.0% 67.6% | 11 14.9% 32.4% | 4 5.8% 11.8% | 17 24.3% 50.0% | 13 16.5% 38.2% |
| Super 1 | 33 15.1% 100.0% | 24 16.7% 72.7% | 9 12.2% 27.3% | 7 10.1% 21.2% | 9 12.9% 27.3% | 17 21.5% 51.5% |
| Net | 15 6.9% 100.0% | 7 4.9% 46.7% | 8 10.8% 53.3% | 5 7.2% 33.3% | 4 5.7% 26.7% | 6 7.6% 40.0% |
| Smash | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 9 4.1% 100.0% | 5 3.5% 55.6% | 4 5.4% 44.4% | 2 2.9% 22.2% | 1 1.4% 11.1% | 6 7.6% 66.7% |
| Rai 2 | 1 0.5% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 1 0.5% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Canale 5 | 11 5.0% 100.0% | 7 4.9% 63.6% | 4 5.4% 36.4% | 4 5.8% 36.4% | 6 8.6% 54.5% | 1 1.3% 9.1% |
| Italia 1 | 32 14.7% 100.0% | 27 18.8% 84.4% | 5 6.8% 15.6% | 24 34.8% 75.0% | 7 10.0% 21.9% | 1 1.3% 3.1% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.9% 100.0% | 2 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 2.9% 100.0% | 0 0.0% 0.0% |
| MTV | 3 1.4% 100.0% | 2 1.4% 66.7% | 1 1.4% 33.3% | 1 1.4% 33.3% | 1 1.4% 33.3% | 1 1.3% 33.3% |
| BBC Prime | 6 2.8% 100.0% | 1 0.7% 16.7% | 5 6.8% 83.3% | 1 1.4% 16.7% | 2 2.9% 33.3% | 3 3.8% 50.0% |
| BBC World | 1 0.5% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.4% 100.0% | 0 0.0% 0.0% |
| Other Station | 12 5.5% 100.0% | 10 6.9% 83.3% | 2 2.7% 16.7% | 4 5.8% 33.3% | 4 5.7% 33.3% | 4 5.1% 33.3% |
| No favorite station | 58 26.6% 100.0% | 33 22.9% 56.9% | 25 33.8% 43.1% | 15 21.7% 25.9% | 16 22.9% 27.6% | 27 34.2% 46.6% |
| Total | 218 100.0% 100.0% | 144 100.0% 66.1% | 74 100.0% 33.9% | 69 100.0% 31.7% | 70 100.0% 32.1% | 79 100.0% 36.2% |



| Quizzes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 53 19.8% 100.0% | 23 24.2% 43.4% | 30 17.3% 56.6% | 5 7.5% 9.4% | 22 22.4% 41.5% | 26 25.2% 49.1% |
| Super 1 | 40 14.9% 100.0% | 15 15.8% 37.5% | 25 14.5% 62.5% | 6 9.0% 15.0% | 16 16.3% 40.0% | 18 17.5% 45.0% |
| Net | 20 7.5% 100.0% | 6 6.3% 30.0% | 14 8.1% 70.0% | 6 9.0% 30.0% | 8 8.2% 40.0% | 6 5.8% 30.0% |
| Smash | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 7 2.6% 100.0% | 2 2.1% 28.6% | 5 2.9% 71.4% | 1 1.5% 14.3% | 2 2.0% 28.6% | 4 3.9% 57.1% |
| Rai 2 | 2 0.7% 100.0% | 2 2.1% 100.0% | 0 0.0% 0.0% | 1 1.5% 50.0% | 0 0.0% 0.0% | 1 1.0% 50.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 4 1.5% 100.0% | 2 2.1% 50.0% | 2 1.2% 50.0% | 1 1.5% 25.0% | 2 2.0% 50.0% | 1 1.0% 25.0% |
| Canale 5 | 25 9.3% 100.0% | 5 5.3% 20.0% | 20 11.6% 80.0% | 7 10.4% 28.0% | 11 11.2% 44.0% | 7 6.8% 28.0% |
| Italia 1 | 28 10.4% 100.0% | 14 14.7% 50.0% | 14 8.1% 50.0% | 22 32.8% 78.6% | 5 5.1% 17.9% | 1 1.0% 3.6% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.7% 100.0% | 2 2.1% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 2.0% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.5% 100.0% | 0 0.0% 0.0% | 4 2.3% 100.0% | 4 6.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 7 2.6% 100.0% | 1 1.1% 14.3% | 6 3.5% 85.7% | 1 1.5% 14.3% | 3 3.1% 42.9% | 3 2.9% 42.9% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 8 3.0% 100.0% | 5 5.3% 62.5% | 3 1.7% 37.5% | 1 1.5% 12.5% | 4 4.1% 50.0% | 3 2.9% 37.5% |
| No favorite station | 68 25.4% 100.0% | 18 18.9% 26.5% | 50 28.9% 73.5% | 12 17.9% 17.6% | 23 23.5% 33.8% | 33 32.0% 48.5% |
| Total | 268 100.0% 100.0% | 95 100.0% 35.4% | 173 100.0% 64.6% | 67 100.0% 25.0% | 98 100.0% 36.6% | 103 100.0% 38.4% |



| Plays / drama | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 75 20.6% 100.0% | 30 21.9% 40.0% | 45 19.8% 60.0% | 9 9.5% 12.0% | 34 25.8% 45.3% | 32 23.4% 42.7% |
| Super 1 | 61 16.8% 100.0% | 19 13.9% 31.1% | 42 18.5% 68.9% | 7 7.4% 11.5% | 25 18.9% 41.0% | 29 21.2% 47.5% |
| Net | 23 6.3% 100.0% | 8 5.8% 34.8% | 15 6.6% 65.2% | 7 7.4% 30.4% | 8 6.1% 34.8% | 8 5.8% 34.8% |
| Smash | 1 0.3% 100.0% | 0 0.0% 0.0% | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 12 3.3% 100.0% | 3 2.2% 25.0% | 9 4.0% 75.0% | 0 0.0% 0.0% | 4 3.0% 33.3% | 8 5.8% 66.7% |
| Rai 2 | 2 0.5% 100.0% | 2 1.5% 100.0% | 0 0.0% 0.0% | 1 1.1% 50.0% | 0 0.0% 0.0% | 1 0.7% 50.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 4 1.1% 100.0% | 2 1.5% 50.0% | 2 0.9% 50.0% | 1 1.1% 25.0% | 2 1.5% 50.0% | 1 0.7% 25.0% |
| Canale 5 | 36 9.9% 100.0% | 8 5.8% 22.2% | 28 12.3% 77.8% | 12 12.6% 33.3% | 16 12.1% 44.4% | 8 5.8% 22.2% |
| Italia 1 | 38 10.4% 100.0% | 22 16.1% 57.9% | 16 7.0% 42.1% | 32 33.7% 84.2% | 5 3.8% 13.2% | 1 0.7% 2.6% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.5% 100.0% | 2 1.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 1.5% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.1% 100.0% | 1 0.7% 25.0% | 3 1.3% 75.0% | 3 3.2% 75.0% | 0 0.0% 0.0% | 1 0.7% 25.0% |
| BBC Prime | 7 1.9% 100.0% | 1 0.7% 14.3% | 6 2.6% 85.7% | 1 1.1% 14.3% | 2 1.5% 28.6% | 4 2.9% 57.1% |
| BBC World | 1 0.3% 100.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% |
| Other Station | 12 3.3% 100.0% | 8 5.8% 66.7% | 4 1.8% 33.3% | 4 4.2% 33.3% | 4 3.0% 33.3% | 4 2.9% 33.3% |
| No favorite station | 86 23.6% 100.0% | 30 21.9% 34.9% | 56 24.7% 65.1% | 18 18.9% 20.9% | 28 21.2% 32.6% | 40 29.2% 46.5% |
| Total | 364 100.0% 100.0% | 137 100.0% 37.6% | 227 100.0% 62.4% | 95 100.0% 26.1% | 132 100.0% 36.3% | 137 100.0% 37.6% |

| Arts / Culture | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 45 18.8% 100.0% | 23 20.4% 51.1% | 22 17.3% 48.9% | 3 6.1% 6.7% | 22 25.9% 48.9% | 20 18.9% 44.4% |
| Super 1 | 34 14.2% 100.0% | 18 15.9% 52.9% | 16 12.6% 47.1% | 2 4.1% 5.9% | 12 14.1% 35.3% | 20 18.9% 58.8% |
| Net | 9 3.8% 100.0% | 3 2.7% 33.3% | 6 4.7% 66.7% | 2 4.1% 22.2% | 5 5.9% 55.6% | 2 1.9% 22.2% |
| Smash | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% | 1 1.2% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 11 4.6% 100.0% | 2 1.8% 18.2% | 9 7.1% 81.8% | 0 0.0% 0.0% | 3 3.5% 27.3% | 8 7.5% 72.7% |
| Rai 2 | 3 1.3% 100.0% | 3 2.7% 100.0% | 0 0.0% 0.0% | 2 4.1% 66.7% | 0 0.0% 0.0% | 1 0.9% 33.3% |
| Rai 3 | 1 0.4% 100.0% | 1 0.9% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.9% 100.0% |
| Rete 4 | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.8% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.9% 100.0% |
| Canale 5 | 21 8.8% 100.0% | 8 7.1% 38.1% | 13 10.2% 61.9% | 2 4.1% 9.5% | 10 11.8% 47.6% | 9 8.5% 42.9% |
| Italia 1 | 26 10.8% 100.0% | 19 16.8% 73.1% | 7 5.5% 26.9% | 22 44.9% 84.6% | 4 4.7% 15.4% | 0 0.0% 0.0% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 1 0.4% 100.0% | 1 0.9% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.2% 100.0% | 0 0.0% 0.0% |
| MTV | 4 1.7% 100.0% | 2 1.8% 50.0% | 2 1.6% 50.0% | 3 6.1% 75.0% | 0 0.0% 0.0% | 1 0.9% 25.0% |
| BBC Prime | 7 2.9% 100.0% | 1 0.9% 14.3% | 6 4.7% 85.7% | 1 2.0% 14.3% | 2 2.4% 28.6% | 4 3.8% 57.1% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 10 4.2% 100.0% | 5 4.4% 50.0% | 5 3.9% 50.0% | 1 2.0% 10.0% | 4 4.7% 40.0% | 5 4.7% 50.0% |
| No favorite station | 66 27.5% 100.0% | 27 23.9% 40.9% | 39 30.7% 59.1% | 11 22.4% 16.7% | 21 24.7% 31.8% | 34 32.1% 51.5% |
| Total | 240 100.0% 100.0% | 113 100.0% 47.1% | 127 100.0% 52.9% | 49 100.0% 20.4% | 85 100.0% 35.4% | 106 100.0% 44.2% |

| House Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 60 21.6% 100.0% | 20 24.4% 33.3% | 40 20.4% 66.7% | 4 8.2% 6.7% | 30 28.0% 50.0% | 26 21.3% 43.3% |
| Super 1 | 45 16.2% 100.0% | 11 13.4% 24.4% | 34 17.3% 75.6% | 4 8.2% 8.9% | 19 17.8% 42.2% | 22 18.0% 48.9% |
| Net | 21 7.6% 100.0% | 5 6.1% 23.8% | 16 8.2% 76.2% | 5 10.2% 23.8% | 7 6.5% 33.3% | 9 7.4% 42.9% |
| Smash | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 1 0.9% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 10 3.6% 100.0% | 1 1.2% 10.0% | 9 4.6% 90.0% | 1 2.0% 10.0% | 2 1.9% 20.0% | 7 5.7% 70.0% |
| Rai 2 | 1 0.4% 100.0% | 1 1.2% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.8% 100.0% |
| Rai 3 | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rete 4 | 3 1.1% 100.0% | 2 2.4% 66.7% | 1 0.5% 33.3% | 1 2.0% 33.3% | 1 0.9% 33.3% | 1 0.8% 33.3% |
| Canale 5 | 25 9.0% 100.0% | 4 4.9% 16.0% | 21 10.7% 84.0% | 6 12.2% 24.0% | 12 11.2% 48.0% | 7 5.7% 28.0% |
| Italia 1 | 26 9.4% 100.0% | 14 17.1% 53.8% | 12 6.1% 46.2% | 19 38.8% 73.1% | 6 5.6% 23.1% | 1 0.8% 3.8% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 2 0.7% 100.0% | 1 1.2% 50.0% | 1 0.5% 50.0% | 0 0.0% 0.0% | 2 1.9% 100.0% | 0 0.0% 0.0% |
| MTV | 3 1.1% 100.0% | 1 1.2% 33.3% | 2 1.0% 66.7% | 2 4.1% 66.7% | 0 0.0% 0.0% | 1 0.8% 33.3% |
| BBC Prime | 9 3.2% 100.0% | 1 1.2% 11.1% | 8 4.1% 88.9% | 0 0.0% 0.0% | 4 3.7% 44.4% | 5 4.1% 55.6% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 8 2.9% 100.0% | 3 3.7% 37.5% | 5 2.6% 62.5% | 0 0.0% 0.0% | 4 3.7% 50.0% | 4 3.3% 50.0% |
| No favorite station | 64 23.0% 100.0% | 18 22.0% 28.1% | 46 23.5% 71.9% | 7 14.3% 10.9% | 19 17.8% 29.7% | 38 31.1% 59.4% |
| Total | 278 100.0% 100.0% | 82 100.0% 29.5% | 196 100.0% 70.5% | 49 100.0% 17.6% | 107 100.0% 38.5% | 122 100.0% 43.9% |



| Investment / Business | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 23 21.5% 100.0% | 13 26.5% 56.5% | 10 17.2% 43.5% | 1 5.3% 4.3% | 9 24.3% 39.1% | 13 25.5% 56.5% |
| Super 1 | 10 9.3% 100.0% | 5 10.2% 50.0% | 5 8.6% 50.0% | 2 10.5% 20.0% | 1 2.7% 10.0% | 7 13.7% 70.0% |
| Net | 11 10.3% 100.0% | 4 8.2% 36.4% | 7 12.1% 63.6% | 6 31.6% 54.5% | 4 10.8% 36.4% | 1 2.0% 9.1% |
| Smash | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 1 | 4 3.7% 100.0% | 2 4.1% 50.0% | 2 3.4% 50.0% | 0 0.0% 0.0% | 2 5.4% 50.0% | 2 3.9% 50.0% |
| Rai 2 | 1 0.9% 100.0% | 1 2.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.0% 100.0% |
| Rai 3 | 1 0.9% 100.0% | 1 2.0% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 2.0% 100.0% |
| Rete 4 | 1 0.9% 100.0% | 0 0.0% 0.0% | 1 1.7% 100.0% | 0 0.0% 0.0% | 1 2.7% 100.0% | 0 0.0% 0.0% |
| Canale 5 | 8 7.5% 100.0% | 3 6.1% 37.5% | 5 8.6% 62.5% | 0 0.0% 0.0% | 4 10.8% 50.0% | 4 7.8% 50.0% |
| Italia 1 | 7 6.5% 100.0% | 3 6.1% 42.9% | 4 6.9% 57.1% | 4 21.1% 57.1% | 3 8.1% 42.9% | 0 0.0% 0.0% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| MTV | 1 0.9% 100.0% | 1 2.0% 100.0% | 0 0.0% 0.0% | 1 5.3% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 3 2.8% 100.0% | 0 0.0% 0.0% | 3 5.2% 100.0% | 0 0.0% 0.0% | 1 2.7% 33.3% | 2 3.9% 66.7% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 7 6.5% 100.0% | 5 10.2% 71.4% | 2 3.4% 28.6% | 0 0.0% 0.0% | 4 10.8% 57.1% | 3 5.9% 42.9% |
| No favorite station | 30 28.0% 100.0% | 11 22.4% 36.7% | 19 32.8% 63.3% | 5 26.3% 16.7% | 8 21.6% 26.7% | 17 33.3% 56.7% |
| Total | 107 100.0% 100.0% | 49 100.0% 45.8% | 58 100.0% 54.2% | 19 100.0% 17.8% | 37 100.0% 34.6% | 51 100.0% 47.7% |



| Children Programmes | Total | Gender | | Age Group | | |
|-----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 42 20.5% 100.0% | 18 26.1% 42.9% | 24 17.6% 57.1% | 5 8.9% 11.9% | 19 23.2% 45.2% | 18 26.9% 42.9% |
| Super 1 | 28 13.7% 100.0% | 8 11.6% 28.6% | 20 14.7% 71.4% | 5 8.9% 17.9% | 14 17.1% 50.0% | 9 13.4% 32.1% |
| Net | 13 6.3% 100.0% | 3 4.3% 23.1% | 10 7.4% 76.9% | 5 8.9% 38.5% | 4 4.9% 30.8% | 4 6.0% 30.8% |
| Smash | 1 0.5% 100.0% | 0 0.0% 0.0% | 1 0.7% 100.0% | 0 0.0% 0.0% | 1 1.2% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 4 2.0% 100.0% | 1 1.4% 25.0% | 3 2.2% 75.0% | 1 1.8% 25.0% | 1 1.2% 25.0% | 2 3.0% 50.0% |
| Rai 2 | 1 0.5% 100.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 1 1.8% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Rai 3 | 1 0.5% 100.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.5% 100.0% |
| Rete 4 | 3 1.5% 100.0% | 1 1.4% 33.3% | 2 1.5% 66.7% | 0 0.0% 0.0% | 1 1.2% 33.3% | 2 3.0% 66.7% |
| Canale 5 | 20 9.8% 100.0% | 1 1.4% 5.0% | 19 14.0% 95.0% | 7 12.5% 35.0% | 9 11.0% 45.0% | 4 6.0% 20.0% |
| Italia 1 | 23 11.2% 100.0% | 15 21.7% 65.2% | 8 5.9% 34.8% | 17 30.4% 73.9% | 5 6.1% 21.7% | 1 1.5% 4.3% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 1 0.5% 100.0% | 1 1.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 1.2% 100.0% | 0 0.0% 0.0% |
| MTV | 3 1.5% 100.0% | 1 1.4% 33.3% | 2 1.5% 66.7% | 3 5.4% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| BBC Prime | 4 2.0% 100.0% | 0 0.0% 0.0% | 4 2.9% 100.0% | 0 0.0% 0.0% | 3 3.7% 75.0% | 1 1.5% 25.0% |
| BBC World | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Other Station | 9 4.4% 100.0% | 5 7.2% 55.6% | 4 2.9% 44.4% | 4 7.1% 44.4% | 2 2.4% 22.2% | 3 4.5% 33.3% |
| No favorite station | 52 25.4% 100.0% | 13 18.8% 25.0% | 39 28.7% 75.0% | 8 14.3% 15.4% | 22 26.8% 42.3% | 22 32.8% 42.3% |
| Total | 205 100.0% 100.0% | 69 100.0% 33.7% | 136 100.0% 66.3% | 56 100.0% 27.3% | 82 100.0% 40.0% | 67 100.0% 32.7% |



| News and Current Affairs | Total | Gender | | Age Group | | |
|--------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| TVM | 84 19.3% 100.0% | 39 19.9% 46.4% | 45 18.8% 53.6% | 8 7.7% 9.5% | 40 24.8% 47.6% | 36 21.1% 42.9% |
| Super 1 | 71 16.3% 100.0% | 30 15.3% 42.3% | 41 17.1% 57.7% | 9 8.7% 12.7% | 24 14.9% 33.8% | 38 22.2% 53.5% |
| Net | 26 6.0% 100.0% | 8 4.1% 30.8% | 18 7.5% 69.2% | 8 7.7% 30.8% | 8 5.0% 30.8% | 10 5.8% 38.5% |
| Smash | 1 0.2% 100.0% | 0 0.0% 0.0% | 1 0.4% 100.0% | 0 0.0% 0.0% | 1 0.6% 100.0% | 0 0.0% 0.0% |
| Rai 1 | 17 3.9% 100.0% | 7 3.6% 41.2% | 10 4.2% 58.8% | 2 1.9% 11.8% | 5 3.1% 29.4% | 10 5.8% 58.8% |
| Rai 2 | 3 0.7% 100.0% | 3 1.5% 100.0% | 0 0.0% 0.0% | 2 1.9% 66.7% | 0 0.0% 0.0% | 1 0.6% 33.3% |
| Rai 3 | 1 0.2% 100.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.6% 100.0% |
| Rete 4 | 4 0.9% 100.0% | 2 1.0% 50.0% | 2 0.8% 50.0% | 1 1.0% 25.0% | 1 0.6% 25.0% | 2 1.2% 50.0% |
| Canale 5 | 36 8.3% 100.0% | 10 5.1% 27.8% | 26 10.8% 72.2% | 9 8.7% 25.0% | 17 10.6% 47.2% | 10 5.8% 27.8% |
| Italia 1 | 47 10.8% 100.0% | 30 15.3% 63.8% | 17 7.1% 36.2% | 34 32.7% 72.3% | 12 7.5% 25.5% | 1 0.6% 2.1% |
| Other Italian Station | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Discovery Channel | 7 1.6% 100.0% | 6 3.1% 85.7% | 1 0.4% 14.3% | 0 0.0% 0.0% | 6 3.7% 85.7% | 1 0.6% 14.3% |
| MTV | 7 1.6% 100.0% | 3 1.5% 42.9% | 4 1.7% 57.1% | 5 4.8% 71.4% | 1 0.6% 14.3% | 1 0.6% 14.3% |
| BBC Prime | 11 2.5% 100.0% | 1 0.5% 9.1% | 10 4.2% 90.9% | 2 1.9% 18.2% | 4 2.5% 36.4% | 5 2.9% 45.5% |
| BBC World | 1 0.2% 100.0% | 1 0.5% 100.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 0.6% 100.0% | 0 0.0% 0.0% |
| Other Station | 24 5.5% 100.0% | 15 7.7% 62.5% | 9 3.8% 37.5% | 6 5.8% 25.0% | 10 6.2% 41.7% | 8 4.7% 33.3% |
| No favorite station | 96 22.0% 100.0% | 40 20.4% 41.7% | 56 23.3% 58.3% | 18 17.3% 18.8% | 31 19.3% 32.3% | 47 27.5% 49.0% |
| Total | 436 100.0% 100.0% | 196 100.0% 45.0% | 240 100.0% 55.0% | 104 100.0% 23.9% | 161 100.0% 36.9% | 171 100.0% 39.2% |



9. TV Audience Assessment

9.1 TV Viewership – By Time of Viewing

[Base = All]

| | Did you watch TV yesterday | | |
|-------------------|----------------------------|----------------------------|----------------------------|
| | Yes | No | Total |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Not applicable | 0 | 153 | 153 |
| | 0.0% | 100.0% | 27.7% |
| | 0.0% | 100.0% | 100.0% |
| Before 12am | 58 | 0 | 58 |
| | 14.5% | 0.0% | 10.5% |
| | 100.0% | 0.0% | 100.0% |
| Between 12-7pm | 109 | 0 | 109 |
| | 27.3% | 0.0% | 19.7% |
| | 100.0% | 0.0% | 100.0% |
| Between 7-8.30pm | 130 | 0 | 130 |
| | 32.6% | 0.0% | 23.6% |
| | 100.0% | 0.0% | 100.0% |
| Between 8.30-10pm | 88 | 0 | 88 |
| | 22.1% | 0.0% | 15.9% |
| | 100.0% | 0.0% | 100.0% |
| Between 10-12pm | 14 | 0 | 14 |
| | 3.5% | 0.0% | 2.5% |
| | 100.0% | 0.0% | 100.0% |
| Refusal | 0 | 0 | 0 |
| | 0.0% | 0.0% | 0.0% |
| | 0.0% | 0.0% | 0.0% |
| Total | 399 | 153 | 552 |
| | 100.0% | 100.0% | 100.0% |
| | 72.3% | 27.7% | 100.0% |

9.2 TV Viewership by Time Bracket – By Weekday
[Base = All TV Viewers]

| | Total | At what time | | | | | |
|-----------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | Before 12pm | Between 12-7pm | Between 7-8.30pm | Between 8.30-10pm | Between 10-12am | Refusal |
| | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % | Count Column % Row % |
| Sunday | 55 | 18 | 17 | 11 | 8 | 1 | 0 |
| | 13.8% | 31.0% | 15.6% | 8.5% | 9.1% | 7.1% | 0.0% |
| | 100.0% | 32.7% | 30.9% | 20.0% | 14.5% | 1.8% | 0.0% |
| Monday | 52 | 6 | 16 | 15 | 12 | 3 | 0 |
| | 13.0% | 10.3% | 14.7% | 11.5% | 13.6% | 21.4% | 0.0% |
| | 100.0% | 11.5% | 30.8% | 28.8% | 23.1% | 5.8% | 0.0% |
| Tuesday | 59 | 4 | 17 | 23 | 13 | 2 | 0 |
| | 14.8% | 6.9% | 15.6% | 17.7% | 14.8% | 14.3% | 0.0% |
| | 100.0% | 6.8% | 28.8% | 39.0% | 22.0% | 3.4% | 0.0% |
| Wednesday | 65 | 5 | 15 | 18 | 25 | 2 | 0 |
| | 16.3% | 8.6% | 13.8% | 13.8% | 28.4% | 14.3% | 0.0% |
| | 100.0% | 7.7% | 23.1% | 27.7% | 38.5% | 3.1% | 0.0% |
| Thursday | 57 | 11 | 12 | 23 | 10 | 1 | 0 |
| | 14.3% | 19.0% | 11.0% | 17.7% | 11.4% | 7.1% | 0.0% |
| | 100.0% | 19.3% | 21.1% | 40.4% | 17.5% | 1.8% | 0.0% |
| Friday | 59 | 4 | 13 | 27 | 13 | 2 | 0 |
| | 14.8% | 6.9% | 11.9% | 20.8% | 14.8% | 14.3% | 0.0% |
| | 100.0% | 6.8% | 22.0% | 45.8% | 22.0% | 3.4% | 0.0% |
| Saturday | 52 | 10 | 19 | 13 | 7 | 3 | 0 |
| | 13.0% | 17.2% | 17.4% | 10.0% | 8.0% | 21.4% | 0.0% |
| | 100.0% | 19.2% | 36.5% | 25.0% | 13.5% | 5.8% | 0.0% |
| Total | 399 | 58 | 109 | 130 | 88 | 14 | 0 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 0.0% |
| | 100.0% | 14.5% | 27.3% | 32.6% | 22.1% | 3.5% | 0.0% |

9.3 TV Viewership by Station – By Month

[Base = All viewers (excluding missing values)]

| | | Total | TVM | Super One | Net | Smash | Rai 1 | Rai 2 | Rai 3 | Rete 4 | Canale 5 | Italia 1 | Other Italian Stat | Discov Chan | MTV | BBC Prime | BBC World | Other Station |
|-------|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Jun | | 104 | 61 | 12 | 3 | 0 | 9 | 0 | 1 | 1 | 3 | 6 | 0 | 0 | 2 | 1 | 0 | 5 |
| | | 26.7% | 31.0% | 22.2% | 18.8% | 0.0% | 37.5% | 0.0% | 50.0% | 50.0% | 13.6% | 19.4% | 0.0% | 0.0% | 40.0% | 12.5% | 0.0% | 27.8% |
| | | 100.0 | 58.7% | 11.5% | 2.9% | 0.0% | 8.7% | 0.0% | 1.0% | 1.0% | 2.9% | 5.8% | 0.0% | 0.0% | 1.9% | 1.0% | 0.0% | 4.8% |
| Jul | | 101 | 53 | 13 | 4 | 2 | 7 | 1 | 1 | 0 | 2 | 10 | 0 | 0 | 2 | 3 | 0 | 3 |
| | | 25.9% | 26.9% | 24.1% | 25.0% | 100.0 | 29.2% | 12.5% | 50.0% | 0.0% | 9.1% | 32.3% | 0.0% | 0.0% | 40.0% | 37.5% | 0.0% | 16.7% |
| | | 100.0 | 52.5% | 12.9% | 4.0% | 2.0% | 6.9% | 1.0% | 1.0% | 0.0% | 2.0% | 9.9% | 0.0% | 0.0% | 2.0% | 3.0% | 0.0% | 3.0% |
| Aug | | 88 | 40 | 18 | 3 | 0 | 0 | 7 | 0 | 1 | 8 | 6 | 0 | 0 | 0 | 0 | 0 | 5 |
| | | 22.6% | 20.3% | 33.3% | 18.8% | 0.0% | 0.0% | 87.5% | 0.0% | 50.0% | 36.4% | 19.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 27.8% |
| | | 100.0 | 45.5% | 20.5% | 3.4% | 0.0% | 0.0% | 8.0% | 0.0% | 1.1% | 9.1% | 6.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 5.7% |
| Sep | | 97 | 43 | 11 | 6 | 0 | 8 | 0 | 0 | 0 | 9 | 9 | 1 | 0 | 1 | 4 | 0 | 5 |
| | | 24.9% | 21.8% | 20.4% | 37.5% | 0.0% | 33.3% | 0.0% | 0.0% | 0.0% | 40.9% | 29.0% | 100.0 | 0.0% | 20.0% | 50.0% | 0.0% | 27.8% |
| | | 100.0 | 44.3% | 11.3% | 6.2% | 0.0% | 8.2% | 0.0% | 0.0% | 0.0% | 9.3% | 9.3% | 1.0% | 0.0% | 1.0% | 4.1% | 0.0% | 5.2% |
| Total | | 390 | 197 | 54 | 16 | 2 | 24 | 8 | 2 | 2 | 22 | 31 | 1 | 0 | 5 | 8 | 0 | 18 |
| | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 0.0 | 100.0 | 100.0 | 0.0 | 100.0 |
| | | 100.0% | 50.5% | 13.8% | 4.1% | 0.5% | 6.2% | 2.1% | 0.5% | 0.5% | 5.6% | 7.9% | 0.3% | 0.0% | 1.3% | 2.1% | 0.0% | 4.6% |

* missing values = people who did not want to indicate which station they listened to

9.4 TV Viewership by Station – By Weekday

[Base = All Viewers (excluding missing values)]

| | Total | TVM | Super One | Net | Smash | Rai 1 | Rai 2 | Rai 3 | Rete 4 | Canale 5 | Italia 1 | Other Italian Stat | Disc. Chan | MTV | BBC Prime | BBC World | Other Stat |
|------|-----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Sun | 54 13.8% 100.0 | 30 15.2% 55.6% | 7 13.0% 13.0% | 1 6.3% 1.9% | 0 0.0% 0.0% | 4 16.7% 7.4% | 4 50.0% 7.4% | 0 0.0% 0.0% | 1 50.0% 1.9% | 1 4.5% 1.9% | 3 9.7% 5.6% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 3 16.7% 5.6% |
| Mon | 50 12.8% 100.0 | 27 13.7% 54.0% | 9 16.7% 18.0% | 1 6.3% 2.0% | 1 50.0% 2.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 50.0% 2.0% | 1 4.5% 2.0% | 5 16.1% 10.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 12.5% 2.0% | 0 0.0% 0.0% | 4 22.2% 8.0% |
| Tue | 59 15.1% 100.0 | 33 16.8% 55.9% | 9 16.7% 15.3% | 3 18.8% 5.1% | 0 0.0% 0.0% | 1 4.2% 1.7% | 1 12.5% 1.7% | 1 50.0% 1.7% | 0 0.0% 0.0% | 7 31.8% 11.9% | 3 9.7% 5.1% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 12.5% 1.7% | 0 0.0% 0.0% | 0 0.0% 0.0% |
| Wed | 64 16.4% 100.0 | 27 13.7% 42.2% | 7 13.0% 10.9% | 5 31.3% 7.8% | 0 0.0% 0.0% | 5 20.8% 7.8% | 1 12.5% 1.6% | 0 0.0% 0.0% | 0 0.0% 0.0% | 7 31.8% 10.9% | 7 22.6% 10.9% | 0 0.0% 0.0% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 25.0% 3.1% | 0 0.0% 0.0% | 3 16.7% 4.7% |
| Thur | 56 14.4% 100.0 | 30 15.2% 53.6% | 10 18.5% 17.9% | 1 6.3% 1.8% | 1 50.0% 1.8% | 6 25.0% 10.7% | 0 0.0% 0.0% | 1 50.0% 1.8% | 0 0.0% 0.0% | 1 4.5% 1.8% | 1 3.2% 1.8% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 40.0% 3.6% | 2 25.0% 3.6% | 0 0.0% 0.0% | 1 5.6% 1.8% |
| Fri | 55 14.1% 100.0 | 29 14.7% 52.7% | 5 9.3% 9.1% | 2 12.5% 3.6% | 0 0.0% 0.0% | 4 16.7% 7.3% | 1 12.5% 1.8% | 0 0.0% 0.0% | 0 0.0% 0.0% | 4 18.2% 7.3% | 5 16.1% 9.1% | 1 100.0% 1.8% | 0 0.0% 0.0% | 1 20.0% 1.8% | 1 12.5% 1.8% | 0 0.0% 0.0% | 2 11.1% 3.6% |
| Sat | 52 13.3% 100.0 | 21 10.7% 40.4% | 7 13.0% 13.5% | 3 18.8% 5.8% | 0 0.0% 0.0% | 4 16.7% 7.7% | 1 12.5% 1.9% | 0 0.0% 0.0% | 0 0.0% 0.0% | 1 4.5% 1.9% | 7 22.6% 13.5% | 0 0.0% 0.0% | 0 0.0% 0.0% | 2 40.0% 3.8% | 1 12.5% 1.9% | 0 0.0% 0.0% | 5 27.8% 9.6% |
| Tota | 390 100.0 100.0 | 197 100.0 50.5% | 54 100.0 13.8% | 16 100.0 4.1% | 2 100.0 0.5% | 24 100.0 6.2% | 8 100.0 2.1% | 2 100.0 0.5% | 2 100.0 0.5% | 22 100.0 5.6% | 31 100.0 7.9% | 1 100.0 0.3% | 0 0.0% 0.0% | 5 100.0 1.3% | 8 100.0 2.1% | 0 0.0% 0.0% | 18 100.0 4.6% |

* missing values = people who did not want to indicate which station they listened to

FIGURE 2.1 - RADIO LISTENING

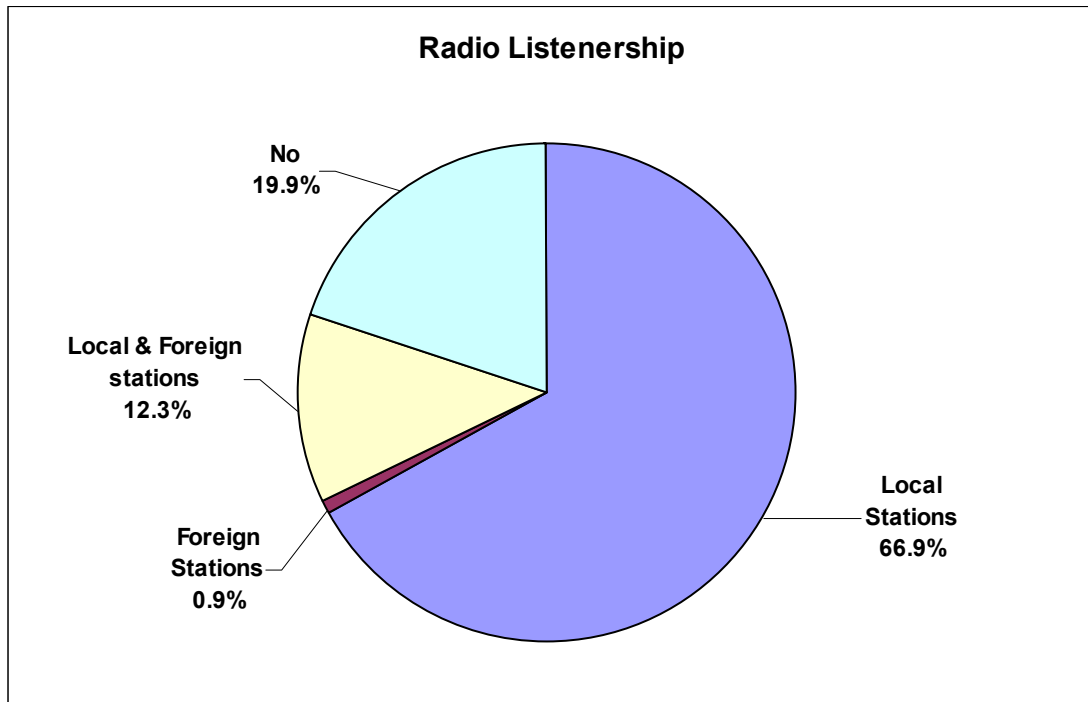


FIG 2.2 – FAVOURITE RADIO STATION BY GENDER

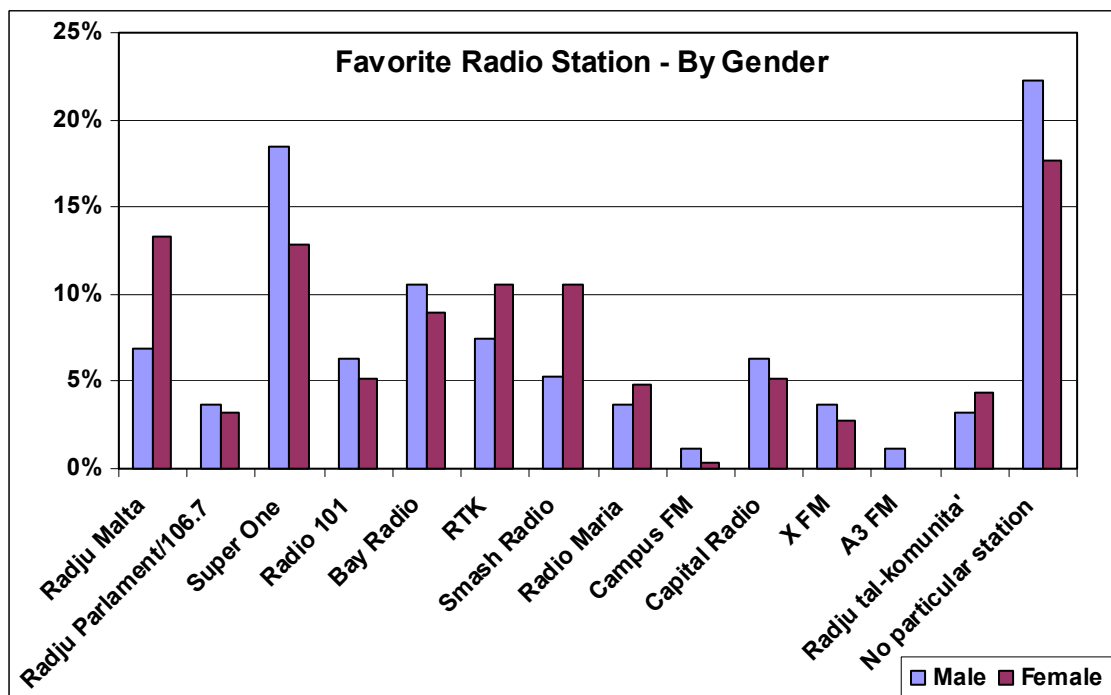


FIG. 2.3 – FAVOURITE RADIO STATION – BY DISTRICT

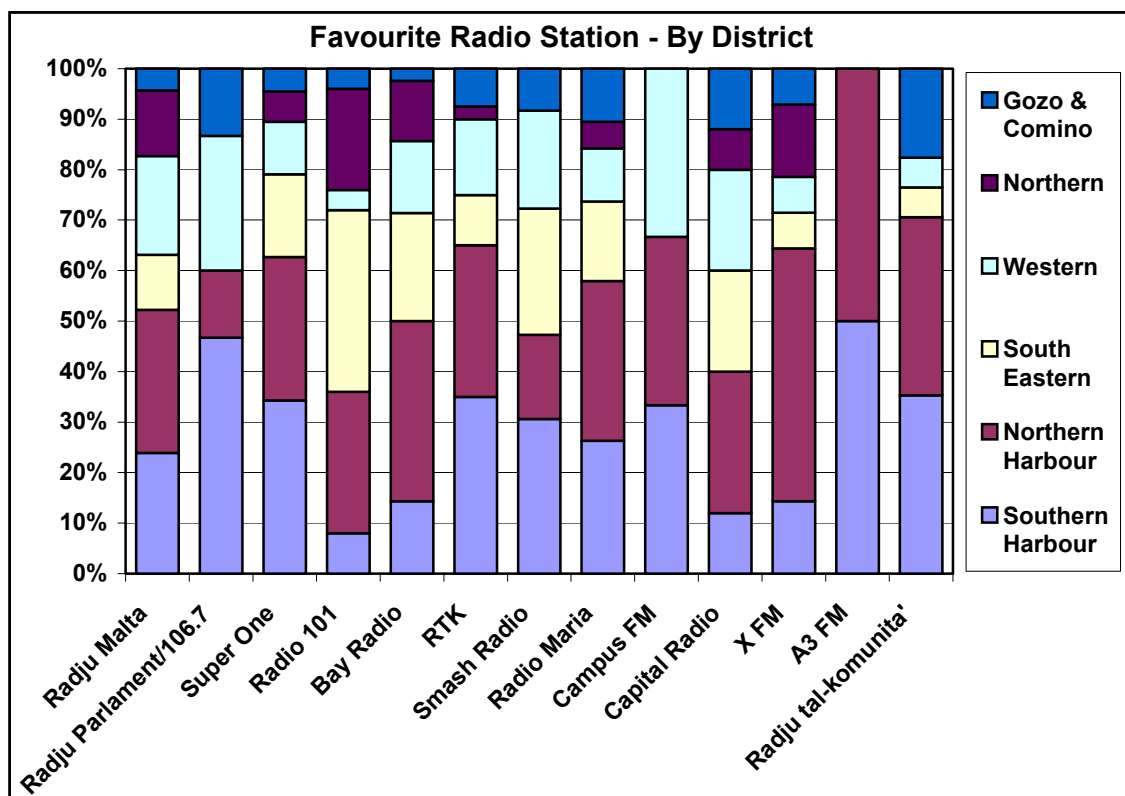


FIGURE 2.4 – TV VIEWING

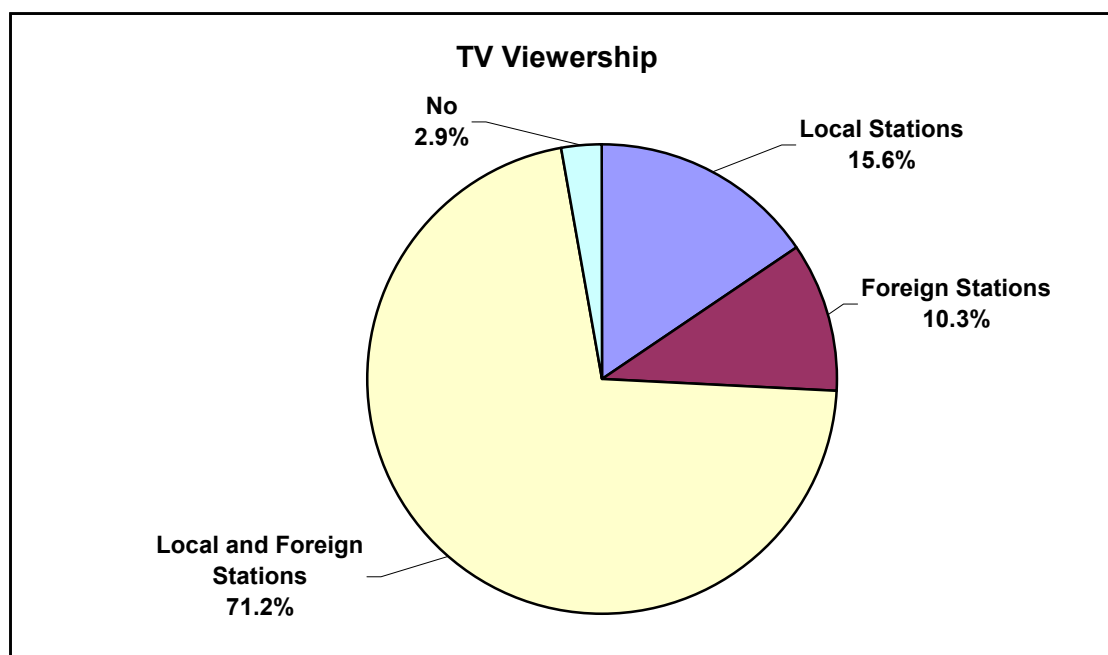


FIG 2.5 – FAVORITE TV STATION BY GENDER

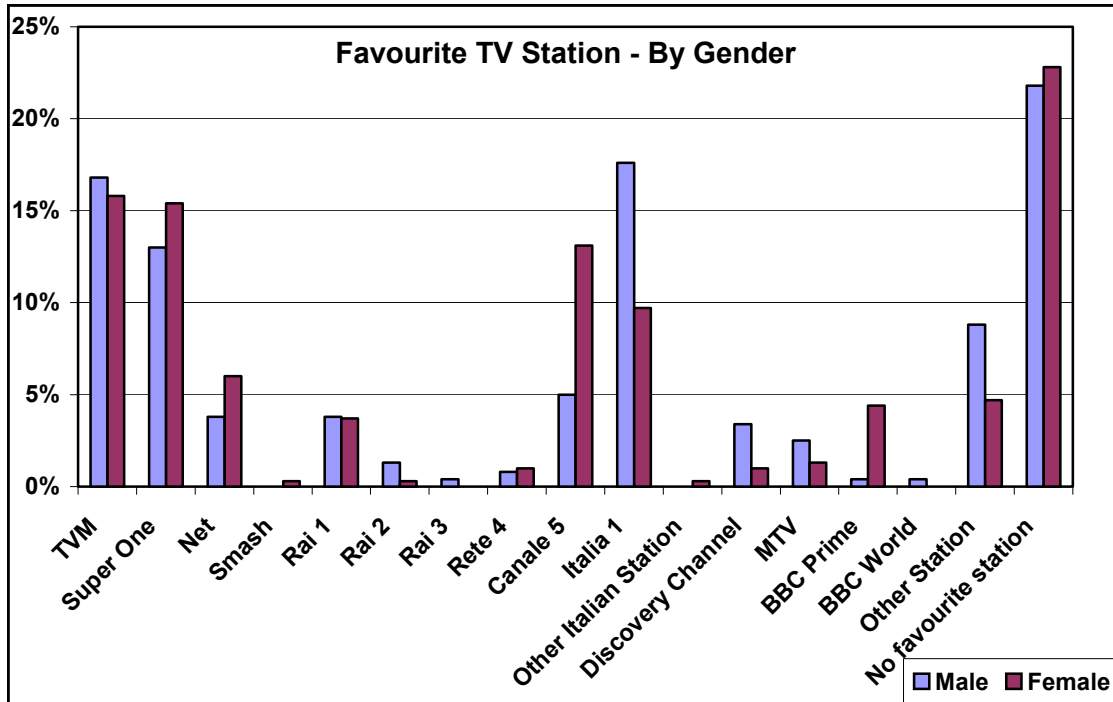


FIGURE 2.6 – FAVORITE TV STATION BY DISTRICT

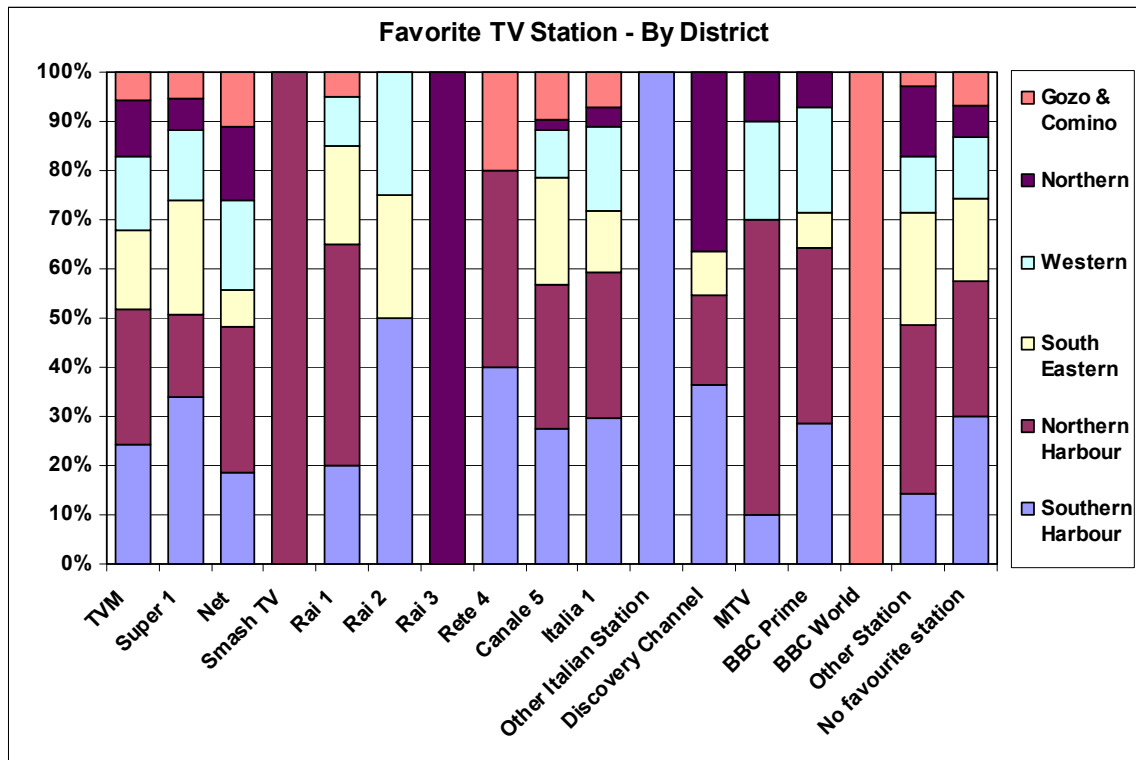


FIGURE 3.1 – PREFERENCE FOR RADIO PROGRAMME SECTORS - BY GENDER

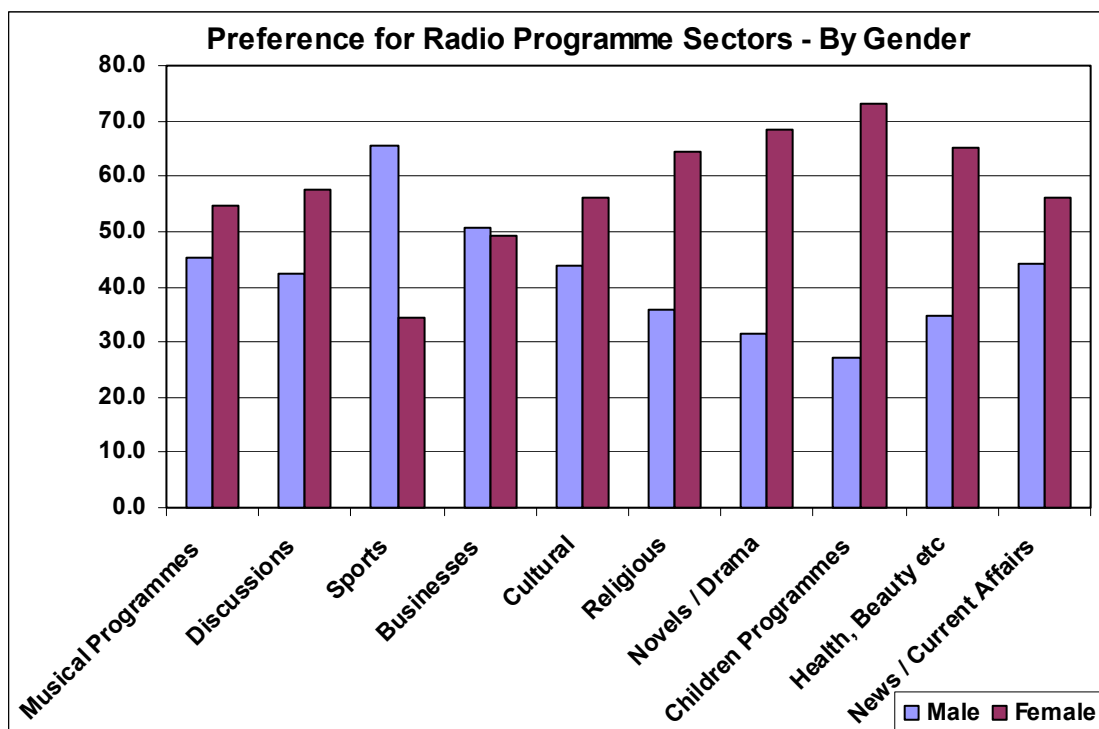


FIGURE 3.2: RADIO PROGRAMME PREFERENCES

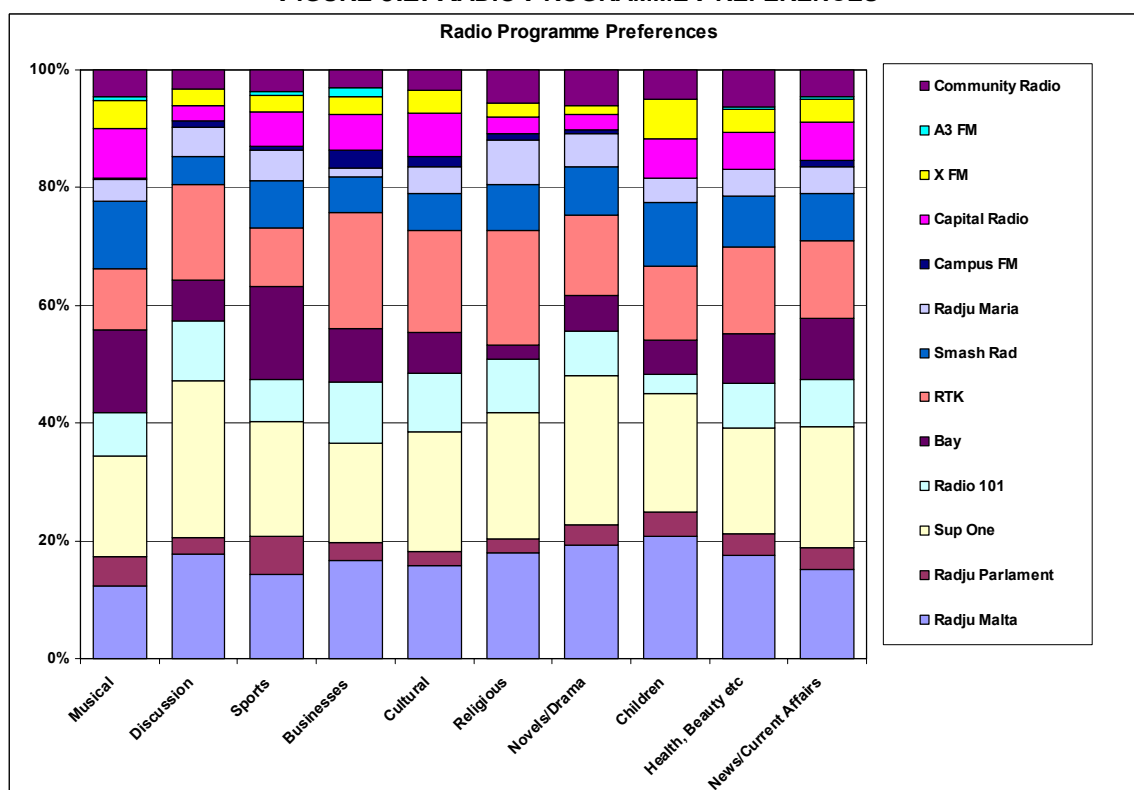


FIGURE 3.3 – PREFERENCE FOR TV PROGRAMME SECTORS – BY GENDER

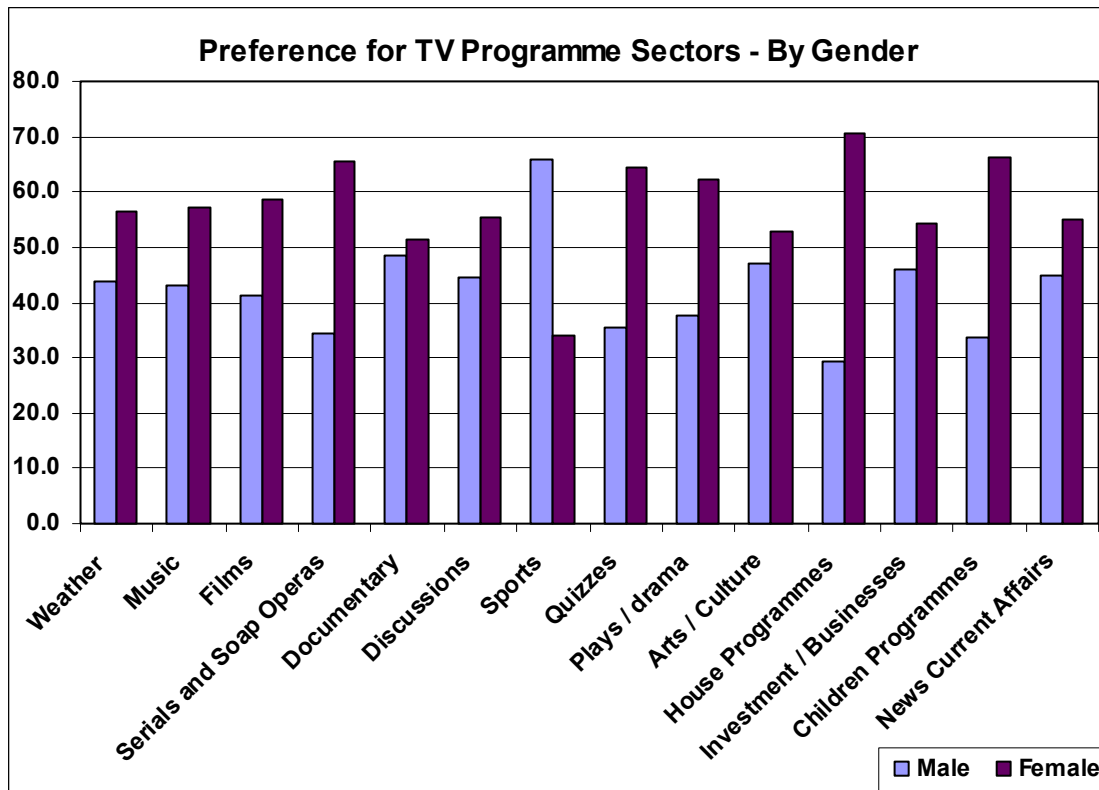


FIGURE 3.4: TV PREFERENCES FOR DIFFERENT PROGRAMME SECTORS – BY STATION

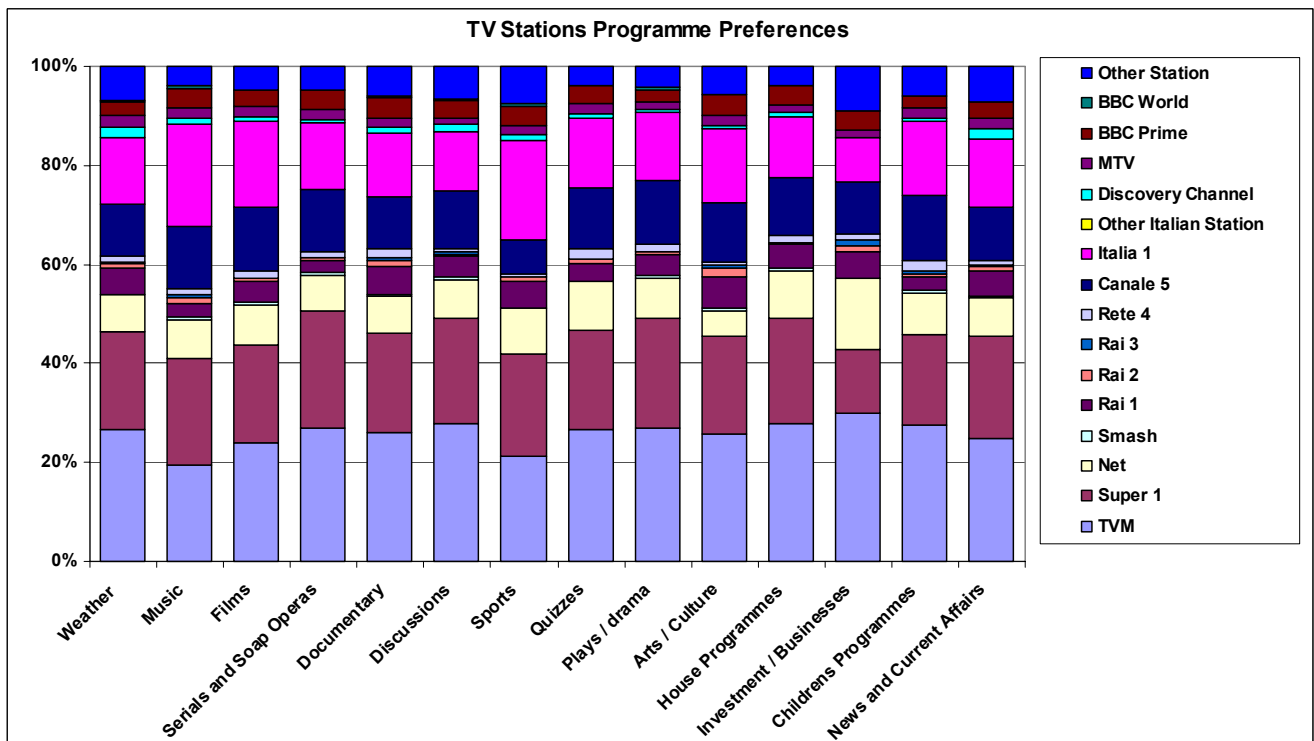


FIGURE 4.1 – RADIO LISTENING BY NUMBER OF HOURS

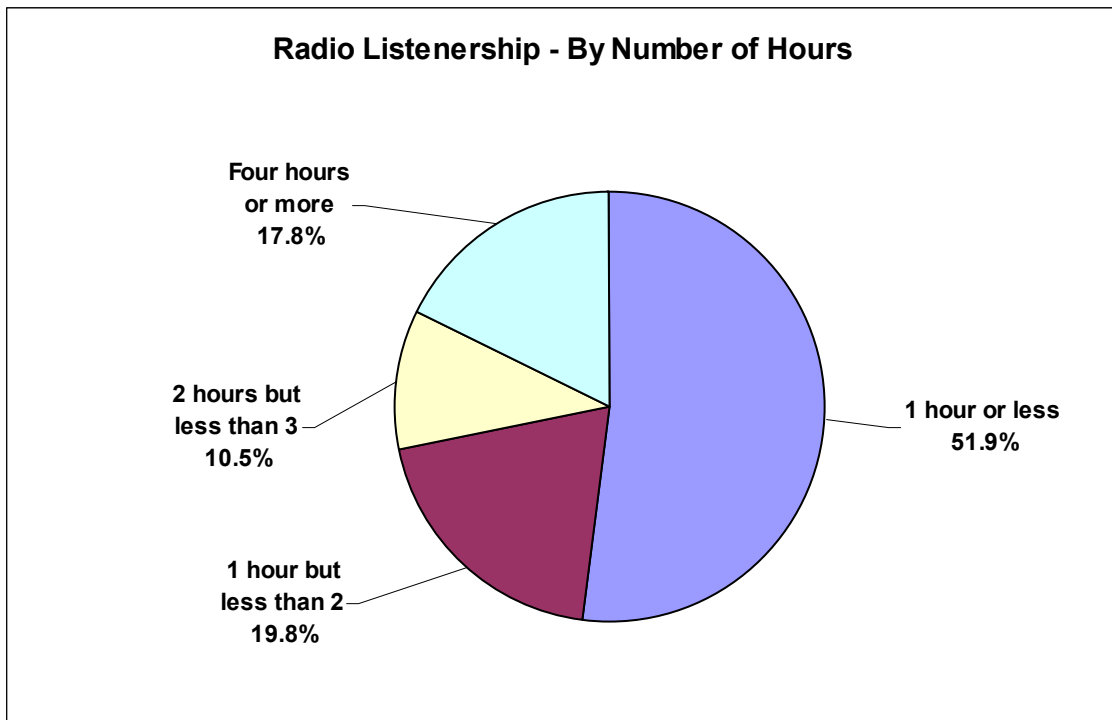


FIGURE 4.2 AVERAGE RADIO LISTENING BY TIME BRACKET
AREA UNDER THE BAR = TOTAL PERCENTAGE

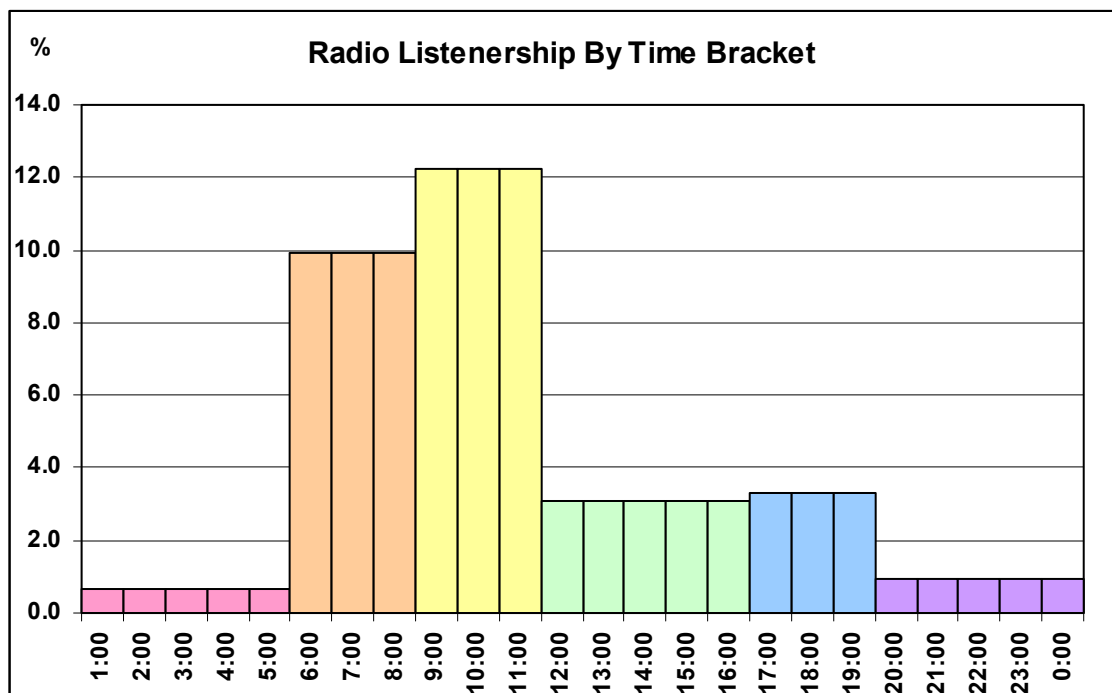
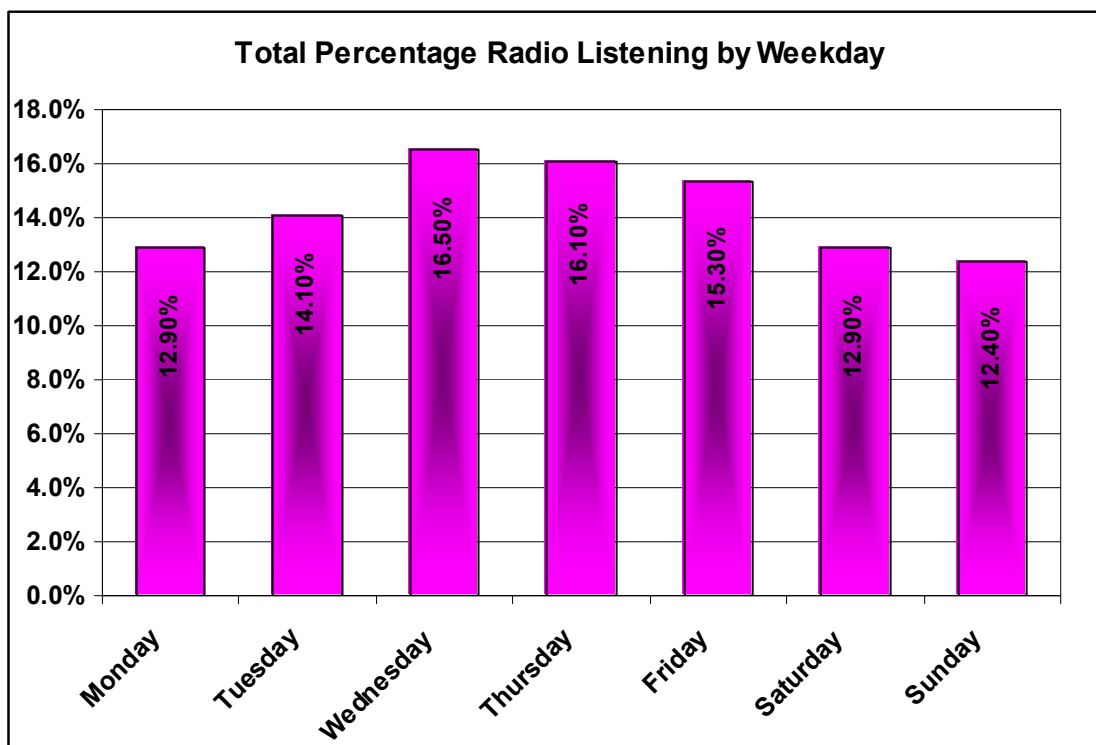
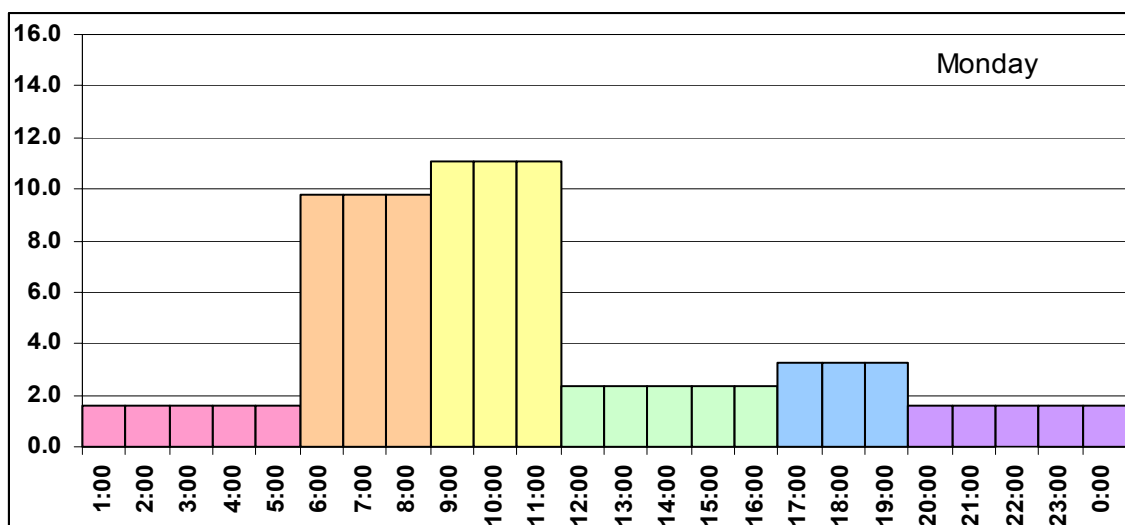
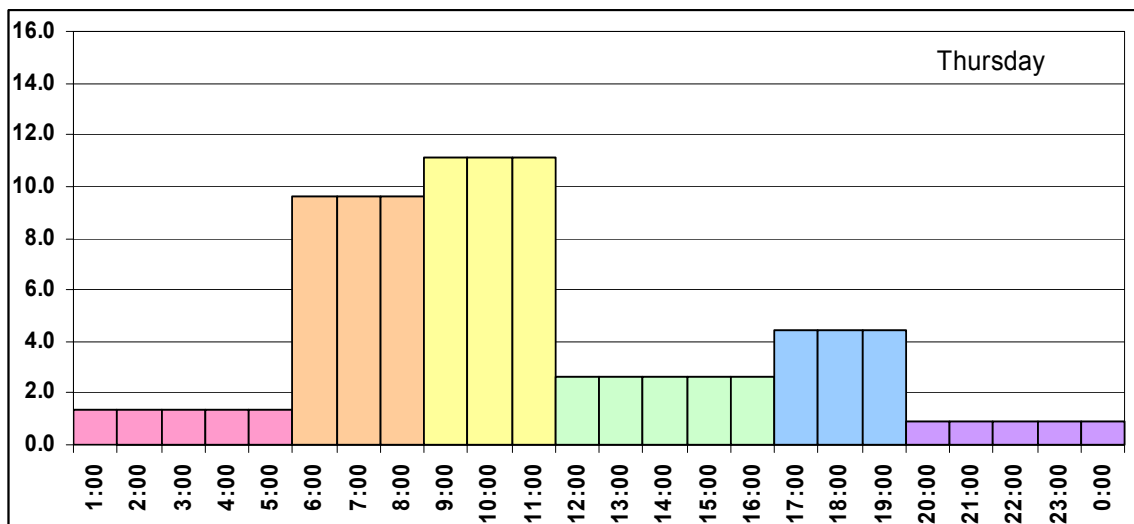
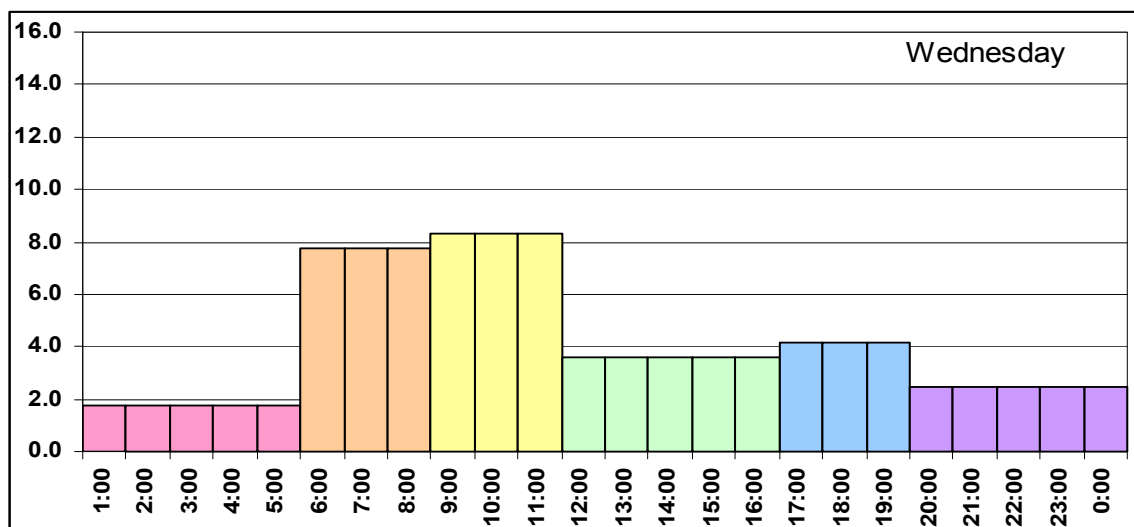
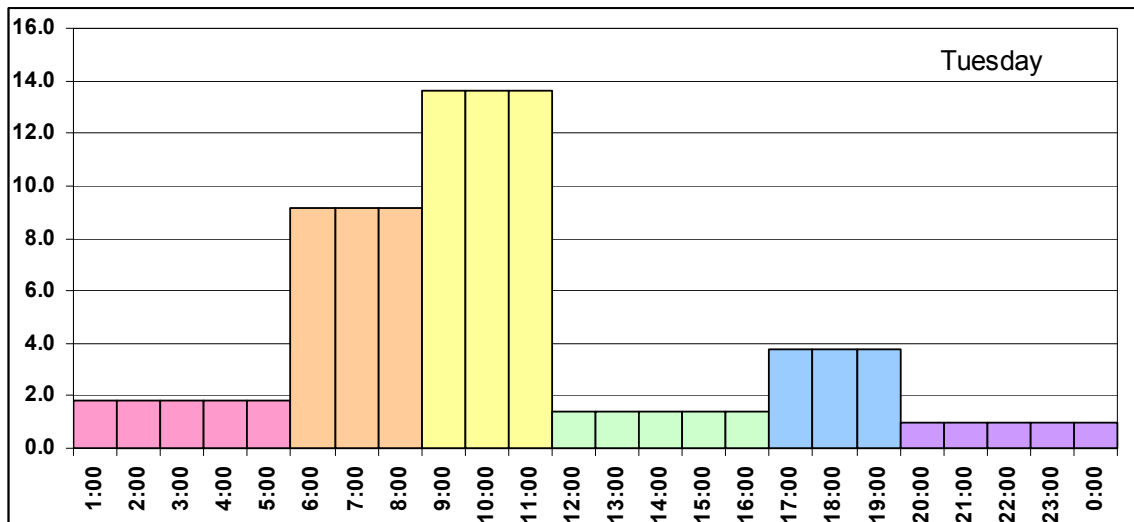


FIGURE 4.3: TOTAL PERCENTAGE RADIO LISTENING BY WEEKDAY



**FIGURES 4.4-1/7: RADIO LISTENING BY WEEKDAY
AREA UNDER THE BAR = TOTAL PERCENTAGE**





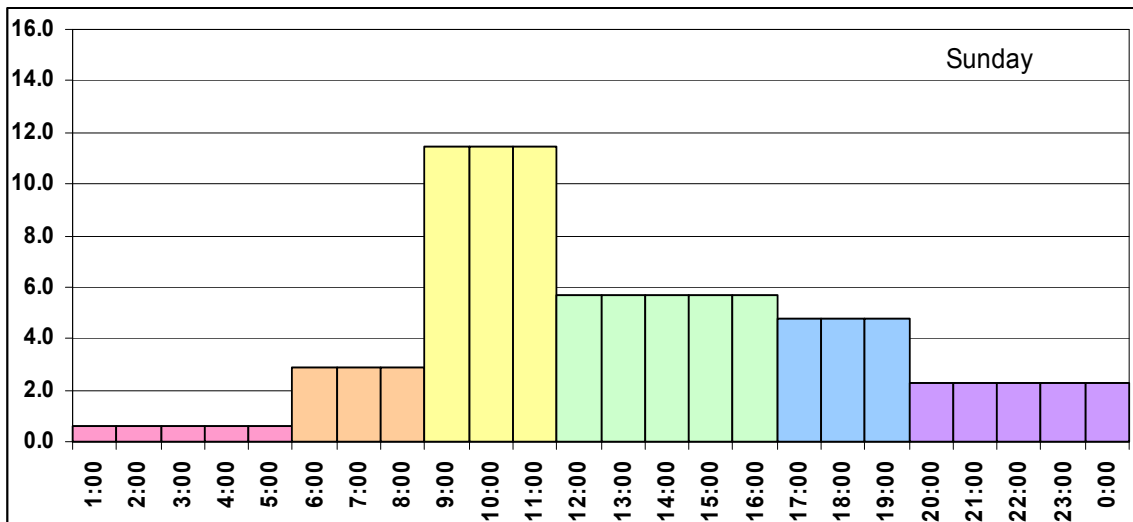
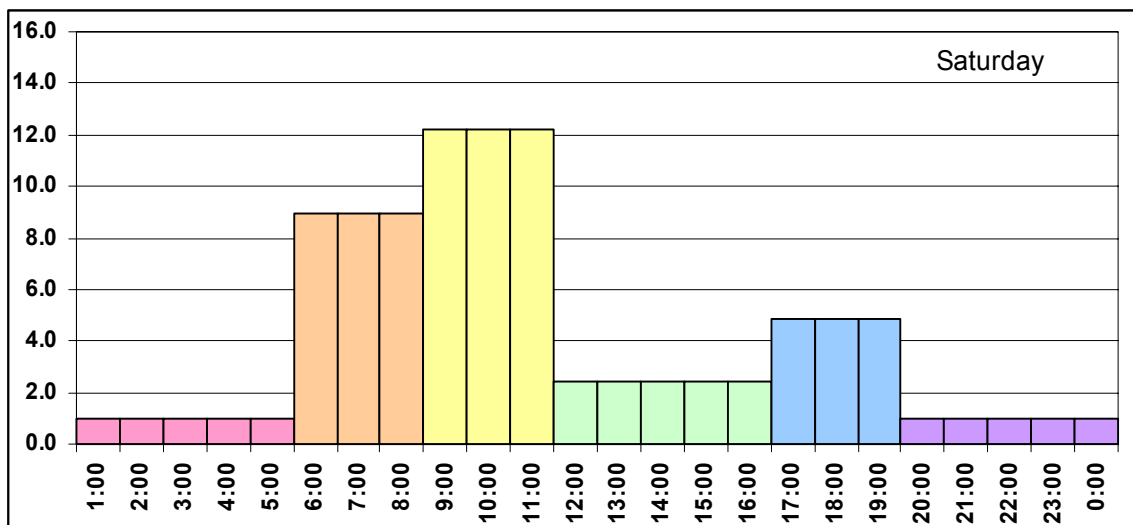
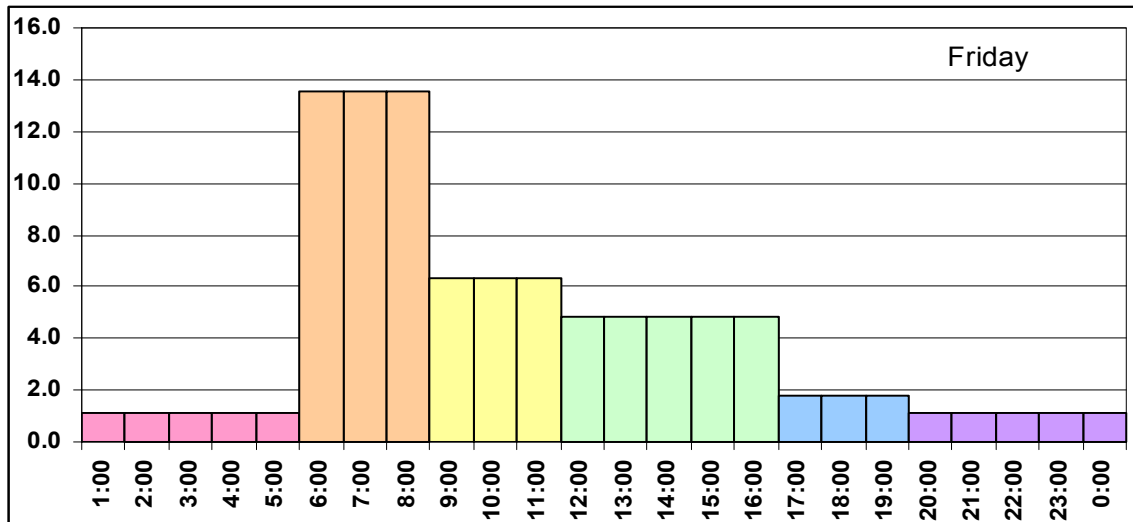


FIGURE 4.5: RADIO AUDIENCE SHARE BY STATION

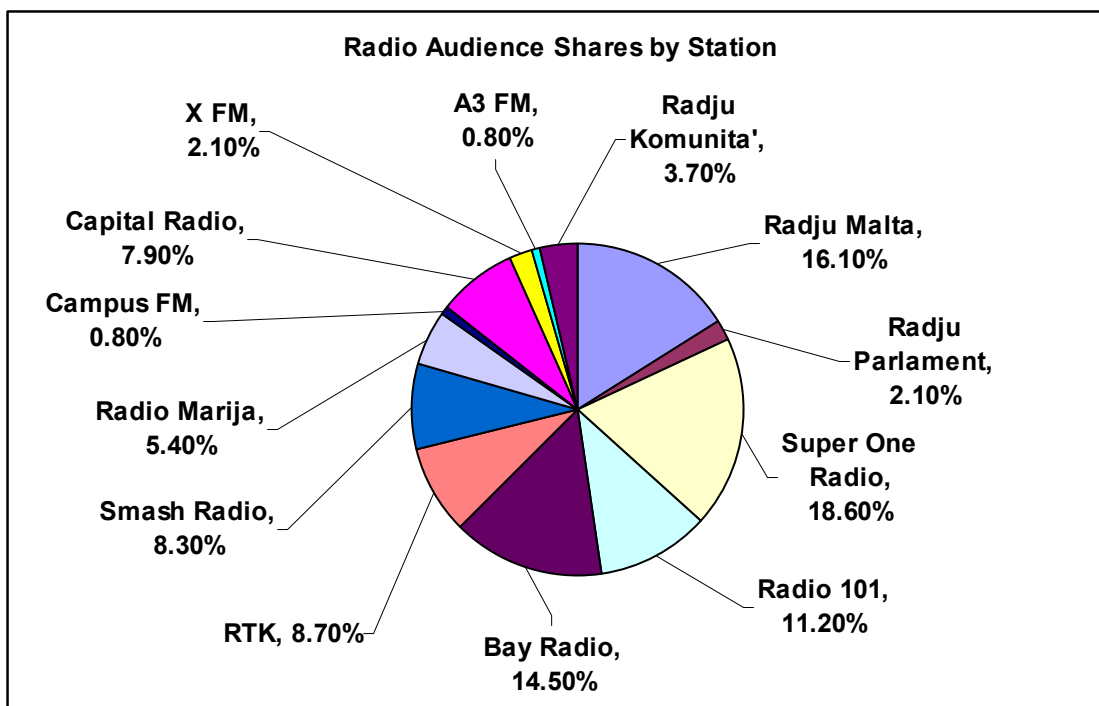
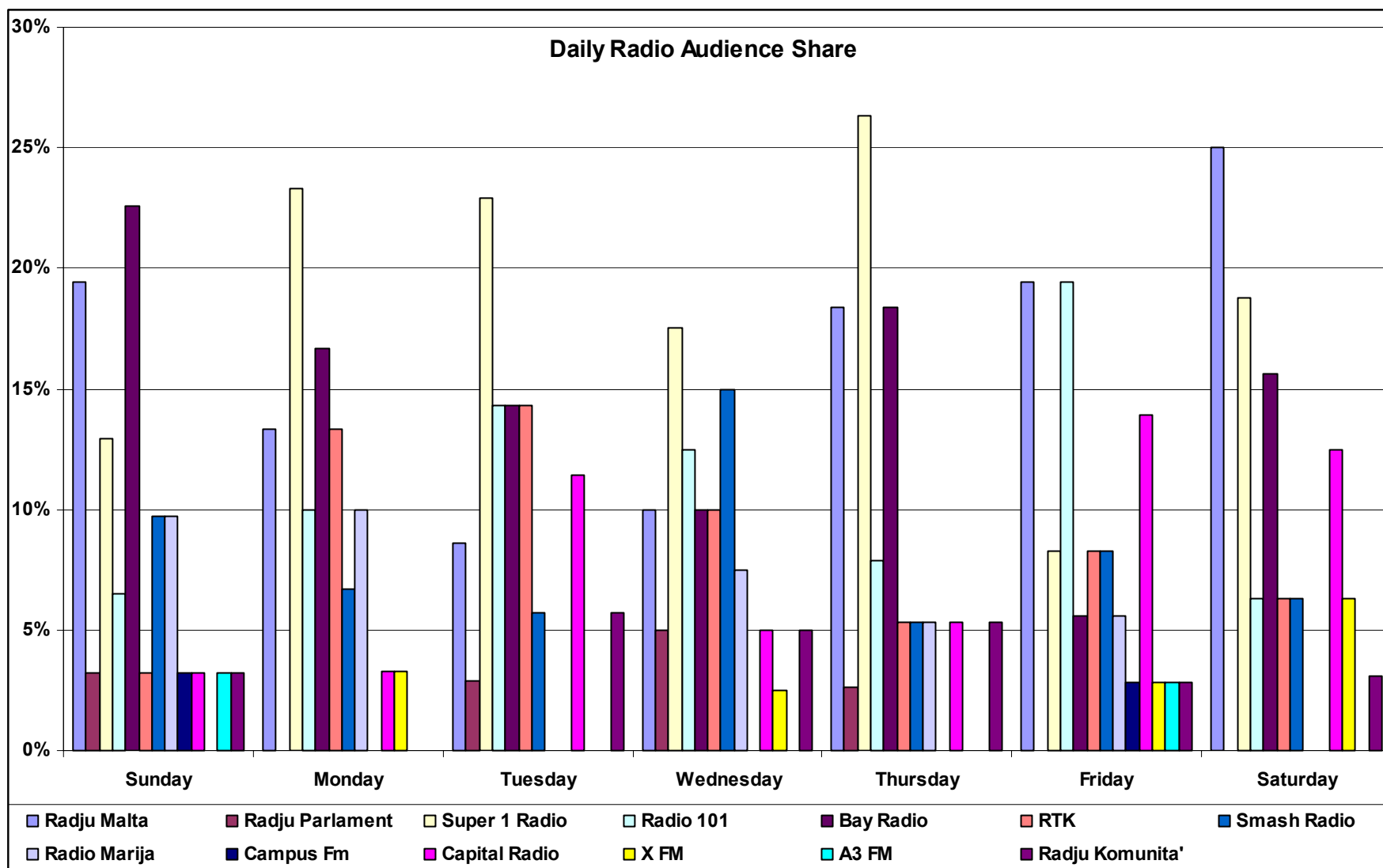
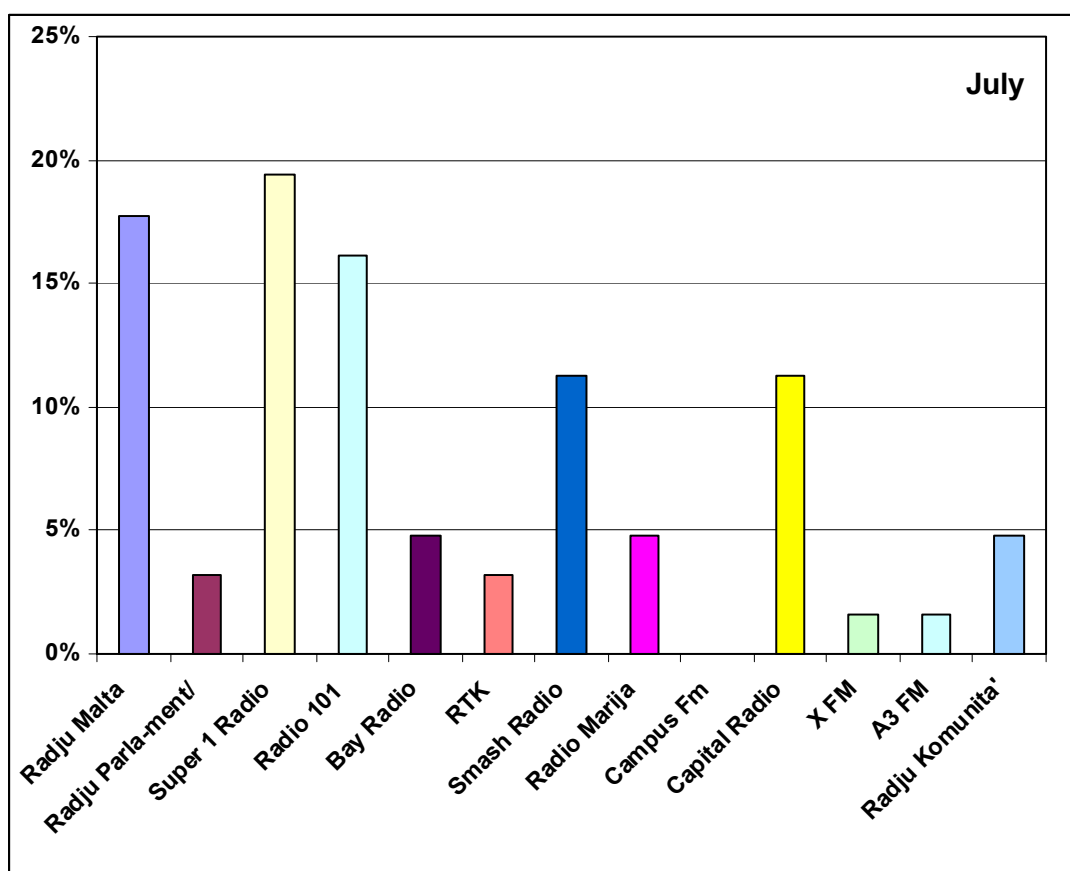
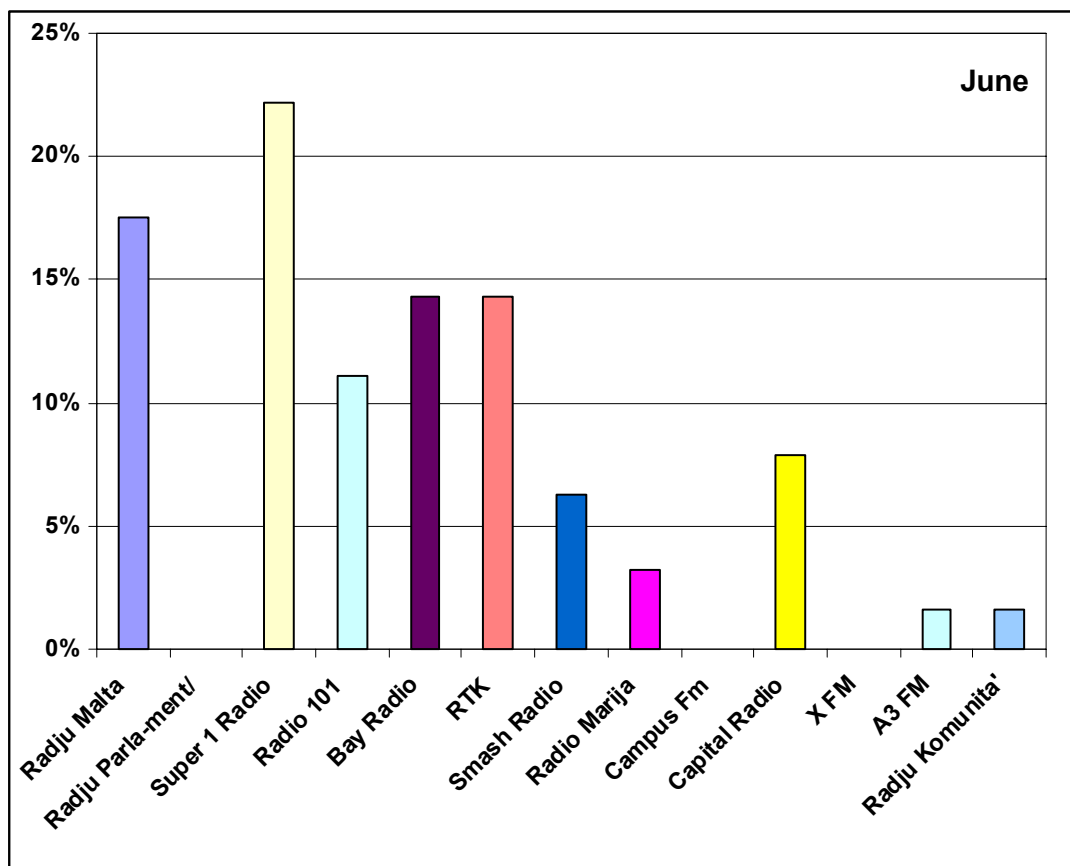


FIGURE 4.6: DAILY RADIO AUDIENCE SHARE



FIGURES 4.7-1/4: RADIO AUDIENCES BY STATION AND BY MONTH



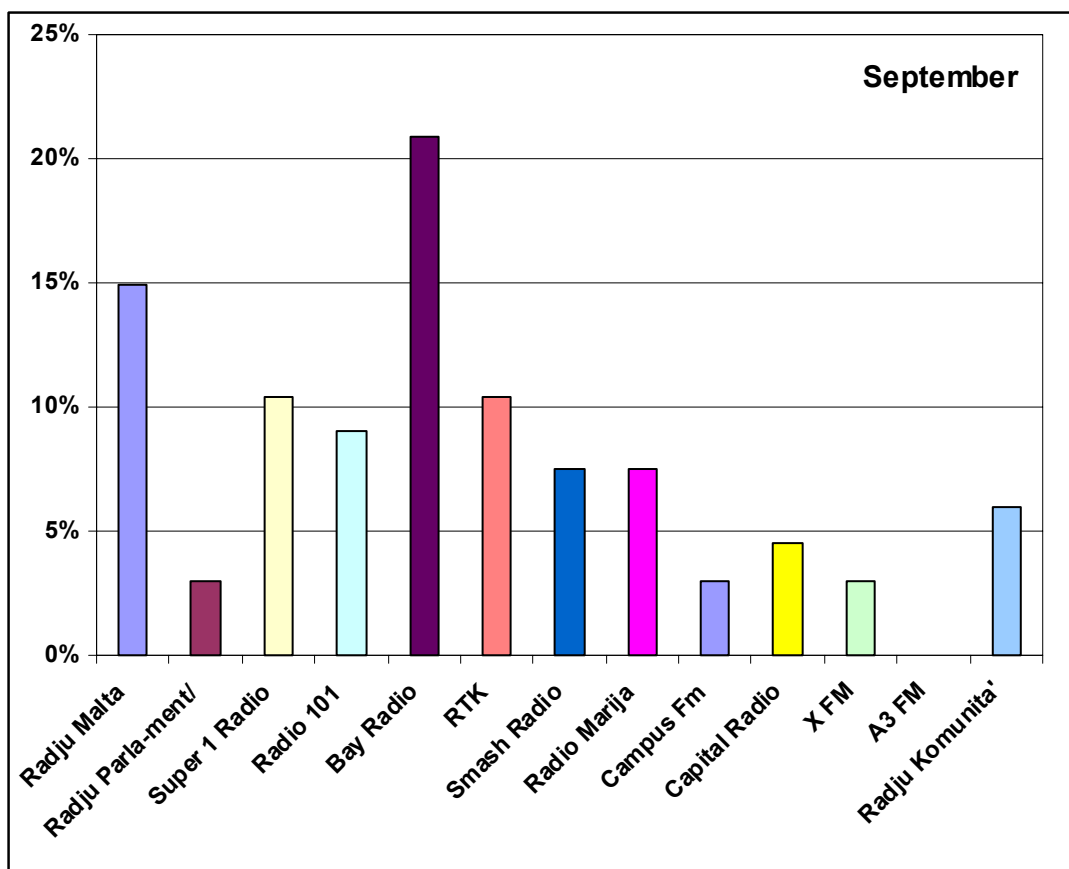
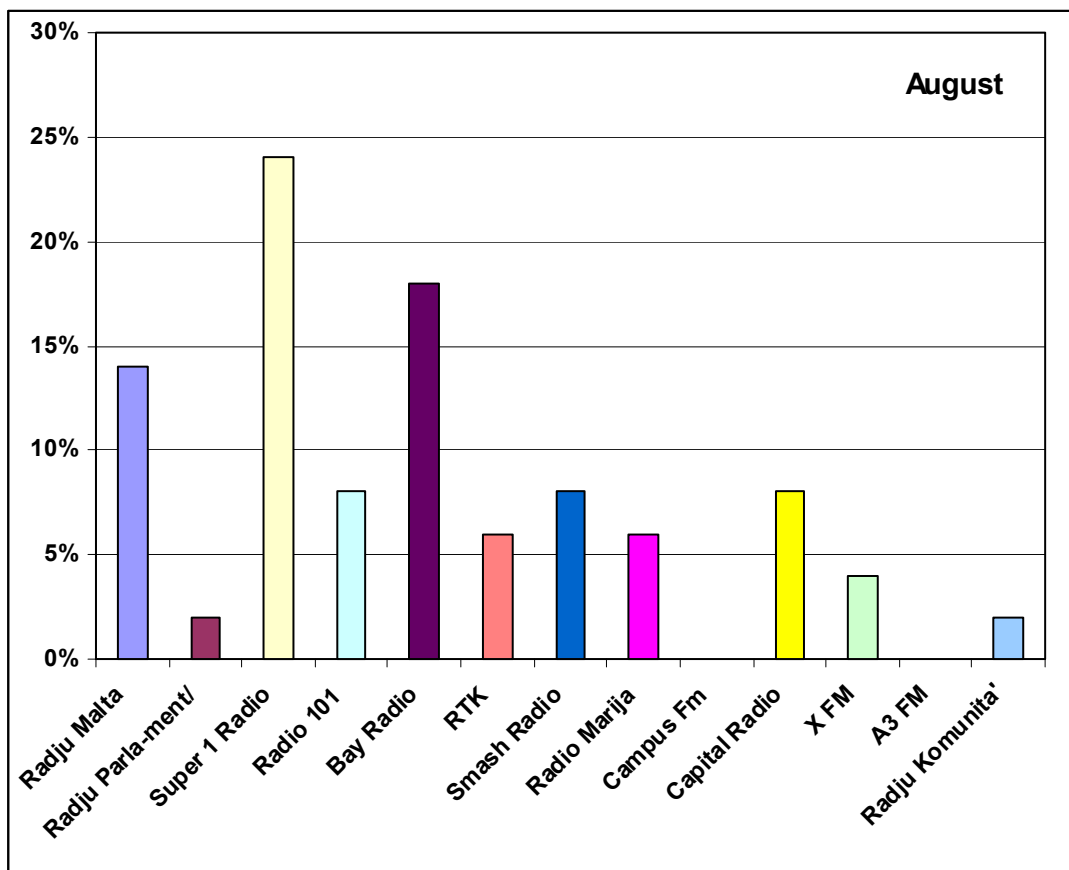


FIGURE 5.1: AVERAGE TV VIEWING BY TIME BRACKET
AREA UNDER THE BAR = TOTAL PERCENTAGE

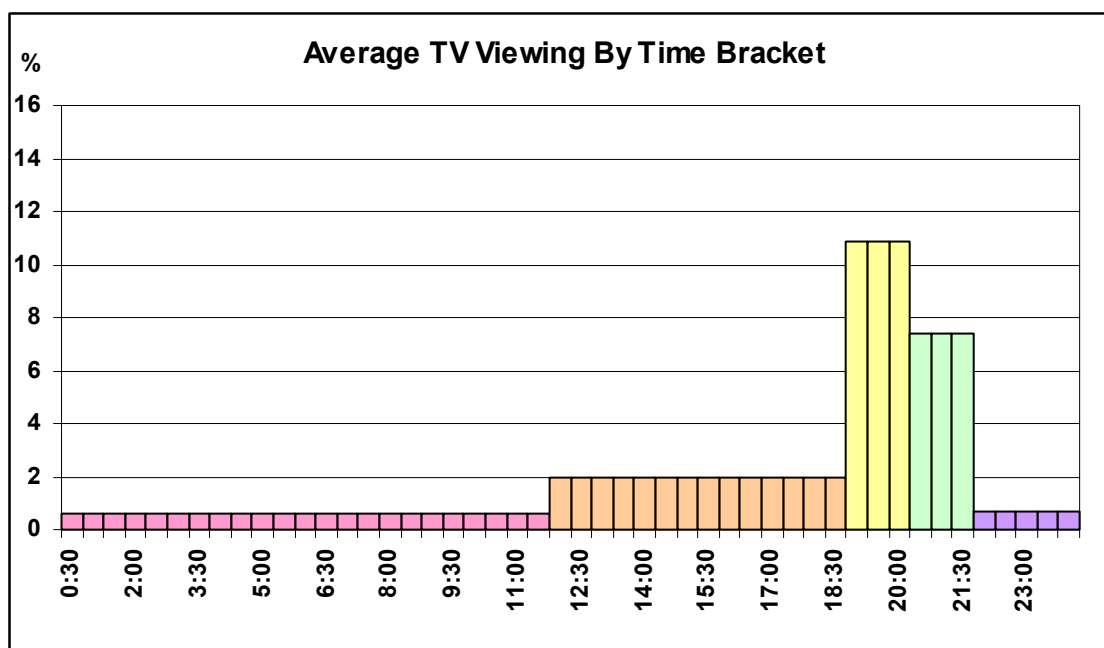
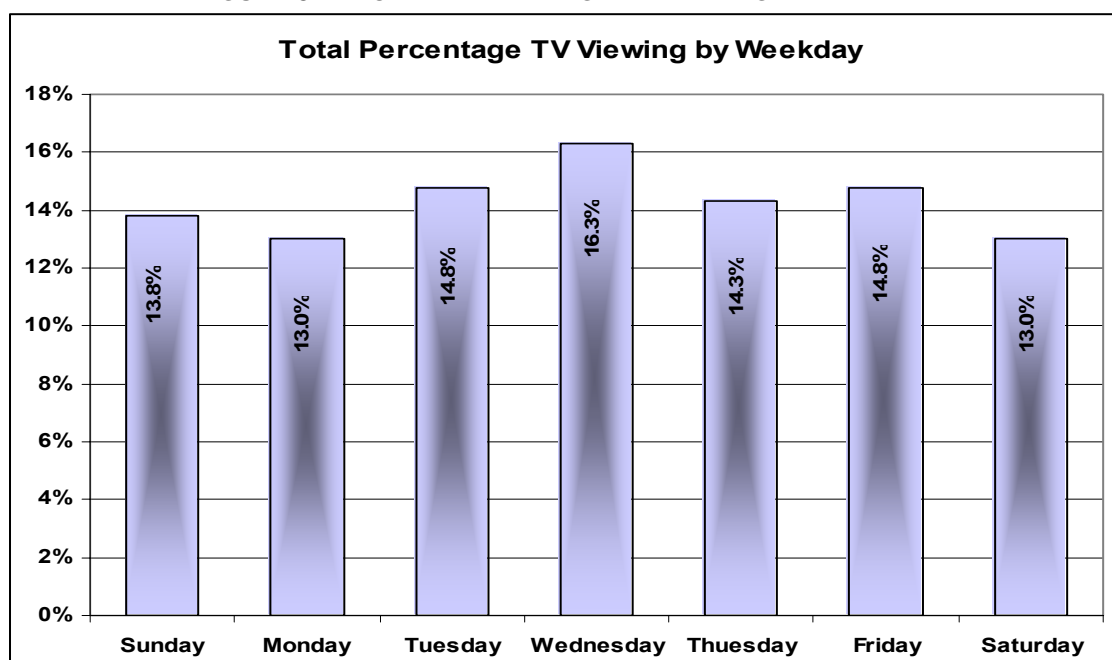
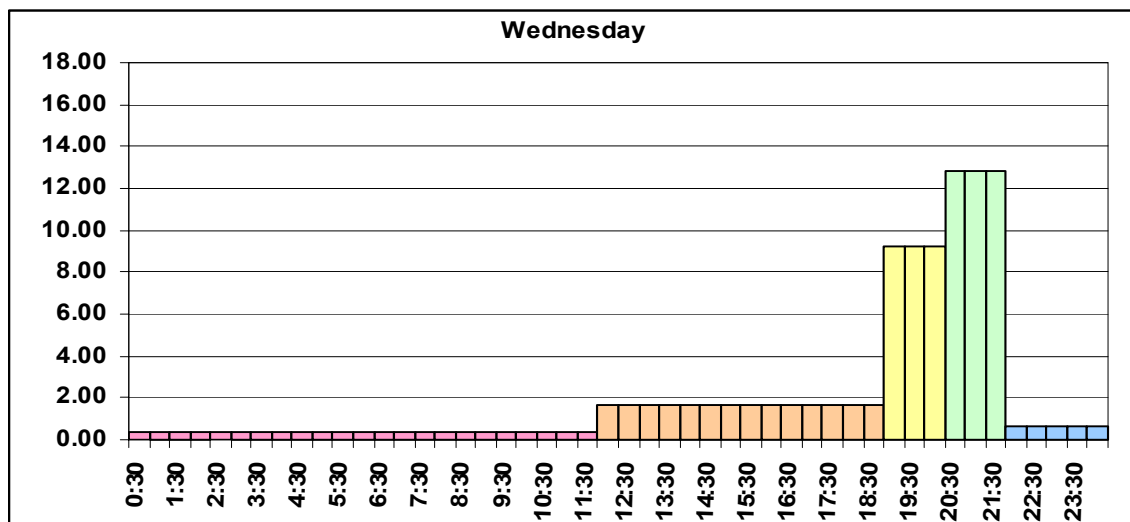
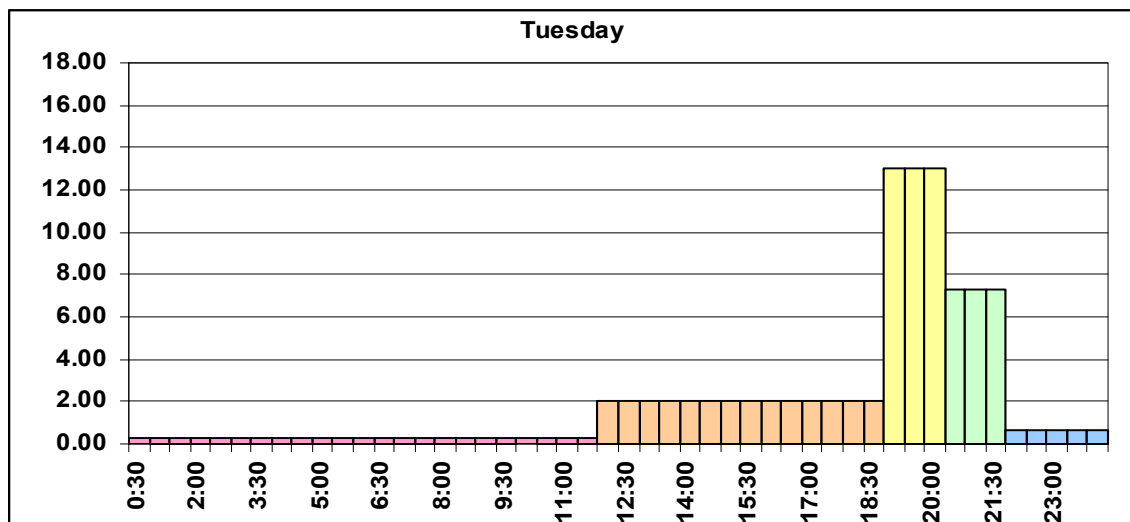
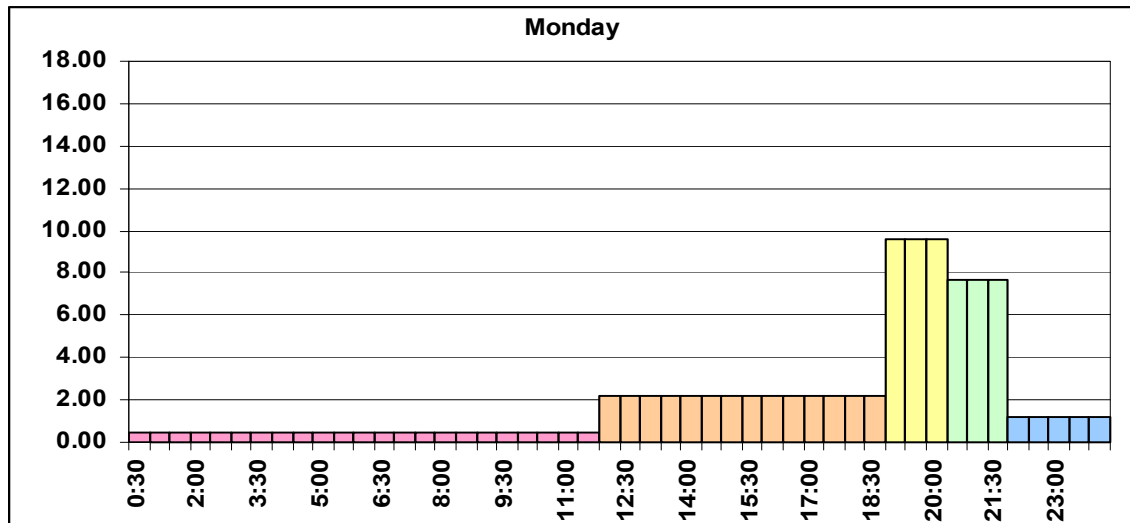
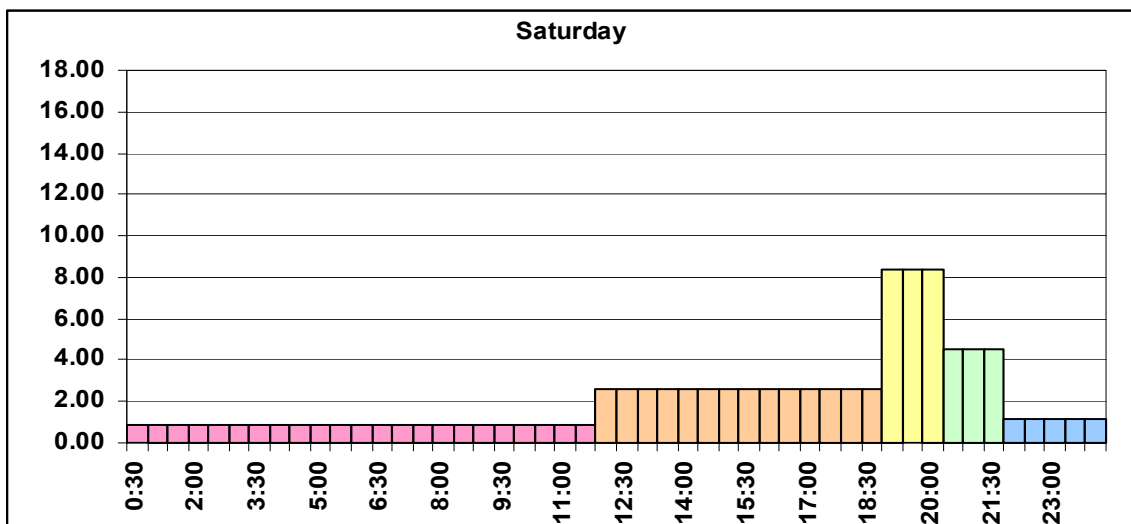
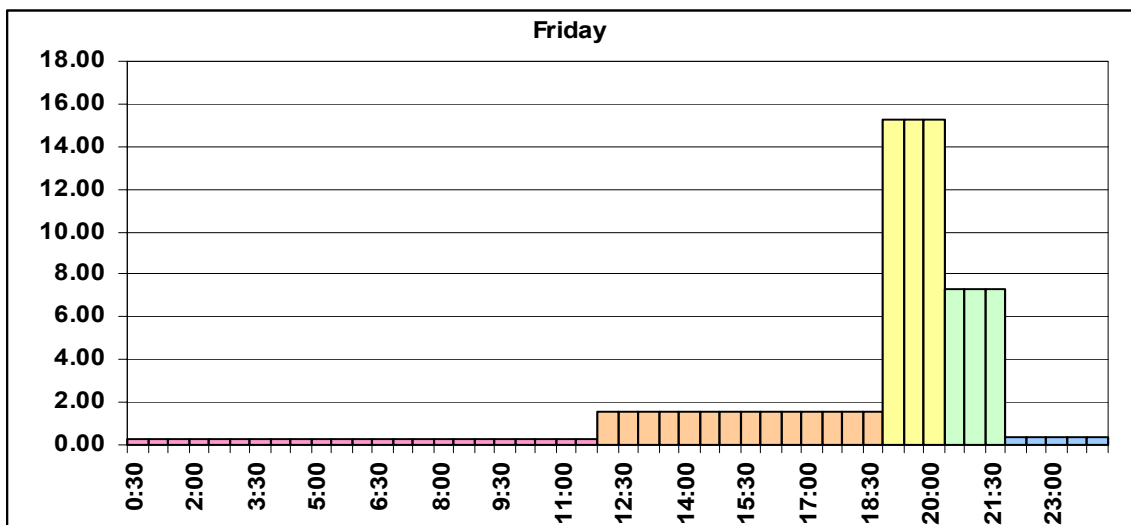
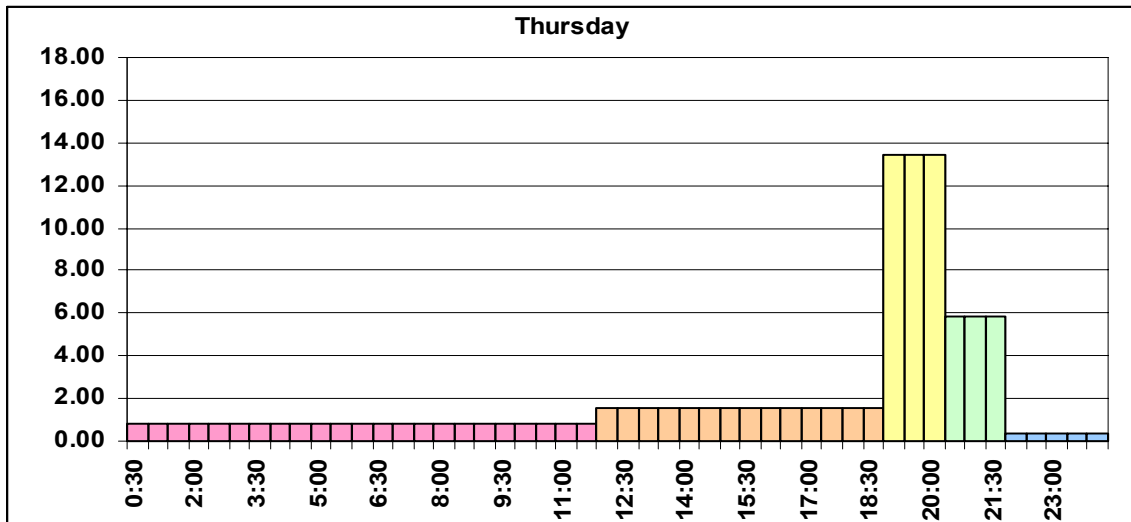


FIGURE 5.2: TOTAL PERCENTAGE TV VIEWING BY WEEKDAY



FIGURES 5.3-1/7: TV VIEWING BY WEEKDAY
AREA UNDER THE BAR = TOTAL PERCENTAGE





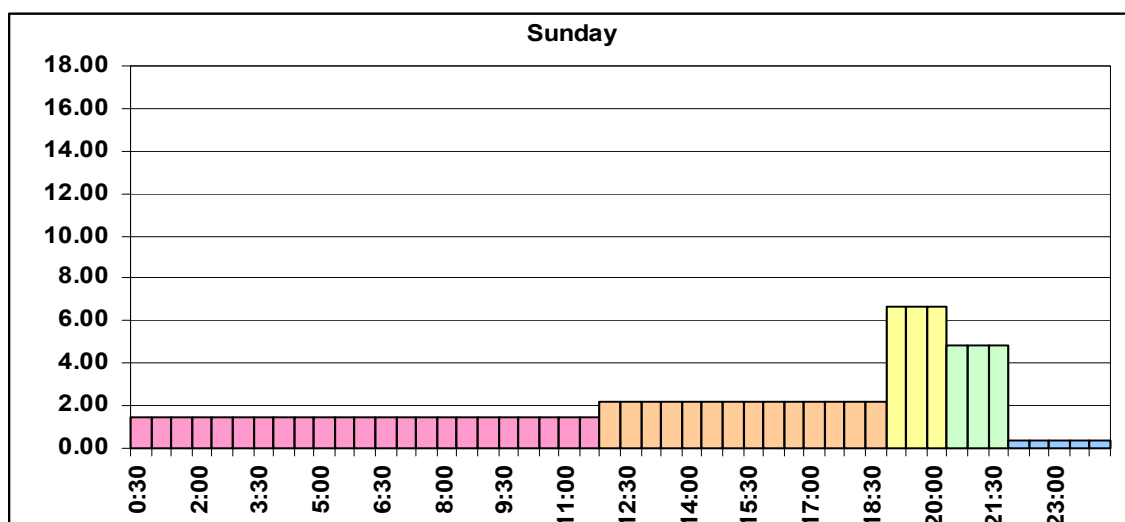


FIGURE 5.4: TELEVISION AUDIENCE SHARE BY STATION

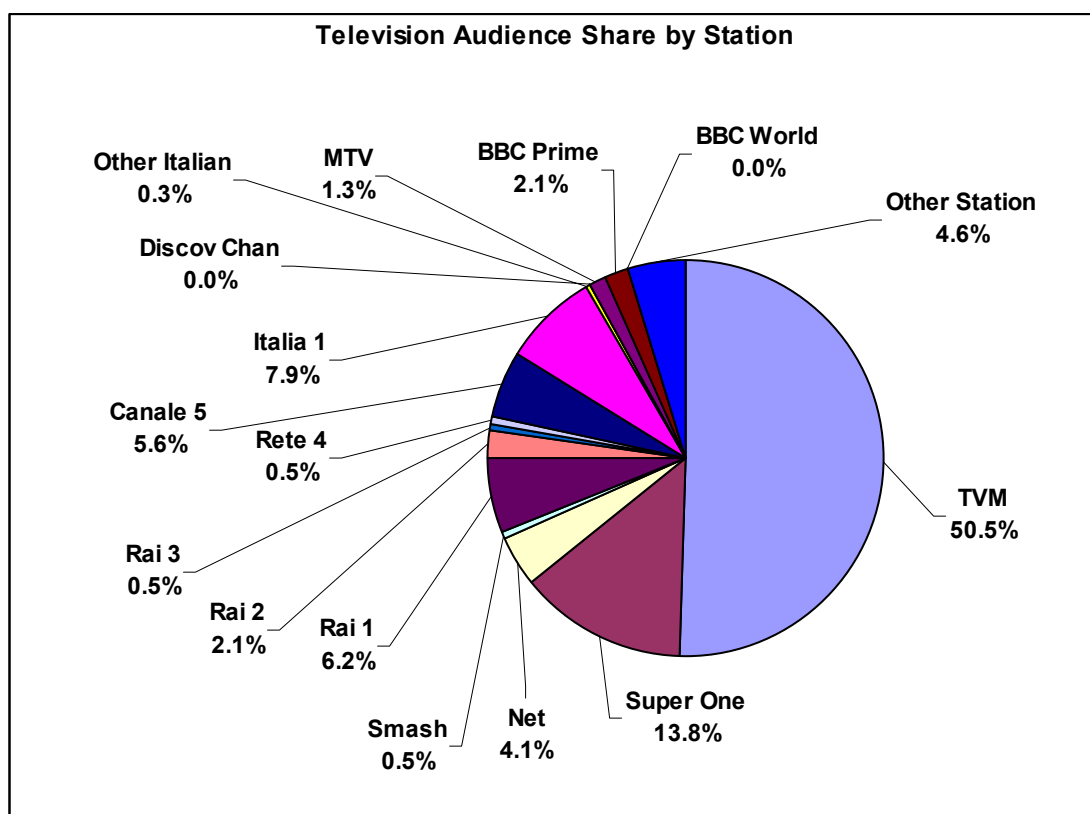
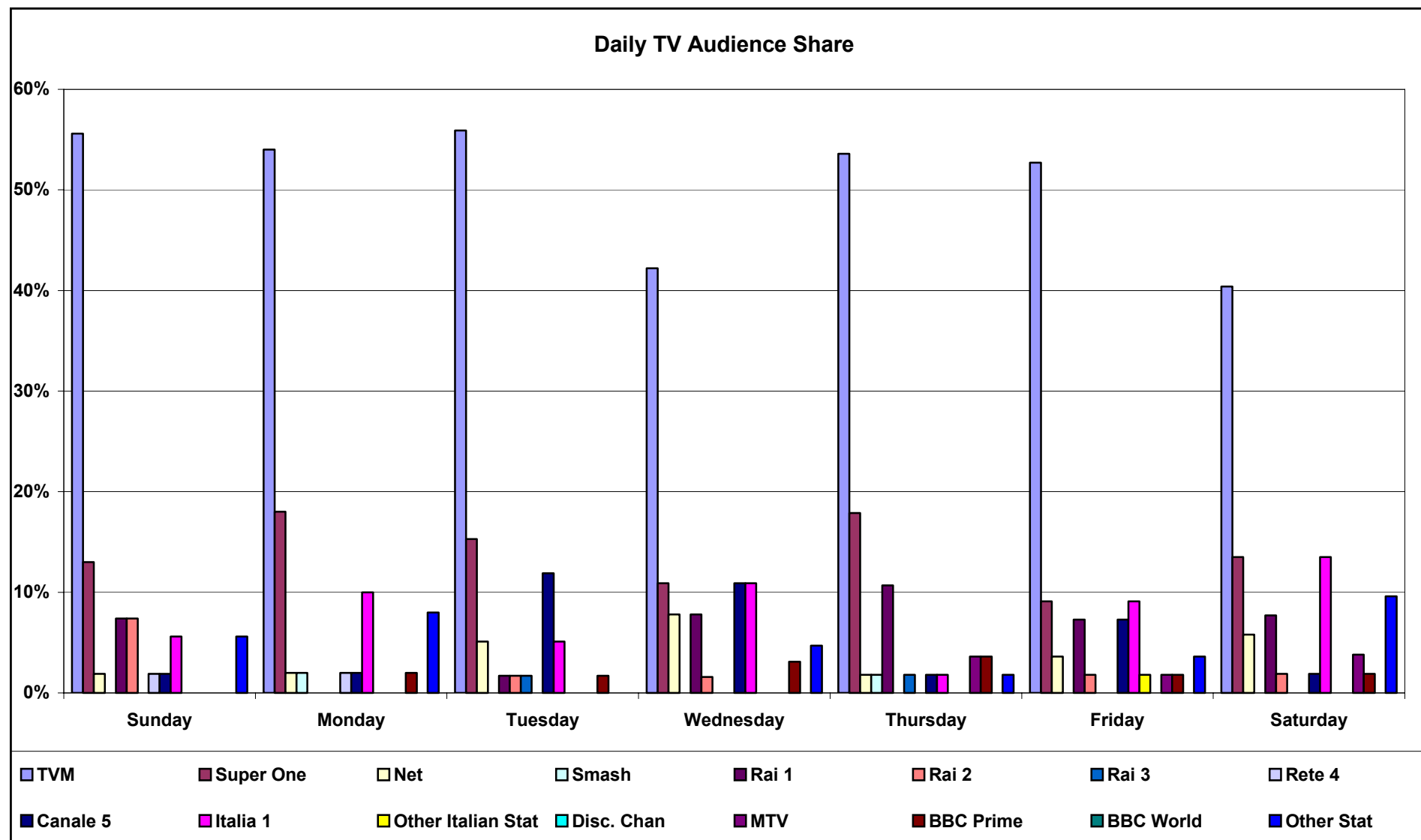


FIGURE 5.5: DAILY TV AUDIENCE SHARE BY STATION



FIGURES 5.6-1/4: RADIO AUDIENCES BY STATION AND BY MONTH

