

A REPORT ON A STUDY OF RADIO AND TELEVISION AUDIENCES IN MALTA APRIL – JUNE 2005

PART 2 – TABLES AND FIGURES [APRIL-JUNE 2005]

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RADIO AND TELEVISION AUDIENCES IN MALTA

> PART 2 – TABLES [APRIL-JUNE 2005]



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Continuous Audience Assessment Apr-Jun 2005

		Gende									
	Total	Male	Female								
	Count Count		Count								
	Column %	Column %	Column %								
Age group	Row %	Row %	Row %								
12-29	105	41	64								
	26.6%	24.3%	28.4%								
	100.0%	39.0%	61.0%								
30-49	137	63	74								
	34.8%	37.3%	32.9%								
	100.0%	46.0%	54.0%								
50+	152	65	87								
	38.6%	38.5%	38.7%								
	100.0%	42.8%	57.2%								
Total	394	169	225								
	100.0%	100.0%	100.0%								
	100.0%	42.9%	57.1%								
Note: Counts less t	than 30 are not	Note: Counts less than 30 are not data representatives]									

## Table 1.2: Sample Profile By Age - By Economic Status [Base=All]

			Economic Status							
								Unable		
								to work		
								due to	Other	
		House			Self-	Un-		sickness/	Inactive	
	Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person	
	Count	Count	Count	Count	Count	Count	Count	Count	Count	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	
12-29	105	9	45	36	5	7	0	1	2	
	26.6%	6.3%	100.0%	30.5%	25.0%	63.6%	.0%	10.0%	66.7%	
	100.0%	8.6%	42.9%	34.3%	4.8%	6.7%	.0%	1.0%	1.9%	
30-49	137	54	0	62	11	3	1	5	1	
	34.8%	38.0%	.0%	52.5%	55.0%	27.3%	2.2%	50.0%	33.3%	
	100.0%	39.4%	.0%	45.3%	8.0%	2.2%	.7%	3.6%	.7%	
50+	152	79	0	20	4	1	44	4	0	
	38.6%	55.6%	.0%	16.9%	20.0%	9.1%	97.8%	40.0%	.0%	
	100.0%	52.0%	.0%	13.2%	2.6%	.7%	28.9%	2.6%	.0%	
Total	394	142	45	118	20	11	45	10	3	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	36.0%	11.4%	29.9%	5.1%	2.8%	11.4%	2.5%	.8%	

[Note: Counts less than 30 are not data representatives]

#### Table 1.3: Sample Profile By Age - By Educational Level [Base=All]

			Highest Education Level							
						Never				
				Post-		Attended				
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal			
	Count	Count	Count	Count	Count	Count	Count			
	Column %	Column %	Column %	Column %	Column %	Column %	Column %			
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %			
12-29	105	24	46	25	10	0	0			
	26.6%	18.9%	29.7%	44.6%	40.0%	.0%	.0%			
	100.0%	22.9%	43.8%	23.8%	9.5%	.0%	.0%			
30-49	137	27	75	24	10	1	0			
	34.8%	21.3%	48.4%	42.9%	40.0%	3.4%	.0%			
	100.0%	19.7%	54.7%	17.5%	7.3%	.7%	.0%			
50+	152	76	34	7	5	28	2			
	38.6%	59.8%	21.9%	12.5%	20.0%	96.6%	100.0%			
	100.0%	50.0%	22.4%	4.6%	3.3%	18.4%	1.3%			
Total	394	127	155	56	25	29	2			
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
	100.0%	32.2%	39.3%	14.2%	6.3%	7.4%	.5%			



Table 1.4: Sample Profile By Age - By Distric	t [Base=All]
Table 1.4. Gample Frome by Age - by Distric	

			District						
		Southern	Northern	South			Gozo &		
	Total	harbour	harbour	Eastern	Western	Northern	Comino		
	Count	Count	Count	Count	Count	Count	Count		
	Column %	Column %	Column %	Column %	Column %	Column %	Column %		
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %		
12-29	105	23	34	16	11	11	10		
	26.6%	24.5%	28.3%	30.2%	20.4%	28.9%	28.6%		
	100.0%	21.9%	32.4%	15.2%	10.5%	10.5%	9.5%		
30-49	137	27	42	19	21	20	8		
	34.8%	28.7%	35.0%	35.8%	38.9%	52.6%	22.9%		
	100.0%	19.7%	30.7%	13.9%	15.3%	14.6%	5.8%		
50+	152	44	44	18	22	7	17		
	38.6%	46.8%	36.7%	34.0%	40.7%	18.4%	48.6%		
	100.0%	28.9%	28.9%	11.8%	14.5%	4.6%	11.2%		
Total	394	94	120	53	54	38	35		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
	100.0%	23.9%	30.5%	13.5%	13.7%	9.6%	8.9%		
Note: Counts	loss than 30	) are not data	roprocontat	ivoel					



		Ger	nder		Age group	)
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
	Col %	Col %				
Do you listen to Radio	Row %	Row %				
Local Stations	215	96	119	52	79	84
	54.6%	56.8%	52.9%	49.5%	57.7%	55.3%
	100.0%	44.7%	55.3%	24.2%	36.7%	39.1%
Foreign Stations	2	2	0	1	0	1
	.5%	1.2%	.0%	1.0%	.0%	.7%
	100.0%	100.0%	.0%	50.0%	.0%	50.0%
Local and Foreign stations	49	20	29	17	17	15
	12.4%	11.8%	12.9%	16.2%	12.4%	9.9%
	100.0%	40.8%	59.2%	34.7%	34.7%	30.6%
No	128	51	77	35	41	52
	32.5%	30.2%	34.2%	33.3%	29.9%	34.2%
	100.0%	39.8%	60.2%	27.3%	32.0%	40.6%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Total	394	169	225	105	137	152
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	26.6%	34.8%	38.6%

# Table 2.2: Radio Listening By Educational Level [Base=All]

		Highest Education Level					
						Never	
				Post-		attended	
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	215	68	94	28	9	15	1
	54.6%	53.5%	60.6%	50.0%	36.0%	51.7%	50.0%
	100.0%	31.6%	43.7%	13.0%	4.2%	7.0%	.5%
Foreign Stations	2	2	0	0	0	0	0
	.5%	1.6%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Local and Foreign stations	49	14	18	8	8	1	0
	12.4%	11.0%	11.6%	14.3%	32.0%	3.4%	.0%
	100.0%	28.6%	36.7%	16.3%	16.3%	2.0%	.0%
No	128	43	43	20	8	13	1
	32.5%	33.9%	27.7%	35.7%	32.0%	44.8%	50.0%
	100.0%	33.6%	33.6%	15.6%	6.3%	10.2%	.8%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
<b>-</b>	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	394	127	155	56	25	29	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Note: Counts less than 30 are	100.0%	32.2%	39.3%	14.2%	6.3%	7.4%	.5%



## Table 2.3: Radio Listening By Economic Status [Base=All]

			Economic Status							
								Unable		
								to work		
								due to	Other	
		House			Self-	Un-		sickness/	Inactive	
	Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person	
	Count	Count	Count	Count	Count	Count	Count	Count	Count	
Do you listen	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	
Local	215	81	23	63	15	4	21	6	2	
Stations	54.6%	57.0%	51.1%	53.4%	75.0%	36.4%	46.7%	60.0%	66.7%	
	100.0%	37.7%	10.7%	29.3%	7.0%	1.9%	9.8%	2.8%	.9%	
Foreign	2	0	1	0	0	0	1	0	0	
Stations	.5%	.0%	2.2%	.0%	.0%	.0%	2.2%	.0%	.0%	
	100.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	.0%	
Local and	49	13	6	19	1	1	7	2	0	
Foreign	12.4%	9.2%	13.3%	16.1%	5.0%	9.1%	15.6%	20.0%	.0%	
stations	100.0%	26.5%	12.2%	38.8%	2.0%	2.0%	14.3%	4.1%	.0%	
No	128	48	15	36	4	6	16	2	1	
	32.5%	33.8%	33.3%	30.5%	20.0%	54.5%	35.6%	20.0%	33.3%	
	100.0%	37.5%	11.7%	28.1%	3.1%	4.7%	12.5%	1.6%	.8%	
Refusal	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%	
Total	394	142	45	118	20	11	45	10	3	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	36.0%	11.4%	29.9%	5.1%	2.8%	11.4%	2.5%	.8%	

[Note: Counts less than 30 are not data representatives]

## Table 2.4: Radio Listening By District [Base=All]

		District					
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	215	49	69	34	28	19	16
	54.6%	52.1%	57.5%	64.2%	51.9%	50.0%	45.7%
	100.0%	22.8%	32.1%	15.8%	13.0%	8.8%	7.4%
Foreign Stations	2	1	1	0	0	0	0
	.5%	1.1%	.8%	.0%	.0%	.0%	.0%
	100.0%	50.0%	50.0%	.0%	.0%	.0%	.0%
Local and Foreign stations	49	11	20	1	9	5	3
	12.4%	11.7%	16.7%	1.9%	16.7%	13.2%	8.6%
	100.0%	22.4%	40.8%	2.0%	18.4%	10.2%	6.1%
No	128	33	30	18	17	14	16
	32.5%	35.1%	25.0%	34.0%	31.5%	36.8%	45.7%
	100.0%	25.8%	23.4%	14.1%	13.3%	10.9%	12.5%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	394	94	120	53	54	38	35
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	23.9%	30.5%	13.5%	13.7%	9.6%	8.9%



			nder	Age group			
	Total	Male	Female	12-29	30-49	50+	
	Count	Count	Count	Count	Count	Count	
Favourite Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	
Radju Malta	13	6	7	1	4	8	
	4.9%	5.2%	4.7%	1.4%	4.2%	8.1%	
Radju Parlament/106.6	10	6	4	9	1	0	
	3.8%	5.2%	2.7%	13.0%	1.0%	.0%	
Super One	39	15	24	2	15	22	
Dedia 404	14.8%	12.9%	16.2%	2.9%	15.6%	22.2%	
Radio 101	11	5	6	1 40/	7	2 00/	
Dev Dedie	4.2%	4.3%	4.1%	1.4%	7.3%	3.0%	
Bay Radio	22 8.3%	11 9.5%	11 7.4%	15 21.7%	7 7.3%	0 .0%	
RTK	0.3% 22	9.5%	7.4% 16	21.7%	7.3%	.0%	
	8.3%	5.2%	10.8%	1.4%	8.3%	13.1%	
Smash Radio	21	5.2 %	10.8 %	6	0.5 /0	13.1%	
Onash Kadio	8.0%	9.5%	6.8%	8.7%	9.4%	6.1%	
Radio Maria	17	0.0 <i>/</i> 0	10	0.7 /0	J.+70 4	12	
	6.4%	6.0%	6.8%	1.4%	4.2%	12.1%	
Campus FM	0.170	0.0 /0	0.0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	
Capital Radio	22	13	9	6	13	3	
	8.3%	11.2%	6.1%	8.7%	13.5%	3.0%	
X FM	8	1	7	7	1	0	
	3.0%	.9%	4.7%	10.1%	1.0%	.0%	
A3 FM	1	1	0	1	0	0	
	.4%	.9%	.0%	1.4%	.0%	.0%	
Radju tal-komunita'	27	9	18	6	11	10	
	10.2%	7.8%	12.2%	8.7%	11.5%	10.1%	
No particular station	50	25	25	12	16	22	
	18.9%	21.6%	16.9%	17.4%	16.7%	22.2%	
Other	1	0	1	1	0	0	
	.4%	.0%	.7%	1.4%	.0%	.0%	
Refusal	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	
Total	264	116	148	69	96	99	
[Note: Counts less than 30 a	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 3.1: Favourite Radio Station - E	By Gender and By Age G	roun [Rase = All Radio Listeners]
Table 5.1. Favourile Raulo Station -	by Genuel and by Age G	Toup [Dase - All Raulo Listellers]



Table 3.2. Favourite Radio	Station - By Educational Level [Base = All Radio Listeners]								
			H	ighest Educa	tion Level	L			
						Never			
				Post-		Attended			
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal		
	Count	Count	Count	Count	Count	Count	Count		
Favourite Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %		
Radju Malta	13	4	3	1	3	2	0		
	4.9%	4.9%	2.7%	2.8%	17.6%	12.5%	.0%		
Radju Parlament/106.6	10	1	9	0	0	0	0		
,	3.8%	1.2%	8.0%	.0%	.0%	.0%	.0%		
Super One	39	24	13	0	1	1	0		
·	14.8%	29.3%	11.6%	.0%	5.9%	6.3%	.0%		
Radio 101	11	1	6	4	0	0	0		
	4.2%	1.2%	5.4%	11.1%	.0%	.0%	.0%		
Bay Radio	22	2	8	7	5	0	0		
5	8.3%	2.4%	7.1%	19.4%	29.4%	.0%	.0%		
RTK	22	7	12	1	1	1	0		
	8.3%	8.5%	10.7%	2.8%	5.9%	6.3%	.0%		
Smash Radio	21	7	10	2	0	1	1		
	8.0%	8.5%	8.9%	5.6%	.0%	6.3%	100.0%		
Radio Maria	17	8	6	1	0	2	0		
	6.4%	9.8%	5.4%	2.8%	.0%	12.5%	.0%		
Campus FM	0	0	0	0	0	0	0		
	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Capital Radio	22	2	13	6	.0 / 0	0	0		
	8.3%	2.4%	11.6%	16.7%	5.9%	.0%	.0%		
X FM	8	1	2	4	1	0	0		
	3.0%	1.2%	1.8%	11.1%	5.9%	.0%	.0%		
A3 FM	0.070	0	0	1	0.070	.0,0	0.0		
	.4%	.0%	.0%	2.8%	.0%	.0%	.0%		
Radju tal-komunita'	.470	10	10	2.0 %	.070	.070	0.0		
Adaja tai Komunita	10.2%	12.2%	8.9%	8.3%	11.8%	12.5%	.0%		
No particular station	50	12.270	19	6.57	3	7	0.0		
	18.9%	18.3%	17.0%	16.7%	17.6%	43.8%	.0%		
Other	10.970	0.5%	17.070	0.778	0.070	0.0 <i>%</i>	0.0		
Ottor	.4%	.0%	.9%	.0%	.0%	.0%	.0%		
Refusal	0.+.	0.070	.978	.0 /8	0.078	0.078	0.0		
i velusai	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Total	.0 % 264	.0 %	.0 %	.0 %	.0 %	.0 %	.0 /0		
i Utai	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	י 100.0%		
[Note: Counts less than 30 a				100.070	100.070	100.070	100.070		
mole. Counts less than 30 a	are not dat	a represei	latives						

## Table 3.2: Favourite Radio Station - By Educational Level [Base = All Radio Listeners]



Table 3.3: Favourite Radio Station - By	Economic Status	[Base = All Radio Listeners]

Table 5.5. Favourite			,			nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	inactive
	Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person
Favourite Radio	Count	Count	Count	Count	Count	Count	Count	Count	Count
Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Radju Malta	13	7	0	1	2	0	2	1	001.70
Rauju Maita	4.9%	7.4%	.0%	1.2%	12.5%	.0%	7.1%	12.5%	.0%
Radju	4.370 10	1.7/0	.070	1.2 /0	12.570	.070	0	12.370	.070
Parlament/106.6	3.8%	1.1%	10.3%	2.4%	6.3%	20.0%	.0%	.0%	100.0%
Super One	39	21	10.570	2.4 /0	0.370	20.070	.070	.070	0.070
Super One	14.8%	22.3%	.0%	6.1%	6.3%	20.0%	28.6%	37.5%	.0%
Radio 101	14.0 %	22.3 /0	0/0	0.1%	0.3 /0	20.0 %	20.0 %	<u>37.5</u> %	0.0%
	4.2%	6.4%	.0%	6.1%	.0%	.0%	.0%	.0%	.0%
Bay Radio	4.2 %	0.4 /8	.0 %	12	.0 /0	.0 /0	.0 /8	0/0	0.0%
Day Raulo	8.3%	2.1%	20.7%	14.6%	6.3%	20.0%	.0%	.0%	.0%
RTK	0.3% 22	2.1%	20.7%	14.0%	0.3%		.0%	.0%	.0%
RIR	8.3%	14.9%	.0%	3.7%	.0%	0 .0%	414.3%	12.5%	.0%
Smash Radio	0.3% 21	14.9%	.0%	3.7%	.0%	.0%	14.3%	12.5%	.0%
SILIASII KAUlu	۲ ک 8.0%	5.3%	10.3%	11.0%	18.8%	.0%	00/	12.5%	.0%
Radio Maria	0.0% 17	5.3% 9	10.5%	11.0%	10.0%	.0%	.0%	12.5%	.0%
Raulo Malla	6.4%	9.6%	3.4%	3.7%	6.3%	.0%	3 10.7%	.0%	.0%
Campus FM	0.4% 0	9.0%	3.4%	3.7%	0.3%	.0%	10.7%	.0%	.0%
Campus Fivi	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Capital Radio	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Capital Raulo	8.3%	3.2%	2 6.9%	14.6%	18.8%	40.0%	.0%	.0%	.0%
X FM			0.9%	14.0%	10.0%	40.0%	0%	.0%	.0%
	8 3.0%	0 .0%	5 17.2%	1.2%	6.3%	.0%	.0%	12.5%	.0%
A3 FM	3.0 <i>%</i> 1	.0%	0,211	1.270	0.3%	.0%	.0%	12.5%	.0%
ASTIN	-	.0%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%
Dodiu tol	.4% 27		.0%	1.2%	.0%		.0%		
Radju tal-	27 10.2%	10 10.6%	3 10.3%	9 11.0%	E 20/	0	4 14.3%	0	0
komunita'	10.2% 50				6.3%	.0%	14.3%	.0%	.0%
No particular		16	6 20.7%	18	10 50/	0	7 25.0%	12.5%	.0%
station	18.9%	17.0%		22.0%	12.5%	.0%			
Other	1	0	0	1 20/	0	0	0	0	0
Defuse	.4%	.0%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%
Refusal	0	0	0	0	0	0	0	0	0
Tatal	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	264	94	29	82	16	5	28	8	2 100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Table 3.4: Favourite Radio	Station -	By District	LDase – A		Isteners		
				Dist	rict		
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Favourite Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Radju Malta	13	1	7	2	2	1	0
	4.9%	1.7%	7.9%	5.7%	5.4%	4.2%	.0%
Radju Parlament/106.6	10	2	2	3	1	2	0
	3.8%	3.3%	2.2%	8.6%	2.7%	8.3%	.0%
Super One	39	15	13	4	5	1	1
	14.8%	25.0%	14.6%	11.4%	13.5%	4.2%	5.3%
Radio 101	11	1	3	4	2	1	0
	4.2%	1.7%	3.4%	11.4%	5.4%	4.2%	.0%
Bay Radio	22	4	9	2	3	3	1
	8.3%	6.7%	10.1%	5.7%	8.1%	12.5%	5.3%
RTK	22	2	11	2	3	2	2
	8.3%	3.3%	12.4%	5.7%	8.1%	8.3%	10.5%
Smash Radio	21		7 00/	3	4	2	3
Dedia Maria	8.0%	3.3%	7.9%	8.6%	10.8%	8.3%	15.8%
Radio Maria	17	6	7	<u>2</u>	0.70/	1	0
	6.4%	10.0%	7.9%	5.7%	2.7%	4.2%	.0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	.0%	.0%	0 .0%
Capital Radio	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Capital Raulo	8.3%	6.7%	9 10.1%	11.4%	∠ 5.4%	∠ 8.3%	5.3%
X FM	0.578	0.7 /0	10.170	n 11. <del>4</del> /0	0.470	0.570	0.070
	3.0%	3.3%	4.5%	.0%	.0%	4.2%	5.3%
A3 FM	0.070	0.070	4.070	0.0	0.070	4.270	0.070
	.4%	.0%	1.1%	.0%	.0%	.0%	.0%
Radju tal-komunita'	.470	.0 /0	6	.070	.070	.070	.070
	10.2%	11.7%	6.7%	11.4%	8.1%	4.2%	31.6%
No particular station	50	14	9	5	11	7	4
· · · · · · · · · · · · · · · · · · ·	18.9%	23.3%	10.1%	14.3%	29.7%	29.2%	21.1%
Other	1	0	1	0	0	0	0
	.4%	.0%	1.1%	.0%	.0%	.0%	.0%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	264	60	89	35	37	24	19
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Note: Counts less than 30 a							

Table 3.4: Favourite Radio Station - By District [Base = All Radio Listeners]



Total	Male	nder		Age group	
0.0	111010	Female	12-29	30-49	50+
Count	Count	Count	Count	Count	Count
Col %	Col %	Col %	Col %	Col %	Col %
Row %	Row %	Row %	Row %	Row %	Row %
222	102	120	66	86	70
84.1%	87.9%	81.1%	95.7%	89.6%	70.7%
100.0%	45.9%	54.1%	29.7%	38.7%	31.5%
149	65	84	14	61	74
56.4%	56.0%	56.8%	20.3%	63.5%	74.7%
100.0%	43.6%	56.4%	9.4%	40.9%	49.7%
96	57	39	16	39	41
36.4%	49.1%	26.4%	23.2%	40.6%	41.4%
100.0%	59.4%	40.6%	16.7%	40.6%	42.7%
71	29	42	10	20	41
26.9%	25.0%	28.4%	14.5%	20.8%	41.4%
100.0%	40.8%	59.2%	14.1%	28.2%	57.7%
127	52	75	18	48	61
48.1%	44.8%	50.7%	26.1%	50.0%	61.6%
100.0%	40.9%	59.1%	14.2%	37.8%	48.0%
135	45	90	17	47	71
51.1%	38.8%	60.8%	24.6%	49.0%	71.7%
100.0%	33.3%	66.7%	12.6%	34.8%	52.6%
109	40	69	13	35	61
41.3%	34.5%	46.6%	18.8%	36.5%	61.6%
100.0%	36.7%	63.3%	11.9%	32.1%	56.0%
67	16	51	7	25	35
25.4%		34.5%		26.0%	35.4%
100.0%	23.9%	76.1%	10.4%	37.3%	52.2%
163	59	104	26	65	72
61.7%	50.9%	70.3%	37.7%	67.7%	72.7%
100.0%	36.2%	63.8%	16.0%	39.9%	44.2%
211	96	115	45	81	85
79.9%	82.8%	77.7%	65.2%	84.4%	85.9%
100.0%	45.5%	54.5%	21.3%	38.4%	40.3%
	222 84.1% 100.0% 149 56.4% 100.0% 96 36.4% 100.0% 127 48.1% 100.0% 127 48.1% 100.0% 135 51.1% 100.0% 109 41.3% 100.0% 67 25.4% 100.0% 163 61.7% 100.0% 163 61.7% 100.0%	$\begin{array}{c cccc} 222 & 102 \\ 84.1\% & 87.9\% \\ 100.0\% & 45.9\% \\ 100.0\% & 45.9\% \\ 149 & 65 \\ 56.4\% & 56.0\% \\ 100.0\% & 43.6\% \\ 96 & 57 \\ 36.4\% & 49.1\% \\ 100.0\% & 59.4\% \\ 71 & 29 \\ 26.9\% & 25.0\% \\ 100.0\% & 40.8\% \\ 127 & 52 \\ 48.1\% & 44.8\% \\ 100.0\% & 40.9\% \\ 135 & 45 \\ 51.1\% & 38.8\% \\ 100.0\% & 33.3\% \\ 109 & 40 \\ 41.3\% & 34.5\% \\ 100.0\% & 36.7\% \\ 67 & 16 \\ 25.4\% & 13.8\% \\ 100.0\% & 23.9\% \\ 163 & 59 \\ 61.7\% & 50.9\% \\ 100.0\% & 36.2\% \\ 211 & 96 \\ 79.9\% & 82.8\% \\ 100.0\% & 45.5\% \\ \end{array}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	222 $102$ $120$ $66$ $84.1%$ $87.9%$ $81.1%$ $95.7%$ $100.0%$ $45.9%$ $54.1%$ $29.7%$ $149$ $65$ $84$ $14$ $56.4%$ $56.0%$ $56.8%$ $20.3%$ $100.0%$ $43.6%$ $56.4%$ $9.4%$ $96$ $57$ $39$ $16$ $36.4%$ $49.1%$ $26.4%$ $23.2%$ $100.0%$ $59.4%$ $40.6%$ $16.7%$ $100.0%$ $59.4%$ $40.6%$ $16.7%$ $100.0%$ $59.4%$ $40.6%$ $16.7%$ $100.0%$ $59.4%$ $40.6%$ $16.7%$ $100.0%$ $40.8%$ $59.2%$ $14.1%$ $127$ $52$ $75$ $18$ $48.1%$ $44.8%$ $50.7%$ $26.1%$ $100.0%$ $40.9%$ $59.1%$ $14.2%$ $135$ $45$ $90$ $17$ $51.1%$ $38.8%$ $60.8%$ $24.6%$ $100.0%$ $33.3%$ $66.7%$ $12.6%$ $100.0%$ $36.7%$ $63.3%$ $11.9%$ $67$ $16$ $51$ $7$ $163$ $59$ $104$ $26$ $61.7%$ $50.9%$ $70.3%$ $37.7%$ $100.0%$ $36.2%$ $63.8%$ $16.0%$ $211$ $96$ $115$ $45$ $79.9%$ $82.8%$ $77.7%$ $65.2%$ $100.0%$ $45.5%$ $54.5%$ $21.3%$	222 $102$ $120$ $66$ $86$ $84.1%$ $87.9%$ $81.1%$ $95.7%$ $89.6%$ $100.0%$ $45.9%$ $54.1%$ $29.7%$ $38.7%$ $149$ $65$ $84$ $14$ $61$ $56.4%$ $56.0%$ $56.8%$ $20.3%$ $63.5%$ $100.0%$ $43.6%$ $56.4%$ $9.4%$ $40.9%$ $96$ $57$ $39$ $16$ $39$ $36.4%$ $49.1%$ $26.4%$ $23.2%$ $40.6%$ $100.0%$ $59.4%$ $40.6%$ $16.7%$ $40.6%$ $101.0%$ $59.4%$ $40.6%$ $16.7%$ $40.6%$ $100.0%$ $49.8%$ $59.2%$ $14.1%$ $28.2%$ $127$ $52$ $75$ $18$ $48$ $48.1%$ $44.8%$ $50.7%$ $26.1%$ $50.0%$ $100.0%$ $40.9%$ $59.1%$ $14.2%$ $37.8%$ $135$ $45$ $90$ $17$ $47$ $51.1%$ $38.8%$ $60.8%$ $24.6%$ $49.0%$ $100.0%$ $33.3%$ $66.7%$ $12.6%$ $34.8%$ $100.0%$ $36.7%$ $63.3%$ $11.9%$ $32.1%$ $67$ $16$ $51$ $7$ $25$ $25.4%$ $13.8%$ $34.5%$ $10.1%$ $37.3%$ $163$ $59$ $104$ $26$ $65$ $61.7%$ $50.9%$ $70.3%$ $37.7%$ $67.7%$ $100.0%$ $36.2%$ $63.8%$ $16.0%$ $39.9%$ $211$ $96$ $115$ $45$ $81$ <tr <="" td=""></tr>

Table 4.1: Preferences for Ten Radio Programme Sectors - By Gender and By Age Group [Base = All Radio Listeners]



# Table 4.2: Preferences for Ten Radio Programme Sectors - By Educational Level [Base = All Radio Listeners]

Do you listen to Radio Do you listen to Radio Musical Programmes Yes 10 Discussions Yes 5 10 Sports Yes 3 10 Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes Yes	ount ol %	Primary Count Col % Row % 63 76.8% 28.4% 53 64.6% 35.6% 25 30.5% 26.0%	Secondary Count Col % Row % 99 88.4% 44.6% 61 54.5% 40.9% 38 23.0%	Post- Secondary Count Col % Row % 32 88.9% 14.4% 9 25.0% 6.0% 13	Tertiary Count Col % Row % 16 94.1% 7.2% 11 64.7% 7.4% 12	Never attended school Count Col % Row % 11 68.8% 5.0% 15 93.8% 10.1%	Refusal Count Col % Row % 1 100.0% .5% 0 .0%
Do you listen to Radio Musical Programmes Musical Programmes Discussions Sports Sports Musinesses Musinesee Musinesses Musinesses Musinesses Musinesses Musinesses	Count Col % 222 34.1% 00.0% 149 56.4% 00.0% 96 36.4% 00.0%	Count Col % Row % 63 76.8% 28.4% 53 64.6% 35.6% 25 30.5%	Count Col % Row % 99 88.4% 44.6% 61 54.5% 40.9% 38	Secondary Count Col % Row % 32 88.9% 14.4% 9 25.0% 6.0%	Count Col % Row % 16 94.1% 7.2% 11 64.7% 7.4%	school Count Col % Row % 11 68.8% 5.0% 15 93.8%	Count Col % Row % 100.0% .5% 0 .0%
Do you listen to Radio Musical Programmes Discussions Sports Substrained C 8 10 10 10 10 10 10 10 10 10 10	Count Col % 222 34.1% 00.0% 149 56.4% 00.0% 96 36.4% 00.0%	Count Col % Row % 63 76.8% 28.4% 53 64.6% 35.6% 25 30.5%	Count Col % Row % 99 88.4% 44.6% 61 54.5% 40.9% 38	Count Col % Row % 32 88.9% 14.4% 9 25.0% 6.0%	Count Col % Row % 16 94.1% 7.2% 11 64.7% 7.4%	Count Col % Row % 11 68.8% 5.0% 15 93.8%	Count Col % Row % 1 100.0% .5% 0 .0%
Do you listen to Radio     C       Musical Programmes     Yes       Musical Programmes     Yes       Discussions     Yes       Discussions     Yes       Sports     Yes       Businesses     Yes       Cultural     Yes       Religious     Yes	Col %           222           64.1%           00.0%           149           66.4%           00.0%           96           66.4%           00.0%	Col % Row % 63 76.8% 28.4% 53 64.6% 35.6% 25 30.5%	Col % Row % 99 88.4% 44.6% 61 54.5% 40.9% 38	Col % Row % 32 88.9% 14.4% 9 25.0% 6.0%	Col % Row % 16 94.1% 7.2% 11 64.7% 7.4%	Col % Row % 11 68.8% 5.0% 15 93.8%	Col % Row % 1 100.0% .5% 0 .0%
Do you listen to RadioRedMusical ProgrammesYes81010DiscussionsYes5DiscussionsYes10SportsYes3BusinessesYes2CulturalYes4ReligiousYes4	DW %           222           34.1%           00.0%           149           66.4%           96           36.4%           00.0%	Row %           63           76.8%           28.4%           53           64.6%           35.6%           25           30.5%	Row % 99 88.4% 44.6% 61 54.5% 40.9% 38	Row % 32 88.9% 14.4% 9 25.0% 6.0%	Row % 16 94.1% 7.2% 11 64.7% 7.4%	Row % 11 68.8% 5.0% 15 93.8%	Row % 1 100.0% .5% 0 .0%
Musical Programmes       Yes       8         10       10         Discussions       Yes       5         10       10       10         Sports       Yes       3         Businesses       Yes       3         Cultural       Yes       4         Religious       Yes       4	222 34.1% 00.0% 149 56.4% 00.0% 96 36.4% 00.0%	63 76.8% 28.4% 53 64.6% 35.6% 25 30.5%	99 88.4% 44.6% 61 54.5% 40.9% 38	32 88.9% 14.4% 9 25.0% 6.0%	16 94.1% 7.2% 11 64.7% 7.4%	11 68.8% 5.0% 15 93.8%	1 100.0% .5% 0 .0%
Businesses Yes 2 Cultural Yes 4 Cultural Yes 4 Religious Yes Yes 2 Cultural Yes 4	34.1% 00.0% 149 56.4% 00.0% 96 36.4% 00.0%	76.8% 28.4% 53 64.6% 35.6% 25 30.5%	88.4% 44.6% 61 54.5% 40.9% 38	88.9% 14.4% 9 25.0% 6.0%	94.1% 7.2% 11 64.7% 7.4%	68.8% 5.0% 15 93.8%	.5% 0 .0%
IndextIndextDiscussionsYes51010SportsYes3101010BusinessesYes2101010CulturalYes410Yes410Yes410Yes410Yes410Yes410Yes410Yes410Yes410Yes410Yes4	00.0% 149 66.4% 00.0% 96 66.4% 00.0%	28.4% 53 64.6% 35.6% 25 30.5%	44.6% 61 54.5% 40.9% 38	14.4% 9 25.0% 6.0%	7.2% 11 64.7% 7.4%	5.0% 15 93.8%	.5% 0 .0%
Discussions Yes 5 10 Sports Yes 3 10 Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes	149 56.4% 00.0% 96 36.4% 00.0%	53 64.6% 35.6% 25 30.5%	61 54.5% 40.9% 38	9 25.0% 6.0%	11 64.7% 7.4%	15 93.8%	0 .0%
Sports Yes 70 Sports Yes 3 10 Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes 7	6.4% 0.0% 96 6.4% 0.0%	64.6% 35.6% 25 30.5%	54.5% 40.9% 38	25.0% 6.0%	64.7% 7.4%	93.8%	.0%
Sports Yes 3 3 10 Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes	96.4% 90.0%	35.6% 25 30.5%	40.9% 38	6.0%	7.4%		
SportsYes310BusinessesYes210CulturalYes410ReligiousYes	96 86.4% 00.0%	25 30.5%	38			10.1%	
Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes	86.4% 00.0%	30.5%		13	10	- ,.	.0%
Indext length10BusinessesYes21010CulturalYes41010ReligiousYes	0.0%		22 00/			8	0
Businesses Yes 2 10 Cultural Yes 4 10 Religious Yes		26 0%	33.9%	36.1%	70.6%	50.0%	.0%
2 10 Cultural Yes 4 10 Religious Yes	71		39.6%	13.5%	12.5%	8.3%	.0%
Cultural Yes 4 4 Religious Yes		29	21	6	6	9	0
Cultural Yes 4 10 Religious Yes	26.9%	35.4%	18.8%	16.7%	35.3%	56.3%	.0%
4 10 Religious Yes	0.0%	40.8%	29.6%	8.5%	8.5%	12.7%	.0%
10       Religious       Yes	127	43	51	14	8	11	0
Religious Yes	8.1%	52.4%	45.5%	38.9%	47.1%	68.8%	.0%
	0.0%	33.9%	40.2%	11.0%	6.3%	8.7%	.0%
5	135	50	56	12	4	13	0
	51.1%	61.0%	50.0%	33.3%	23.5%	81.3%	.0%
	0.0%	37.0%	41.5%	8.9%	3.0%	9.6%	.0%
Novels / Drama Yes	109	44	42	8	2	13	0
4	1.3%	53.7%	37.5%	22.2%	11.8%	81.3%	.0%
	0.0%	40.4%	38.5%	7.3%	1.8%	11.9%	.0%
Children Programmes Yes	67	25	22	7	2	11	0
	25.4%	30.5%	19.6%	19.4%	11.8%	68.8%	.0%
	0.0%	37.3%	32.8%	10.4%	3.0%	16.4%	.0%
Health, Beauty etc Yes	163	57	64	20	9	13	0
-	61.7%	69.5%	57.1%	55.6%	52.9%	81.3%	.0%
	0.0%	35.0%	39.3%	12.3%	5.5%	8.0%	.0%
News / Current Affairs Yes	211	70	79	31	17	14	0
	0 00/	85.4%	70.5%	86.1%	100.0%	87.5%	.0%
10	9.9%	33.2%	37.4%	14.7%	8.1%	6.6%	.0%



Table 4.3: Preferences for Ten Radio Programme Sectors - By Economical Status
[Base = All Radio Listeners]

		isteriersj		Economic Status							
									Unable		
									to work		
									due to	Other	
			House			Self-	Un-		sickness/	inactive	
		Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person	
		Count	Count	Count	Count	Count	Count	Count	Count	Count	
Do you listen t	to	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Radio	-	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	
Musical	Yes	222	67	28	76	15	5	22	7	2	
Programmes	103	84.1%	71.3%	96.6%	92.7%	93.8%	100.0%	78.6%	, 87.5%	100.0%	
riogrammes		100.0%	30.2%	12.6%	34.2%	6.8%	2.3%	9.9%	3.2%	.9%	
Discussions	Yes	149	71	4	35	9	2.570	23	5.2 /0	.070	
210000010110	103	56.4%	75.5%	13.8%	42.7%	56.3%	20.0%	82.1%	62.5%	50.0%	
		100.0%	47.7%	2.7%	23.5%	6.0%	.7%	15.4%	3.4%	.7%	
Sports	Yes	96	26	2.170	35	9		13	5	.770	
oponto	100	36.4%	27.7%	17.2%	42.7%	56.3%	40.0%	46.4%	62.5%	50.0%	
		100.0%	27.1%	5.2%	36.5%	9.4%	2.1%	13.5%	5.2%	1.0%	
Businesses	Yes	71	34	0.270	14	5	1	11	4	1.070	
Baomedoco	100	26.9%	36.2%	3.4%	17.1%	31.3%	20.0%	39.3%	50.0%	50.0%	
		100.0%	47.9%	1.4%	19.7%	7.0%	1.4%	15.5%	5.6%	1.4%	
Cultural	Yes	127	59	6	33	5	3	17	3	1	
Culturul	100	48.1%	62.8%	20.7%	40.2%	31.3%	60.0%	60.7%	37.5%	50.0%	
		100.0%	46.5%	4.7%	26.0%	3.9%	2.4%	13.4%	2.4%	.8%	
Religious	Yes	135	72	7	28	5	1	17	5	0	
i tëngio de		51.1%	76.6%	24.1%	34.1%	31.3%	20.0%	60.7%	62.5%	.0%	
		100.0%	53.3%	5.2%	20.7%	3.7%	.7%	12.6%	3.7%	.0%	
Novels /	Yes	109	58	3	22	4	1	18	2	1	
Drama		41.3%	61.7%	10.3%	26.8%	25.0%	20.0%	64.3%	25.0%	50.0%	
		100.0%	53.2%	2.8%	20.2%	3.7%	.9%	16.5%	1.8%	.9%	
Children	Yes	67	41	3	12	2	0	7	1	1	
Programmes		25.4%	43.6%	10.3%	14.6%	12.5%	.0%	25.0%	12.5%	50.0%	
		100.0%	61.2%	4.5%	17.9%	3.0%	.0%	10.4%	1.5%	1.5%	
Health,	Yes	163	80	10	42	6	1	19	4	1	
Beauty etc.		61.7%	85.1%	34.5%	51.2%	37.5%	20.0%	67.9%	50.0%	50.0%	
, ,		100.0%	49.1%	6.1%	25.8%	3.7%	.6%	11.7%	2.5%	.6%	
News /	Yes	211	76	20	65	12	4	26	6	2	
Current		79.9%	80.9%	69.0%	79.3%	75.0%	80.0%	92.9%	75.0%	100.0%	
Affairs		100.0%	36.0%	9.5%	30.8%	5.7%	1.9%	12.3%	2.8%	.9%	
[Note: Counts	1						•				



# Table 4.4: Preferences for Ten Radio Programme Sectors - By District [Base = All Radio Listeners]

					Dis	trict		
			Southern	Northern	South			Gozo &
		Total	harbour	harbour	Eastern	Western	Northern	Comino
		Count	Count	Count	Count	Count	Count	Count
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	222	51	75	29	31	21	15
_		84.1%	85.0%	84.3%	82.9%	83.8%	87.5%	78.9%
		100.0%	23.0%	33.8%	13.1%	14.0%	9.5%	6.8%
Discussions	Yes	149	34	56	17	20	11	11
		56.4%	56.7%	62.9%	48.6%	54.1%	45.8%	57.9%
		100.0%	22.8%	37.6%	11.4%	13.4%	7.4%	7.4%
Sports	Yes	96	23	35	13	14	7	4
		36.4%	38.3%	39.3%	37.1%	37.8%	29.2%	21.1%
		100.0%	24.0%	36.5%	13.5%	14.6%	7.3%	4.2%
Businesses	Yes	71	17	27	4	14	5	4
		26.9%	28.3%	30.3%	11.4%	37.8%	20.8%	21.1%
		100.0%	23.9%	38.0%	5.6%	19.7%	7.0%	5.6%
Cultural	Yes	127	28	46	12	18	11	12
		48.1%	46.7%	51.7%	34.3%	48.6%	45.8%	63.2%
		100.0%	22.0%	36.2%	9.4%	14.2%	8.7%	9.4%
Religious	Yes	135	31	48	16	18	9	13
		51.1%	51.7%	53.9%	45.7%	48.6%	37.5%	68.4%
		100.0%	23.0%	35.6%	11.9%	13.3%	6.7%	9.6%
Novels / Drama	Yes	109	28	43	12	11	5	10
		41.3%	46.7%	48.3%	34.3%	29.7%	20.8%	52.6%
		100.0%	25.7%	39.4%	11.0%	10.1%	4.6%	9.2%
Children Programmes	Yes	67	14	26	5	11	5	6
		25.4%	23.3%	29.2%	14.3%	29.7%	20.8%	31.6%
		100.0%	20.9%	38.8%	7.5%	16.4%	7.5%	9.0%
Health, Beauty etc	Yes	163	39	59	14	23	14	14
		61.7%	65.0%	66.3%	40.0%	62.2%	58.3%	73.7%
		100.0%	23.9%	36.2%	8.6%	14.1%	8.6%	8.6%
News / Current Affairs	Yes	211	44	75	28	30	20	14
		79.9%	73.3%	84.3%	80.0%	81.1%	83.3%	73.7%
[Note: Counts less than ]		100.0%	20.9%	35.5%	13.3%	14.2%	9.5%	6.6%



#### Table 5: Radio Listening [Base = All]

			Tot	al
			Count	Col %
Do you listen to Radio	No		128	32.5%
_	Refusal		0	.0%
		Subtotal	128	32.5%
	Local Stations		215	54.6%
	Foreign Stations		2	.5%
	Local and Foreig	n stations	49	12.4%
		Total	394	100.0%
Radio Yesterday	Not applicable		0	.0%
	No		249	63.2%
		Subtotal	249	63.2%
	Yes		145	36.8%
		Total	394	100.0%

[Note: Counts less than 30 are not data representatives]

## Table 5.1: Radio Listening By Number of Hours [Base = All]

		Ra	adio Yesterda	y
		Not		
	Total	applicable	Yes	No
	Count	Count	Count	Count
How many hours	Col %	Col %	Col %	Col %
Not applicable	249	0	0	249
	63.2%	.0%	.0%	100.0%
1 hour or less	55	0	55	0
	14.0%	.0%	37.9%	.0%
1 hour but less than 2	32	0	32	0
	8.1%	.0%	22.1%	.0%
2 hours but less than 3	20	0	20	0
	5.1%	.0%	13.8%	.0%
Four hours or more	37	0	37	0
	9.4%	.0%	25.5%	.0%
No response	1	0	1	0
	.3%	.0%	.7%	.0%
Total	394	0	145	249
	100.0%	.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

#### Table 5.2: Radio Listening By Number of Hours - By Gender and By Age Group [Base = All Radio Listeners]

		Gen	der		Age group	
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
How many hours	Col %	Col %				
1 hour or less	55	24	31	13	21	21
	37.9%	34.3%	41.3%	52.0%	37.5%	32.8%
1 hour but less than 2	32	16	16	6	12	14
	22.1%	22.9%	21.3%	24.0%	21.4%	21.9%
2 hours but less than 3	20	9	11	3	6	11
	13.8%	12.9%	14.7%	12.0%	10.7%	17.2%
Four hours or more	37	20	17	3	16	18
	25.5%	28.6%	22.7%	12.0%	28.6%	28.1%
No response	1	1	0	0	1	0
	.7%	1.4%	.0%	.0%	1.8%	.0%
Total	145	70	75	25	56	64
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## Table 5.3: Radio Listening By Number of Hours - By Educational Level [Base = All Radio Listeners]

				Highest Educa	tion Level		
						Never	
				Post-		attended	
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal
	Count	Count	Count	Count	Count	Count	Count
How many hours	Col %	Col %	Col %	Col %	Col %	Col %	Col %
1 hour or less	55	18	18	12	5	2	0
	37.9%	35.3%	36.0%	60.0%	38.5%	20.0%	.0%
1 hour but less than 2	32	12	9	5	4	2	0
	22.1%	23.5%	18.0%	25.0%	30.8%	20.0%	.0%
2 hours but less than 3	20	7	9	1	2	1	0
	13.8%	13.7%	18.0%	5.0%	15.4%	10.0%	.0%
Four hours or more	37	14	14	2	2	4	1
	25.5%	27.5%	28.0%	10.0%	15.4%	40.0%	100.0%
No response	1	0	0	0	0	1	0
	.7%	.0%	.0%	.0%	.0%	10.0%	.0%
Total	145	51	50	20	13	10	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

## Table 5.4: Radio Listening By Number of Hours - By Economical Status [Base = All Radio Listeners]

			Economic Status										
								Unable					
								to work					
								due to	Other				
		House			Self-	Un-		sickness/	inactive				
	Total	Person	Student	Employed	Employed	employed	Pension	disability	person				
How many	Count	Count	Count	Count	Count	Count	Count	Count	Count				
hours	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %				
1 hour or less	55	16	7	26	1	0	3	2	0				
	37.9%	29.1%	63.6%	53.1%	14.3%	.0%	18.8%	33.3%	.0%				
1 hour but	32	15	3	7	2	0	4	1	0				
less than 2	22.1%	27.3%	27.3%	14.3%	28.6%	.0%	25.0%	16.7%	.0%				
2 hours but	20	10	0	4	1	1	2	2	0				
less than 3	13.8%	18.2%	.0%	8.2%	14.3%	100.0%	12.5%	33.3%	.0%				
Four hours or	37	14	1	12	3	0	6	1	0				
more	25.5%	25.5%	9.1%	24.5%	42.9%	.0%	37.5%	16.7%	.0%				
No response	1	0	0	0	0	0	1	0	0				
	.7%	.0%	.0%	.0%	.0%	.0%	6.3%	.0%	.0%				
Total	145	55	11	49	7	1	16	6	0				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	.0%				

[Note: Counts less than 30 are not data representatives]

#### Table 5.5: Radio Listening By Number of Hours - By District [Base = All Radio Listeners]

				Distric	t		
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
How many hours	Col %	Col %	Col %	Col %	Col %	Col %	Col %
1 hour or less	55	15	21	8	6	3	2
	37.9%	42.9%	38.2%	40.0%	40.0%	27.3%	22.2%
1 hour but less than 2	32	6	10	5	4	6	1
	22.1%	17.1%	18.2%	25.0%	26.7%	54.5%	11.1%
2 hours but less than 3	20	2	8	4	2	1	3
	13.8%	5.7%	14.5%	20.0%	13.3%	9.1%	33.3%
Four hours or more	37	12	16	2	3	1	3
	25.5%	34.3%	29.1%	10.0%	20.0%	9.1%	33.3%
No response	1	0	0	1	0	0	0
	.7%	.0%	.0%	5.0%	.0%	.0%	.0%
Total	145	35	55	20	15	11	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Table 6.1: Radio Listening By Time Bracket – By Gender [Base = All Radio Listeners]

	Total		M	ale	Fer	nale				
Radio Yesterday	Ν	%	Ν	%	Ν	%				
> 6:00	22	7.5	10	6.8	12	8.1				
6:00 – 9:00	58	19.7	31	21.1	27	18.2				
9:00 – 12:00	69	23.4	32	21.8	37	25.0				
12:00 – 17:00	69	23.4	37	25.2	32	21.6				
17:00 – 20:00	47	15.9	24	16.3	23	15.5				
20:00 - 24:00	30	10.2	13	8.8	17	11.5				
295 100 147 100 148 100										
[Note: Counts less t	han 30	are no	t data	represe	entative	es]				

Table 6.2: Radio Listening By Time Bracket and By Weekday [Base = All Radio Listeners]

	Total	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Radio Yesterday	Count							
> 6:00	22	2	3	3	6	2	1	5
6:00 - 9:00	58	6	6	11	11	9	9	6
9:00 - 12:00	69	6	14	10	13	9	6	11
12:00 - 17:00	69	4	10	15	11	10	8	11
17:00 - 20:00	47	2	6	11	12	6	4	6
20:00 - 24:00	30	2	3	6	8	3	3	5
	295	22	42	56	61	39	31	44

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 6:00 6:00 - 9:00 9:00 - 12:00 12:00 - 17:00 17:00 - 20:00 20:00 - 24:00	7.5 19.7 23.4 23.4 15.9 10.2	9.1 27.3 27.3 18.2 9.1 9.1	7.1 14.3 33.3 23.8 14.3 7.1	5.4 19.6 17.9 26.8 19.6 10.7	9.8 18.0 21.3 18.0 19.7 13.1	5.1 23.1 25.6 15.4 7.7	3.2 29.0 19.4 25.8 12.9 9.7	11.4 13.6 25.0 25.0 13.6 11.4
	100	100	100	100	100	100	100	100

#### Table 6.3: Radio Listening By Time Bracket and By Month [Base = All Radio Listeners]

				2004		2005							
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Radio Yesterday	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν
> 6:00	2	1	6	12	7	5	10	19	11	15	7	6	9
6:00 - 9:00	23	18	15	28	27	22	16	33	25	28	19	16	23
9:00 - 12:00	38	29	23	35	31	29	32	35	29	43	24	18	27
12:00 - 17:00	23	30	16	32	29	33	23	37	30	41	22	18	29
17:00 – 20:00	17	11	15	28	15	18	15	23	26	22	16	10	21
20:00 - 24:00	6	8	6	19	10	8	13	17	15	16	9	7	14
	109	97	81	154	119	115	109	164	136	165	97	75	123

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%
> 6:00	1.8	1.0	7.4	7.8	5.9	4.3	9.2	11.6	8.1	9.1	7.2	8.0	7.3
6:00 – 9:00	21.1	18.6	18.5	18.2	22.7	19.1	14.7	20.1	18.4	17.0	19.6	21.3	18.7
9:00 – 12:00	34.9	29.9	28.4	22.7	26.1	25.2	29.4	21.3	21.3	26.1	24.7	24.0	22.0
12:00 – 17:00	21.1	30.9	19.8	20.8	24.4	28.7	21.1	22.6	22.1	24.8	22.7	24.0	23.6
17:00 – 20:00	15.6	11.3	18.5	18.2	12.6	15.7	13.8	14.0	19.1	13.3	16.5	13.3	17.1
20:00 - 24:00	5.5	8.2	7.4	12.3	8.4	7.0	11.9	10.4	11.0	9.7	9.3	9.3	11.4
	100	100	100	100	100	100	100	100	100	100	100	100	100

[Note: Counts less than 30 are not data representatives]

CONTINUOUS AUDIENCE ASSESSMENT

APR-JUN 2005

Table 7.1: Radio Station Listening [counts of at least "10 minutes] – By Gender [Base=All Radio Listeners]

		Ge	nder		Ge	ender
	Total	Male	Female	Total	Male	Female
Radio Yesterday	Count	Count	Count	%	%	%
Radju Malta	20	7	13	11.2	7.9	14.6
Radju 106.6	2	2	0	1.1	2.2	0.0
Super 1 Radio	29	15	14	16.3	16.9	15.7
Radio 101	13	7	6	7.3	7.9	6.7
Bay Radio	19	9	10	10.7	10.1	11.2
RTK	24	10	14	13.5	11.2	15.7
Smash Radio	12	8	4	6.7	9.0	4.5
Radio Marija	16	7	9	9.0	7.9	10.1
Campus FM	0	0	0	0.0	0.0	0.0
Capital Radio	16	12	4	9.0	13.5	4.5
X FM	7	2	5	3.9	2.2	5.6
A3 FM	3	2	1	1.7	2.2	1.1
Radju Komunita'	17	8	9	9.6	9.0	10.1
	178	89	89	100	100	100

Table 7.2: Radio Station Listening - By Weekday [counts of at least "10 minutes]	
[Base=All Radio Listeners]	

	Total	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Radio Yesterday	Count							
Radju Malta	20	1	5	2	4	5	1	2
Radju Parlament/106.6	2	0	0	1	0	1	0	0
Super 1 Radio	29	5	2	2	7	5	4	4
Radio 101	13	2	2	3	3	0	1	2
Bay Radio	19	0	3	4	2	7	1	2
RTK	24	2	5	4	5	1	3	4
Smash Radio	12	0	1	5	4	2	0	0
Radio Marija	16	2	3	3	3	3	0	2
Campus Fm	0	0	0	0	0	0	0	0
Capital Radio	16	2	2	2	3	4	2	1
X FM	7	0	1	2	0	1	3	0
A3 FM	3	0	0	1	0	1	1	0
Radju Komunita'	17	2	4	4	1	2	1	3
	178	16	28	33	32	32	17	20

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
Radju Malta	11.24	6.25	17.86	6.06	12.50	15.63	5.88	10.00
Radju Parlament/106.6	1.12	0.00	0.00	3.03	0.00	3.13	0.00	0.00
Super 1 Radio	16.29	31.25	7.14	6.06	21.88	15.63	23.53	20.00
Radio 101	7.30	12.50	7.14	9.09	9.38	0.00	5.88	10.00
Bay Radio	10.67	0.00	10.71	12.12	6.25	21.88	5.88	10.00
RTK	13.48	12.50	17.86	12.12	15.63	3.13	17.65	20.00
Smash Radio	6.74	0.00	3.57	15.15	12.50	6.25	0.00	0.00
Radio Marija	8.99	12.50	10.71	9.09	9.38	9.38	0.00	10.00
Campus Fm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Capital Radio	8.99	12.50	7.14	6.06	9.38	12.50	11.76	5.00
XFM	3.93	0.00	3.57	6.06	0.00	3.13	17.65	0.00
A3 FM	1.69	0.00	0.00	3.03	0.00	3.13	5.88	0.00
Radju Komunita'	9.55	12.50	14.29	12.12	3.13	6.25	5.88	15.00
-	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



Table 7.3: Radio Station Listening - By Month Weekday [counts of at least "10 minutes]	]
[Base=All Radio Listeners]	

	Total	Apr	May	Jun
Radio Yesterday	Count	Count	Count	Count
Radju Malta	20	6	5	9
Radju Parlament/106.6	2	2	0	0
Super 1 Radio	29	11	6	12
Radio 101	13	6	2	5
Bay Radio	19	8	5	6
RTK	24	7	7	10
Smash Radio	12	4	2	6
Radio Marija	16	5	3	8
Campus Fm	0	0	0	0
Capital Radio	16	5	4	7
X FM	7	4	1	2
A3 FM	3	3	0	0
Radju Komunita'	17	3	6	8
	178	64	41	73

	Total %	Apr %	May %	Jun %
Radju Malta	11.24	9.38	12.20	12.33
Radju Parlament/106.6	1.12	3.13	0.00	0.00
Super 1 Radio	16.29	17.19	14.63	16.44
Radio 101	7.30	9.38	4.88	6.85
Bay Radio	10.67	12.50	12.20	8.22
RTK	13.48	10.94	17.07	13.70
Smash Radio	6.74	6.25	4.88	8.22
Radio Marija	8.99	7.81	7.32	10.96
Campus Fm	0.00	0.00	0.00	0.00
Capital Radio	8.99	7.81	9.76	9.59
X FM	3.93	6.25	2.44	2.74
A3 FM	1.69	4.69	0.00	0.00
Radju Komunita'	9.55	4.69	14.63	10.96
	100.00	100.00	100.00	100.00



Table 8.1: TV Viewing By Gender and By Age Group [Base=All]

	Gender			Age group	)	
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
Do you watch TV?	Col %	Col %	Col %	Col %	Col %	Col %
Yes Local only	48	20	28	5	16	27
	12.2%	11.8%	12.4%	4.8%	11.7%	17.8%
Yes Foreign only	34	14	20	12	16	6
	8.6%	8.3%	8.9%	11.4%	11.7%	3.9%
Yes both local and foreign	288	125	163	77	100	111
	73.1%	74.0%	72.4%	73.3%	73.0%	73.0%
No	24	10	14	11	5	8
	6.1%	5.9%	6.2%	10.5%	3.6%	5.3%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Total	394	169	225	105	137	152
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Table 8.2: TV Viewing By Educational Level [Base=All]

		Highest Education Level						
						Never		
				Post-		attended		
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal	
	Count	Count	Count	Count	Count	Count	Count	
Do you watch TV?	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Yes Local only	48	17	19	4	0	8	0	
	12.2%	13.4%	12.3%	7.1%	.0%	27.6%	.0%	
Yes Foreign only	34	4	13	7	9	1	0	
	8.6%	3.1%	8.4%	12.5%	36.0%	3.4%	.0%	
Yes both local and foreign	288	103	111	41	16	16	1	
	73.1%	81.1%	71.6%	73.2%	64.0%	55.2%	50.0%	
No	24	3	12	4	0	4	1	
	6.1%	2.4%	7.7%	7.1%	.0%	13.8%	50.0%	
Refusal	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Total	394	127	155	56	25	29	2	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

[Note: Counts less than 30 are not data representatives]

# Table 8.3: TV Viewing By Economic Status [Base=All]

					Econon	nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	Inactive
	Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person
Do you watch	Count	Count	Count	Count	Count	Count	Count	Count	Count
TV?	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes Local only	48	19	1	14	1	1	11	0	1
	12.2%	13.4%	2.2%	11.9%	5.0%	9.1%	24.4%	.0%	33.3%
Yes Foreign	34	7	5	17	0	2	1	2	0
only	8.6%	4.9%	11.1%	14.4%	.0%	18.2%	2.2%	20.0%	.0%
Yes both local	288	108	37	79	19	4	32	7	2
and foreign	73.1%	76.1%	82.2%	66.9%	95.0%	36.4%	71.1%	70.0%	66.7%
No	24	8	2	8	0	4	1	1	0
	6.1%	5.6%	4.4%	6.8%	.0%	36.4%	2.2%	10.0%	.0%
Refusal	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	394	142	45	118	20	11	45	10	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Table 8.4: TV Viewing By District [Base=All]

		District							
		Southern	Northern	South			Gozo &		
	Total	harbour	harbour	Eastern	Western	Northern	Comino		
	Count	Count	Count	Count	Count	Count	Count		
Do you watch TV?	Col %	Col %	Col %	Col %	Col %	Col %	Col %		
Yes Local only	48	11	13	8	6	5	5		
	12.2%	11.7%	10.8%	15.1%	11.1%	13.2%	14.3%		
Yes Foreign only	34	7	8	4	7	5	3		
	8.6%	7.4%	6.7%	7.5%	13.0%	13.2%	8.6%		
Yes both local and foreign	288	70	97	37	36	26	22		
	73.1%	74.5%	80.8%	69.8%	66.7%	68.4%	62.9%		
No	24	6	2	4	5	2	5		
	6.1%	6.4%	1.7%	7.5%	9.3%	5.3%	14.3%		
Refusal	0	0	0	0	0	0	0		
	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Total	394	94	120	53	54	38	35		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		



	_	Ger			Age group	
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0
T) () (	.0%	.0%	.0%	.0%	.0%	.0%
TVM	58	27	31	10	26	22
Super 1	15.7% 47	17.0% 20	14.7% 27	10.6%	19.7% 17	15.3% 24
Super 1	12.7%	12.6%	12.8%	6 6.4%	12.9%	24 16.7%
Net	12.7 /0	12.0%	12.0%	0.4 %	12.970	10.7 %
	4.6%	3.8%	5.2%	1.1%	3.8%	7.6%
Smash	2	2	0	1	0	1
	.5%	1.3%	.0%	1.1%	.0%	.7%
Channel 22	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	9	7	2	1	4	4
	2.4%	4.4%	.9%	1.1%	3.0%	2.8%
Rai 2	3	0	3	0	1	2
	.8%	.0%	1.4%	.0%	.8%	1.4%
Rai 3	1 .3%	1 .6%	0	0 .0%	0	.7%
Rete 4	.3%	.0% 2	.0% 4	.0%	.0% 1	.7%
Rele 4	1.6%	⊿ 1.3%	4 1.9%	1.1%	.8%	2.8%
Canale 5	34	1.5 %	28	1.1 %	.0 %	2.0 %
Ganalo G	9.2%	3.8%	13.3%	12.8%	11.4%	4.9%
Italia 1	35	21	14	23	9	3
	9.5%	13.2%	6.6%	24.5%	6.8%	2.1%
Other Italian Station	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Discovery Channel	11	8	3	3	4	4
	3.0%	5.0%	1.4%	3.2%	3.0%	2.8%
MTV	8	4	4	8	0	0
	2.2%	2.5%	1.9%	8.5%	.0%	.0%
BBC Prime	10	1.00/	8	2 10/	6	2
BBC World	2.7% 1	1.3% 0	3.8%	2.1%	4.5% 0	1.4%
BBC World	.3%	.0%	1 .5%	1 1.1%	.0%	0 .0%
Other Station	.3%	.0 %	.3%	10	.0 %	.078
	10.5%	10.7%	10.4%	10.6%	9.8%	11.1%
No favourite station	89	36	53	10.070	31	43
	24.1%	22.6%	25.1%	16.0%	23.5%	29.9%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Total	370	159	211	94	132	144
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
[Note: Counts less than 3	30 are not	data repre	sentatives	sl		

Table 9.1: Favourite TV Station - By Gender and By Age Group [Base=All TV Viewers]



		Highest Education Level							
						Never			
				Post-		attended			
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal		
	Count	Count	Count	Count	Count	Count	Count		
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %	Col %		
Missing	001.70	0	0	0	0	0	0		
Wissing	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
TVM	58	18	.070	.0,0	.0,0	.070	0		
1 0101	15.7%	14.5%	14.7%	15.4%	24.0%	20.0%	.0%		
Super 1	47	21	18	3	1	4	0		
Cupo: 1	12.7%	16.9%	12.6%	5.8%	4.0%	16.0%	.0%		
Net	17	7	5	4	0	1	0		
	4.6%	5.6%	3.5%	7.7%	.0%	4.0%	.0%		
Smash	2	1	1	0	0	0	0		
	.5%	.8%	.7%	.0%	.0%	.0%	.0%		
Channel 22	0	0	0	0	0	0	0		
	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Rai 1	9	0	3	4	2	0	0		
	2.4%	.0%	2.1%	7.7%	8.0%	.0%	.0%		
Rai 2	3	1	1	1	0	0	0		
-	.8%	.8%	.7%	1.9%	.0%	.0%	.0%		
Rai 3	1	0	1	0	0	0	0		
	.3%	.0%	.7%	.0%	.0%	.0%	.0%		
Rete 4	6	3	2	0	0	1	0		
	1.6%	2.4%	1.4%	.0%	.0%	4.0%	.0%		
Canale 5	34	5	14	11	3	1	0		
	9.2%	4.0%	9.8%	21.2%	12.0%	4.0%	.0%		
Italia 1	35	14	18	3	0	0	0		
	9.5%	11.3%	12.6%	5.8%	.0%	.0%	.0%		
Other Italian Station	0	0	0	0	0	0	0		
	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Discovery Channel	11	2	4	4	0	1	0		
	3.0%	1.6%	2.8%	7.7%	.0%	4.0%	.0%		
MTV	8	4	4	0	0	0	0		
	2.2%	3.2%	2.8%	.0%	.0%	.0%	.0%		
BBC Prime	10	1	4	3	2	0	0		
	2.7%	.8%	2.8%	5.8%	8.0%	.0%	.0%		
BBC World	1	0	0	0	1	0	0		
	.3%	.0%	.0%	.0%	4.0%	.0%	.0%		
Other Station	39	11	14	4	7	3	0		
	10.5%	8.9%	9.8%	7.7%	28.0%	12.0%	.0%		
No favourite station	89	36	33	7	3	9	1		
	24.1%	29.0%	23.1%	13.5%	12.0%	36.0%	100.0%		
Refusal	0	0	0	0	0	0	0		
	.0%	.0%	.0%	.0%	.0%	.0%	.0%		
Total	370	124	143	52	25	25	1		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
[Note: Counts less than	30 are no	t data repr	esentatives1						

# Table 9.2: Favourite TV Station - By Educational Level [Base=All TV Viewers]



Table 9.3: Favourite	I V Statio	п- бу Ес	Sonomic	Status [Da	Economi				
					Economi	c Status		Unable	
								to work	
								due to	Other
		House			Self-	Un-	Pen-	sickness/	Inactive
	Total	Person	Student	Employed		employed	sioner	disability	person
	Count	Count	Count	Count	Count	Count	Count	Count	Count
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0	0	0	0
g	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TVM	58	23	5	18	3	1	6	1	1
	15.7%	17.2%	11.6%	16.4%	15.0%	14.3%	13.6%	11.1%	33.3%
Super 1	47	18	3	11	1	1	10	2	1
	12.7%	13.4%	7.0%	10.0%	5.0%	14.3%	22.7%	22.2%	33.3%
Net	17	7	0	6	0	0	4	0	0
	4.6%	5.2%	.0%	5.5%	.0%	.0%	9.1%	.0%	.0%
Smash	2	0	1	0	0	0	1	0	0
	.5%	.0%	2.3%	.0%	.0%	.0%	2.3%	.0%	.0%
Channel 22	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	9	0	0	8	U OV	0	1	00/	U .0%
Rai 2	2.4%	.0%	.0%	7.3%	.0%	.0% 0	2.3%	.0%	.0%
Rai Z	3 .8%	د 2.2%	0 .0%	0 .0%	0 .0%	.0%	.0%	0 .0%	.0%
Rai 3	.0%	2.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
I tai 5	.3%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%
Rete 4	.070	.070	0.01	.570	0.0	0.0%	.0 /0	0.01	0, 0.
	1.6%	3.0%	.0%	.9%	.0%	.0%	2.3%	.0%	.0%
Canale 5	34	16	5	12	.0,1	0	0	0	0
	9.2%	11.9%	11.6%	10.9%	5.0%	.0%	.0%	.0%	.0%
Italia 1	35	4	14	10	3	1	2	0	1
	9.5%	3.0%	32.6%	9.1%	15.0%	14.3%	4.5%	.0%	33.3%
Other Italian Station	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Discovery Channel	11	2	1	1	3	1	2	1	0
	3.0%	1.5%	2.3%	.9%	15.0%	14.3%	4.5%	11.1%	.0%
MTV	8	0	6	1	0	0	0	1	0
	2.2%	.0%	14.0%	.9%	.0%	.0%	.0%	11.1%	.0%
BBC Prime	10	6	0	4	0	0	0	0	0
PPC World	2.7%	4.5%	.0%	3.6%	.0%	.0%	.0%	.0%	.0%
BBC World	1 .3%	U .0%	0 .0%	.9%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	.3%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0% 0
	10.5%	9.7%	11.6%	10.0%	20.0%	14.3%	9.1%	11.1%	.0%
No favourite station	89	38	3	25	20.0 %	14.5%	9.1 <i>%</i> 13	3	0/0. 0
	24.1%	28.4%	7.0%	22.7%	25.0%	28.6%	29.5%	33.3%	.0%
Refusal	24.170	20.4%	0.07	0	20.0 /0	20.070	20.070	00.070	0,0
	.0%	.0%	.0%	.0%	.0%	.0%		.0%	.0%
Total	370	134	43	110	20	7	44	9	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%
[Note: Counts less that									



Table 9.4: Favourite T	v Station	- by Distric	I [Dase-A				
		<b>0</b> //		Dist	rict	[	
	Tatal	Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TVM	58	11	20	6	5	8	8
	15.7%	12.5%	16.9%	12.2%	10.2%	22.2%	26.7%
Super 1	47	16	11	5	7	4	4
	12.7%	18.2%	9.3%	10.2%	14.3%	11.1%	13.3%
Net	17	3	7	1	3	2	1
	4.6%	3.4%	5.9%	2.0%	6.1%	5.6%	3.3%
Smash	2	1	0	0	0	0	1
	.5%	1.1%	.0%	.0%	.0%	.0%	3.3%
Channel 22	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Rai 1	9	2	4	0	2	1	0
	2.4%	2.3%	3.4%	.0%	4.1%	2.8%	.0%
Rai 2	3	0%	00/	2.00/	2.00/	0	0
Dei 2	.8%	.0%	.8%	2.0%	2.0%	.0%	.0%
Rai 3	1 .3%	1.1%	0 .0%	0 .0%	.0%	0 .0%	0 .0%
Rete 4		1.170	.0%				
Rele 4	6 1.6%	4.5%	<b>1.7%</b>	0 .0%	0 .0%	0 .0%	0 .0%
Canale 5	34	4.5 %	9	.0 %	.0 /8	.0 %	.0 %
Carlale 5	9.2%	8.0%	7.6%	12.2%	8.2%	13.9%	10.0%
Italia 1	35	11	10	5	3	2	4
	9.5%	12.5%	8.5%	10.2%	6.1%	5.6%	13.3%
Other Italian Station	0.070	0	0.0 /0	0.2 /0	0.170	0.070	0.070
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Discovery Channel	11	1	6	0	1	1	2
Diccovery entamier	3.0%	1.1%	5.1%	.0%	2.0%	2.8%	6.7%
MTV	8	1	3	1	0	2	1
	2.2%	1.1%	2.5%	2.0%	.0%	5.6%	3.3%
BBC Prime	10	0	5	0	2	3	0
	2.7%	.0%	4.2%	.0%	4.1%	8.3%	.0%
BBC World	1	0	0	1	0	0	0
	.3%	.0%	.0%	2.0%	.0%	.0%	.0%
Other Station	39	6	12	7	8	3	3
	10.5%	6.8%	10.2%	14.3%	16.3%	8.3%	10.0%
No favourite station	89	24	28	16	13	5	3
	24.1%	27.3%	23.7%	32.7%	26.5%	13.9%	10.0%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	370	88	118	49	49	36	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
[Note: Counts less than							

Table 9.4: Favourite TV Station - By District [Base=All TV Viewers]



		<u>.</u>		Gender					
		Тс	otal	Ma	ale		nale		
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %		
Weather	Yes	271	80.7%	113	77.9%	158	82.7%		
	No Don't Know	65	19.3%	32	22.1%	33	17.3%		
	DOILT KNOW	0	.0%	0	.0%	0	.0%		
Music	Yes	134	39.9%	53	36.6%	81	42.4%		
	No	202	60.1%	92	63.4%	110	57.6%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Films	Yes	129	38.4%	52	35.9%	77	40.3%		
	No	207	61.6%	93	64.1%	114	59.7%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Serials and Soap Operas	Yes	219	65.2%	78	53.8%	141	73.8%		
Serials and Soap Operas	No	117	34.8%	67	46.2%	50	26.2%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Description	No	474	E4 00/	00	FF 00/	0.1	40.0%		
Documentary	Yes No	174 162	51.8% 48.2%	80 65	55.2% 44.8%	94 97	49.2% 50.8%		
	Don't Know	0	.0%	05	.0%	0	.0%		
		-		-		-			
Discussions	Yes	228	67.9%	94	64.8%	134	70.2%		
	No Don't Know	108 0	32.1% .0%	51 0	35.2% .0%	57 0	29.8% .0%		
	Dontraiow	0	.070	0	.070	0	.070		
Sports	Yes	128	38.1%	83	57.2%	45	23.6%		
	No	208	61.9%	62	42.8%	146	76.4%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Quizzes	Yes	167	49.7%	53	36.6%	114	59.7%		
	No	169	50.3%	92	63.4%	77	40.3%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Plays / drama	Yes	242	72.0%	84	57.9%	158	82.7%		
	No	94	28.0%	61	42.1%	33	17.3%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Arts / Culture	Yes	153	45.5%	66	45.5%	87	45.5%		
	No	183	54.5%	79	54.5%	104	54.5%		
	Don't Know	0	.0%	0	.0%	0	.0%		
House Programmes	Yes	190	56.5%	56	38.6%	134	70.2%		
riouse i rogrammes	No	146	43.5%	89	61.4%	57	29.8%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Investment / Pusinesses	Voc	86	25 60/	38	26.20/	10	25 10/		
Investment / Businesses	Yes No	250	25.6% 74.4%	38 107	26.2% 73.8%	48 143	25.1% 74.9%		
	Don't Know	0	.0%	0	.0%	0	.0%		
Children Des manuel	Vee	440	04 50/	07		70	44 40/		
Children Programmes	Yes No	116 220	34.5% 65.5%	37 108	25.5% 74.5%	79 112	41.4% 58.6%		
	Don't Know	220	.0%	0	.0%	0	.0%		
		-		-					
News and Current Affairs	Yes	290	86.3%	122	84.1%	168	88.0%		
	No Don't Know	46 0	13.7% .0%	23 0	15.9% 0%.	23 0	12.0% .0%		
[Note: Counts less than				-	.070	J	.070		
		ataropi	Soomal						

Table 10.1: Preference for TV Programme Sectors - By Gender [Base = All Radio Listeners]



	Age group								
			Total		12-29		30-49		50+
Do you watch TV?		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Weather	Yes	271	80.7%	50	61.0%	92	79.3%	129	93.5%
	No	65	19.3%	32	39.0%	24	20.7%	9	6.5%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	134	39.9%	30	36.6%	46	39.7%	58	42.0%
	No	202	60.1%	52	63.4%	70	60.3%	80	58.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
<b>Films</b>	N	100	00.40/	0.1	07.00/	10	00 70/	50	07 70/
Films	Yes No	129 207	38.4% 61.6%	31 51	37.8% 62.2%	46 70	39.7% 60.3%	52 86	37.7% 62.3%
	Don't Know	207	.0%	0	.0%	0	.0%	0	.0%
	Dontraiow	Ŭ	.070	Ū	.070	Ŭ	.070	Ŭ	.070
Serials and Soap Operas	Yes	219	65.2%	50	61.0%	75	64.7%	94	68.1%
l	No	117	34.8%	32	39.0%	41	35.3%	44	31.9%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	174	51.8%	28	34.1%	59	50.9%	87	63.0%
	No	162	48.2%	54	65.9%	57	49.1%	51	37.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Vaa	000	07.00/	40	F4 00/	07	75.00/	00	74 70/
Discussions	Yes No	228 108	67.9% 32.1%	42 40	51.2% 48.8%	87 29	75.0% 25.0%	99 39	71.7% 28.3%
	Don't Know	0	.0%	40	40.0%	29	.0%	0	.0%
	2011111011	Ũ				Ū	,	Ū	1070
Sports	Yes	128	38.1%	32	39.0%	45	38.8%	51	37.0%
	No	208	61.9%	50	61.0%	71	61.2%	87	63.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	167	49.7%	39	47.6%	56	48.3%	72	52.2%
	No	169	50.3%	43	52.4%	60	51.7%	66	47.8%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	242	72.0%	57	69.5%	83	71.6%	102	73.9%
Flays / Utatha	No	242 94	28.0%	25	30.5%	33	28.4%	36	26.1%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	153	45.5%	23	28.0%	58	50.0%	72	52.2%
	No Don't Know	183 0	54.5% .0%	59 0	72.0% .0%	58 0	50.0% .0%	66 0	47.8% .0%
	Dont Know	0	.0 /0	0	.0 /0	0	.0 /0	0	.078
House Programmes	Yes	190	56.5%	33	40.2%	72	62.1%	85	61.6%
-	No	146	43.5%	49	59.8%	44	37.9%	53	38.4%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	86	25.6%	10	12.2%	29	25.0%	47	34.1%
	No	250	74.4%	72	87.8%	87	75.0%	91	65.9%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
		440	04 50/		04.40/		40 50/		00 70/
Children Programmes	Yes No	116 220	34.5% 65.5%	28 54	34.1% 65.9%	47	40.5% 59.5%	41 97	29.7% 70.3%
	Don't Know	220	.0%	54 0	.0%	69 0	.0%	97	.0%
	20111100	Ŭ	.070	Ĵ	.070		.070	Ĵ	.070
News and Current Affairs	Yes	290	86.3%	57	69.5%	104	89.7%	129	93.5%
	No	46	13.7%	25	30.5%	12	10.3%	9	6.5%
[Note: Counts less than	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%

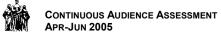
# Table 10.2: Preference for TV Programme Sectors - By Age Group [Base = All Radio Listeners]

[Note: Counts less than 30 are not data representatives]

CONTINUOUS AUDIENCE ASSESSMENT APR-JUN 2005

		Ĭ							Highest	Educatio	n Level				
		Тс	otal	Prir	nary	Seco	ndary	Post-Se	condary	Ter	tiary	Never atter	nded school	Re	fusal
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	271	80.7%	98	81.7%	103	79.2%	32	71.1%	15	93.8%	23	95.8%	0	.0%
	No	65	19.3%	22	18.3%	27	20.8%	13	28.9%	1	6.3%	1	4.2%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	134	39.9%	58	48.3%	49	37.7%	13	28.9%	4	25.0%	10	41.7%	0	.0%
	No	202	60.1%	62	51.7%	81	62.3%	32	71.1%	12	75.0%	14	58.3%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	129	38.4%	51	42.5%	51	39.2%	14	31.1%	5	31.3%	8	33.3%	0	.0%
	No	207	61.6%	69	57.5%	79	60.8%	31	68.9%	11	68.8%	16	66.7%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	219	65.2%	93	77.5%	80	61.5%	26	57.8%	3	18.8%	16	66.7%	1	100.0%
	No	117	34.8%	27	22.5%	50	38.5%	19	42.2%	13	81.3%	8	33.3%	0	.0%
_	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	174	51.8%	69	57.5%	62	47.7%	22	48.9%	9	56.3%	12	50.0%	0	.0%
	No	162	48.2%	51	42.5%	68	52.3%	23	51.1%	7	43.8%	12	50.0%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	228	67.9%	84	70.0%	82	63.1%	33	73.3%	14	87.5%	14	58.3%	1	100.0%
	No	108	32.1%	36	30.0%	48	36.9%	12	26.7%	2	12.5%	10	41.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	128	38.1%	47	39.2%	47	36.2%	17	37.8%	9	56.3%	8	33.3%	0	.0%
	No	208	61.9%	73	60.8%	83	63.8%	28	62.2%	7	43.8%	16	66.7%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	167	49.7%	72	60.0%	59	45.4%	20	44.4%	5	31.3%	11	45.8%	0	.0%
	No	169	50.3%	48	40.0%	71	54.6%	25	55.6%	11	68.8%	13	54.2%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	242	72.0%	101	84.2%	93	71.5%	27	60.0%	3	18.8%	17	70.8%	1	100.0%
	No	94	28.0%	19	15.8%	37	28.5%	18	40.0%	13	81.3%	7	29.2%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	153	45.5%	61	50.8%	51	39.2%	21	46.7%	7	43.8%	13	54.2%	0	.0%
	No	183	54.5%	59	49.2%	79	60.8%	24	53.3%	9	56.3%	11	45.8%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	190	56.5%	73	60.8%	76	58.5%	20	44.4%	7	43.8%	14	58.3%	0	.0%
	No	146	43.5%	47	39.2%	54	41.5%	25	55.6%	9	56.3%	10	41.7%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	86	25.6%	40	33.3%	27	20.8%	6	13.3%	6	37.5%	7	29.2%	0	.0%
	No	250	74.4%	80	66.7%	103	79.2%	39	86.7%	10	62.5%	17	70.8%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	116	34.5%	48	40.0%	43	33.1%	14	31.1%	4	25.0%	7	29.2%	0	.0%
	No	220	65.5%	72	60.0%	87	66.9%	31	68.9%	12	75.0%	17	70.8%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	290	86.3%	105	87.5%	108	83.1%	39	86.7%	15	93.8%	23	95.8%	0	.0%
	No	46	13.7%	15	12.5%	22	16.9%	6	13.3%	1	6.3%	1	4.2%	1	100.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

## Table 10.3: Preference for TV Programme Sectors - By Educational Level [Base = All Radio Listeners]



						1		1		T	Econo	pmic Sta	tus	1				-	
																	e to work sickness/	-	other active
		Tot	al	House	Person	Stu	dent	Emp	loyed	Self-Er	nployed	Uner	nployed	Pens	sioner		ability		erson
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	271	80.7%	114	89.8%	19	50.0%	74	79.6%	13	65.0%	3	60.0%	39	90.7%	7	100.0%	2	66.7%
	No	65	19.3%	13	10.2%	19	50.0%	19	20.4%	7	35.0%	2	40.0%	4	9.3%	0	.0%	1	33.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	134	39.9%	60	47.2%	14	36.8%	27	29.0%	5	25.0%	3	60.0%	19	44.2%	4	57.1%	2	66.7%
	No	202	60.1%	67	52.8%	24	63.2%	66	71.0%	15	75.0%	2	40.0%	24	55.8%	3	42.9%	1	33.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	129	38.4%	54	42.5%	16	42.1%	30	32.3%	6	30.0%	1	20.0%	19	44.2%	2	28.6%	1	33.3%
	No	207	61.6%	73	57.5%	22	57.9%	63	67.7%	14	70.0%	4	80.0%	24	55.8%	5	71.4%	2	66.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap	Yes	219	65.2%	99	78.0%	26	68.4%	51	54.8%	9	45.0%	2	40.0%	25	58.1%	5	71.4%	2	66.7%
Operas	No	117	34.8%	28	22.0%	12	31.6%	42	45.2%	11	55.0%	3	60.0%	18	41.9%	2	28.6%	1	33.3%
Decumentary	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	174	51.8%	73	57.5%	11	28.9%	41	44.1%	8	40.0%	-	60.0%	30	69.8%	-	100.0%	1	33.3%
	No Don't Know	162 0	48.2% .0%	54 0	42.5% .0%	27 0	71.1% .0%	52 0	55.9% .0%	12 0	60.0% .0%	2	40.0%	13 0	30.2%	0	.0% .0%	2	66.7% .0%
Discussions		-		101		18		57		13	.0%	3	.0%	28	65.1%	7	.0%	1	
Discussions	Yes No	228 108	67.9% 32.1%	26	79.5% 20.5%	20	47.4% 52.6%	36	61.3% 38.7%	7	35.0%	2	60.0%	20 15	34.9%	0	.0%	2	33.3% 66.7%
	Don't Know	108	.0%	20		20		0	.0%	0		2	40.0%	15		0	.0%	2	
Sports	Yes	128	.0%	28	.0% 22.0%	16	.0% 42.1%	40	43.0%	10	.0% 50.0%	3	.0% 60.0%	26	.0% 60.5%	4	57.1%	1	.0% 33.3%
Sports	No	208	61.9%	20 99	78.0%	22	42.1% 57.9%	40 53	43.0% 57.0%	10	50.0%	3	40.0%	17	39.5%	3	42.9%	2	66.7%
	Don't Know	208	.0%	99	.0%	22	.0%	0	.0%	0	.0%	2	40.0%	0	.0%	0	42.9%	2	.0%
Quizzos	Yes	167	.0 <i>%</i> 49.7%	81	63.8%	20	.0 % 52.6%	35	37.6%	6	30.0%	0	.0%	19	44.2%	5	71.4%	1	33.3%
Quizzes	No	167	49.7% 50.3%	46	36.2%	18	47.4%	58	62.4%	14	70.0%	5	100.0%	24	55.8%	2	28.6%	2	66.7%
	Don't Know	0	.0%	40	.0%	0	.0%	0	.0%	0	.0%	0	.0%	24	.0%	0	20.0%	2	.0%
Plays / drama	Yes	242	.0 % 72.0%	108	.0 % 85.0%	31	81.6%	58	62.4%	8	40.0%	2	40.0%	27	62.8%	6	85.7%	2	66.7%
Flays / utalita	No	242 94	28.0%	108	15.0%	7	18.4%	35	37.6%	12	60.0%	3	60.0%	16	37.2%	1	14.3%	1	33.3%
	Don't Know	94 0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	153	.0 % 45.5%	69	.0 % 54.3%	9	23.7%	38	40.9%	8	40.0%	2	40.0%	24	55.8%	3	42.9%	0	.0%
Arts / Culture	No	183	43.5% 54.5%	58	45.7%	29	76.3%	55	59.1%	12	60.0%	3	60.0%	19	44.2%	4	57.1%	3	100.0%
	Don't Know	0	.0%	0	.0%	23	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	190	56.5%	106	83.5%	6	15.8%	46	49.5%	5	25.0%	0	.0%	20	46.5%	5	71.4%	2	66.7%
riouse i rogrammes	No	146	43.5%	21	16.5%	32	84.2%	47	50.5%	15	75.0%	5	100.0%	23	53.5%	2	28.6%	1	33.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment /	Yes	86	25.6%	41	32.3%	2	5.3%	19	20.4%	4	20.0%	0	.0%	15	34.9%	5	71.4%	0	.0%
Businesses	No	250	74.4%	86	67.7%	36	94.7%	74	79.6%	16	80.0%	5	100.0%	28	65.1%	2	28.6%	3	100.0%
Duollicooco	Don't Know	230	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	.0%	0	.0%	0	.0%
Children Programmes	Yes	116	.0 %	56	44.1%	14	36.8%	28	30.1%	5	25.0%	0	.0%	9	20.9%	3	42.9%	1	33.3%
Children rogrammes	No	220	65.5%	71	55.9%	24	63.2%	65	69.9%	15	75.0%	5	100.0%	34	79.1%	4	57.1%	2	66.7%
	Don't Know	220	.0%	0	.0%	24	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current	Yes	290	.0 % 86.3%	118	.0 %	25	65.8%	78	83.9%	16	80.0%	5	100.0%	40	93.0%	6	85.7%	2	66.7%
Affairs	No	290 46	13.7%	9	7.1%	13	34.2%	15	16.1%	4	20.0%	0	.0%	40	7.0%	1	14.3%	1	33.3%
		40	.0%	0	.0%	0	.0%	0	.0%	4	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Don't Know				.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	U	.0%	U	.0%

#### Table 10.4: Preference for TV Programme Sectors - By Economic Status [Base = All Radio Listeners]



		To	otal						Distri	ct					
				Southerr	harbour	Northerr	harbour	South	Eastern	Wes	stern	Nor	thern	Gozo &	Comino
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	271	80.7%	65	80.2%	87	79.1%	38	84.4%	36	85.7%	25	80.6%	20	74.1%
	No	65	19.3%	16	19.8%	23	20.9%	7	15.6%	6	14.3%	6	19.4%	7	25.9%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	134	39.9%	39	48.1%	51	46.4%	14	31.1%	12	28.6%	10	32.3%	8	29.6%
	No	202	60.1%	42	51.9%	59	53.6%	31	68.9%	30	71.4%	21	67.7%	19	70.4%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	129	38.4%	34	42.0%	44	40.0%	12	26.7%	19	45.2%	11	35.5%	9	33.3%
	No	207	61.6%	47	58.0%	66	60.0%	33	73.3%	23	54.8%	20	64.5%	18	66.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	219	65.2%	61	75.3%	70	63.6%	30	66.7%	27	64.3%	13	41.9%	18	66.7%
	No	117	34.8%	20	24.7%	40	36.4%	15	33.3%	15	35.7%	18	58.1%	9	33.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	174	51.8%	42	51.9%	57	51.8%	20	44.4%	26	61.9%	18	58.1%	11	40.7%
	No	162	48.2%	39	48.1%	53	48.2%	25	55.6%	16	38.1%	13	41.9%	16	59.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	228	67.9%	56	69.1%	75	68.2%	32	71.1%	27	64.3%	21	67.7%	17	63.0%
	No	108	32.1%	25	30.9%	35	31.8%	13	28.9%	15	35.7%	10	32.3%	10	37.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	128	38.1%	31	38.3%	45	40.9%	16	35.6%	17	40.5%	11	35.5%	8	29.6%
	No	208	61.9%	50	61.7%	65	59.1%	29	64.4%	25	59.5%	20	64.5%	19	70.4%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	167	49.7%	44	54.3%	58	52.7%	21	46.7%	19	45.2%	14	45.2%	11	40.7%
	No	169	50.3%	37	45.7%	52	47.3%	24	53.3%	23	54.8%	17	54.8%	16	59.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	242	72.0%	63	77.8%	82	74.5%	33	73.3%	28	66.7%	17	54.8%	19	70.4%
	No	94	28.0%	18	22.2%	28	25.5%	12	26.7%	14	33.3%	14	45.2%	8	29.6%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	153	45.5%	41	50.6%	54	49.1%	13	28.9%	20	47.6%	14	45.2%	11	40.7%
	No	183	54.5%	40	49.4%	56	50.9%	32	71.1%	22	52.4%	17	54.8%	16	59.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	190	56.5%	46	56.8%	64	58.2%	23	51.1%	24	57.1%	18	58.1%	15	55.6%
-	No	146	43.5%	35	43.2%	46	41.8%	22	48.9%	18	42.9%	13	41.9%	12	44.4%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	86	25.6%	20	24.7%	31	28.2%	9	20.0%	16	38.1%	6	19.4%	4	14.8%
	No	250	74.4%	61	75.3%	79	71.8%	36	80.0%	26	61.9%	25	80.6%	23	85.2%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	116	34.5%	23	28.4%	40	36.4%	16	35.6%	15	35.7%	11	35.5%	11	40.7%
5	No	220	65.5%	58	71.6%	70	63.6%	29	64.4%	27	64.3%	20	64.5%	16	59.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	290	86.3%	69	85.2%	96	87.3%	40	88.9%	37	88.1%	28	90.3%	20	74.19
	No	46	13.7%	12	14.8%	14	12.7%	5	11.1%	5	11.9%	3	9.7%	7	25.9%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

#### Table 10.5: Preference for TV Programme Sectors - By District [Base = All Radio Listeners]

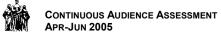


Table 11.1: TV Viewing - By Gender and By Age Group [Base=All]

<u> </u>							
		Ger	nder		Age group		
	Total	Male	Female	12-29	30-49	50+	
	Count	Count	Count	Count	Count	Count	
Did you watch TV yesterday	Col %	Col %					
Yes	286	120	166	69	100	117	
	72.6%	71.0%	73.8%	65.7%	73.0%	77.0%	
No	108	49	59	36	37	35	
	27.4%	29.0%	26.2%	34.3%	27.0%	23.0%	
Total	394	169	225	105	137	152	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

#### Table 11.2: TV Viewing - By Educational Level [Base=All]

			Н	ighest Educa	tion Level		
						Never	
				Post-		attended	
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal
	Count	Count	Count	Count	Count	Count	Count
Did you watch TV yesterday	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes	286	98	109	41	17	21	0
	72.6%	77.2%	70.3%	73.2%	68.0%	72.4%	.0%
No	108	29	46	15	8	8	2
	27.4%	22.8%	29.7%	26.8%	32.0%	27.6%	100.0%
Total	394	127	155	56	25	29	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

## Table 11.3: TV Viewing - By Economical Status [Base=All]

					Econom	ic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	Inactive
Did you	Total	Person	Student	Employed	Employed	employed	Pensioner	disability	person
watch TV	Count	Count	Count	Count	Count	Count	Count	Count	Count
yesterday	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes	286	112	32	74	14	7	36	8	3
	72.6%	78.9%	71.1%	62.7%	70.0%	63.6%	80.0%	80.0%	100.0%
No	108	30	13	44	6	4	9	2	0
	27.4%	21.1%	28.9%	37.3%	30.0%	36.4%	20.0%	20.0%	.0%
Total	394	142	45	118	20	11	45	10	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

#### Table 11.4: TV Viewing - By District [Base=All]

				Dist	rict		
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Did you watch TV yesterday	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes	286	66	99	38	31	27	25
	72.6%	70.2%	82.5%	71.7%	57.4%	71.1%	71.4%
No	108	28	21	15	23	11	10
	27.4%	29.8%	17.5%	28.3%	42.6%	28.9%	28.6%
Total	394	94	120	53	54	38	35
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Table 12.1: TV Viewing	By Time	e Bracket – By G	ender
[Base = All TV Viewers]	-	-	

	Total		М	ale	Female	
Did you watch TV yesterday	Count	%	Count	%	Count	%
> 12:00	29	5.25	14	6.03	15	4.69
12:00 - 19:00	89	16.12	26	11.21	63	19.69
19:00 - 20:30	152	27.54	62	26.72	90	28.13
20:30 - 22:00	199	36.05	89	38.36	110	34.38
22:00 - 24:00	83	15.04	41	17.67	42	13.13
	552	100.00	232	100.00	320	100.00

Table 12.2: TV Viewing By Time Bracket - By Weekday [Base = All TV Viewers]

	Total	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Did you watch TV yesterday	Count							
> 12:00	29	8	4	7	1	3	1	5
12:00 - 19:00	89	11	14	14	14	11	10	15
19:00 - 20:30	152	21	29	25	23	18	18	18
20:30 - 22:00	199	28	29	29	29	28	31	25
22:00 - 24:00	83	19	12	7	13	14	9	9
	552	87	88	82	80	74	69	72

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 12:00	5.25	9.20	4.55	8.54	1.25	4.05	1.45	6.94
12:00 - 19:00	16.12	12.64	15.91	17.07	17.50	14.86	14.49	20.83
19:00 - 20:30	27.54	24.14	32.95	30.49	28.75	24.32	26.09	25.00
20:30 - 22:00	36.05	32.18	32.95	35.37	36.25	37.84	44.93	34.72
22:00 - 24:00	15.04	21.84	13.64	8.54	16.25	18.92	13.04	12.50
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Counts less than 30 are not data representatives]

Table 12.3: TV Viewing By Time Bracket - By Month
[Base = All TV Viewers]

		2004							2005				
Did you watch	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
TV yesterday	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν
> 12:00	17	20	13	8	9	11	16	13	5	12	15	8	6
12:00 - 19:00	38	33	30	36	35	32	37	44	21	42	36	23	30
19:00 - 20:30	70	54	44	52	48	45	53	58	46	64	55	43	54
20:30 - 22:00	82	61	53	66	83	87	72	83	61	72	68	65	66
22:00 - 24:00	31	18	19	37	34	27	34	25	24	23	22	31	30
	238	186	159	199	209	202	212	223	157	213	196	170	186

	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %	Jan %	Feb %	Mar %	Apr %	May %	Jun %
> 12:00	7.14	10.75	8.18	4.02	4.31	5.45	7.55	5.83	3.18	5.63	7.65	4.71	3.23
12:00 - 19:00	15.97	17.74	18.87	18.09	16.75	15.84	17.45	19.73	13.38	19.72	18.37	13.53	16.13
19:00 - 20:30	29.41	29.03	27.67	26.13	22.97	22.28	25.00	26.01	29.30	30.05	28.06	25.29	29.03
20:30 - 22:00	34.45	32.80	33.33	33.17	39.71	43.07	33.96	37.22	38.85	33.80	34.69	38.24	35.48
22:00 - 24:00	13.03	9.68	11.95	18.59	16.27	13.37	16.04	11.21	15.29	10.80	11.22	18.24	16.13
	100	100	100	100	100	100	100	100	100	100	100	100	100



Table 13.1: TV Viewing By Station [counts of "at least 10 minutes"] - By Gender - [Base = All TV Viewers]

		Ge	nder		Gei	nder
	Total	Male	Female	Total	Male	Female
	Count	Count	Count	%	%	%
TVM	138	55	83	26.09	23.11	28.52
Super 1	79	33	46	14.93	13.87	15.81
Net	52	20	32	9.83	8.40	11.00
Smash	14	7	7	2.65	2.94	2.41
Channel 22	2	1	1	0.38	0.42	0.34
Rai 1	31	15	16	5.86	6.30	5.50
Rai 2	12	4	8	2.27	1.68	2.75
Rai 3	8	5	3	1.51	2.10	1.03
Rete 4	21	16	5	3.97	6.72	1.72
Canale 5	63	21	42	11.91	8.82	14.43
Italia 1	35	20	15	6.62	8.40	5.15
Other Italian Station	7	2	5	1.32	0.84	1.72
Discovery Channel	6	2 6 3	0	1.13	2.52	0.00
MTV	6		3	1.13	1.26	1.03
BBC Prime	8	2	6	1.51	0.84	2.06
BBC World	4	1	3	0.76	0.42	1.03
Other Station	43	27	16	8.13	11.34	5.50
	529	238	291	100.00	100.00	100.00
Note: Counts less that	20 ara	not data	ronrogonto	tivool		

#### Table 13.2: TV Viewing By Station [counts of "at least 10 minutes"] - By Weekday - [Base = All TV Viewers]

	Total	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Did you watch TV yesterday	Count	Count	Count	Count	Count	Count	Count	Count
TVM	138	18	21	22	22	21	19	15
Super 1	79	9	16	11	13	8	9	13
Net	52	7	10	6	8	5	4	8
Smash	14	0	1	4	2	2	3	
Channel 22	2	o	1	1	2 0	2 0	0	2 0
Rai 1	31		7		1	1	1	6
Rai 2	12	9 3	0	6 2 2 6		3	1	1
Rai 3	8	1		2	2 2 4	0	2	1
Rete 4	21	4	0 3 9	6	4	0 2 8	2 0	2
Canale 5	63	7	g	7	9	8	11	12
Italia 1	35	11	7	5	6		4	0
Other Italian Station	7	0	3	1	2	2 0	0	1
Discovery Channel	6	0	3	0 0	1	2	Ő	0
MTV	6	1	3 0	1	0 0	2 3 2	1	0 0
BBC Prime	8	1	2	. 1	1	2	O	1
BBC World	4	. 1	1	1	. 1	ō	Õ	0
Other Station	43	8	6	8	7	5	3	6
	529	80	94	84	81	64	58	68
	Total	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	%	%	%	%	%	%	%	%
TVM	26.09	22.50	22.34	26.19	27.16	32.81	32.76	22.06
Super 1	14.93	11.25	17.02	13.10	16.05	12.50	15.52	19.12
Net	9.83	8.75	14.89	7.14	9.88	7.81	6.90	11.76
Smash	2.65	0.00	1.06	4.76	2.47	3.13	5.17	2.94
Channel 22	2.65 0.38	0.00 0.00	1.06 1.06	4.76 1.19	2.47 0.00	3.13 0.00	5.17 0.00	2.94 0.00
Channel 22 Rai 1	2.65 0.38 5.86	0.00 0.00 11.25	1.06 1.06 7.45	4.76 1.19 7.14	2.47 0.00 1.23	3.13 0.00 1.56	5.17 0.00 1.72	2.94 0.00 8.82
Channel 22 Rai 1 Rai 2	2.65 0.38 5.86 2.27	0.00 0.00 11.25 3.75	1.06 1.06 7.45 0.00	4.76 1.19 7.14 2.38	2.47 0.00 1.23 2.47	3.13 0.00 1.56 4.69	5.17 0.00 1.72 1.72	2.94 0.00 8.82 1.47
Channel 22 Rai 1 Rai 2 Rai 3	2.65 0.38 5.86 2.27 1.51	0.00 0.00 11.25 3.75 1.25	1.06 1.06 7.45 0.00 0.00	4.76 1.19 7.14 2.38 2.38	2.47 0.00 1.23 2.47 2.47	3.13 0.00 1.56 4.69 0.00	5.17 0.00 1.72 1.72 3.45	2.94 0.00 8.82 1.47 1.47
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4	2.65 0.38 5.86 2.27 1.51 3.97	0.00 0.00 11.25 3.75 1.25 5.00	1.06 1.06 7.45 0.00 0.00 3.19	4.76 1.19 7.14 2.38 2.38 7.14	2.47 0.00 1.23 2.47 2.47 4.94	3.13 0.00 1.56 4.69 0.00 3.13	5.17 0.00 1.72 1.72 3.45 0.00	2.94 0.00 8.82 1.47 1.47 2.94
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5	2.65 0.38 5.86 2.27 1.51 3.97 11.91	0.00 0.00 11.25 3.75 1.25 5.00 8.75	1.06 1.06 7.45 0.00 0.00 3.19 9.57	4.76 1.19 7.14 2.38 2.38 7.14 8.33	2.47 0.00 1.23 2.47 2.47 4.94 11.11	3.13 0.00 1.56 4.69 0.00 3.13 12.50	5.17 0.00 1.72 1.72 3.45 0.00 18.97	2.94 0.00 8.82 1.47 1.47 2.94 17.65
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75	1.06 1.06 7.45 0.00 0.00 3.19 9.57 7.45	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95	2.47 0.00 1.23 2.47 2.47 4.94 11.11 7.41	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13	5.17 0.00 1.72 1.72 3.45 0.00 18.97 6.90	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00	1.06 1.06 7.45 0.00 0.00 3.19 9.57 7.45 3.19	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19	2.47 0.00 1.23 2.47 2.47 4.94 11.11 7.41 2.47	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00	5.17 0.00 1.72 1.72 3.45 0.00 18.97 6.90 0.00	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32 1.13	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00 0.00	1.06 1.06 7.45 0.00 3.19 9.57 7.45 3.19 3.19	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19 0.00	2.47 0.00 1.23 2.47 4.94 11.11 7.41 2.47 1.23	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00 3.13	5.17 0.00 1.72 3.45 0.00 18.97 6.90 0.00 0.00	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47 0.00
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32 1.13 1.13	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00 0.00 1.25	1.06 1.06 7.45 0.00 3.19 9.57 7.45 3.19 3.19 0.00	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19 0.00 1.19	2.47 0.00 1.23 2.47 4.94 11.11 7.41 2.47 1.23 0.00	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00 3.13 4.69	5.17 0.00 1.72 3.45 0.00 18.97 6.90 0.00 0.00 1.72	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47 0.00 0.00
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV BBC Prime	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32 1.13 1.13 1.51	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00 0.00 1.25 1.25	1.06 1.06 7.45 0.00 3.19 9.57 7.45 3.19 3.19 0.00 2.13	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19 0.00 1.19 1.19	2.47 0.00 1.23 2.47 4.94 11.11 7.41 2.47 1.23 0.00 1.23	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00 3.13 4.69 3.13	5.17 0.00 1.72 3.45 0.00 18.97 6.90 0.00 0.00 1.72 0.00	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47 0.00 0.00 1.47
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV BBC Prime BBC World	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32 1.13 1.13 1.51 0.76	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00 0.00 1.25 1.25 1.25	1.06 1.06 7.45 0.00 3.19 9.57 7.45 3.19 3.19 0.00 2.13 1.06	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19 0.00 1.19 1.19 1.19	2.47 0.00 1.23 2.47 4.94 11.11 7.41 2.47 1.23 0.00 1.23 1.23	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00 3.13 4.69 3.13 0.00	5.17 0.00 1.72 3.45 0.00 18.97 6.90 0.00 1.72 0.00 1.72 0.00 0.00 0.00 0.00 0.00	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47 0.00 0.00 1.47 0.00
Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV BBC Prime	2.65 0.38 5.86 2.27 1.51 3.97 11.91 6.62 1.32 1.13 1.13 1.51	0.00 0.00 11.25 3.75 1.25 5.00 8.75 13.75 0.00 0.00 1.25 1.25	1.06 1.06 7.45 0.00 3.19 9.57 7.45 3.19 3.19 0.00 2.13	4.76 1.19 7.14 2.38 2.38 7.14 8.33 5.95 1.19 0.00 1.19 1.19	2.47 0.00 1.23 2.47 4.94 11.11 7.41 2.47 1.23 0.00 1.23	3.13 0.00 1.56 4.69 0.00 3.13 12.50 3.13 0.00 3.13 4.69 3.13	5.17 0.00 1.72 3.45 0.00 18.97 6.90 0.00 0.00 1.72 0.00	2.94 0.00 8.82 1.47 1.47 2.94 17.65 0.00 1.47 0.00 0.00 1.47



 Table 13.3: TV viewing By Station [counts of "at least 10 minutes"] – By Month

 [Base = All TV Viewers]

	Total	Apr	May	Jun
Did you watch TV yesterday	Count	Count	Count	Count
TVM	138	45	46	47
Super 1	79	29	21	29
Net	52	15	15	22
Smash	14	1	6	7
Channel 22	2	1	0	1
Rai 1	31	17	6	8
Rai 2	12	3	5	4
Rai 3	8	3	2	3 5
Rete 4	21	9	7	5
Canale 5	63	23	23	17
Italia 1	35	14	9	12
Other Italian Station	7	2	2	3
Discovery Channel	6	3	1	2
MTV	6	4	2	0
BBC Prime	8	4	2	2
BBC World	4	2	0	2
Other Station	43	12	15	16
	529	187	162	180

	-			
	Total	Apr	May	Jun
	%	%	%	%
TVM	26.09	24.06	28.40	26.11
Super 1	14.93	15.51	12.96	16.11
Net	9.83	8.02	9.26	12.22
Smash	2.65	0.53	3.70	3.89
Channel 22	0.38	0.53	0.00	0.56
Rai 1	5.86	9.09	3.70	4.44
Rai 2	2.27	1.60	3.09	2.22
Rai 3	1.51	1.60	1.23	1.67
Rete 4	3.97	4.81	4.32	2.78
Canale 5	11.91	12.30	14.20	9.44
Italia 1	6.62	7.49	5.56	6.67
Other Italian Station	1.32	1.07	1.23	1.67
Discovery Channel	1.13	1.60	0.62	1.11
MTV	1.13	2.14	1.23	0.00
BBC Prime	1.51	2.14	1.23	1.11
BBC World	0.76	1.07	0.00	1.11
Other Station	8.13	6.42	9.26	8.89
	100.00	100.00	100.00	100.00



RADIO AND TELEVISION AUDIENCES IN MALTA JANUARY – MARCH 2005

PART 2 – FIGURES

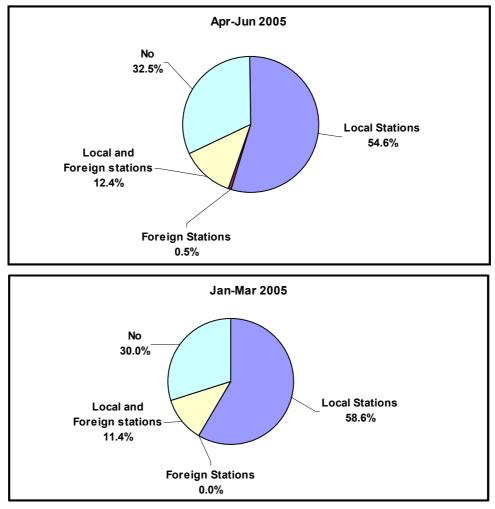
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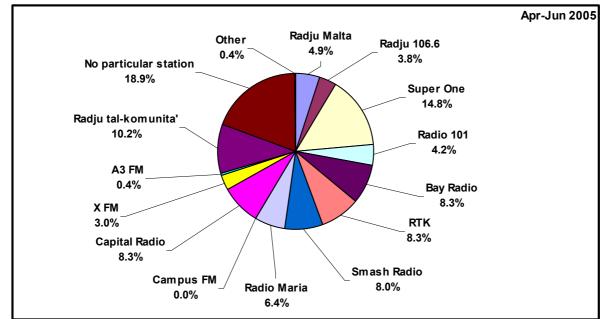


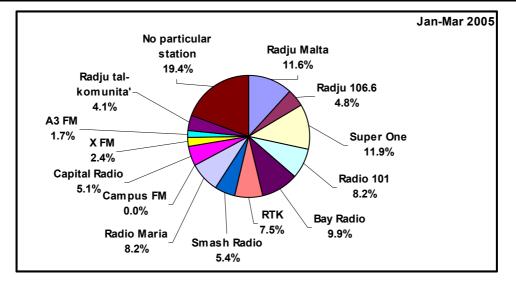






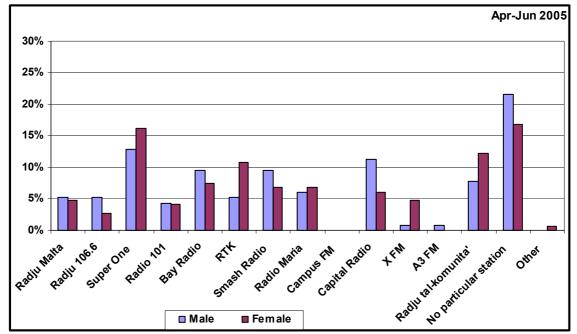
## FIGURE 3.2: FAVORITE RADIO STATION

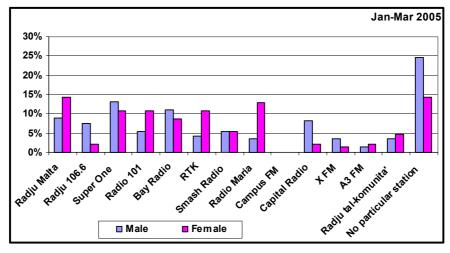




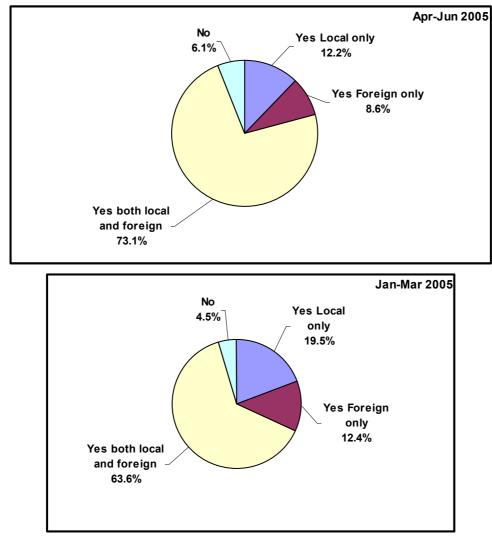




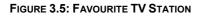


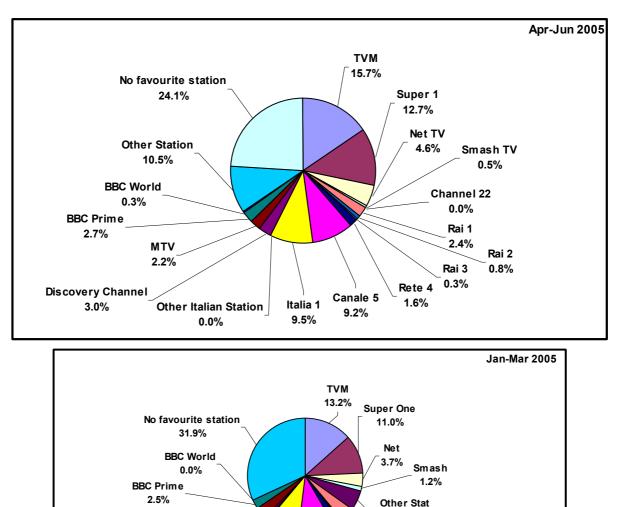












[+Educ.22]

5.5%

4.2%

Rai 2 Rai 1

0.2%

Rai 3

0.2%

ΜΤΥ

3.5%

Italia 1

9.2%

Canale 5

10.2%

Rete 4

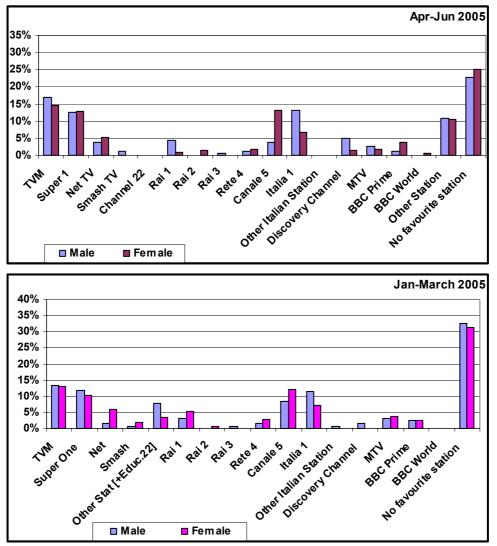
2.2%

Discovery Channel

0.7%

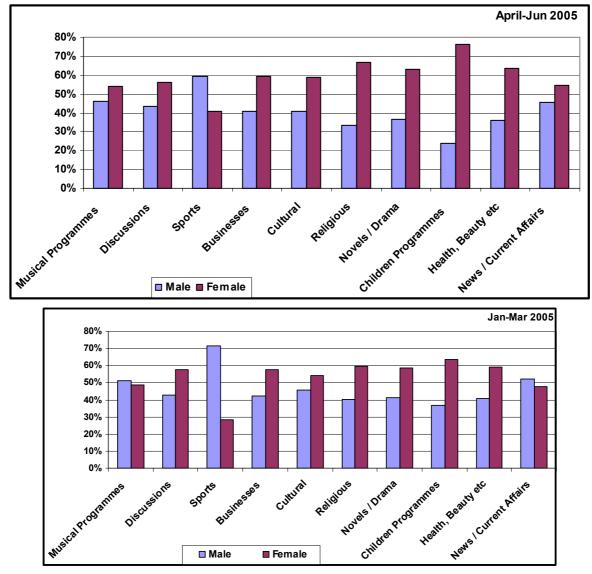
Other Italian Station 0.2%





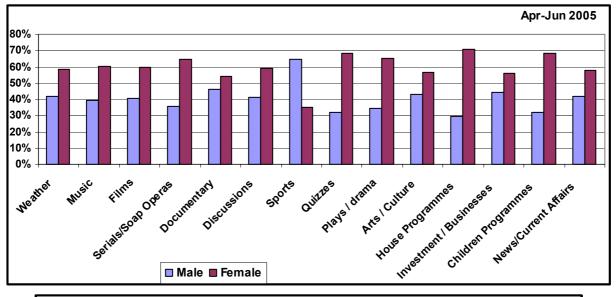


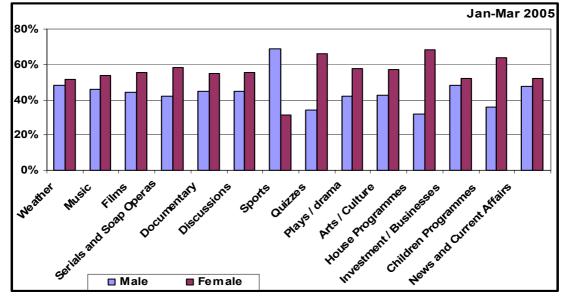














### FIGURE 5.1: RADIO LISTENING BY NUMBER OF HOURS

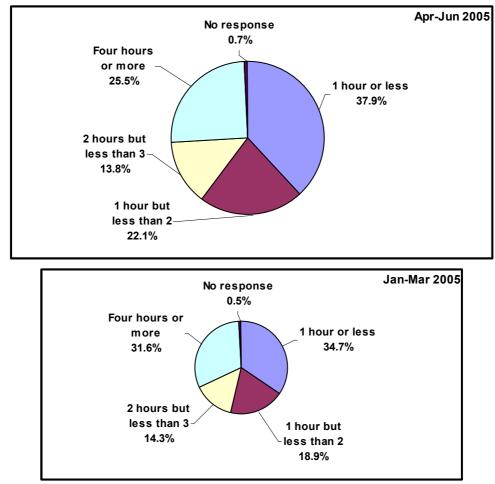




FIGURE 5.2: RADIO LISTENING BY NUMBER OF HOURS [JUNE 2004 – JUNE 2005]

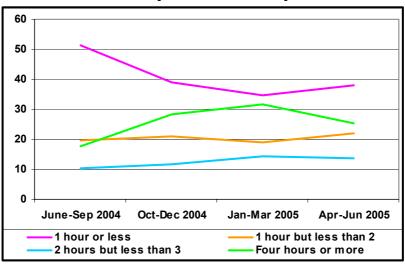


FIGURE 5.3: RADIO LISTENING BY GENDER AND BY MONTH [JUNE 2004 - JUNE 2005]

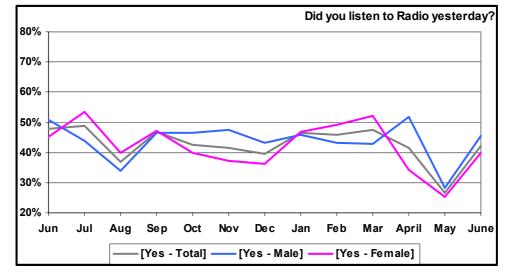
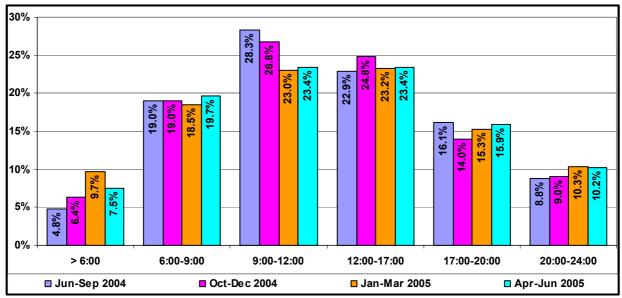
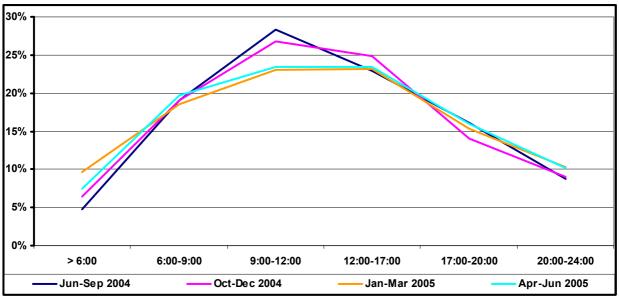


FIGURE 5.4: RADIO LISTENING BY TIME BRACKET [JUNE 2004 – JUNE 2005]



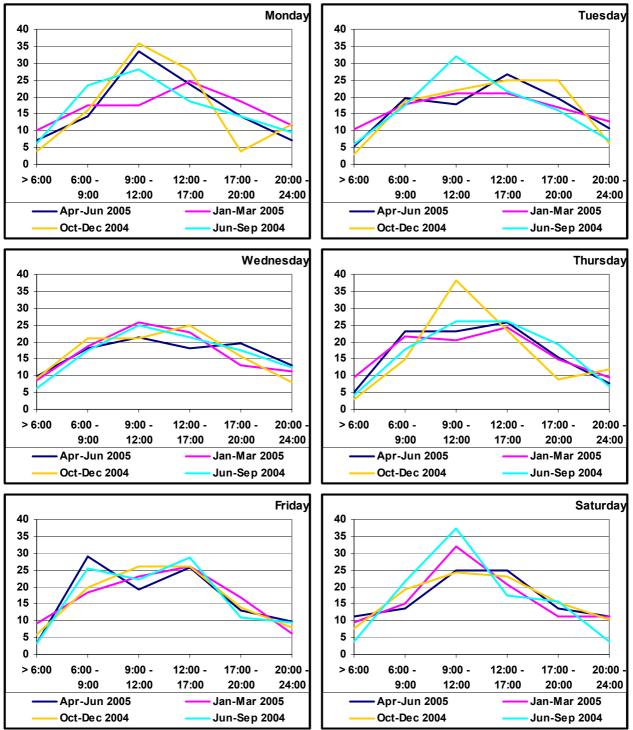














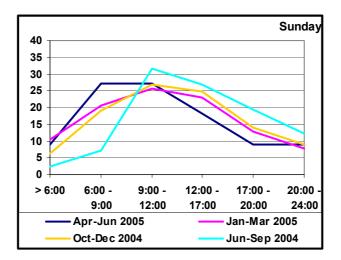
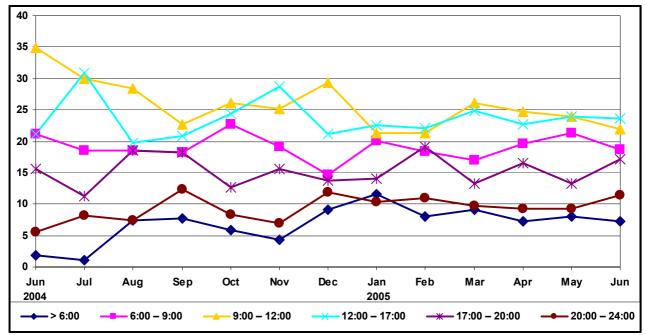


FIGURE 5.7 RADIO LISTENING PER TIME BRACKET BY MONTH





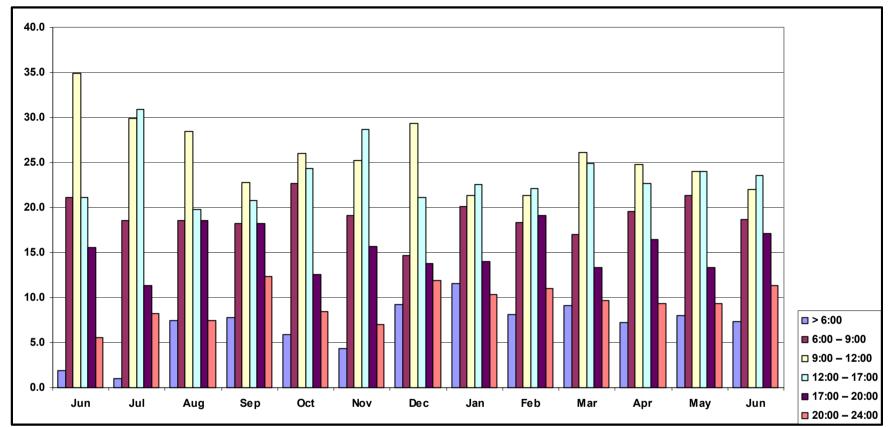
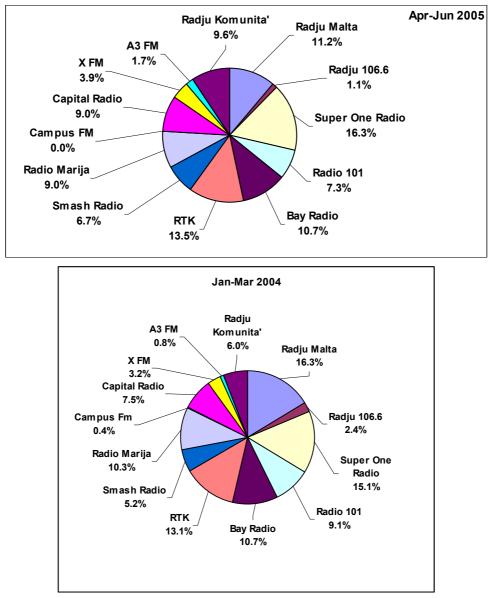
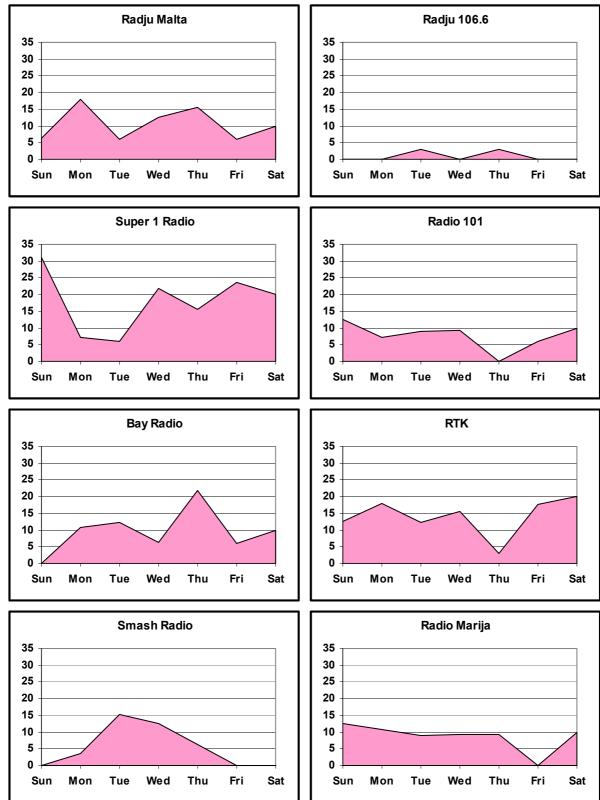


FIGURE 5.8 – RADIO LISTENING BY TIME BRACKET BY MONTH

### FIGURE 5.9: RADIO LISTENING BY STATION

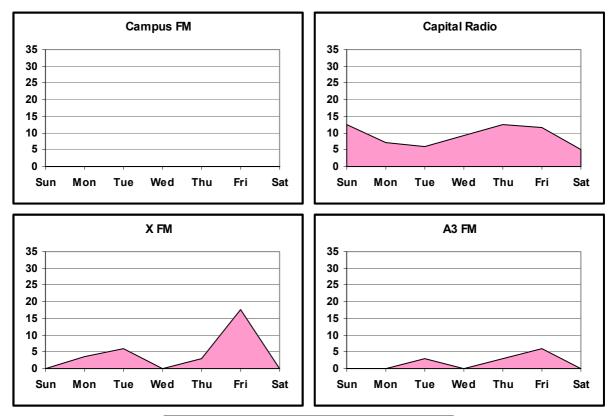






# FIGURES 5.10 - RADIO STATION LISTENING BY STATION BY WEEKDAY [APRIL - JUNE 2005]





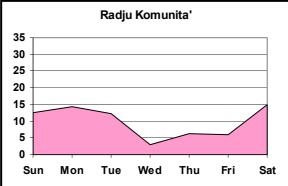
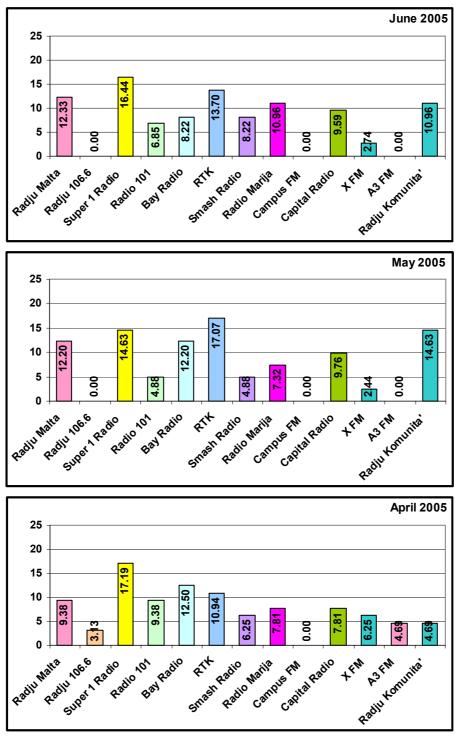


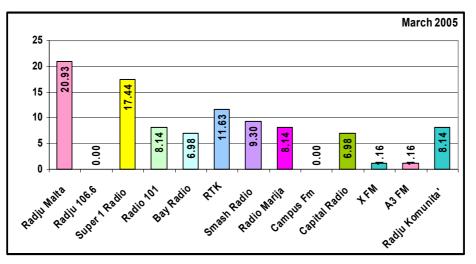


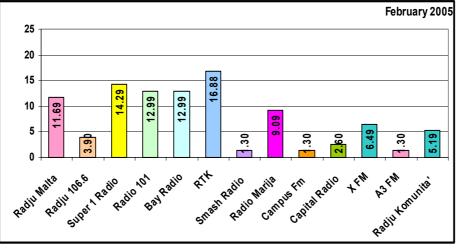
FIGURE 5.11: RADIO STATION LISTENING BY MONTH BY STATION

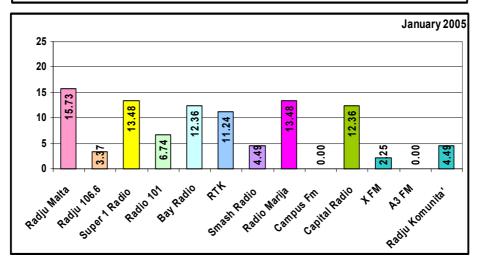
2005



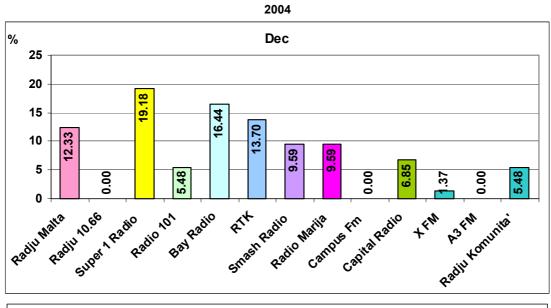


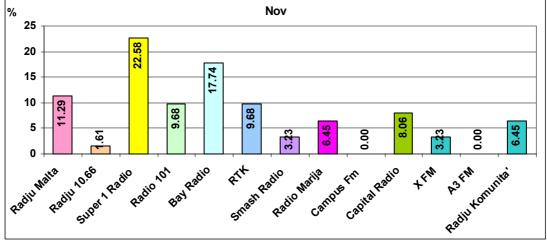


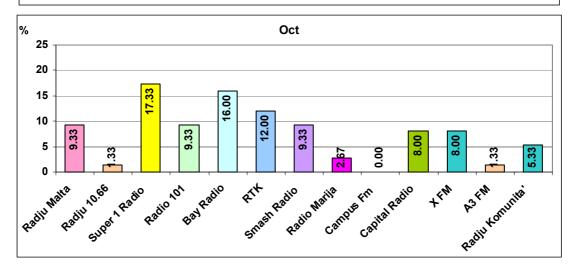




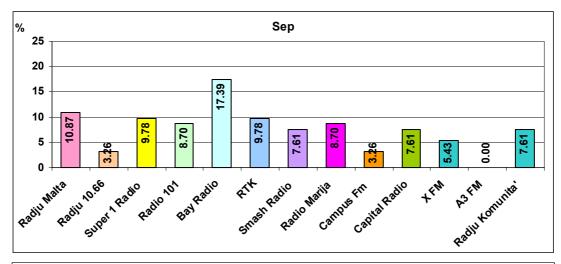


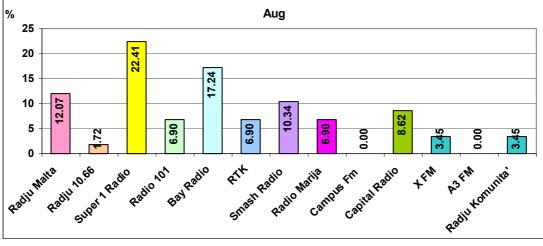


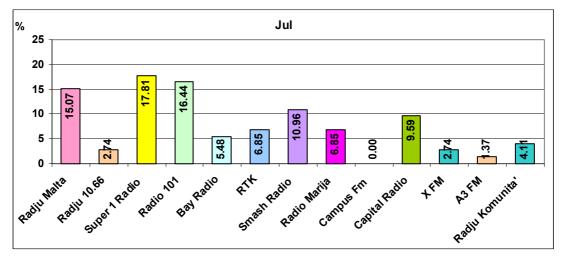




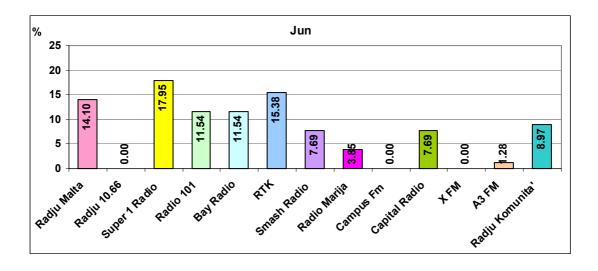






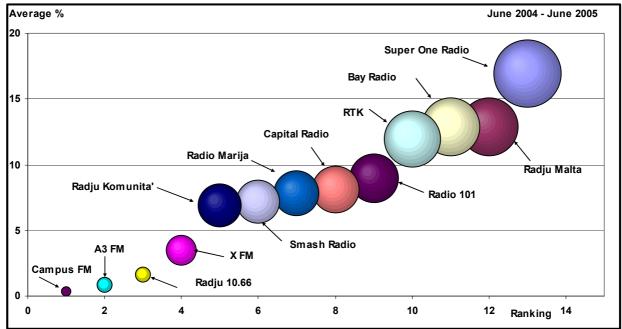






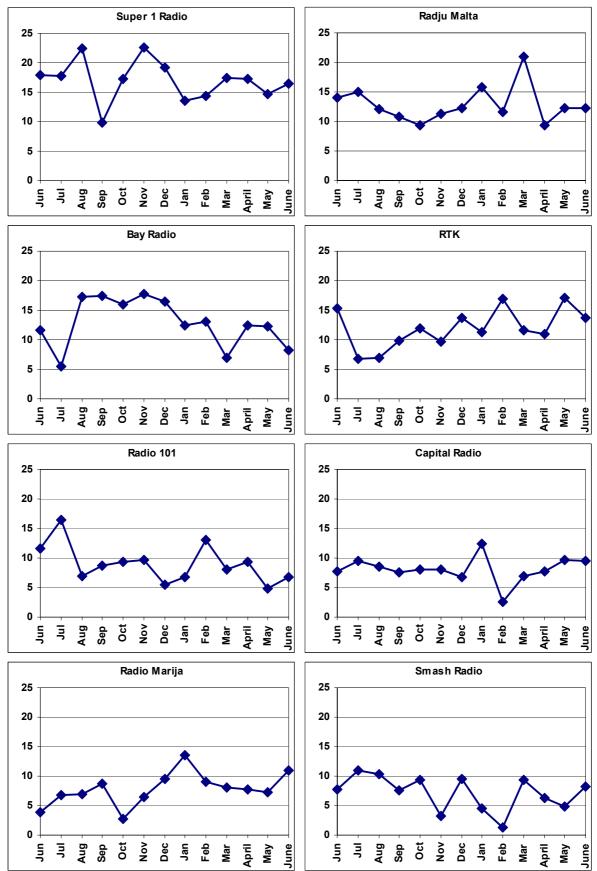
	2004						2005						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	JAN	Feb	MAR	Apr	ΜΑΥ	JUN
	%	%	%	%	%	%	%	%	%	%	%	%	%
Radju Malta	14.10	15.07	12.07	10.87	9.33	11.29	12.33	15.73	11.69	20.93	9.38	12.20	12.33
Radju 10.66	0.00	2.74	1.72	3.26	1.33	1.61	0.00	3.37	3.90	0.00	3.13	0.00	0.00
Super 1 Radio	17.95	17.81	22.41	9.78	17.33	22.58	19.18	13.48	14.29	17.44	17.19	14.63	16.44
Radio 101	11.54	16.44	6.90	8.70	9.33	9.68	5.48	6.74	12.99	8.14	9.38	4.88	6.85
Bay Radio	11.54	5.48	17.24	17.39	16.00	17.74	16.44	12.36	12.99	6.98	12.50	12.20	8.22
RTK	15.38	6.85	6.90	9.78	12.00	9.68	13.70	11.24	16.88	11.63	10.94	17.07	13.70
Smash Radio	7.69	10.96	10.34	7.61	9.33	3.23	9.59	4.49	1.30	9.30	6.25	4.88	8.22
Radio Marija	3.85	6.85	6.90	8.70	2.67	6.45	9.59	13.48	9.09	8.14	7.81	7.32	10.96
Campus Fm	0.00	0.00	0.00	3.26	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00
Capital Radio	7.69	9.59	8.62	7.61	8.00	8.06	6.85	12.36	2.60	6.98	7.81	9.76	9.59
X FM	0.00	2.74	3.45	5.43	8.00	3.23	1.37	2.25	6.49	1.16	6.25	2.44	2.74
A3 FM	1.28	1.37	0.00	0.00	1.33	0.00	0.00	0.00	1.30	1.16	4.69	0.00	0.00
Radju Komunita'	8.97	4.11	3.45	7.61	5.33	6.45	5.48	4.49	5.19	8.14	4.69	14.63	10.96
	100	100	100	100	100	100	100	100	100	100	100	100	100

FIGURE 5.12: RADIO STATION LISTENING BY RANKING, BY AVERAGE, AND BY TOTAL AUDIENCES

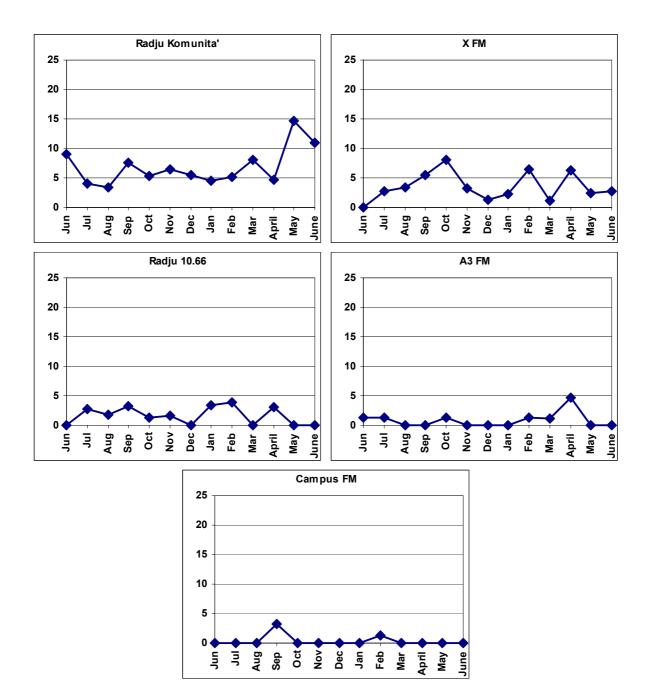
















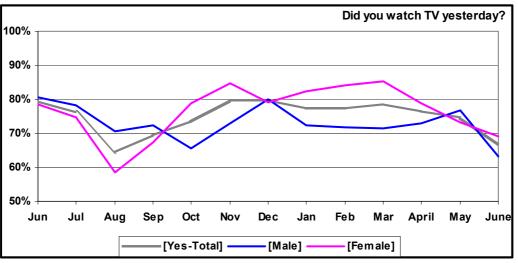


FIGURE 6.2: AVERAGE TV VIEWING BY TIME BRACKET

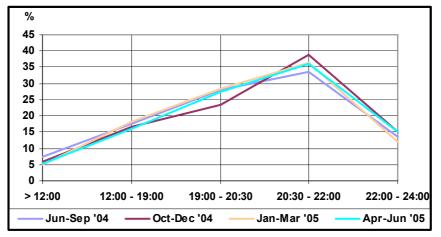
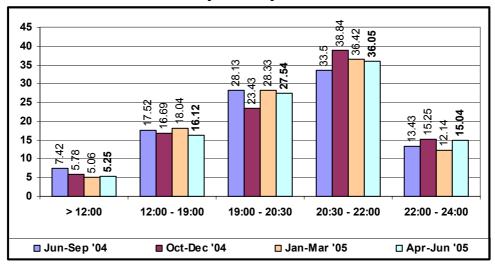
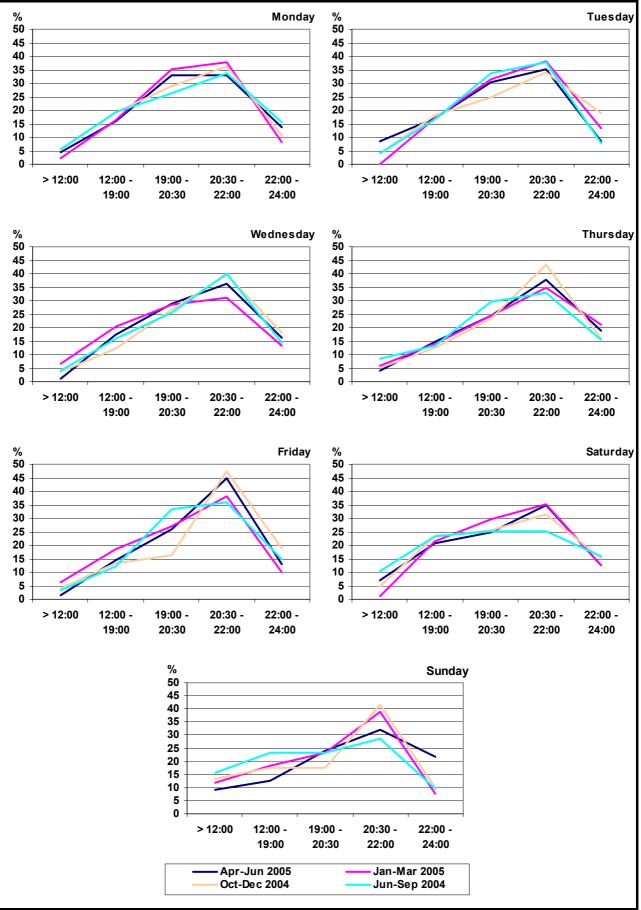


FIGURE 6.3: AVERAGE TV VIEWING BY TIME BRACKET [BAR CHART]











### FIGURE 6.5: REGULAR TV VIEWING BY MONTH

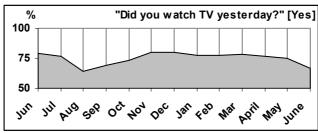


FIGURE 6.6: TV FOLLOWING BY TIME BRACKET BY MONTH

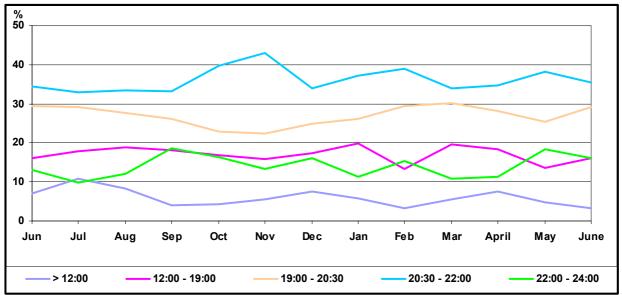
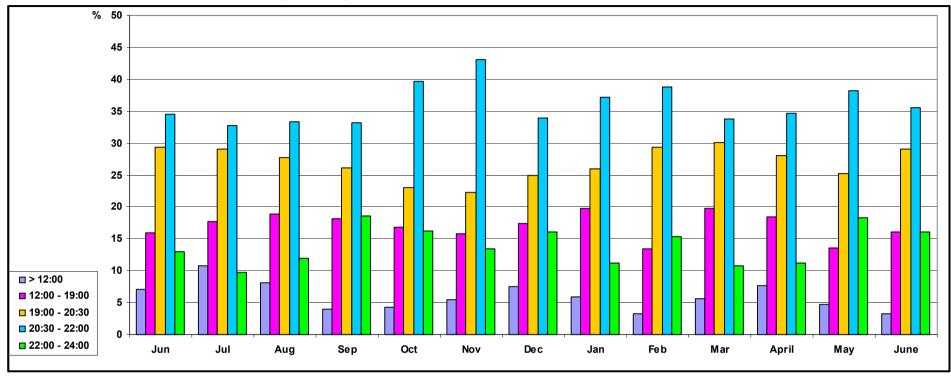
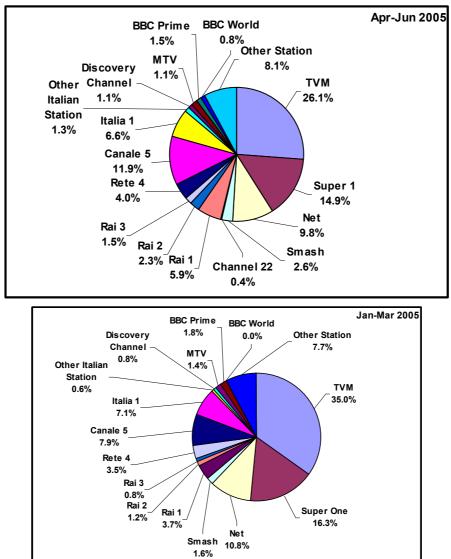




FIGURE 6.7 – TV VIEWING BY TIME BRACKET BY MONTH [BAR CHART]



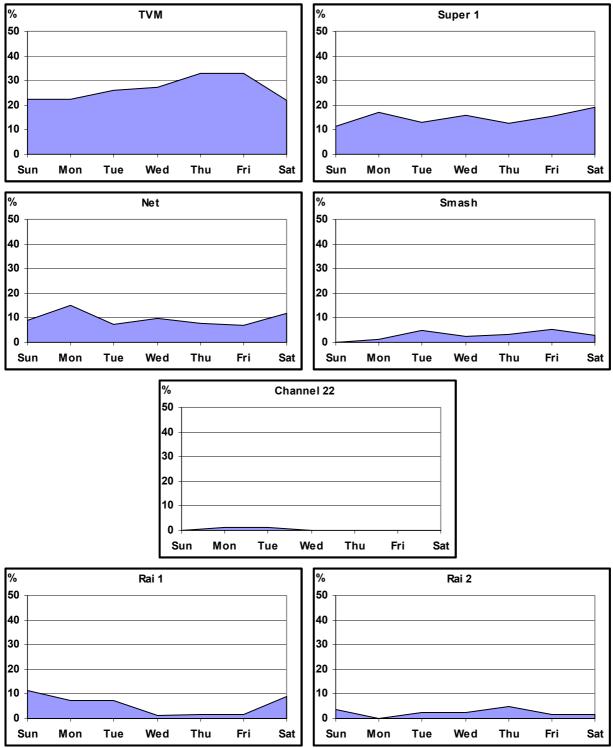
#### FIGURE 6.8: TV VIEWING BY STATION



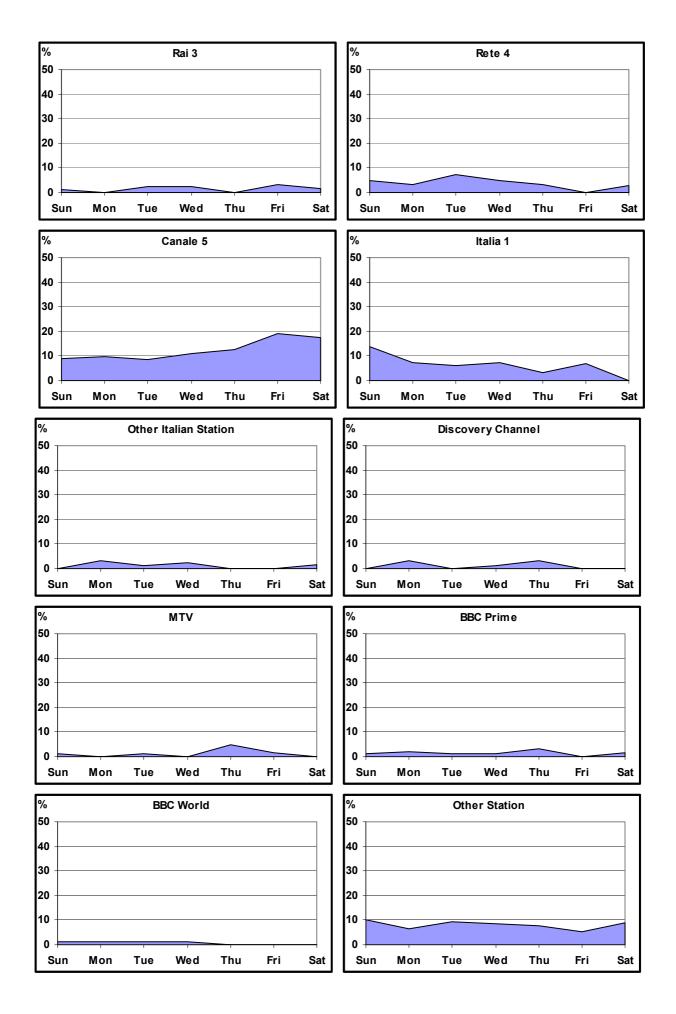




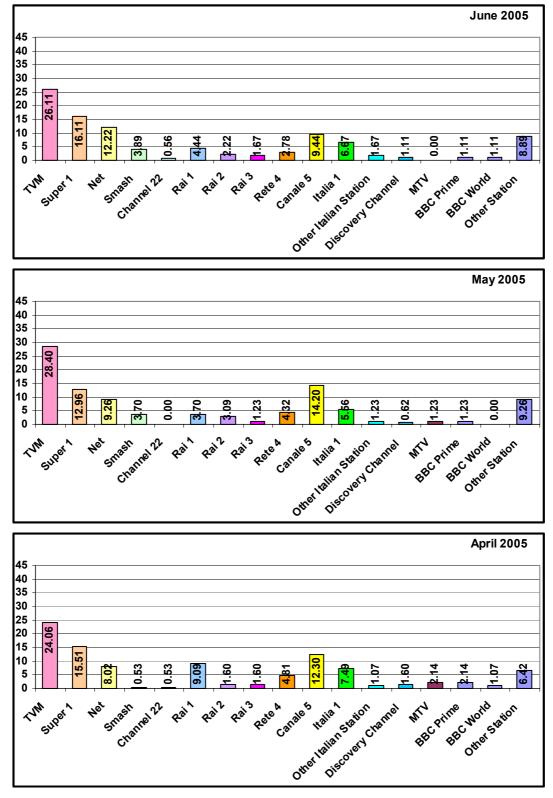






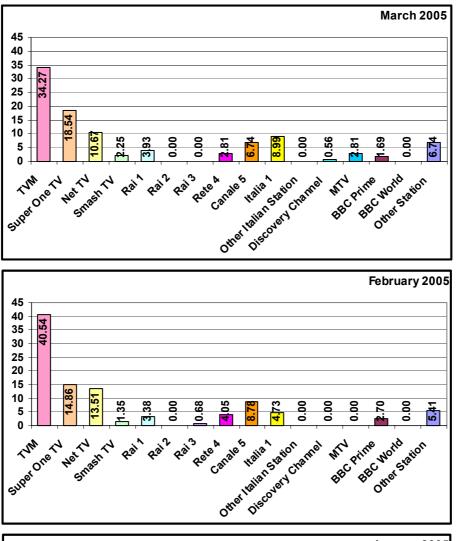


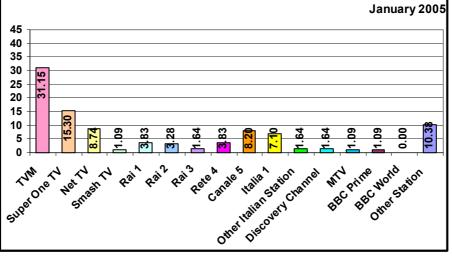




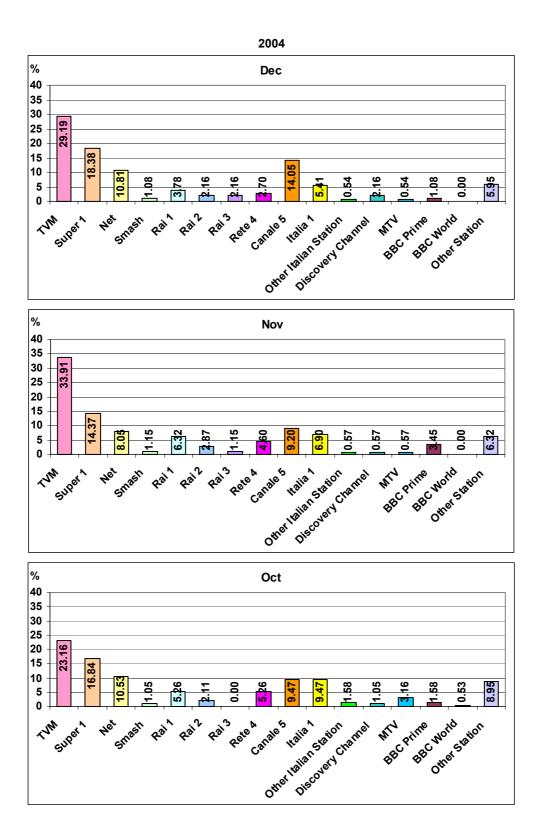
FIGURES 6.10: TV STATION VIEWING BY MONTH BY STATION



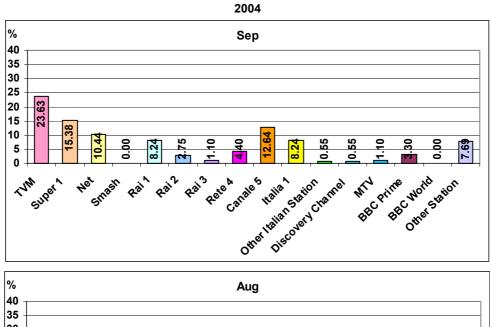


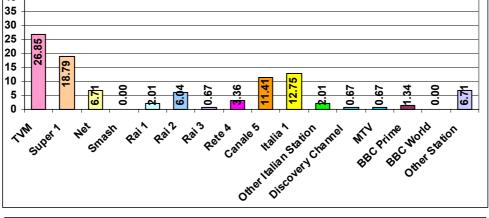


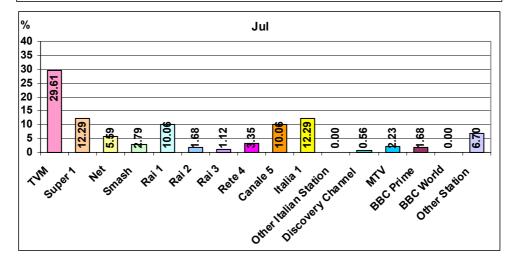




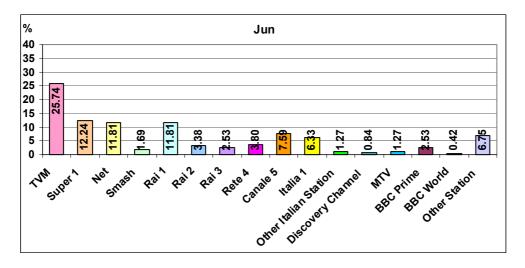






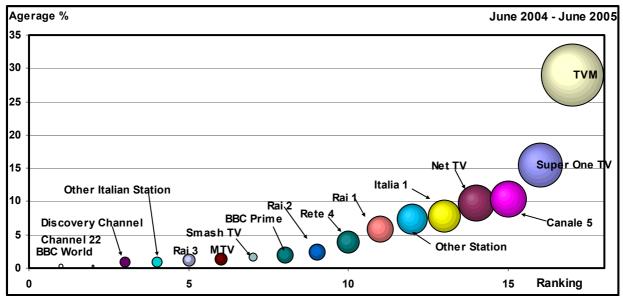






				2004						20	05		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	JAN	FEB	MAR	Apr	MAY	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%
TVM	25.74	29.61	26.85	23.63	23.16	33.91	29.19	31.15	40.54	34.27	24.06	28.40	26.11
Super 1	12.24	12.29	18.79	15.38	16.84	14.37	18.38	15.30	14.86	18.54	15.51	12.96	16.11
Net	11.81	5.59	6.71	10.44	10.53	8.05	10.81	8.74	13.51	10.67	8.02	9.26	12.22
Smash	1.69	2.79	0.00	0.00	1.05	1.15	1.08	1.09	1.35	2.25	0.53	3.70	3.89
Channel 22											0.53	0.00	0.56
Rai 1	11.81	10.06	2.01	8.24	5.26	6.32	3.78	3.83	3.38	3.93	9.09	3.70	4.44
Rai 2	3.38	1.68	6.04	2.75	2.11	2.87	2.16	3.28	0.00	0.00	1.60	3.09	2.22
Rai 3	2.53	1.12	0.67	1.10	0.00	1.15	2.16	1.64	0.68	0.00	1.60	1.23	1.67
Rete 4	3.80	3.35	3.36	4.40	5.26	4.60	2.70	3.83	4.05	2.81	4.81	4.32	2.78
Canale 5	7.59	10.06	11.41	12.64	9.47	9.20	14.05	8.20	8.78	6.74	12.30	14.20	9.44
Italia 1	6.33	12.29	12.75	8.24	9.47	6.90	5.41	7.10	4.73	8.99	7.49	5.56	6.67
Other Italian Station	1.27	0.00	2.01	0.55	1.58	0.57	0.54	1.64	0.00	0.00	1.07	1.23	1.67
Discovery Channel	0.84	0.56	0.67	0.55	1.05	0.57	2.16	1.64	0.00	0.56	1.60	0.62	1.11
MTV	1.27	2.23	0.67	1.10	3.16	0.57	0.54	1.09	0.00	2.81	2.14	1.23	0.00
BBC Prime	2.53	1.68	1.34	3.30	1.58	3.45	1.08	1.09	2.70	1.69	2.14	1.23	1.11
BBC World	0.42	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	1.07	0.00	1.11
Other Station	6.75	6.70	6.71	7.69	8.95	6.32	5.95	10.38	5.41	6.74	6.42	9.26	8.89
	100	100	100	100	100	100	100	100	100	100	100	100	100

FIGURE 6.11: TV STATIONS' TOTAL, AVERAGE PERCENTAGE SHARE, AND RANKING







0

Jun

Aug

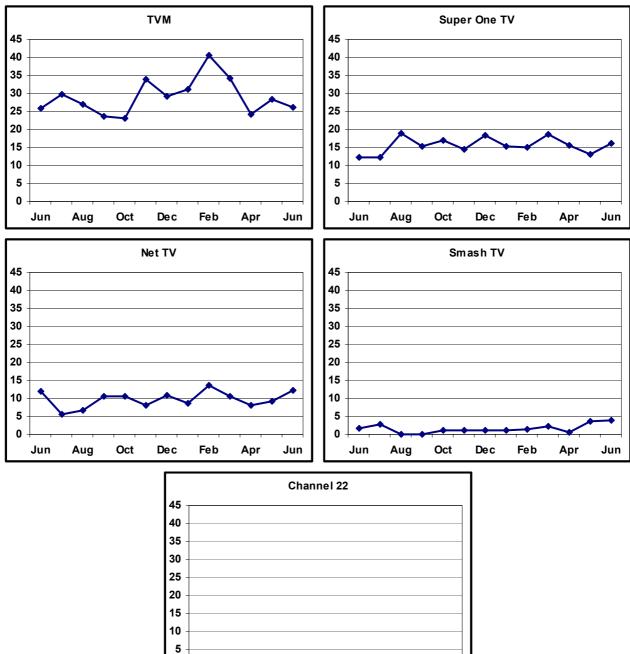
Oct

Dec

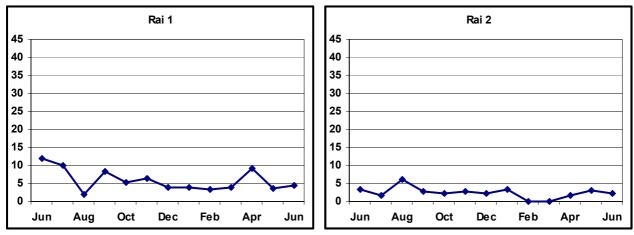
Feb

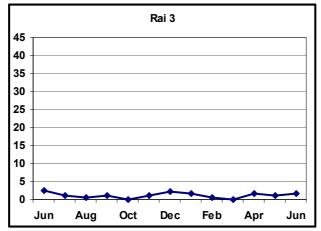
Jun

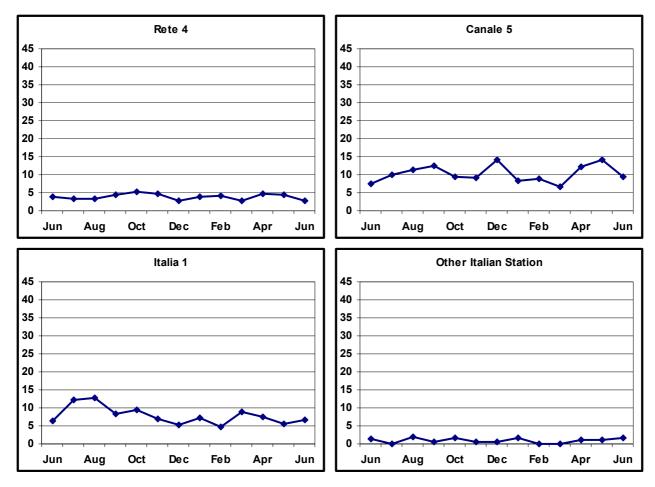
Apr



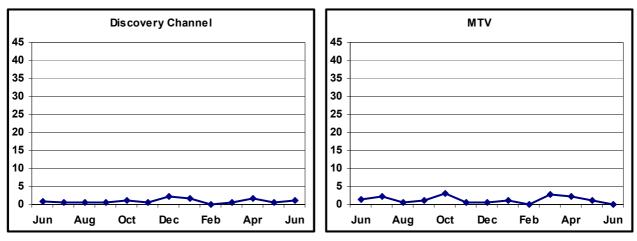


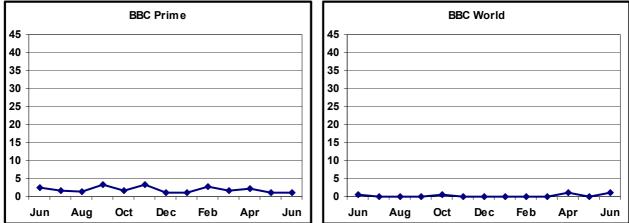


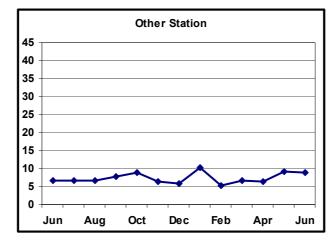


















A REPORT ON A STUDY OF RADIO AND TELEVISION AUDIENCES IN MALTA JUNE 2004 – JUNE 2005

Part 3 – Tables and Figures [June 2004 - June 2005]

> Mario Axiak Head, Research & Communications Broadcasting Authority 7 Mile End Road Hamrun HMR 02

RADIO AND TELEVISION AUDIENCES IN MALTA

> Part 3 – Tables [June 2004 - June 2005]



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Table 1.1: Sample Profile By Age - By Gender and By Age Gro	up [Base=All]
---	---------------

		Ger	nder		Age g	group	
	Total	Male	Female	12-29	30-49	50+	Total
	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %
12-29	484	242	242	484	0	0	484
	27.1%	30.2%	24.7%	100.0%	.0%	.0%	27.1%
	100.0%	50.0%	50.0%	100.0%	.0%	.0%	100.0%
30-49	598	266	332	0	598	0	598
	33.5%	33.2%	33.8%	.0%	100.0%	.0%	33.5%
	100.0%	44.5%	55.5%	.0%	100.0%	.0%	100.0%
50+	701	294	407	0	0	701	701
	39.3%	36.7%	41.5%	.0%	.0%	100.0%	39.3%
	100.0%	41.9%	58.1%	.0%	.0%	100.0%	100.0%
Total	1783	802	981	484	598	701	1783
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.0%	55.0%	27.1%	33.5%	39.3%	100.0%
[Note: Cour	nts less that	an 30 are i	not data re	epresentat	ives]		

. . .

 Table 1.2: Sample Profile By Age - By Economic Status [Base=All]

					Economi	ic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-	Pension	sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	-er	disability	person
	Count	Count	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
12-29	484	33	206	195	13	30	0	5	2
	27.1%	5.2%	99.5%	33.0%	15.7%	52.6%	.0%	22.7%	66.7%
	100.0%	6.8%	42.6%	40.3%	2.7%	6.2%	.0%	1.0%	.4%
30-49	598	235	1	288	47	16	2	8	1
	33.5%	37.0%	.5%	48.7%	56.6%	28.1%	1.1%	36.4%	33.3%
	100.0%	39.3%	.2%	48.2%	7.9%	2.7%	.3%	1.3%	.2%
50+	701	367	0	108	23	11	183	9	0
	39.3%	57.8%	.0%	18.3%	27.7%	19.3%	98.9%	40.9%	.0%
	100.0%	52.4%	.0%	15.4%	3.3%	1.6%	26.1%	1.3%	.0%
Total	1783	635	207	591	83	57	185	22	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	35.6%	11.6%	33.1%	4.7%	3.2%	10.4%	1.2%	.2%

[Note: Counts less than 30 are not data representatives]

Table 1.3: Sample Profile By Age - By Educational Level [Base=All]

			Н	ighest Educa	tion Level		
						Never	
				Post-		Attended	
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %
12-29	484	128	200	109	46	1	0
	27.1%	21.8%	29.0%	43.4%	32.2%	.9%	.0%
	100.0%	26.4%	41.3%	22.5%	9.5%	.2%	.0%
30-49	598	96	331	98	70	3	0
	33.5%	16.4%	48.0%	39.0%	49.0%	2.8%	.0%
	100.0%	16.1%	55.4%	16.4%	11.7%	.5%	.0%
50+	701	363	158	44	27	103	6
	39.3%	61.8%	22.9%	17.5%	18.9%	96.3%	100.0%
	100.0%	51.8%	22.5%	6.3%	3.9%	14.7%	.9%
Total	1783	587	689	251	143	107	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	32.9%	38.6%	14.1%	8.0%	6.0%	.3%



Table 1.4: Sample Profile By Age - By District [Base=All]

			District									
		Southern	Northern	South			Gozo &					
	Total	harbour	harbour	Eastern	Western	Northern	Comino					
	Count	Count	Count	Count	Count	Count	Count					
	Col %	Col %	Col %	Col %	Col %	Col %	Col %					
Age group	Row %	Row %	Row %	Row %	Row %	Row %	Row %					
12-29	484	108	133	79	77	55	32					
	27.1%	25.6%	26.0%	26.5%	30.7%	30.9%	26.2%					
	100.0%	22.3%	27.5%	16.3%	15.9%	11.4%	6.6%					
30-49	598	116	180	106	83	70	43					
	33.5%	27.5%	35.2%	35.6%	33.1%	39.3%	35.2%					
	100.0%	19.4%	30.1%	17.7%	13.9%	11.7%	7.2%					
50+	701	198	199	113	91	53	47					
	39.3%	46.9%	38.9%	37.9%	36.3%	29.8%	38.5%					
	100.0%	28.2%	28.4%	16.1%	13.0%	7.6%	6.7%					
Total	1783	422	512	298	251	178	122					
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					
	100.0%	23.7%	28.7%	16.7%	14.1%	10.0%	6.8%					
[Note: Counts	s less than	30 are not	data repres	entatives]								





		Ger	nder		Age group	)
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
	Col %	Col %				
Do you listen to Radio	Row %	Row %				
Local Stations	1074	476	598	277	362	435
	60.2%	59.4%	61.0%	57.2%	60.5%	62.1%
	100.0%	44.3%	55.7%	25.8%	33.7%	40.5%
Foreign Stations	7	4	3	3	2	2
	.4%	.5%	.3%	.6%	.3%	.3%
	100.0%	57.1%	42.9%	42.9%	28.6%	28.6%
Local and Foreign stations	212	105	107	69	62	81
	11.9%	13.1%	10.9%	14.3%	10.4%	11.6%
	100.0%	49.5%	50.5%	32.5%	29.2%	38.2%
No	490	217	273	135	172	183
	27.5%	27.1%	27.8%	27.9%	28.8%	26.1%
	100.0%	44.3%	55.7%	27.6%	35.1%	37.3%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Total	1783	802	981	484	598	701
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.0%	55.0%	27.1%	33.5%	39.3%

### Table 2.2: Radio Listening By Educational Level [Base=All]

		Highest Education Level						
						Never		
				Post-		attended		
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal	
	Count	Count	Count	Count	Count	Count	Count	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %	
Local Stations	1074	355	423	153	74	64	5	
	60.2%	60.5%	61.4%	61.0%	51.7%	59.8%	83.3%	
	100.0%	33.1%	39.4%	14.2%	6.9%	6.0%	.5%	
Foreign Stations	7	4	2	0	1	0	0	
	.4%	.7%	.3%	.0%	.7%	.0%	.0%	
	100.0%	57.1%	28.6%	.0%	14.3%	.0%	.0%	
Local and Foreign stations	212	61	93	31	20	7	0	
	11.9%	10.4%	13.5%	12.4%	14.0%	6.5%	.0%	
	100.0%	28.8%	43.9%	14.6%	9.4%	3.3%	.0%	
No	490	167	171	67	48	36	1	
	27.5%	28.4%	24.8%	26.7%	33.6%	33.6%	16.7%	
	100.0%	34.1%	34.9%	13.7%	9.8%	7.3%	.2%	
Refusal	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Total	1783	587	689	251	143	107	6	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	32.9%	38.6%	14.1%	8.0%	6.0%	.3%	





### Table 2.3: Radio Listening By Economic Status [Base=All]

					Econom	nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	Pensioner	disability	person
	Count	Count	Count	Count	Count	Count	Count	Count	Count
Do you listen	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Local	1074	398	111	365	52	37	94	15	2
Stations	60.2%	62.7%	53.6%	61.8%	62.7%	64.9%	50.8%	68.2%	66.7%
	100.0%	37.1%	10.3%	34.0%	4.8%	3.4%	8.8%	1.4%	.2%
Foreign	7	1	1	2	0	0	2	1	0
Stations	.4%	.2%	.5%	.3%	.0%	.0%	1.1%	4.5%	.0%
	100.0%	14.3%	14.3%	28.6%	.0%	.0%	28.6%	14.3%	.0%
Local and	212	58	24	79	9	6	34	2	0
Foreign	11.9%	9.1%	11.6%	13.4%	10.8%	10.5%	18.4%	9.1%	.0%
stations	100.0%	27.4%	11.3%	37.3%	4.2%	2.8%	16.0%	.9%	.0%
No	490	178	71	145	22	14	55	4	1
	27.5%	28.0%	34.3%	24.5%	26.5%	24.6%	29.7%	18.2%	33.3%
	100.0%	36.3%	14.5%	29.6%	4.5%	2.9%	11.2%	.8%	.2%
Refusal	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%
Total	1783	635	207	591	83	57	185	22	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	35.6%	11.6%	33.1%	4.7%	3.2%	10.4%	1.2%	.2%

[Note: Counts less than 30 are not data representatives]

# Table 2.4: Radio Listening By District [Base=All]

		District						
		Southern	Northern	South			Gozo &	
	Total	harbour	harbour	Eastern	Western	Northern	Comino	
	Count	Count	Count	Count	Count	Count	Count	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %	
Local Stations	1074	249	308	181	158	114	64	
	60.2%	59.0%	60.2%	60.7%	62.9%	64.0%	52.5%	
	100.0%	23.2%	28.7%	16.9%	14.7%	10.6%	6.0%	
Foreign Stations	7	4	2	0	0	1	0	
_	.4%	.9%	.4%	.0%	.0%	.6%	.0%	
	100.0%	57.1%	28.6%	.0%	.0%	14.3%	.0%	
Local and Foreign stations	212	58	67	27	28	20	12	
	11.9%	13.7%	13.1%	9.1%	11.2%	11.2%	9.8%	
	100.0%	27.4%	31.6%	12.7%	13.2%	9.4%	5.7%	
No	490	111	135	90	65	43	46	
	27.5%	26.3%	26.4%	30.2%	25.9%	24.2%	37.7%	
	100.0%	22.7%	27.6%	18.4%	13.3%	8.8%	9.4%	
Refusal	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Total	1783	422	512	298	251	178	122	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	23.7%	28.7%	16.7%	14.1%	10.0%	6.8%	





		Ger	nder		Age group	)
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
Favourite Radio Station	Col %	Col %				
Radju Malta	114	40	74	5	36	73
	8.9%	6.9%	10.5%	1.4%	8.5%	14.1%
Radju Parlament/106.6	45	28	17	38	7	0
	3.5%	4.8%	2.4%	11.0%	1.7%	.0%
Super One	193	97	96	16	73	104
	15.0%	16.7%	13.6%	4.6%	17.2%	20.2%
Radio 101	77	34	43	6	32	39
	6.0%	5.9%	6.1%	1.7%	7.5%	7.6%
Bay Radio	126	61	65	87	36	3
	9.8%	10.5%	9.2%	25.1%	8.5%	.6%
RTK	112	33	79	3	35	74
	8.7%	5.7%	11.2%	.9%	8.3%	14.3%
Smash Radio	95	39	56	50	37	8
	7.4%	6.7%	7.9%	14.5%	8.7%	1.6%
Radio Maria	70	21	49	4	16	50
	5.4%	3.6%	7.0%	1.2%	3.8%	9.7%
Campus FM	3	2	1	0	1	2
	.2%	.3%	.1%	.0%	.2%	.4%
Capital Radio	81	49	32	34	40	7
	6.3%	8.4%	4.5%	9.8%	9.4%	1.4%
X FM	44	20	24	28	13	3
	3.4%	3.4%	3.4%	8.1%	3.1%	.6%
A3 FM	9	6	3	8	1	0
	.7%	1.0%	.4%	2.3%	.2%	.0%
Radju tal-komunita'	67	23	44	14	27	26
	5.2%	4.0%	6.2%	4.0%	6.4%	5.0%
No particular station	249	128	121	52	70	127
	19.4%	22.0%	17.2%	15.0%	16.5%	24.6%
Other	1	0	1	1	0	0
	.1%	.0%	.1%	.3%	.0%	.0%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Total	1286	581	705	346	424	516
[Note: Counts less than 30 a	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3.1: Favourite Radio Station - E	Ry Gender and Ry Age Grou	n [Base = All Radio Listeners]
Table 5.1. Favourile Raulo Station -	by Genuel and by Aye Glob	p [Dase - All Raulo Listellers]





		Highest Education Level						
				5		Never		
				Post-		attended		
	Total	Primary	Secondary		Tertiary	school	Refusal	
	Count	Count	Count	Count	Count	Count	Count	
Favourite Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Radju Malta	114	52	37	6	6	12	1	
-	8.9%	12.5%	7.2%	3.3%	6.4%	16.9%	20.0%	
Radju 106.6	45	13	26	4	1	1	0	
_	3.5%	3.1%	5.0%	2.2%	1.1%	1.4%	.0%	
Super One	193	84	70	13	10	15	1	
	15.0%	20.2%	13.6%	7.1%	10.6%	21.1%	20.0%	
Radio 101	77	21	29	15	7	5	0	
	6.0%	5.0%	5.6%	8.2%	7.4%	7.0%	.0%	
Bay Radio	126	17	55	33	21	0	0	
	9.8%	4.1%	10.7%	17.9%	22.3%	.0%	.0%	
RTK	112	40	44	11	7	9	1	
	8.7%	9.6%	8.5%	6.0%	7.4%	12.7%	20.0%	
Smash Radio	95	28	50	11	4	1	1	
	7.4%	6.7%	9.7%	6.0%	4.3%	1.4%	20.0%	
Radio Maria	70	32	22	4	4	8	0	
	5.4%	7.7%	4.3%	2.2%	4.3%	11.3%	.0%	
Campus FM	3	1	0	1	1	0	0	
	.2%	.2%	.0%	.5%	1.1%	.0%	.0%	
Capital Radio	81	12	40	25	4	0	0	
	6.3%	2.9%	7.8%	13.6%	4.3%	.0%	.0%	
X FM	44	6	11	16	11	0	0	
	3.4%	1.4%	2.1%	8.7%	11.7%	.0%	.0%	
A3 FM	9	0	2	6	1	0	0	
	.7%	.0%	.4%	3.3%	1.1%	.0%	.0%	
Radju tal-komunita'	67	23	30	7	4	2	1	
	5.2%	5.5%	5.8%	3.8%	4.3%	2.8%	20.0%	
No particular station	249	87	99	32	13	18	0	
	19.4%	20.9%	19.2%	17.4%	13.8%	25.4%	.0%	
Other	1	0	1	0	0	0	0	
	.1%	.0%	.2%	.0%	.0%	.0%	.0%	
Refusal	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Total	1286	416	516	184	94	71	5	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Note: Counts less than 3	) are not c	lata repres	sentatives]					

# Table 3.2: Favourite Radio Station - By Educational Level [Base = All Radio Listeners]





					Econor	nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-	Pension-	sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	er	disability	person
Favourite	Count	Count	Count	Count	Count	Count	Count	Count	Count
Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Radju Malta	114	63	1	26	5	5	12	2	0
	8.9%	13.8%	.7%	5.9%	8.2%	11.6%	9.4%	11.8%	.0%
Radju 106.6	45	1	16	17	2	6	0	1	2
	3.5%	.2%	11.9%	3.8%	3.3%	14.0%	.0%	5.9%	100.0%
Super One	193	78	6	56	9	6	33	5	0
	15.0%	17.1%	4.4%	12.6%	14.8%	14.0%	25.8%	29.4%	.0%
Radio 101	77	35	3	22	4	0	13	0	0
	6.0%	7.7%	2.2%	5.0%	6.6%	.0%	10.2%	.0%	.0%
Bay Radio	126	15	38	66	4	3	0	0	0
	9.8%	3.3%	28.1%	14.9%	6.6%	7.0%	.0%	.0%	.0%
RTK	112	69	0	19	2	2	17	3	0
	8.7%	15.1%	.0%	4.3%	3.3%	4.7%	13.3%	17.6%	.0%
Smash	95	20	20	42	5	6	1	1	0
Radio	7.4%	4.4%	14.8%	9.5%	8.2%	14.0%	.8%	5.9%	.0%
Radio Maria	70	45	2	12	3	2	6	0	0
	5.4%	9.9%	1.5%	2.7%	4.9%	4.7%	4.7%	.0%	.0%
Campus FM	3	1	0	1	0	0	1	0	0
	.2%	.2%	.0%	.2%	.0%	.0%	.8%	.0%	.0%
Capital	81	14	9	46	10	2	0	0	0
Radio	6.3%	3.1%	6.7%	10.4%	16.4%	4.7%	.0%	.0%	.0%
X FM	44	4	14	22	3	0	0	1	0
	3.4%	.9%	10.4%	5.0%	4.9%	.0%	.0%	5.9%	.0%
A3 FM	9	0	0	9	0	0	0	0	0
	.7%	.0%	.0%	2.0%	.0%	.0%	.0%	.0%	.0%
Radju tal-	67	29	6	23	2	1	6	0	0
komunita'	5.2%	6.4%	4.4%	5.2%	3.3%	2.3%	4.7%	.0%	.0%
No particular	249	82	20	82	12	10	39	4	0
station	19.4%	18.0%	14.8%	18.5%	19.7%	23.3%	30.5%	23.5%	.0%
Other	1	0	0	1	0	0	0	0	0
	.1%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%
Refusal	0	0	0	0	0	0	0	0	0
<b>-</b> / /	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1286	456	135	444	61	43	128	17	2
Note: Counte le	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

#### Table 3.3: Favourite Radio Station - By Economic Status [Base = All Radio Listeners]



Table 3.4: Favourite Rad				Dist			
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Favourite Radio Station	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Radju Malta	114	22	35	15	23	13	6
	8.9%	7.2%	9.3%	7.2%	12.4%	9.7%	7.9%
Radju 106.6	45	14	12	4	8	3	4
-	3.5%	4.6%	3.2%	1.9%	4.3%	2.2%	5.3%
Super One	193	62	55	38	21	10	7
	15.0%	20.2%	14.7%	18.3%	11.3%	7.5%	9.2%
Radio 101	77	16	19	19	9	10	4
	6.0%	5.2%	5.1%	9.1%	4.8%	7.5%	5.3%
Bay Radio	126	24	37	22	19	20	4
	9.8%	7.8%	9.9%	10.6%	10.2%	14.9%	5.3%
RTK	112	27	36	14	15	9	11
	8.7%	8.8%	9.6%	6.7%	8.1%	6.7%	14.5%
Smash Radio	95	24	23	18	13	9	8
	7.4%	7.8%	6.1%	8.7%	7.0%	6.7%	10.5%
Radio Maria	70	18	23	9	12	6	2
	5.4%	5.9%	6.1%	4.3%	6.5%	4.5%	2.6%
Campus FM	3	1	1	0	1	0	0
	.2%	.3%	.3%	.0%	.5%	.0%	.0%
Capital Radio	81	11	24	14	17	11	4
	6.3%	3.6%	6.4%	6.7%	9.1%	8.2%	5.3%
X FM	44	7	18	5	4	6	4
	3.4%	2.3%	4.8%	2.4%	2.2%	4.5%	5.3%
A3 FM	9	4	4	1	0	0	0
	.7%	1.3%	1.1%	.5%	.0%	.0%	.0%
Radju tal-komunita'	67	19	21	5	7	3	12
	5.2%	6.2%	5.6%	2.4%	3.8%	2.2%	15.8%
No particular station	249	58	66	44	37	34	10
0.1	19.4%	18.9%	17.6%	21.2%	19.9%	25.4%	13.2%
Other	1	0	1	0	0	0	0
Defined	.1%	.0%	.3%	.0%	.0%	.0%	.0%
Refusal	0	0	0	0	0	0	0
Tatal	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1286	307	375	208	186	134	76
[Note: Counts less than 30	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

#### Table 3.4: Favourite Radio Station - By District [Base = All Radio Listeners]





	-		Ger	nder		Age group	)
		Total	Male	Female	12-29	30-49	50+
		Count	Count	Count	Count	Count	Count
		Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio		Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	1073	503	570	338	378	357
-		83.4%	86.6%	80.9%	97.7%	89.2%	69.2%
		100.0%	46.9%	53.1%	31.5%	35.2%	33.3%
Discussions	Yes	703	299	404	79	250	374
		54.7%	51.5%	57.3%	22.8%	59.0%	72.5%
		100.0%	42.5%	57.5%	11.2%	35.6%	53.2%
Sports	Yes	479	320	159	133	162	184
		37.2%	55.1%	22.6%	38.4%	38.2%	35.7%
		100.0%	66.8%	33.2%	27.8%	33.8%	38.4%
Businesses	Yes	264	116	148	41	76	147
		20.5%	20.0%	21.0%	11.8%	17.9%	28.5%
		100.0%	43.9%	56.1%	15.5%	28.8%	55.7%
Cultural	Yes	639	272	367	104	215	320
		49.7%	46.8%	52.1%	30.1%	50.7%	62.0%
		100.0%	42.6%	57.4%	16.3%	33.6%	50.1%
Religious	Yes	722	263	459	82	230	410
		56.1%	45.3%	65.1%	23.7%	54.2%	79.5%
		100.0%	36.4%	63.6%	11.4%	31.9%	56.8%
Novels / Drama	Yes	560	200	360	90	161	309
		43.5%	34.4%	51.1%	26.0%	38.0%	59.9%
		100.0%	35.7%	64.3%	16.1%	28.8%	55.2%
Children Programmes	Yes	386	110	276	74	129	183
		30.0%	18.9%	39.1%	21.4%	30.4%	35.5%
		100.0%	28.5%	71.5%	19.2%	33.4%	47.4%
Health, Beauty etc	Yes	838	309	529	163	284	391
		65.2%	53.2%	75.0%	47.1%	67.0%	75.8%
]		100.0%	36.9%	63.1%	19.5%	33.9%	46.7%
News / Current Affairs	Yes	1106	512	594	257	371	478
		86.0%	88.1%	84.3%	74.3%	87.5%	92.6%
		100.0%	46.3%	53.7%	23.2%	33.5%	43.2%
[Note: Counts less than ]	30 aro	not data r	onresenta	atives			

Table 4.1: Preferences for Ten Radio Programme Sectors - By Gender and By Age Group [Base = All Radio Listeners]



# Table 4.2: Preferences for Ten Radio Programme Sectors - By Educational Level [Base = All Radio Listeners]

[Base = All Radio List	011010	Highest Education Level						
				H	ignest ⊨ouca	uon Level	Never	
					Deet		Never	
		Total		Coordon	Post-	Tantian	Attended	Defined
			Primary	Secondary	Secondary	Tertiary	school	Refusal
		Count	Count	Count	Count	Count	Count	Count
De vev lister to Dedie		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	1073	318	456	171	82	43	3
		83.4%	76.4%	88.4%	92.9%	87.2%	60.6%	60.0%
		100.0%	29.6%	42.5%	15.9%	7.6%	4.0%	.3%
Discussions	Yes	703	257	263	85	40	54	4
		54.7%	61.8%	51.0%	46.2%	42.6%	76.1%	80.0%
		100.0%	36.6%	37.4%	12.1%	5.7%	7.7%	.6%
Sports	Yes	479	144	186	74	47	27	1
		37.2%	34.6%	36.0%	40.2%	50.0%	38.0%	20.0%
		100.0%	30.1%	38.8%	15.4%	9.8%	5.6%	.2%
Businesses	Yes	264	106	83	32	21	22	0
		20.5%	25.5%	16.1%	17.4%	22.3%	31.0%	.0%
		100.0%	40.2%	31.4%	12.1%	8.0%	8.3%	.0%
Cultural	Yes	639	235	227	91	45	40	1
		49.7%	56.5%	44.0%	49.5%	47.9%	56.3%	20.0%
		100.0%	36.8%	35.5%	14.2%	7.0%	6.3%	.2%
Religious	Yes	722	298	266	66	27	61	4
-		56.1%	71.6%	51.6%	35.9%	28.7%	85.9%	80.0%
		100.0%	41.3%	36.8%	9.1%	3.7%	8.4%	.6%
Novels / Drama	Yes	560	258	196	42	13	47	4
		43.5%	62.0%	38.0%	22.8%	13.8%	66.2%	80.0%
		100.0%	46.1%	35.0%	7.5%	2.3%	8.4%	.7%
Children Programmes	Yes	386	169	140	35	11	30	1
		30.0%	40.6%	27.1%	19.0%	11.7%	42.3%	20.0%
		100.0%	43.8%	36.3%	9.1%	2.8%	7.8%	.3%
Health, Beauty etc	Yes	838	303	328	110	40	55	2
		65.2%	72.8%	63.6%	59.8%	42.6%	77.5%	40.0%
		100.0%	36.2%	39.1%	13.1%	4.8%	6.6%	.2%
News / Current Affairs	Yes	1106	356	429	165	88	64	4
		86.0%	85.6%	83.1%	89.7%	93.6%	90.1%	80.0%
		100.0%	32.2%	38.8%	14.9%	8.0%	5.8%	.4%
[Note: Counts less than	30 ar					0.070	0.070	



Table 4.3: Preferences for Ten Radio Programme Sectors - By Economical Statu	s
[Base = All Radio Listeners]	

•	Listeners				Econor	nic Status			
								Unable to work due to	Other
		House			Self-	Un-		sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	Pensioner	disability	person
Do you listen to Radio	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %					
Musical Yes		334	131	407	54	40	90	15	2
Programmes	83.4% 100.0%	73.2% 31.1%	97.0% 12.2%	91.7% 37.9%	88.5% 5.0%	93.0% 3.7%	70.3% 8.4%	88.2% 1.4%	_ 100.0% .2%
Discussions Yes	54.7%	333 73.0%	18 13.3%	196 44.1%	37 60.7%	16 37.2%	92 71.9%	10 58.8%	1 50.0%
Sports Yes	100.0% 479	47.4% 95	2.6% 43	27.9% 210	5.3% 32	2.3% 22	13.1% 67	1.4% 9	.1% 1
Sports Yes	37.2%	20.8% 19.8%	43 31.9% 9.0%	47.3% 43.8%	52.5% 6.7%	51.2% 4.6%	52.3% 14.0%	9 52.9% 1.9%	50.0% .2%
Businesses Yes		113	11	68	22	6	37	6	1
	20.5% 100.0%	24.8% 42.8%	8.1% 4.2%	15.3% 25.8%	36.1% 8.3%	14.0% 2.3%	28.9% 14.0%	35.3% 2.3%	50.0% .4%
Cultural Yes		277 60.7%	41 30.4%	188 42.3%	26 42.6%	19 44.2%	77 60.2%	10 58.8%	1 50.0%
	100.0%	43.3%	6.4%	29.4%	4.1%	3.0%	12.1%	1.6%	.2%
Religious Yes	56.1%	370 81.1%	29 21.5%	176 39.6%	26 42.6%	20 46.5%	90 70.3%	11 64.7%	0 .0%
	100.0%	51.2%	4.0%	24.4%	3.6%	2.8%	12.5%	1.5%	.0%
Novels / Yes Drama	560 43.5%	285 62.5%	35 25.9%	133 30.0%	20 32.8%	19 44.2%	60 46.9%	7 41.2%	1 50.0%
	100.0%	50.9%	6.3%	23.8%	3.6%	3.4%	10.7%	1.3%	.2%
Children Yes	386 30.0%	211 46.3%	34 25.2%	87 10 6%	15 24.6%	10 23.3%	24 18.8%	22 50/	1 50.0%
Programmes	100.0%	40.3% 54.7%	25.2% 8.8%	19.6% 22.5%	24.6%	23.3%	6.2%	23.5% 1.0%	.3%
Health, Yes		386	60	240	33	23	85	10	1
Beauty etc	65.2% 100.0%	84.6% 46.1%	44.4% 7.2%	54.1% 28.6%	54.1% 3.9%	53.5% 2.7%	66.4% 10.1%	58.8% 1.2%	50.0% .1%
News / Yes	1106	401	88	391	52	37	122	13	2
Current	86.0%	87.9%	65.2%	88.1%	85.2%	86.0%	95.3%	76.5%	100.0%
Affairs	100.0%	36.3%	8.0%	35.4%	4.7%	3.3%	11.0%	1.2%	.2%



Table 4.4: Preferences for T	en Radio Programme Sect	ors - By District
[Base = All Radio Listeners]		

	-				Dist	rict		
			Southern	Northern	South			Gozo &
		Total	harbour	harbour	Eastern	Western	Northern	Comino
		Count	Count	Count	Count	Count	Count	Count
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Do you listen to Radio		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	1073	263	309	171	153	116	61
		83.4%	85.7%	82.4%	82.2%	82.3%	86.6%	80.3%
		100.0%	24.5%	28.8%	15.9%	14.3%	10.8%	5.7%
Discussions	Yes	703	161	207	118	101	68	48
		54.7%	52.4%	55.2%	56.7%	54.3%	50.7%	63.2%
		100.0%	22.9%	29.4%	16.8%	14.4%	9.7%	6.8%
Sports	Yes	479	119	146	84	62	44	24
		37.2%	38.8%	38.9%	40.4%	33.3%	32.8%	31.6%
		100.0%	24.8%	30.5%	17.5%	12.9%	9.2%	5.0%
Businesses	Yes	264	57	82	39	48	26	12
		20.5%	18.6%	21.9%	18.8%	25.8%	19.4%	15.8%
		100.0%	21.6%	31.1%	14.8%	18.2%	9.8%	4.5%
Cultural	Yes	639	155	182	104	89	66	43
		49.7%	50.5%	48.5%	50.0%	47.8%	49.3%	56.6%
		100.0%	24.3%	28.5%	16.3%	13.9%	10.3%	6.7%
Religious	Yes	722	180	206	118	105	65	48
		56.1%	58.6%	54.9%	56.7%	56.5%	48.5%	63.2%
		100.0%	24.9%	28.5%	16.3%	14.5%	9.0%	6.6%
Novels / Drama	Yes	560	143	152	95	76	52	42
		43.5%	46.6%	40.5%	45.7%	40.9%	38.8%	55.3%
		100.0%	25.5%	27.1%	17.0%	13.6%	9.3%	7.5%
Children Programmes	Yes	386	101	100	62	63	34	26
		30.0%	32.9%	26.7%	29.8%	33.9%	25.4%	34.2%
		100.0%	26.2%	25.9%	16.1%	16.3%	8.8%	6.7%
Health, Beauty etc	Yes	838	218	238	131	117	79	55
		65.2%	71.0%	63.5%	63.0%	62.9%	59.0%	72.4%
		100.0%	26.0%	28.4%	15.6%	14.0%	9.4%	6.6%
News / Current Affairs	Yes	1106	267	321	183	157	114	64
		86.0%	87.0%	85.6%	88.0%	84.4%	85.1%	84.2%
		100.0%	24.1%	29.0%	16.5%	14.2%	10.3%	5.8%
Note: Counts less than	30 are	not data r	epresentati	vesl				



#### Table 5: Radio Listening [Base = All]

		Total
Do you listen to Radio	Count	Column %
No	490	27.5%
Refusal	0	.0%
Subtotal	490	27.5%
Local Stations	1074	60.2%
Foreign Stations	7	.4%
Local and Foreign stations	212	11.9%
Total	1783	100.0%
Not applicable	230	12.9%
No	791	44.4%
Subtotal	1021	57.3%
Yes	762	42.7%
Total	1783	100.0%
Note: Counts less than 30 are	not data	representativ

Table 5.1: Ra	dio Listening By	Number of Hours
[Base = All]		

		Rad	dio Yesterd	ay
		Not		
	Total	applicable	Yes	No
	Count	Count	Count	Count
How many hours	Col %	Col %	Col %	Col %
Not applicable	1021	230	0	791
	57.3%	100.0%	.0%	100.0%
1 hour or less	318	0	318	0
	17.8%	.0%	41.7%	.0%
1 hour but less than 2	154	0	154	0
	8.6%	.0%	20.2%	.0%
2 hours but less than 3	94	0	94	0
	5.3%	.0%	12.3%	.0%
Four hours or more	192	0	192	0
	10.8%	.0%	25.2%	.0%
No response	4	0	4	0
	.2%	.0%	.5%	.0%
Total	1783	230	762	791
	100.0%	100.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

# Table 5.2: Radio Listening By Number of Hours - By Gender and By Age Group [Base = All Radio Listeners]

		Ger	nder		Age group	
	Total	Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
How many hours	Col %	Col %				
1 hour or less	318	154	164	89	104	125
	41.7%	44.0%	39.8%	52.4%	39.8%	37.8%
1 hour but less than 2	154	73	81	32	58	64
	20.2%	20.9%	19.7%	18.8%	22.2%	19.3%
2 hours but less than 3	94	36	58	15	33	46
	12.3%	10.3%	14.1%	8.8%	12.6%	13.9%
Four hours or more	192	84	108	33	64	95
	25.2%	24.0%	26.2%	19.4%	24.5%	28.7%
No response	4	3	1	1	2	1
	.5%	.9%	.2%	.6%	.8%	.3%
Total	762	350	412	170	261	331
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Table 5.3: Radio Listening By Number of Hours - By Educational Level [Base = All Radio Listeners]

			Н	lighest Educa	tion Level		
	Total	Primary	Secondary	Post- Secondary	Tertiary	Never Attended school	Refusal
How many hours	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	318	82	112	63	40	18	3
	41.7%	34.5%	39.2%	55.3%	56.3%	37.5%	60.0%
1 hour but less than 2	154	51	53	27	16	6	1
	20.2%	21.4%	18.5%	23.7%	22.5%	12.5%	20.0%
2 hours but less than 3	94	38	39	9	4	4	0
	12.3%	16.0%	13.6%	7.9%	5.6%	8.3%	.0%
Four hours or more	192	65	81	15	11	19	1
	25.2%	27.3%	28.3%	13.2%	15.5%	39.6%	20.0%
No response	4	2	1	0	0	1	0
	.5%	.8%	.3%	.0%	.0%	2.1%	.0%
Total	762	238	286	114	71	48	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[Note: Counts less than 30 are not data representatives]

#### Table 5.4: Radio Listening By Number of Hours - By Economical Status [Base = All Radio Listeners]

					Econom	nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	Pensioner	disability	person
How many	Count	Count	Count	Count	Count	Count	Count	Count	Count
hours	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
1 hour or	318	93	36	131	14	10	32	2	0
less	41.7%	33.8%	53.7%	48.7%	36.8%	50.0%	38.6%	20.0%	.0%
1 hour but	154	60	19	48	5	4	15	3	0
less than 2	20.2%	21.8%	28.4%	17.8%	13.2%	20.0%	18.1%	30.0%	.0%
2 hours but	94	40	7	26	6	3	9	3	0
less than 3	12.3%	14.5%	10.4%	9.7%	15.8%	15.0%	10.8%	30.0%	.0%
Four hours	192	81	4	64	13	3	25	2	0
or more	25.2%	29.5%	6.0%	23.8%	34.2%	15.0%	30.1%	20.0%	.0%
No	4	1	1	0	0	0	2	0	0
response	.5%	.4%	1.5%	.0%	.0%	.0%	2.4%	.0%	.0%
Total	762	275	67	269	38	20	83	10	0
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	.0%

[Note: Counts less than 30 are not data representatives]

# Table 5.5: Radio Listening By Number of Hours - By District [Base = All Radio Listeners]

			District						
		Southern	Northern	South			Gozo &		
	Total	harbour	harbour	Eastern	Western	Northern	Comino		
	Count	Count	Count	Count	Count	Count	Count		
How many hours	Col %	Col %	Col %	Col %	Col %	Col %	Col %		
1 hour or less	318	80	98	50	46	32	12		
	41.7%	44.4%	42.4%	39.7%	43.0%	41.0%	30.0%		
1 hour but less than 2	154	27	47	30	16	26	8		
	20.2%	15.0%	20.3%	23.8%	15.0%	33.3%	20.0%		
2 hours but less than 3	94	21	35	13	14	3	8		
	12.3%	11.7%	15.2%	10.3%	13.1%	3.8%	20.0%		
Four hours or more	192	52	51	31	29	17	12		
	25.2%	28.9%	22.1%	24.6%	27.1%	21.8%	30.0%		
No response	4	0	0	2	2	0	0		
	.5%	.0%	.0%	1.6%	1.9%	.0%	.0%		
Total	762	180	231	126	107	78	40		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		



Table 6.3: Radio Listening E	By Time Bracket and By Month
[Base = All Radio Listeners]	

				2004				2005					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Radio Yesterday	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν
> 6:00	2	1	6	12	7	5	10	19	11	15	7	6	9
6:00 – 9:00	23	18	15	28	27	22	16	33	25	28	19	16	23
9:00 – 12:00	38	29	23	35	31	29	32	35	29	43	24	18	27
12:00 – 17:00	23	30	16	32	29	33	23	37	30	41	22	18	29
17:00 – 20:00	17	11	15	28	15	18	15	23	26	22	16	10	21
20:00 - 24:00	6	8	6	19	10	8	13	17	15	16	9	7	14
	109	97	81	154	119	115	109	164	136	165	97	75	123
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%
> 6:00	1.8	1.0	7.4	7.8	5.9	4.3	9.2	11.6	8.1	9.1	7.2	8.0	7.3
6:00 - 9:00	21.1	18.6	18.5	18.2	22.7	19.1	14.7	20.1	18.4	17.0	19.6	21.3	18.7
9:00 - 12:00	34.9	29.9	28.4	22.7	26.1	25.2	29.4	21.3	21.3	26.1	24.7	24.0	22.0
12:00 - 17:00	21.1	30.9	19.8	20.8	24.4	28.7	21.1	22.6	22.1	24.8	22.7	24.0	23.6
17:00 - 20:00	15.6	11.3	18.5	18.2	12.6	15.7	13.8	14.0	19.1	13.3	16.5	13.3	17.1
20:00 - 24:00	5.5	8.2	7.4	12.3	8.4	7.0	11.9	10.4	11.0	9.7	9.3	9.3	11.4
	100	100	100	100	100	100	100	100	100	100	100	100	100



Table 7.3: Radio Station Listening - By Month Weekday [counts of at least "10 min	utes]
[Base=All Radio Listeners]	_

•					2004						20	05		
	Total	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Radio Yesterday	Count	Count	Count	Count	Count	Count								
Radju Malta	123	11	11	7	10	7	7	9	14	9	18	6	5	9
Radju 106.6	16	0	2	1	3	1	1	0	3	3	0	2	0	0
Super 1 Radio	157	14	13	13	9	13	14	14	12	11	15	11	6	12
Radio 101	86	9	12	4	8	7	6	4	6	10	7	6	2	5
Bay Radio	120	9	4	10	16	12	11	12	11	10	6	8	5	6
RTK	112	12	5	4	9	9	6	10	10	13	10	7	7	10
Smash Radio	68	6	8	6	7	7	2	7	4	1	8	4	2	6
Radio Marija	75	3	5	4	8	2	4	7	12	7	7	5	3	8
Campus Fm	4	0	0	0	3	0	0	0	0	1	0	0	0	0
Capital Radio	76	6	7	5	7	6	5	5	11	2	6	5	4	7
X FM	33	0	2	2	5	6	2	1	2	5	1	4	1	2
A3 FM	8	1	1	0	0	1	0	0	0	1	1	3	0	0
Radju Komunita'	63	7	3	2	7	4	4	4	4	4	7	3	6	8
	941	78	73	58	92	75	62	73	89	77	86	64	41	73
	Total	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Radju Malta	13.07	14.10	15.07	12.07	10.87	9.33	11.29	12.33	15.73	11.69	20.93	9.38	12.20	12.33
Radju 106.6	1.70	0.00	2.74	1.72	3.26	1.33	1.61	0.00	3.37	3.90	0.00	3.13	0.00	0.00
Super 1 Radio	16.68	17.95	17.81	22.41	9.78	17.33	22.58	19.18	13.48	14.29	17.44	17.19	14.63	16.44
Radio 101	9.14	11.54	16.44	6.90	8.70	9.33	9.68	5.48	6.74	12.99	8.14	9.38	4.88	6.85
Bay Radio	12.75	11.54	5.48	17.24	17.39	16.00	17.74	16.44	12.36	12.99	6.98	12.50	12.20	8.22
RTK	11.90	15.38	6.85	6.90	9.78	12.00	9.68	13.70	11.24	16.88	11.63	10.94	17.07	13.70
Smash Radio	7.23	7.69	10.96	10.34	7.61	9.33	3.23	9.59	4.49	1.30	9.30	6.25	4.88	8.22
Radio Marija				0.00	8.70	2.67	6.45	9.59	13.48	9.09	8.14	7.81	7 2 2 2	10.96
	7.97	3.85	6.85	6.90		-					-	-	7.32	
Campus Fm	0.43	0.00	0.00	0.00	3.26	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00
Capital Radio	0.43 8.08	0.00 7.69	0.00 9.59	0.00 8.62	3.26 7.61	0.00 8.00	0.00 8.06	0.00 6.85	0.00 12.36	1.30 2.60	0.00 6.98	0.00 7.81	0.00 9.76	0.00 9.59
Capital Radio X FM	0.43 8.08 3.51	0.00 7.69 0.00	0.00 9.59 2.74	0.00 8.62 3.45	3.26 7.61 5.43	0.00 8.00 8.00	0.00 8.06 3.23	0.00 6.85 1.37	0.00 12.36 2.25	1.30 2.60 6.49	0.00 6.98 1.16	0.00 7.81 6.25	0.00 9.76 2.44	0.00 9.59 2.74
Capital Radio	0.43 8.08 3.51 0.85	0.00 7.69 0.00 1.28	0.00 9.59 2.74 1.37	0.00 8.62 3.45 0.00	3.26 7.61 5.43 0.00	0.00 8.00 8.00 1.33	0.00 8.06 3.23 0.00	0.00 6.85 1.37 0.00	0.00 12.36 2.25 0.00	1.30 2.60 6.49 1.30	0.00 6.98 1.16 1.16	0.00 7.81 6.25 4.69	0.00 9.76 2.44 0.00	0.00 9.59 2.74 0.00
Capital Radio X FM	0.43 8.08 3.51 0.85 6.70	0.00 7.69 0.00 1.28 8.97	0.00 9.59 2.74 1.37 4.11	0.00 8.62 3.45 0.00 3.45	3.26 7.61 5.43 0.00 7.61	0.00 8.00 8.00 1.33 5.33	0.00 8.06 3.23 0.00 6.45	0.00 6.85 1.37 0.00 5.48	0.00 12.36 2.25 0.00 4.49	1.30 2.60 6.49 1.30 5.19	0.00 6.98 1.16 1.16 8.14	0.00 7.81 6.25 4.69 4.69	0.00 9.76 2.44 0.00 14.63	0.00 9.59 2.74 0.00 10.96
Capital Radio X FM A3 FM	0.43 8.08 3.51 0.85	0.00 7.69 0.00 1.28	0.00 9.59 2.74 1.37	0.00 8.62 3.45 0.00	3.26 7.61 5.43 0.00	0.00 8.00 8.00 1.33	0.00 8.06 3.23 0.00	0.00 6.85 1.37 0.00	0.00 12.36 2.25 0.00	1.30 2.60 6.49 1.30	0.00 6.98 1.16 1.16	0.00 7.81 6.25 4.69	0.00 9.76 2.44 0.00	0.00 9.59 2.74 0.00



Table 8.1: TV Viewing By Gender and By Age Group [Base=All]

		Ger	nder		Age group	)
Do you watch TV?	Total	Male	Female	12-29	30-49	50+
Yes Local only	288	108	180	37	89	162
	16.2%	13.5%	18.3%	7.6%	14.9%	23.1%
Yes Foreign only	221	109	112	97	72	52
	12.4%	13.6%	11.4%	20.0%	12.0%	7.4%
Yes both local and foreign	1203	544	659	329	417	457
	67.5%	67.8%	67.2%	68.0%	69.7%	65.2%
No	71	41	30	21	20	30
	4.0%	5.1%	3.1%	4.3%	3.3%	4.3%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Total	1783	802	981	484	598	701
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 8.2: TV Viewing By Educational Level [Base=All]

		Count         Count <th< th=""></th<>											
						Never							
				Post-		attended							
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal						
	Count	Count	Count	Count	Count	Count	Count						
Do you watch TV?	Col %	Col %	Col %	Col %	Col %	Col %	Col %						
Yes Local only	288	133	100	20	4	31	0						
	16.2%	22.7%	14.5%	8.0%	2.8%	29.0%	.0%						
Yes Foreign only	221	37	78	55	44	7	0						
	12.4%	6.3%	11.3%	21.9%	30.8%	6.5%	.0%						
Yes both local and foreign	1203	403	475	169	95	57	4						
	67.5%	68.7%	68.9%	67.3%	66.4%	53.3%	66.7%						
No	71	14	36	7	0	12	2						
	4.0%	2.4%	5.2%	2.8%	.0%	11.2%	33.3%						
Refusal	0	0	0	0	0	0	0						
	.0%	.0%	.0%	.0%	.0%	.0%	.0%						
Total	1783	587	689	251	143	107	6						
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						

[Note: Counts less than 30 are not data representatives]

# Table 8.3: TV Viewing By Economic Status [Base=All]

					Econor	nic Status			
								Unable	
								to work	
								due to	Other
Do you watch		House			Self-	Un-		sickness/	Inactive
TV?	Total	person	Student	Employed	Employed	employed	Pensioner	disability	person
Local only	288	150	15	60	12	10	36	4	1
	16.2%	23.6%	7.2%	10.2%	14.5%	17.5%	19.5%	18.2%	33.3%
Foreign	221	40	46	105	10	4	12	4	0
only	12.4%	6.3%	22.2%	17.8%	12.0%	7.0%	6.5%	18.2%	.0%
Both local	1203	426	142	404	54	36	127	12	2
and foreign	67.5%	67.1%	68.6%	68.4%	65.1%	63.2%	68.6%	54.5%	66.7%
No	71	19	4	22	7	7	10	2	0
	4.0%	3.0%	1.9%	3.7%	8.4%	12.3%	5.4%	9.1%	.0%
Refusal	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1783	635	207	591	83	57	185	22	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## Table 8.4: TV Viewing By District [Base=All]

				Dist	rict		
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Do you watch TV?	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes Local only	288	67	82	50	36	26	27
	16.2%	15.9%	16.0%	16.8%	14.3%	14.6%	22.1%
Yes Foreign only	221	44	67	29	33	29	19
	12.4%	10.4%	13.1%	9.7%	13.1%	16.3%	15.6%
Yes both local and foreign	1203	298	352	198	173	115	67
	67.5%	70.6%	68.8%	66.4%	68.9%	64.6%	54.9%
No	71	13	11	21	9	8	9
	4.0%	3.1%	2.1%	7.0%	3.6%	4.5%	7.4%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1783	422	512	298	251	178	122
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Total         Male         Female         12-29         30-49         50+           Favourite TV station         Col %         Count         Total         Maissing         10         11         Signant         116.7         Signant         116.7         Addition         Count         Count         Count         Count         Count         Count         Count         Signant         Signant	[Base=All TV Viewers]		Ger	nder		Age group	1
Favourite TV station         Count Col %         Count Col % </td <td></td> <td>Total</td> <td></td> <td></td> <td>12-29</td> <td></td> <td>50+</td>		Total			12-29		50+
Favourite TV station         Col %         Col % </td <td></td> <td>Count</td> <td>Count</td> <td>Count</td> <td></td> <td>Count</td> <td>Count</td>		Count	Count	Count		Count	Count
TVM         .0%         .10         14.5%         8.4%         17.5%         15.9         16.7           Net         73         24         49         12         23         .2% <td>Favourite TV station</td> <td>Col %</td> <td>Col %</td> <td>Col %</td> <td>Col %</td> <td></td> <td>Col %</td>	Favourite TV station	Col %	Col %	Col %	Col %		Col %
TVM       247       109       138       39       101       10         Super 1       223       98       125       32       79       17         13.0%       12.9%       13.1%       6.9%       13.7%       16.7         Net       73       24       49       12       23       5.7         Smash       10       4       6       3       4       4         6.%       .5%       .6%       .6%       .7%       .4         Rai 1       58       26       32       .7       .21       .3         Rai 2       11       3       8       2       3       .4         .6%       .4%       .8%       .4%       .5%       .9         Rai 2       11       3       8       2       3         .6%       .4%       .8%       .4%       .5%       .9         Rai 3       5       4       1       1       0       .9         .6%       .4%       .8%       .4%       .5%       .9       .9         Rai 2       .11       3       8       .2%       .0%       .6         .6%       .4%<	Missing					0	0
Super 1         14.4%         14.3%         14.5%         8.4%         17.5%         15.9           Net         223         98         125         32         79         17           Net         73         24         49         12         23         57           Smash         10         4         6         3         4         49         12         23         57           Smash         10         4         6         3         4         49         12         23         57           Smash         10         4         6         3         4         40         57           Smash         10         4         6         3         4         4         57           Smash         10         4         6         3         4         4         57         57           Rai 1         58         26         32         7         21         5         4         1         1         60         56         4.5         5         9         3         5         9         3         16         5         5         9         3         5         9         3         16	_	.0%	.0%	.0%	.0%	.0%	.0%
Super 1         223         98         125         32         79         14           13.0%         12.9%         13.1%         6.9%         13.7%         16.7           Net         73         24         49         12         23         5           Smash         10         4         6         3         4         6         3         4           Rai 1         58         26         32         7         21         5           Rai 2         11         3         8         2         3         3           Rai 2         11         3         8         2         3         3           Rai 3         5         4         1         1         0         6           Rai 3         5         4         1         1         0         6           Rete 4         27         10         17         4         7         1           1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         16         54         63         4           10.0%         13.5%         7.3%         27.0%         <	TVM						107
Net         13.0%         12.9%         13.1%         6.9%         13.7%         16.7           Net         73         24         49         12         23         5.7%         2.6%         4.0%         5.7%           Smash         10         4         6         3         4         6         3         4           Rai 1         58         26         32         7         21         5           Rai 2         11         3         8         2         3         3           Rai 3         5         4         1         1         0         4           Rete 4         27         10         17         4         7         4           1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         116         54         63         4           10.0%         13.5%         7.3%         27.0%         7.1%         9         6.3           Italia 1         172         103         69         125         41         4         4         4         4         4         4         4         4         4         4 <td></td> <td>14.4%</td> <td>14.3%</td> <td></td> <td>8.4%</td> <td>17.5%</td> <td>15.9%</td>		14.4%	14.3%		8.4%	17.5%	15.9%
Net         73         24         49         12         23         33           Smash         10         4         6         3         4         5.2%         2.6%         4.0%         5.7           Smash         10         4         6         3         4         6         3         4           Rai 1         58         26         32         7         21         3           Rai 2         11         3         8         2         3         3           Rai 3         5         4         1         1         0         3.4%         3.4%         3.4%         3.4%         3.4%         3.4%         3.4%         3.4%         3.4%         3.4%         3.6%         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         3         4.5         4.5         4.5         4.5         4.5         4.5         4.5         4.5         4.5         4.5         4.6         4.5         4.6         4.6	Super 1			. – •			112
Smash         4.3%         3.2%         5.2%         2.6%         4.0%         5.7           Smash         10         4         6         3         4           Rai 1         58         26         32         7         21         3           Rai 2         11         3         8         2         3         3         4           Rai 2         11         3         8         2         3         3         5           Rai 3         5         4         1         1         0         3         6           Rete 4         27         10         17         4         7         1         1           1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         116         54         63         4           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .3           Discovery Channel         35         27         8         5         21         .3         .3         2         .3							16.7%
Smash         10         4         6         3         4           Rai 1         .6%         .5%         .6%         .6%         .7%         .4           Rai 1         .58         26         .32         .7         .21         .3           Rai 2         .11         .3.4%         3.4%         3.4%         1.5%         .6%         .4.5           Rai 2         .11         .3         .8         .2         .3         .5         .4         .1         .1         .0           Rai 3         .5         .4         .1         .1         .0         .9 <td>Net</td> <td>-</td> <td></td> <td></td> <td></td> <td>-</td> <td>38</td>	Net	-				-	38
Rai 1       .6%       .5%       .6%       .6%       .7%       .4         Rai 1       .58       .26       .32       .7       .21       .3         Rai 2       .11       .3.4%       .3.4%       .1.5%       .3.6%       .4.5         Rai 2       .11       .3       .8       .2       .3       .3       .4%       .5%       .9         Rai 3       .5%       .4       .1       .1       .0       .5%       .9         Rai 3       .5%       .1%       .2%       .0%       .6         Rete 4       .27       .10       .17       .4       .7         Canale 5       .159       .43       .16       .54       .63       .4         .0%       .5.7%       .12.2%       .11.7%       10.9%       .6.3         .16%       .1.3%       .1.8%       .9%       .2%       .4         Canale 5       .159       .43       .116       .54       .63       .4         .10.0%       .13.5%       .7.3%       .27.0%       .7.1%       .9         Other Italian Station       .2       .1       .1       .0%       .0%       .3 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>5.7%</td></td<>							5.7%
Rai 1       58       26       32       7       21       33         Rai 2       11       3.4%       3.4%       3.4%       1.5%       3.6%       4.5         Rai 2       11       3       8       2       3       3       3       4       5       3       4       5         Rai 3       5       4       1       1       0       1       0       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       1       0       1       <	Smash	-					3
Rai 2       3.4%       3.4%       3.4%       1.5%       3.6%       4.5         Rai 3       11       3       8       2       3       3         Rai 3       5       4       1       1       0       3         Rete 4       27       10       17       4       7       1         Canale 5       159       43       116       54       63       4         9.3%       5.7%       12.2%       11.7%       10.9%       6.3         Italia 1       172       103       69       125       41       1         10.0%       13.5%       7.3%       27.0%       7.1%       .9         Other Italian Station       2       1       1       0       0       3         Discovery Channel       35       27       8       5       21					.6%		.4%
Rai 2       11       3       8       2       3         Rai 3       5       4       1       1       0         .3%       .5%       .1%       .2%       .0%       .6         Rete 4       27       10       17       4       7       1         Canale 5       159       43       116       54       63       4         9.3%       5.7%       12.2%       11.7%       10.9%       6.3         Italia 1       172       103       69       125       41       1         10.0%       13.5%       7.3%       27.0%       7.1%       .9         Other Italian Station       2       1       1       0       0       1.3	Rai 1		-	-			30
Rai 3       .6%       .4%       .8%       .4%       .5%       .9         Rai 3       5       4       1       1       0       1       1       0       1         Rete 4       27       10       17       4       7       1       1       1       0       1         Canale 5       159       43       116       54       63       2       2.4         Canale 5       159       43       116       54       63       2         9.3%       5.7%       12.2%       11.7%       10.9%       6.3         Italia 1       172       103       69       125       41         10.0%       13.5%       7.3%       27.0%       7.1%       .9         Other Italian Station       2       1       1       0       0       .3         Discovery Channel       35       27       8       5       21       .3       .3       2         2.0%       3.5%       .8%       1.1%       3.6%       1.3       .3       2       .3       .4       .33       2       .4       .3       .5       .5       .5       .5       .5       .5					1.5%		4.5%
Rai 3       5       4       1       1       0         .3%       .5%       .1%       .2%       .0%       .6         Rete 4       27       10       17       4       7         Canale 5       159       43       116       54       63       4         9.3%       5.7%       12.2%       11.7%       10.9%       6.3         Italia 1       172       103       69       125       41         10.0%       13.5%       7.3%       27.0%       7.1%       .9         Other Italian Station       2       1       1       0       0       .3         Discovery Channel       35       27       8       5       21       .3       .3         MTV       39       21       18       33       2       .3       .6	Rai 2						6
Rete 4         .3%         .5%         .1%         .2%         .0%         .6           Rete 4         27         10         17         4         7         1           1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         116         54         63         4           9.3%         5.7%         12.2%         11.7%         10.9%         6.3           Italia 1         172         103         69         125         41           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .3           Discovery Channel         35         27         8         5         21         .3           MTV         39         21         18         33         2         .3         .6					.4%		.9%
Rete 4         27         10         17         4         7           1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         116         54         63         4           9.3%         5.7%         12.2%         11.7%         10.9%         6.3           Italia 1         172         103         69         125         41           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .3           Discovery Channel         35         27         8         5         21         .3           MTV         39         21         18         33         2         .3         .6	Rai 3	-					4
1.6%         1.3%         1.8%         .9%         1.2%         2.4           Canale 5         159         43         116         54         63         4           9.3%         5.7%         12.2%         11.7%         10.9%         6.3           Italia 1         172         103         69         125         41           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .3           Discovery Channel         35         27         8         5         21         .3           MTV         39         21         18         33         2         .3         .6					.2%	.0%	.6%
Canale 5         159         43         116         54         63         43           9.3%         5.7%         12.2%         11.7%         10.9%         6.3           Italia 1         172         103         69         125         41           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .3           Discovery Channel         35         27         8         5         21         .3           MTV         39         21         18         33         2         .3         .6	Rete 4						16
9.3%         5.7%         12.2%         11.7%         10.9%         6.3           Italia 1         172         103         69         125         41         10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         .1%         .1%         .1%         .0%         .0%         .3           Discovery Channel         35         27         8         5         21         .1         .1%         .1%         .1%         .0%         .0%         .3           MTV         39         21         18         33         2         .2         .3%         2.8%         1.9%         7.1%         .3%         .6							2.4%
Italia 1         172         103         69         125         41           10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         0           .1%         .1%         .1%         .0%         .0%         .3         0         0           Discovery Channel         35         27         8         5         21         1           MTV         39         21         18         33         2         2         3         6	Canale 5		-				42
10.0%         13.5%         7.3%         27.0%         7.1%         .9           Other Italian Station         2         1         1         0         0         1         0							6.3%
Other Italian Station         2         1         1         0         0           .1%         .1%         .1%         .0%         .0%         .3           Discovery Channel         35         27         8         5         21           2.0%         3.5%         .8%         1.1%         3.6%         1.3           MTV         39         21         18         33         2           2.3%         2.8%         1.9%         7.1%         .3%         .6	Italia 1						6
.1%         .1%         .1%         .0%         .0%         .3           Discovery Channel         35         27         8         5         21           2.0%         3.5%         .8%         1.1%         3.6%         1.3           MTV         39         21         18         33         2           2.3%         2.8%         1.9%         7.1%         .3%         .6					27.0%		.9%
Discovery Channel         35         27         8         5         21           2.0%         3.5%         .8%         1.1%         3.6%         1.3           MTV         39         21         18         33         2           2.3%         2.8%         1.9%         7.1%         .3%         .6	Other Italian Station	_					2
MTV         2.0%         3.5%         .8%         1.1%         3.6%         1.3           2.3%         21         18         33         2         2         2         3%         2.6%         1.9%         7.1%         .3%         .6				.1%			.3%
MTV 39 21 18 33 2 2.3% 2.8% 1.9% 7.1% .3% .6	Discovery Channel			-	-		9
2.3% 2.8% 1.9% 7.1% .3% .6			3.5%			3.6%	1.3%
	MTV			-			4
			2.8%			.3%	.6%
	BBC Prime	45	8	37	12	18	15
							2.2%
BBC World 3 2 1 1 1	BBC World						1
							.1%
	Other Station			-			40
							6.0%
	No favourite station						235
							35.0%
Refusal 1 0 1 0 0	Refusal						1
							.1%
	Total						671
100.0%         100.0%<						100.0%	100.0%

# Table 9.1: Favourite TV Station - By Gender and By Age Group [Base=All TV Viewers]



			Н	ighest Educa	tion Level		
				*		Never	
				Post-		attended	
	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal
	Count	Count	Count	Count	Count	Count	Count
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TVM	247	94	95	24	18	15	1
	14.4%	16.4%	14.5%	9.8%	12.6%	15.8%	25.0%
Super 1	223	102	82	15	4	19	1
NU	13.0%	17.8%	12.6%	6.1%	2.8%	20.0%	25.0%
Net	73	28	25	13	3	4	0
Creach	4.3%	4.9%	3.8%	5.3%	2.1%	4.2%	.0%
Smash	10 .6%	4 .7%	6 .9%	0 .0%	0 0%.	0 .0%	0 .0%
Rai 1	.0%	.1%	.9%	.0%	.0%	.0%	.0%
Rai I	3.4%	1.4%	3.5%	4.9%	9.1%	2.1%	.0%
Rai 2	11	1.470	3.570	4.570	0	2.170	0.070
Ndi Z	.6%	.7%	.5%	1.6%	.0%	.0%	.0%
Rai 3	.070	.1 /0	.070	2	.0 /0	.0,0	0,0.
i tui o	.3%	.2%	.2%	.8%	.7%	.0%	.0%
Rete 4	27	12	,;	0	0	4	0
	1.6%	2.1%	1.7%	.0%	.0%	4.2%	.0%
Canale 5	159	36	64	32	23	4	0
	9.3%	6.3%	9.8%	13.1%	16.1%	4.2%	.0%
Italia 1	172	55	77	34	6	0	0
	10.0%	9.6%	11.8%	13.9%	4.2%	.0%	.0%
Other Italian Station	2	1	0	0	1	0	0
	.1%	.2%	.0%	.0%	.7%	.0%	.0%
Discovery Channel	35	3	12	13	6	1	0
	2.0%	.5%	1.8%	5.3%	4.2%	1.1%	.0%
MTV	39	21	13	5	0	0	0
	2.3%	3.7%	2.0%	2.0%	.0%	.0%	.0%
BBC Prime	45	4	24	6	10	1	0
	2.6%	.7%	3.7%	2.5%	7.0%	1.1%	.0%
BBC World	3	1	0	1	1	U OV	0
Other Station	.2%	.2% 25	.0%	.4% 22	.7%	.0% 7	.0%
	117 6.8%	25 4.4%	44 6.7%	22 9.0%	19 13.3%	7.4%	0 .0%
No favourite station	485	4.4%	173	9.0%	38	38	.0%
	28.3%	30.2%	26.5%	25.0%	26.6%	40.0%	2 50.0%
Refusal	20.5 /0	JU.2 /0	20.5 %	25.0 %	20.0%	40.0 %	0
. Condoan	.1%	.2%	.0%	.0%	.0%	.0%	.0%
Total	1712	573	653	244	143	.070	.070
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Note: Counts less than 3					/0		/0



			•		Econon	nic Status			
								Unable	
								to work	
								due to	Other
		House			Self-	Un-		sickness/	Inactive
	Total	person	Student	Employed	Employed	employed	Pensioner	disability	person
Favourite TV	Count	Count	Count	Count	Count	Count	Count	Count	Count
station	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0	0	0	0
moonig	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TVM	247	103	19	71	15	10	27	1	1
	14.4%	16.7%	9.4%	12.5%	19.7%	20.0%	15.4%	5.0%	33.3%
Super 1	223	95	12	66	5	6	35	3	1
•	13.0%	15.4%	5.9%	11.6%	6.6%	12.0%	20.0%	15.0%	33.3%
Net	73	42	4	20	1	1	5	0	0
	4.3%	6.8%	2.0%	3.5%	1.3%	2.0%	2.9%	.0%	.0%
Smash	10	5	1	0	1	1	1	1	0
	.6%	.8%	.5%	.0%	1.3%	2.0%	.6%	5.0%	.0%
Rai 1	58	18	2	30	4	0	4	0	0
	3.4%	2.9%	1.0%	5.3%	5.3%	.0%	2.3%	.0%	.0%
Rai 2	11	7	1	2	0	1	0	0	0
	.6%	1.1%	.5%	.4%	.0%	2.0%	.0%	.0%	.0%
Rai 3	5	1	0	3	0	0	1	0	0
	.3%	.2%	.0%	.5%	.0%	.0%	.6%	.0%	.0%
Rete 4	27	16	1	5	0	0	5	0	0
	1.6%	2.6%	.5%	.9%	.0%	.0%	2.9%	.0%	.0%
Canale 5	159	61	16	66	7	3	6	0	0
	9.3%	9.9%	7.9%	11.6%	9.2%	6.0%	3.4%	.0%	.0%
Italia 1	172	17	65	69	6	8	3	3	1
	10.0%	2.8%	32.0%	12.1%	7.9%	16.0%	1.7%	15.0%	33.3%
Other	2	1	0	1	0	0	0	0	0
Italian Station	.1%	.2%	.0%	.2%	.0%	.0%	.0%	.0%	.0%
	25	2	1	10	8	1	3	1	0
Discovery Channel	35 2.0%	3 .5%	.5%	18 3.2%	ہ 10.5%	1 2.0%	1.7%	1 5.0%	0 .0%
MTV	2.0%	.5%	.5 %	3.2 %	10.5%	2.0 %	2	5.0 %	0/0. 0
	2.3%	.3%	12.3%	1.4%	1.3%	.0%	1.1%	5.0%	.0%
BBC Prime	2.3 % 45	.3 %	12.370	1.4 %	2	0.0%	3	0	0/0. 0
	2.6%	3.1%	2.0%	3.0%	2.6%	.0%	1.7%	.0%	.0%
BBC World	2.070	0.1%	2.0 /0	1	2.070	0	1.1	0.070	0.0
220	.2%	.0%	.0%	.2%	1.3%	.0%	.6%	.0%	.0%
Other	117	22	23	41	10	3	17	1	0
Station	6.8%	3.6%	11.3%	7.2%	13.2%	6.0%	9.7%	5.0%	.0%
No	485	203	29	151	15	16	62	9	0
favourite	28.3%	33.0%	14.3%	26.5%	19.7%	32.0%	35.4%	45.0%	.0%
station									
Refusal	1	1	0	0	0	0	0	0	0
	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1712	616	203	569	76	50	175	20	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
[Note: Counts les	na than 20	are not de	ata roprog	ontativoal					

### Table 9.3: Favourite TV Station - By Economic Status [Base=All TV Viewers]



Table 9.4: Favourite TV	Station -	By District	[Base=All		_		
				Dist	rict		
		Southern	Northern	South			Gozo &
	Total	harbour	harbour	Eastern	Western	Northern	Comino
	Count	Count	Count	Count	Count	Count	Count
Favourite TV station	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Missing	0	0	0	0	0	0	0
-	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TVM	247	51	68	36	38	30	24
	14.4%	12.5%	13.6%	13.0%	15.7%	17.6%	21.2%
Super 1	223	64	47	55	26	17	14
	13.0%	15.6%	9.4%	19.9%	10.7%	10.0%	12.4%
Net	73	16	25	6	11	11	4
	4.3%	3.9%	5.0%	2.2%	4.5%	6.5%	3.5%
Smash	10	2	3	1	1	1	2
	.6%	.5%	.6%	.4%	.4%	.6%	1.8%
Rai 1	58	9	26	8	8	4	3
	3.4%	2.2%	5.2%	2.9%	3.3%	2.4%	2.7%
Rai 2	11	5	2	2	2	0	0
	.6%	1.2%	.4%	.7%	.8%	.0%	.0%
Rai 3	5	2	0	0	2	1	0
	.3%	.5%	.0%	.0%	.8%	.6%	.0%
Rete 4	27	9	10	5	1	1	1
	1.6%	2.2%	2.0%	1.8%	.4%	.6%	.9%
Canale 5	159	39	42	27	18	18	15
	9.3%	9.5%	8.4%	9.7%	7.4%	10.6%	13.3%
Italia 1	172	49	47	28	26	10	12
	10.0%	12.0%	9.4%	10.1%	10.7%	5.9%	10.6%
Other Italian Station	2	2	0	0	0	0	0
	.1%	.5%	.0%	.0%	.0%	.0%	.0%
Discovery Channel	35	5	13	2	4	8	3
	2.0%	1.2%	2.6%	.7%	1.7%	4.7%	2.7%
MTV	39	6	16	4	5	5	3
	2.3%	1.5%	3.2%	1.4%	2.1%	2.9%	2.7%
BBC Prime	45	5	15	2	13	9	1
	2.6%	1.2%	3.0%	.7%	5.4%	5.3%	.9%
BBC World	3	0	0	1	1	0	1
Other Station	.2% 117	.0%	.0%	.4%	.4%	.0%	.9%
		20	40	19 6 0%	20	13	5 4.4%
No favourite station	6.8% 485	4.9% 125	8.0% 147	6.9% 81	8.3% 66	7.6% 41	4.4%
NO IAVOUNCE SCALION	405 28.3%	30.6%	29.3%	29.2%	27.3%	24.1%	25 22.1%
Refusal	28.3% 1	30.6%	29.3%	29.2%	27.3%		
neiusai	.1%	.0%	.0%	.0%	.0%	1 .6%	0 .0%
Total	.1%	.0%	.0% 501	.0% 277	.0% 242	.6%	.0%
IUlai	I/IZ	409	501	211	242	170	113
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Table 9.4: Favourite TV Station - By District [Base=All TV Viewers]



	<u> </u>			Gender					
			otal		ale	Female			
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %		
Weather	Yes	1256	84.2%	551	84.5%	705	84.0%		
	No	232	15.6%	99	15.2%	133	15.9%		
	Don't Know	3	.2%	2	.3%	1	.1%		
Music	Yes	634	42.5%	265	40.6%	369	44.0%		
Music	No	853	57.2%	384	58.9%	469	55.9%		
	Don't Know	4	.3%	3	.5%	1	.1%		
Films	Yes	698	46.8%	284	43.6%	414	49.3%		
	No Don't Know	790	53.0%	366	56.1%	424	50.5%		
	DOLLKIOW	3	.2%	2	.3%	1	.1%		
Serials and Soap Operas	Yes	868	58.2%	322	49.4%	546	65.1%		
	No	619	41.5%	328	50.3%	291	34.7%		
	Don't Know	4	.3%	2	.3%	2	.2%		
Documentary	Yes	860	57.7%	389	59.7%	471	56.1%		
	No Don't Know	628 3	42.1%	261 2	40.0% .3%	367 1	43.7% .1%		
	DOILT KIIOW	3	.2%	2	.3%	1	. 1 70		
Discussions	Yes	1063	71.3%	451	69.2%	612	72.9%		
	No	425	28.5%	199	30.5%	226	26.9%		
	Don't Know	3	.2%	2	.3%	1	.1%		
- ·									
Sports	Yes	628	42.1%	412	63.2%	216	25.7%		
	No Don't Know	860 3	57.7% .2%	238 2	36.5% .3%	622 1	74.1% .1%		
	DOITERINOW	5	.2 /0	2	.570	1	. 1 /0		
Quizzes	Yes	804	53.9%	271	41.6%	533	63.5%		
	No	683	45.8%	379	58.1%	304	36.2%		
	Don't Know	4	.3%	2	.3%	2	.2%		
	Mar	4405	75 50/	405	05.00/	700	00.40/		
Plays / drama	Yes No	1125 363	75.5% 24.3%	425	65.2% 34.5%	700 138	83.4% 16.4%		
	Don't Know	303	.2%	225 2	.3%	130	.1%		
	Dontraiow	0	.270	2	.070	•	.170		
Arts / Culture	Yes	734	49.2%	316	48.5%	418	49.8%		
	No	754	50.6%	334	51.2%	420	50.1%		
	Don't Know	3	.2%	2	.3%	1	.1%		
House Drearommee	Vaa	951	ET 10/	244	37.4%	607	70.00/		
House Programmes	Yes No	851 636	57.1% 42.7%	244 406	37.4% 62.3%	607 230	72.3% 27.4%		
	Don't Know	4	.3%	400	.3%	230	.2%		
	20111100	l .	.0,0		.0,0	-	/0		
Investment / Businesses	Yes	375	25.2%	161	24.7%	214	25.5%		
	No	1113	74.6%	489	75.0%	624	74.4%		
	Don't Know	3	.2%	2	.3%	1	.1%		
Children Programmes	Yes	674	38 50/	191	29.3%	383	45.6%		
Children Frograffilles	res No	574 914	38.5% 61.3%	459	29.3% 70.4%	383 455	45.6% 54.2%		
	Don't Know	314	.2%		.3%	400	.1%		
News and Current Affairs	Yes	1325	88.9%	584	89.6%	741	88.3%		
	No	163	10.9%	66	10.1%	97	11.6%		
Note: Counts less than 30	Don't Know	3	.2%	2	.3%	1	.1%		

Table 10.1: Preference for TV Programme Sectors - By Gender [Base = All Radio Listeners]



	/ I V I IOyiali			By Age Group [Base = All Radio Lis Age group					stenersj		
		Тс	otal	12	-29		-49	5	0+		
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Weather	Yes	1256	84.2%	261	71.3%	428	84.6%	567	91.6%		
	No	232	15.6%	105	28.7%	77	15.2%	50	8.1%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
Music	Yes	634	42.5%	180	49.2%	201	39.7%	253	40.9%		
Wusie	No	853	57.2%	186	50.8%	303	59.9%	364	58.8%		
	Don't Know	4	.3%	0	.0%	2	.4%	2	.3%		
Films	Yes	698	46.8%	190	51.9%	237	46.8%	271	43.8%		
	No Don't Know	790 3	53.0%	176	48.1%	268	53.0%	346	55.9%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
Serials and Soap Operas	Yes	868	58.2%	218	59.6%	279	55.1%	371	59.9%		
	No	619	41.5%	148	40.4%	226	44.7%	245	39.6%		
	Don't Know	4	.3%	0	.0%	1	.2%	3	.5%		
Documentary	Yes	860	57.7%	156	42.6%	294	58.1%	410	66.2%		
	No Don't Know	628 3	42.1% .2%	210 0	57.4% .0%	211 1	41.7% .2%	207 2	33.4% .3%		
	DOITERIOW	5	.2 /0	0	.0 /0	1	.2 /0	2	.570		
Discussions	Yes	1063	71.3%	194	53.0%	386	76.3%	483	78.0%		
	No	425	28.5%	172	47.0%	119	23.5%	134	21.6%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
01	Maria		40.40/	470	40.00/	004	00 70/	0.40	10.00/		
Sports	Yes No	628 860	42.1% 57.7%	178 188	48.6% 51.4%	201 304	39.7% 60.1%	249 368	40.2% 59.5%		
	Don't Know	3	.2%	0	.0%	304	.2%	2	.3%		
	Don t Know	5	.270	0	.070		.270	2	.070		
Quizzes	Yes	804	53.9%	188	51.4%	265	52.4%	351	56.7%		
	No	683	45.8%	178	48.6%	240	47.4%	265	42.8%		
	Don't Know	4	.3%	0	.0%	1	.2%	3	.5%		
Diava / drama	Vaa	1105		007	72.00/	074	70.00/	407	70 70/		
Plays / drama	Yes No	1125 363	75.5% 24.3%	267 99	73.0% 27.0%	371 134	73.3% 26.5%	487 130	78.7% 21.0%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
		Ŭ	/*				/*	_			
Arts / Culture	Yes	734	49.2%	127	34.7%	244	48.2%	363	58.6%		
	No	754	50.6%	239	65.3%	261	51.6%	254	41.0%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
House Programmes	Yes	851	57.1%	143	39.1%	309	61.1%	399	64.5%		
riouse Frogrammes	No	636	42.7%	223	60.9%	196	38.7%	217	35.1%		
	Don't Know	4	.3%	0	.0%	1	.2%	3	.5%		
Investment / Businesses	Yes	375	25.2%	61	16.7%	120	23.7%	194	31.3%		
	No	1113	74.6%	305	83.3%	385	76.1%	423	68.3%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
Children Programmes	Yes	574	38.5%	146	39.9%	225	44.5%	203	32.8%		
children rogrammos	No	914	61.3%	220	60.1%	280	55.3%	414	66.9%		
	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		
News and Current Affairs	Yes	1325	88.9%	289	79.0%	456	90.1%	580	93.7%		
	No Don't Know	163	10.9%	77	21.0%	49	9.7%	37	6.0%		
Noto: Counta loss than 20	Don't Know	3	.2%	0	.0%	1	.2%	2	.3%		

### Table 10.2: Preference for TV Programme Sectors - By Age Group [Base = All Radio Listeners]



		Highest Education Level													
												Ne			
									ost-			Atter			
					nary	Seco	ndary	Seco	ondary	Ter	tiary	sch		Ref	usal
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	1256	84.2%	456	85.1%	484	84.2%	151	79.9%	84	84.8%	78	88.6%	3	75.0%
	No	232	15.6%	80	14.9%	91	15.8%	37	19.6%	15	15.2%	8	9.1%	1	25.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Music	Yes	634	42.5%	261	48.7%	240	41.7%	72	38.1%	27	27.3%	34	38.6%	0	.0%
	No	853	57.2%	274	51.1%	335	58.3%	116	61.4%	72	72.7%	52	59.1%	4	100.0%
	Don't Know	4	.3%	1	.2%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Films	Yes	698	46.8%	285	53.2%	275	47.8%	76	40.2%	30	30.3%	32	36.4%	0	.0%
	No	790	53.0%	251	46.8%	300	52.2%	112	59.3%	69	69.7%	54	61.4%	4	100.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Serials and Soap Operas	Yes	868	58.2%	366	68.3%	323	56.2%	93	49.2%	29	29.3%	55	62.5%	2	50.0%
	No	619	41.5%	169	31.5%	252	43.8%	95	50.3%	70	70.7%	31	35.2%	2	50.0%
	Don't Know	4	.3%	1	.2%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Documentary	Yes	860	57.7%	320	59.7%	317	55.1%	116	61.4%	57	57.6%	49	55.7%	1	25.0%
5	No	628	42.1%	216	40.3%	258	44.9%	72	38.1%	42	42.4%	37	42.0%	3	75.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Discussions	Yes	1063	71.3%	378	70.5%	405	70.4%	141	74.6%	74	74.7%	62	70.5%	3	75.0%
	No	425	28.5%	158	29.5%	170	29.6%	47	24.9%	25	25.3%	24	27.3%	1	25.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0 0	.0%
Sports	Yes	628	42.1%	219	40.9%	244	42.4%	85	45.0%	46	46.5%	33	37.5%	1	25.0%
opono	No	860	57.7%	317	59.1%	331	57.6%	103	54.5%	53	53.5%	53	60.2%	3	75.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Quizzes	Yes	804	53.9%	336	62.7%	302	52.5%	89	47.1%	37	37.4%	40	45.5%	Ő	.0%
QUILLOO	No	683	45.8%	199	37.1%	273	47.5%	99	52.4%	62	62.6%	46	52.3%	4	100.0%
	Don't Know	4	.3%	100	.2%	2/0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
Plays / drama	Yes	1125	75.5%	464	86.6%	432	75.1%	119	63.0%	44	44.4%	63	71.6%	3	75.0%
r lays / drama	No	363	24.3%	72	13.4%	143	24.9%	69	36.5%	55	55.6%	23	26.1%	1	25.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	23	20.1%	0	.0%
Arts / Culture	Yes	734	49.2%	283	52.8%	265	46.1%	93	49.2%	47	47.5%	45	51.1%	1	25.0%
Alts / Oulture	No	754	50.6%	253	47.2%	310	53.9%	95	50.3%	52	52.5%	41	46.6%	3	75.0%
	Don't Know	3	.2%	200	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
House Programmes	Yes	851	57.1%	332	61.9%	334	58.1%	104	55.0%	33	33.3%	48	54.5%	0	.0%
Tiouse i Togrammes	No	636	42.7%	203	37.9%	241	41.9%	84	44.4%	66	66.7%	38	43.2%	4	100.0%
	Don't Know	4	.3%	203	.2%	241	.0%	1	.5%	00	.0%	2	2.3%	4	.0%
Investment / Businesses	Yes	375	.5 %	143	.2 % 26.7%	143	24.9%	41	21.7%	22	.0 %	26	2.5%	0	.0%
	No	1113	25.2% 74.6%	393	20.7% 73.3%	432	24.9% 75.1%	147	21.7% 77.8%	22 77	22.2% 77.8%	20 60	29.5% 68.2%	4	.0% 100.0%
	Don't Know	3	.2%	393 0	73.3% .0%	432	.0%	147	.5%	0	//.8% .0%	2	2.3%	4	100.0% .0%
Children Programmes	Yes	3 574	.2% 38.5%	0 240	.0% 44.8%	0 221	.0% 38.4%	57	.5% 30.2%	0 27	.0% 27.3%	28	2.3%	0	.0% 25.0%
Children Frogrammes		574 914	38.5% 61.3%	240 296				-		27 72		28 58		3	25.0% 75.0%
	No	• • •			55.2%	354	61.6%	131	69.3%		72.7%		65.9%	-	
Nowe and Current Affeire	Don't Know	1225	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%
News and Current Affairs	Yes	1325	88.9%	478	89.2%	502	87.3%	169	89.4%	92	92.9%	81	92.0%	3	75.0%
	No	163	10.9%	58	10.8%	73	12.7%	19	10.1%	7	7.1%	5	5.7%	1	25.0%
	Don't Know	3	.2%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.3%	0	.0%

#### Table 10.3: Preference for TV Programme Sectors - By Educational Level [Base = All Radio Listeners]



		Total Economic Status																	
				_	use son	Stu	dent	Emn	loved	_	elf- loved	-	n- loved	Pens	sioner	due to s	to work ickness/ bility	Ina	ther ictive rson
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	1256	84.2%	511	88.7%	103	65.6%	385	83.0%	55	83.3%	39	84.8%	147	90.2%	14	87.5%	2	66.7%
	No	232	15.6%	64	11.1%	54	34.4%	79	17.0%	11	16.7%	7	15.2%	14	8.6%	2	12.5%	1	33.3%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Music	Yes	634	42.5%	244	42.4%	78	49.7%	185	39.9%	24	36.4%	25	54.3%	66	40.5%	10	62.5%	2	66.7%
	No	853	57.2%	331	57.5%	79	50.3%	278	59.9%	42	63.6%	21	45.7%	95	58.3%	6	37.5%	1	33.3%
	Don't Know	4	.3%	1	.2%	0	.0%	1	.2%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Films	Yes	698	46.8%	281	48.8%	88	56.1%	206	44.4%	28	42.4%	24	52.2%	61	37.4%	9	56.3%	1	33.3%
	No	790	53.0%	294	51.0%	69	43.9%	258	55.6%	38	57.6%	22	47.8%	100	61.3%	7	43.8%	2	66.7%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Serials and Soap Operas	Yes	868	58.2%	394	68.4%	107	68.2%	216	46.6%	34	51.5%	23	50.0%	83	50.9%	9	56.3%	2	66.7%
	No	619	41.5%	180	31.3%	50	31.8%	248	53.4%	32	48.5%	23	50.0%	78	47.9%	7	43.8%	1	33.3%
	Don't Know	4	.3%	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Documentary	Yes	860	57.7%	368	63.9%	58	36.9%	251	54.1%	36	54.5%	25	54.3%	107	65.6%	14	87.5%	1	33.3%
	No	628	42.1%	207	35.9%	99	63.1%	213	45.9%	30	45.5%	21	45.7%	54	33.1%	2	12.5%	2	66.7%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Discussions	Yes	1063	71.3%	458	79.5%	68	43.3%	316	68.1%	52	78.8%	30	65.2%	124	76.1%	14	87.5%	1	33.3%
	No	425	28.5%	117	20.3%	89	56.7%	148	31.9%	14	21.2%	16	34.8%	37	22.7%	2	12.5%	2	66.7%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Sports	Yes	628	42.1%	144	25.0%	77	49.0%	228	49.1%	40	60.6%	27	58.7%	104	63.8%	7	43.8%	1	33.3%
	No	860	57.7%	431	74.8%	80	51.0%	236	50.9%	26	39.4%	19	41.3%	57	35.0%	9	56.3%	2	66.7%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Quizzes	Yes	804	53.9%	386	67.0%	88	56.1%	201	43.3%	28	42.4%	20	43.5%	71	43.6%	9	56.3%	1	33.3%
	No	683	45.8%	188	32.6%	69	43.9%	263	56.7%	38	57.6%	26	56.5%	90	55.2%	7	43.8%	2	66.7%
	Don't Know	4	.3%	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Plays / drama	Yes	1125	75.5%	506	87.8%	119	75.8%	306	65.9%	45	68.2%	30	65.2%	103	63.2%	14	87.5%	2	66.7%
	No	363	24.3%	69	12.0%	38	24.2%	158	34.1%	21	31.8%	16	34.8%	58	35.6%	2	12.5%	1	33.3%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Arts / Culture	Yes	734	49.2%	322	55.9%	53	33.8%	198	42.7%	31	47.0%	24	52.2%	99	60.7%	7	43.8%	0	.0%
	No	754	50.6%	253	43.9%	104	66.2%	266	57.3%	35	53.0%	22	47.8%	62	38.0%	9	56.3%	3	100.0%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
House Programmes	Yes	851	57.1%	471	81.8%	32	20.4%	220	47.4%	25	37.9%	17	37.0%	73	44.8%	11	68.8%	2	66.7%
	No	636	42.7%	103	17.9%	125	79.6%	244	52.6%	41	62.1%	29	63.0%	88	54.0%	5	31.3%	1	33.3%
	Don't Know	4	.3%	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Investment/ Businesses	Yes	375	25.2%	176	30.6%	17	10.8%	90	19.4%	24	36.4%	9	19.6%	52	31.9%	7	43.8%	0	.0%
	No	1113	74.6%	399	69.3%	140	89.2%	374	80.6%	42	63.6%	37	80.4%	109	66.9%	9	56.3%	3	100.0%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Children Programmes	Yes	574	38.5%	287	49.8%	70	44.6%	148	31.9%	15	22.7%	15	32.6%	32	19.6%	6	37.5%	1	33.3%
	No	914	61.3%	288	50.0%	87	55.4%	316	68.1%	51	77.3%	31	67.4%	129	79.1%	10	62.5%	2	66.7%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
News and Current Affairs	Yes	1325	88.9%	523	90.8%	120	76.4%	414	89.2%	60	90.9%	42	91.3%	151	92.6%	13	81.3%	2	66.7%
	No	163	10.9%	52	9.0%	37	23.6%	50	10.8%	6	9.1%	4	8.7%	10	6.1%	3	18.8%	1	33.3%
	Don't Know	3	.2%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%

#### Table 10.4: Preference for TV Programme Sectors - By Economic Status [Base = All Radio Listeners]

		_				1		[	Distri						
		Total		Southern harbour		Northerr	harbour	South	Eastern	Western		Northern		Gozo & Comino	
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	1256	84.2%	300	82.2%	366	84.3%	207	83.5%	183	87.6%	122	86.5%	78	83.0%
	No	232	15.6%	64	17.5%	67	15.4%	41	16.5%	26	12.4%	19	13.5%	15	16.09
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Music	Yes	634	42.5%	163	44.7%	196	45.2%	104	41.9%	86	41.1%	43	30.5%	42	44.79
	No	853	57.2%	200	54.8%	237	54.6%	144	58.1%	123	58.9%	98	69.5%	51	54.39
	Don't Know	4	.3%	2	.5%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Films	Yes	698	46.8%	185	50.7%	207	47.7%	105	42.3%	100	47.8%	62	44.0%	39	41.59
	No	790	53.0%	179	49.0%	226	52.1%	143	57.7%	109	52.2%	79	56.0%	54	57.49
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Serials and Soap Operas	Yes	868	58.2%	215	58.9%	258	59.4%	153	61.7%	120	57.4%	68	48.2%	54	57.49
	No	619	41.5%	148	40.5%	175	40.3%	95	38.3%	89	42.6%	73	51.8%	39	41.5%
	Don't Know	4	.3%	2	.5%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Documentary	Yes	860	57.7%	211	57.8%	257	59.2%	136	54.8%	123	58.9%	77	54.6%	56	59.69
· · · · · · · · · · · · · · · · · · ·	No	628	42.1%	153	41.9%	176	40.6%	112	45.2%	86	41.1%	64	45.4%	37	39.49
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Discussions	Yes	1063	71.3%	266	72.9%	303	69.8%	176	71.0%	152	72.7%	101	71.6%	65	69.19
	No	425	28.5%	98	26.8%	130	30.0%	72	29.0%	57	27.3%	40	28.4%	28	29.89
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Sports	Yes	628	42.1%	154	42.2%	194	44.7%	99	39.9%	87	41.6%	59	41.8%	35	37.29
opono	No	860	57.7%	210	57.5%	239	55.1%	149	60.1%	122	58.4%	82	58.2%	58	61.79
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Quizzes	Yes	804	53.9%	205	56.2%	224	51.6%	139	56.0%	119	56.9%	70	49.6%	47	50.09
Qu00	No	683	45.8%	158	43.3%	209	48.2%	109	44.0%	90	43.1%	71	50.4%	46	48.99
	Don't Know	4	.3%	2	.5%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Plays / drama	Yes	1125	75.5%	281	77.0%	329	75.8%	195	78.6%	154	73.7%	97	68.8%	69	73.49
r layer, arama	No	363	24.3%	83	22.7%	104	24.0%	53	21.4%	55	26.3%	44	31.2%	24	25.5%
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Arts / Culture	Yes	734	49.2%	186	51.0%	211	48.6%	115	46.4%	105	50.2%	66	46.8%	51	54.3%
	No	754	50.6%	178	48.8%	222	51.2%	133	53.6%	104	49.8%	75	53.2%	42	44.79
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
House Programmes	Yes	851	57.1%	203	55.6%	255	58.8%	140	56.5%	118	56.5%	79	56.0%	56	59.69
riedee riegiainnee	No	636	42.7%	160	43.8%	178	41.0%	108	43.5%	91	43.5%	62	44.0%	37	39.49
	Don't Know	4	.3%	2	.5%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.19
Investment / Businesses	Yes	375	25.2%	83	22.7%	110	25.3%	63	25.4%	63	30.1%	38	27.0%	18	19.19
	No	1113	74.6%	281	77.0%	323	74.4%	185	74.6%	146	69.9%	103	73.0%	75	79.89
	Don't Know	3	.2%	1	.3%	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1
Children Programmes	Yes	574	38.5%	136	37.3%	167	38.5%	94	37.9%	94	45.0%	55	39.0%	28	29.89
children i rogrammes	No	914	61.3%	228	62.5%	266	61.3%	154	62.1%	115	45.0%	86	61.0%	65	69.1 <sup>°</sup>
	Don't Know	3	.2%	220	.3%	200	.2%	0	.0%	0	.0%	0	.0%	1	1.19
News and Current Affairs	Yes	1325	.2 %	320	.3 %	385	.2 %	223	.0%	189	90.4%	126	.0 %	82	87.29
News and Current Allalis	No	163	10.9%	44	12.1%	48	11.1%	223	10.1%	20	90.4%	120	10.6%	02 11	11.79
	NO Don't Know	3	.2%	44		48		25	.0%		9.6%	15	.0%		1.1
	DOLLEVIOR	3	.∠%	1	.3%		.2%	0	.0%	0	.0%	0	.0%	1	1 1.1

#### Table 10.5: Preference for TV Programme Sectors - By District [Base = All Radio Listeners]



Did you watch			Ger	nder		Age group			
TV yes	terday	Total	Male	Female	12-29	30-49	50+		
Yes	Count	1335	585	750	333	447	555		
	Column %	74.9%	72.9%	76.5%	68.8%	74.7%	79.2%		
No	Count	448	217	231	151	151	146		
	Column %	25.1%	27.1%	23.5%	31.2%	25.3%	20.8%		
Tota	I Count	1783	802	981	484	598	701		
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

#### Table 11.2: TV Viewing - By Educational Level [Base=All]

			Highest Education Level								
Did you v					Post-		Never ttended				
TV yeste	rday	Total	Primary	Secondary	Secondary	Tertiary	school	Refusal			
Yes	Count	1335	457	501	184	104	86	3			
	Column %	74.9%	77.9%	72.7%	73.3%	72.7%	80.4%	50.0%			
No	Count	448	130	188	67	39	21	3			
	Column %	25.1%	22.1%	27.3%	26.7%	27.3%	19.6%	50.0%			
Total	Count	1783	587	689	251	143	107	6			
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

[Note: Counts less than 30 are not data representatives]

#### Table 11.3: TV Viewing - By Economical Status [Base=All]

Other
Other
Other
Other
nactive
berson
3
00.0%
0
.0%
3
00.0%
)

[Note: Counts less than 30 are not data representatives]

#### Table 11.4: TV Viewing - By District [Base=All]

					Dist	rict		
Did you v			Southern	Northern	South			Gozo &
TV yeste	erday	Total	harbour	harbour	Eastern	Western	Northern	Comino
Yes	Count	1335	317	400	214	186	129	89
	Column %	74.9%	75.1%	78.1%	71.8%	74.1%	72.5%	73.0%
No	Count	448	105	112	84	65	49	33
	Column %	25.1%	24.9%	21.9%	28.2%	25.9%	27.5%	27.0%
Total	Count	1783	422	512	298	251	178	122
	Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%





				2004			_			20	05		_
Did you watch	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
TV yesterday	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν	Ν
> 12:00	17	20	13	8	9	11	16	13	5	12	15	8	6
12:00 - 19:00	38	33	30	36	35	32	37	44	21	42	36	23	30
19:00 - 20:30	70	54	44	52	48	45	53	58	46	64	55	43	54
20:30 - 22:00	82	61	53	66	83	87	72	83	61	72	68	65	66
22:00 - 24:00	31	18	19	37	34	27	34	25	24	23	22	31	30
	238	186	159	199	209	202	212	223	157	213	196	170	186
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%
> 12:00	7.14	10.75	8.18	4.02	4.31	5.45	7.55	5.83	3.18	5.63	7.65	4.71	3.23
12:00 - 19:00	15.97	17.74	18.87	18.09	16.75	15.84	17.45	19.73	13.38	19.72	18.37	13.53	16.13
19:00 - 20:30	29.41	29.03	27.67	26.13	22.97	22.28	25.00	26.01	29.30	30.05	28.06	25.29	29.03
20:30 - 22:00	34.45	32.80	33.33	33.17	39.71	43.07	33.96	37.22	38.85	33.80	34.69	38.24	35.48
22:00 - 24:00	13.03	9.68	11.95	18.59	16.27	13.37	16.04	11.21	15.29	10.80	11.22	18.24	16.13
	100	100	100	100	100	100	100	100	100	100	100	100	100
Noto: Counta los													

Table 12.3: TV Viewing By Time Bracket - By Month [Base = All TV Viewers]



Table 13.3: TV Viewing by Station by Month [counts of "at least 10 minutes"]

		y Static			2004			minute			20	05		
Did you watch	Total	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
TV yesterday	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
TVM	670	61	53	40	43	44	59	54	57	60	61	45	46	47
Super 1	360	29	22	40 28	43 28	44 32	59 25	54 34	57 28	60 22	33	45 29	46 21	47 29
Net	228	29 28	10	20 10	20 19	32 20	25 14	20	20 16	22	33 19	29 15	15	29 22
Smash	37	20 4	5	0	0	20	2	20	2	20	4	15	6	7
Channel 22		4	5	0	0	2		2	2	2		1	-	
	2	-	- 10	-	-	- 10	-	- 7	- 7	- 5	- 7	17	0	1
Rai 1	142	28	18	3 9	15	10	11		-	-			6	8
Rai 2	56	8	3	-	5	4	5	4	6	0	0	3	5	4
Rai 3	29	6	2	1	2	0	2	4	3	1	0	3	2	3
Rete 4	90	9	6	5	8	10	8	5	7	6	5	9	7	5
Canale 5	239	18	18	17	23	18	16	26	15	13	12	23	23	17
Italia 1	182	15	22	19	15	18	12	10	13	7	16	14	9	12
Other Italian Station	22	3	0	3	1	3	1	1	3	0	0	2	2	3
Discovery Channel	22	2	1	1	1	2	1	4	3	0	1	3	1	2
MTV	31	3	4	1	2	6	1	1	2	0	5	4	2	0
BBC Prime	45	6	3	2	6	3	6	2	2	4	3	4	2	2
BBC World	6	1	0	0	0	1	0	0	0	0	0	2	0	2
Other Station	173	16	12	10	14	17	11	11	19	8	12	12	15	16
	2334	237	179	149	182	190	174	185	183	148	178	187	162	180
	Total	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TVM	% 28.71	% 25.74	% 29.61	% 26.85	% 23.63	% 23.16	% 33.91	% 29.19	% 31.15	% 40.54	% 34.27	% 24.06	% 28.40	% 26.11
Super 1	% 28.71 15.42	% 25.74 12.24	% 29.61 12.29	% 26.85 18.79	% 23.63 15.38	% 23.16 16.84	% 33.91 14.37	% 29.19 18.38	% 31.15 15.30	% 40.54 14.86	% 34.27 18.54	% 24.06 15.51	% 28.40 12.96	% 26.11 16.11
Super 1 Net	% 28.71 15.42 9.77	% 25.74 12.24 11.81	% 29.61 12.29 5.59	% 26.85 18.79 6.71	% 23.63 15.38 10.44	% 23.16 16.84 10.53	% 33.91 14.37 8.05	% 29.19 18.38 10.81	% 31.15 15.30 8.74	% 40.54 14.86 13.51	% 34.27 18.54 10.67	% 24.06 15.51 8.02	% 28.40 12.96 9.26	% 26.11 16.11 12.22
Super 1 Net Smash	% 28.71 15.42 9.77 1.59	% 25.74 12.24	% 29.61 12.29	% 26.85 18.79	% 23.63 15.38	% 23.16 16.84 10.53 1.05	% 33.91 14.37	% 29.19 18.38 10.81 1.08	% 31.15 15.30	% 40.54 14.86	% 34.27 18.54	% 24.06 15.51 8.02 0.53	% 28.40 12.96 9.26 3.70	% 26.11 16.11 12.22 3.89
Super 1 Net Smash Channel 22	% 28.71 15.42 9.77 1.59 0.09	% 25.74 12.24 11.81 1.69 -	% 29.61 12.29 5.59 2.79 -	% 26.85 18.79 6.71 0.00 -	% 23.63 15.38 10.44 0.00	% 23.16 16.84 10.53 1.05 -	% 33.91 14.37 8.05 1.15 -	% 29.19 18.38 10.81 1.08 -	% 31.15 15.30 8.74 1.09	% 40.54 14.86 13.51 1.35 -	% 34.27 18.54 10.67 2.25 -	% 24.06 15.51 8.02 0.53 0.53	% 28.40 12.96 9.26 3.70 0.00	% 26.11 16.11 12.22 3.89 0.56
Super 1 Net Smash Channel 22 Rai 1	% 28.71 15.42 9.77 1.59 0.09 6.08	% 25.74 12.24 11.81 1.69 - 11.81	% 29.61 12.29 5.59 2.79 - 10.06	% 26.85 18.79 6.71 0.00 - 2.01	% 23.63 15.38 10.44 0.00 - 8.24	% 23.16 16.84 10.53 1.05 - 5.26	% 33.91 14.37 8.05 1.15 - 6.32	% 29.19 18.38 10.81 1.08 - 3.78	% 31.15 15.30 8.74 1.09 - 3.83	% 40.54 14.86 13.51 1.35 - 3.38	% 34.27 18.54 10.67 2.25 - 3.93	% 24.06 15.51 8.02 0.53 0.53 9.09	% 28.40 12.96 9.26 3.70 0.00 3.70	% 26.11 16.11 12.22 3.89 0.56 4.44
Super 1 Net Smash Channel 22 Rai 1 Rai 2	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40	% 25.74 12.24 11.81 1.69 - 11.81 3.38	% 29.61 12.29 5.59 2.79 - 10.06 1.68	% 26.85 18.79 6.71 0.00 - 2.01 6.04	% 23.63 15.38 10.44 0.00 - 8.24 2.75	% 23.16 16.84 10.53 1.05 - 5.26 2.11	% 33.91 14.37 8.05 1.15 - 6.32 2.87	% 29.19 18.38 10.81 1.08 - 3.78 2.16	% 31.15 15.30 8.74 1.09 - 3.83 3.28	% 40.54 14.86 13.51 1.35 - 3.38 0.00	% 34.27 18.54 10.67 2.25 - 3.93 0.00	% 24.06 15.51 8.02 0.53 0.53 9.09 1.60	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10	% 23.16 16.84 10.53 1.05 - 5.26 2.11 0.00	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00	% 24.06 15.51 8.02 0.53 0.53 9.09 1.60 1.60	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40	% 23.16 16.84 10.53 1.05 - 5.26 2.11 0.00 5.26	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.70	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81	%           24.06           15.51           8.02           0.53           9.09           1.60           1.60           4.81	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24	% 25.74 12.24 11.81  11.81 3.38 2.53 3.80 7.59	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64	% 23.16 16.84 10.53 1.05 - 5.26 2.11 0.00 5.26 9.47	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.70 14.05	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74	%           24.06           15.51           8.02           0.53           9.09           1.60           1.60           4.81           12.30	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40	% 23.16 16.84 10.53 1.05 - 5.26 2.11 0.00 5.26 9.47 9.47	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.70	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99	%           24.06           15.51           8.02           0.53           9.09           1.60           4.81           12.30           7.49	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75 2.01	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 1.58	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.16 2.70 14.05 5.41 0.54	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00	% 24.06 15.51 8.02 0.53 0.53 9.09 1.60 1.60 4.81 12.30 7.49 1.07	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24	% 23.16 16.84 10.53 1.05 - 5.26 2.11 0.00 5.26 9.47 9.47	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.70 14.05 5.41	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99	%           24.06           15.51           8.02           0.53           9.09           1.60           4.81           12.30           7.49	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29 0.00	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75 2.01	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24 0.55	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 1.58	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90 0.57	% 29.19 18.38 10.81 1.08 - 3.78 2.16 2.16 2.16 2.70 14.05 5.41 0.54	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73 0.00	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00	% 24.06 15.51 8.02 0.53 0.53 9.09 1.60 1.60 4.81 12.30 7.49 1.07	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94 0.94	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27 0.84	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29 0.00 0.56	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75 2.01 0.67	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24 0.55 0.55	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 1.58 1.05	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90 0.57 0.57	% 29.19 18.38 10.81 1.08 2.16 2.16 2.70 14.05 5.41 0.54 2.16	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64 1.64	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73 0.00 0.00	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00 0.56	%           24.06           15.51           8.02           0.53           9.09           1.60           4.81           12.30           7.49           1.07           1.60	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23 0.62	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67 1.11
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94 0.94 1.33	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27 0.84 1.27	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29 0.00 0.56 2.23	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.366 11.41 12.75 2.01 0.67 0.67	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24 0.55 0.55 1.10	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 1.58 1.05 3.16	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90 0.57 0.57	% 29.19 18.38 10.81 1.08 2.16 2.16 2.16 2.70 14.05 5.41 0.54 2.16 0.54	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64 1.64 1.64	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73 0.00 0.00 0.00	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00 0.56 2.81	%           24.06           15.51           8.02           0.53           9.09           1.60           4.81           12.30           7.49           1.07           1.60           2.14	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23 0.62 1.23	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67 1.67 1.11 0.00
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV BBC Prime	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94 0.94 1.33 1.93	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27 0.84 1.27 2.53	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29 0.00 0.56 2.23 1.68	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75 2.01 0.67 0.67 1.34	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24 0.55 0.55 1.10 3.30	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 9.47 1.58 1.05 3.16 1.58	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90 0.57 0.57 0.57 3.45	% 29.19 18.38 10.81 1.08 2.16 2.16 2.16 2.70 14.05 5.41 0.54 2.16 0.54 1.08	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64 1.64 1.64 1.09 1.09	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73 0.00 0.00 0.00 0.00 2.70	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00 0.56 2.81 1.69	%           24.06           15.51           8.02           0.53           9.09           1.60           4.81           12.30           7.49           1.07           1.60           2.14	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23 0.62 1.23 1.23	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67 1.67 1.67 1.11 0.00 1.11
Super 1 Net Smash Channel 22 Rai 1 Rai 2 Rai 3 Rete 4 Canale 5 Italia 1 Other Italian Station Discovery Channel MTV BBC Prime BBC World	% 28.71 15.42 9.77 1.59 0.09 6.08 2.40 1.24 3.86 10.24 7.80 0.94 1.33 1.93 0.26	% 25.74 12.24 11.81 1.69 - 11.81 3.38 2.53 3.80 7.59 6.33 1.27 0.84 1.27 0.84 1.27 2.53 0.42	% 29.61 12.29 5.59 2.79 - 10.06 1.68 1.12 3.35 10.06 12.29 0.00 0.56 2.23 1.68 0.00	% 26.85 18.79 6.71 0.00 - 2.01 6.04 0.67 3.36 11.41 12.75 2.01 0.67 0.67 1.34 0.00	% 23.63 15.38 10.44 0.00 - 8.24 2.75 1.10 4.40 12.64 8.24 0.55 0.55 1.10 3.30 0.00	% 23.16 16.84 10.53 1.05 5.26 2.11 0.00 5.26 9.47 9.47 1.58 1.05 3.16 1.58 0.53	% 33.91 14.37 8.05 1.15 - 6.32 2.87 1.15 4.60 9.20 6.90 0.57 0.57 0.57 3.45 0.00	% 29.19 18.38 10.81 1.08 2.16 2.16 2.70 14.05 5.41 0.54 2.16 0.54 1.08 0.00	% 31.15 15.30 8.74 1.09 - 3.83 3.28 1.64 3.83 8.20 7.10 1.64 1.64 1.64 1.09 1.09 0.00	% 40.54 14.86 13.51 1.35 - 3.38 0.00 0.68 4.05 8.78 4.73 0.00 0.00 0.00 0.00 2.70 0.00	% 34.27 18.54 10.67 2.25 - 3.93 0.00 0.00 2.81 6.74 8.99 0.00 0.56 2.81 1.69 0.00	%           24.06           15.51           8.02           0.53           0.53           9.09           1.60           4.81           12.30           7.49           1.07           1.60           2.14           2.14	% 28.40 12.96 9.26 3.70 0.00 3.70 3.09 1.23 4.32 14.20 5.56 1.23 0.62 1.23 1.23 0.62	% 26.11 16.11 12.22 3.89 0.56 4.44 2.22 1.67 2.78 9.44 6.67 1.67 1.67 1.11 0.00 1.11 1.11

