

Habits, attitudes and satisfaction of Radio and TV audience

Final Report
September - October 2007

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Consiliul National al Audiovizualului

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Research Report

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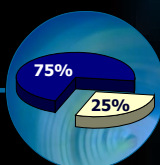
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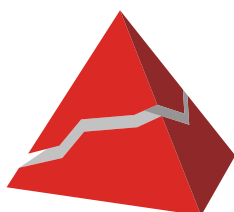
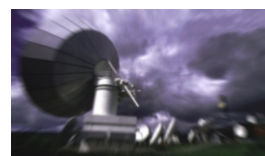
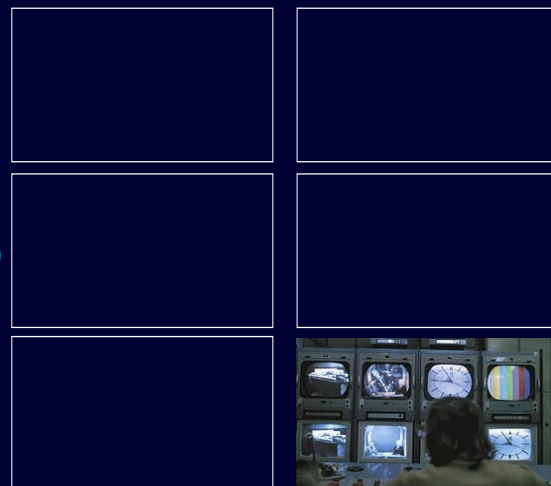
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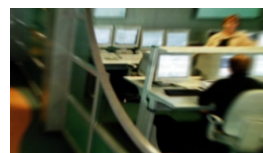
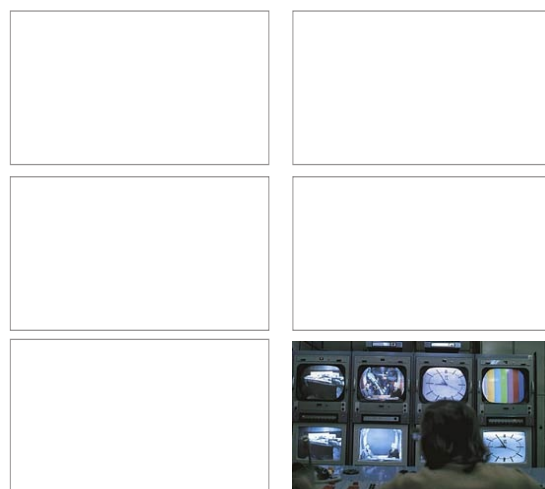
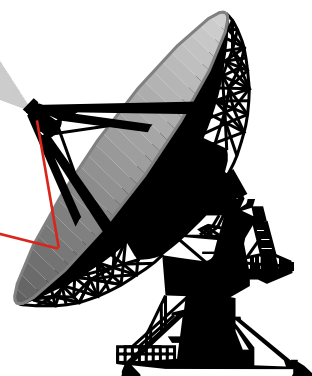
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METHODOLOGY

The research was based on an opinion survey with face-to-face interviews at the respondent's addresses.

Fieldwork period: 6th of September – 28th of September. 40 local coordinators managed the activities of more than 160 operators.

The survey uses a four-stage probabilistic sample, stratified in the first stage.

In the first stage, stratification is built by intersecting historical Romanian Regions (Transylvania, Crisana-Maramures, Banat, Muntenia, Oltenia, Dobrogea, Moldova, Bucharest and Ilfov) with types of urban communities (4 types of communities: large city – more than 100.000 voters, medium city – 50.000 to 100.000 voters, small city – 20.000 to 50.000 voters, very small cities – less than 20.000 voters) and types of rural communities (3 types of communities: More than 4000 voters, 2000 to 4000 voters, less than 2000 voters). Finally, population will be structured on 56 strata (8 regions * 7 types of communities). The size of community level sub-samples in every stratum is computed using Neyman optimal allocation, which leads to sub-sample sizes proportional with the ratio between:

- The age dispersion of population aged 15 and more in every community from each strata;
- The global dispersion at population level (Romania);

In the second stage, we randomly select voting districts from each community sampled in the first stage. Voting districts are the sampling points used by questionnaire operators while fieldworking.

In the third stage, households are sampled using random route procedures.

In the fourth stage, the field operator samples the subject from the inhabitants of the household age 15 or more, by using random route procedures.

The national distribution of sample is:

REGION	Residence		Total
	urban	rural	
Moldova	263	273	536
Muntenia	449	478	927
Transilvania	507	317	824
Bucuresti si Ilfov	199	21	220
Total	1418	1089	2507



The accuracy of the sample

Age*

	Sample	Population	Differences
15 - 22	12,0%	13,6%	-1,6
23 - 35	19,3%	21,2%	-1,9
36 - 49	23,1%	23,8%	-0,7
50 - 64	25,6%	21,3%	4,4
over 65	19,9%	20,1%	-0,3

Gender*

	Sample	Population	Differences
Male	47,3%	48,7%	-1,4
Female	52,7%	51,3%	1,4

Region

	Sample	Population	Differences
Moldova	21,4%	21,2%	0,2
Muntenia	37,0%	34,1%	2,8
Transilvania	32,9%	33,6%	-0,8
Bucuresti-Ilfov	8,8%	11,0%	-2,2

Residence

	Sample	Population	Differences
Rural	42,1%	43,4%	-1,3
Urban	57,9%	56,6%	1,3

*The data about age and gender structures in the population are from 2002 Population Census. Some of the differences noticed in the tables are due to changes in population's age structure from 2002 to 2007.

The final sample includes 2507 questionnaires, with an error of $\pm 1.96\%$, and the results are representative for the population aged 15 and over.

Checking procedures

Checking the sampling procedures (the way field operators selected the final sampling units, households and individuals)

- For 10% of the sample, the controlling operators have checked if field operators have followed the sampling instructions.
- The selection procedure is "random-route", and controlling operators checked if field operators have followed systematically the assigned route



Verifying if field operators have accurately applied the questionnaire

- a. The control operators verified if field operators have visited all the addresses written on questionnaires
- b. The control operators verified how much time the field operators have spend with the respondents
- c. Control operators have asked some questions in the questionnaire again.
 - i. Questions about socio-demographical characteristics of the respondents:
gender, age / age category, education, ocupation, nationality
 - ii. Factic questions (taking into consideration that some answers can change due to causes external to the interviewer)

After the field operators have been verified, we found out that their activities were methodologicaly correct.

SAMPLE STRUCTURE

		Nr. subjects	%
RESIDENCE	urban	1418	56.6%
	rural	1089	43.4%
GENDER	male	1187	47.3%
	female	1320	52.7%
AGE GROUPS	15 - 22 years	302	12.0%
	23 - 35 years	484	19.3%
	36 - 49 years	580	23.1%
	50 - 64 years	642	25.6%
	peste 65 years	498	19.9%
EDUCATION	Less than 10 grades, vocational school	1296	51.7%
	Highschool, college	906	36.1%
	Higher education	297	11.8%
REGIUNE	Moldova	536	21.4%
	Muntenia	927	37.0%
	Transilvania	824	32.9%
	București	220	8.8%
NATIONALITY	Romanian	2290	91.6%
	Hungarian	145	5.8%
	Roma	46	1.8%
	German	1	.0%
	Other	17	.7%



Objectives of the study

1. Profile of TV audience

- 1.1. Level of consumption in every day of the week
- 1.2. Number of hours spent watching TV (during weekend and during working days)
- 1.3. Level of TV consumption: weekly frequency, number of hours in a week spent watching national TV channels, average number of hours in a week spent watching local TV channels
- 1.4. Level of consumption on time spells (during weekend and during working days)
- 1.5. Socio demographical profiles of TV audience
- 1.6. TV audience on time spells

2. Public versus comercial TV, the audience of local TV channels

- 2.1. Favourite TV channels
- 2.2. Socio demographical profile of public TV audience (TVR1+TVR2+TVR Cultural)
- 2.3. Socio demographical profile of commercial TV audience (PRO TV+Acasa, Prima TV, Antena1+2+3, National TV+N24, Kanal D, Realitatea TV etc)
- 2.4. Public TV consumption versus commercial TV consumption
- 2.5. Favourite local TV channels
- 2.6. Cumulative audience of local TV channels
- 2.7. Motivations of TV consumption

3. Habbits and effects of TV consumption

- 3.1. Locations of TV consumption: domestic vs public places
 - Locations of TV consumption (during week-end and during working days)
 - TV consumption at the work place
 - TV consumption in public places
 - TV consumption outside the residence place (holidays, official/work trips)
- 3.2. Habbits of TV consumption:
 - Watching TV alone/together with family, friends, colleagues
 - Commenting TV programs (with whom)
 - Watching TV while doing other household activities
 - The domestic model of choosing a TV channel/program
- 3.3. Sources of information used to schedule TV consumption
- 3.4. Interest toward different types of TV programs
 - Socio-demographical profile of people watching different types of TV programs
 - Socio-demographical profile of people watching different types of TV programs at local channels
- 3.5. Social effects of TV consumption
 - Socio-demographical profile of people accepting different types of violent behavior
 - Types of TV programs considered highly violent
 - Effects of TV consumption on children
- 3.6. TV receivers, the quality of reception and number of available TV channels

1. Profile of radio audience

- 1.1. Level of consumption in every day of the week
- 1.2. Number of hours spent listening to the radio (during weekend and during working days)
- 1.3. Level of radio consumption: weekly frequency, number of hours in a week spent listening to national radio channels, average number of hours in a week spent listening to local radio channels





1.4. Socio demographical profile of the radio listener (residence, gender, age groups, education, historical regions)

1.5. Audience of radio channels:

- National favorite channels
- Audience of national radio channels
- Socio demographical profile of listeners (the five most popular channels)

1.6. Favorite local channels

3. Habbits and effects of radioconsumption

3.1. Locations of radio consumption: domestic vs public places

- Locations of radio consumption (during week-end and during working days)
- Radio consumption at the work place
- Radio consumption in public places

3.2. Habbits of radio consumption:

- Watching radio alone/together with family, friends, colleagues
- Commenting radio programs (with whom)
- Watching radio while doing other household activities
- The domestic model of choosing a radio channel/program

3.3. Sources of information used to schedule radio consumption

3.4. Interest toward different types of radio programs

- Socio-demographical profile of people listening to different types of radio programs
- Socio-demographical profile of people listening to different types of radio programs at

local channels

3.5. Social effects of radio consumption

3.6. Number of radio receivers

V. Cultural consumption and spare time

- Activities people prefer doing in their spare time: (during week-end and during working days)
- Utilisation of different media channels in people's spare time

VI. Evaluations of politics promoted by CNA (consumer's protection, regulations)

4.1. Knowledge of CNA activities and recommendations

4.2. Evaluation of preferences towards utilisation of Romanian language/foreign language in media content

For the accomplishment of the objectives we used close ended and open ended (then recoded) questions, tabled questions, multiple and one answer questions.



ABSTRACT

TELEVISION

Many Romanians watch TV daily, and the average number of hours they spend in front of the TV set is 4-5. During the weekend, the TV consumption is higher than during working days, as indicated by the number of people watching but also by the average number of hours watched, in any time spell. The time spell with the highest audience is between 21 and 24, and the one with the lowest audience corresponds to the working hours, between 9 and 15.

Almost all Romanians (95%) watch TV programs at least 3-4 times a week, and this is the reason why there are little significant differences between the socio demographical groups regarding TV consumption. Medium aged people, living in urban areas, with medium or high education, have a higher propensity to watch TV.

The TV consumption behavior in Romania is very diversified and the audio-visual market has a competitive character. The hierarchy of the most popular channels is the following: Pro TV, Antena 1, TVR1 and Realitatea TV, according to the spontaneous answers to an open-ended question. Places 3 and 4 switched between Realitatea TV and TVR 1 according to answers to the close-ended question.

The audience of the first two most popular channels is quite similar. They are viewed by a higher percentage of urban dwellers, especially by those living in Bucharest, aged 23-49 years old and with a medium level of education. Realitatea TV viewers also live in a higher proportion in urban areas, but more of them in Moldova, they are older (aged 35 to 65) and a significant percentage of them graduated at least college. The profile of TVR 1's audience is very different. A higher percentage of them live in the rural areas, especially in Muntenia and Moldova region, are older than 65, and have a low level of education. A smaller percentage of persons watch the most popular public broadcasting television channels, compared to the similar commercial ones.

A quarter of the population watch local TV channels, the most popular ones being the regional studios of Antena 1 and Pro TV, the televisions with the most viewers at a national level. The programs most often watched on local channels are news, music and entertainment.

The motivations for watching TV programs are the following: the need for information, relaxation and the passion for cultural productions such as fiction movies and music. The TV consumption in Romania has a strong private and familial character, the percentage of people who watch TV outside their households being very low.

The most popular TV programs are news, entertainment, music and fiction movies. The audience of different types of programs it is not similar. A higher proportion of young people, with a high level of education, urban dwellers watch cultural programs, while medium educated young people are more likely to prefer entertainment. Sport programs are watched more likely by men, with a medium age and level of education, while religious ones by old women, living in rural areas, with a low or medium level of education.



The Romanians prefer to watch TV without being involved in other household activities. The only exceptions are entertainment and music programs.

People prefer to watch and comment most types of TV programs with their family, and secondly with their friends. People discuss more often about news and programs on social issues, and also about entertainment shows and fiction movies. Over two thirds of Romanians say that the decision about the program or channel they will watch on TV is theirs. The percentage of those is lower among the youngest group, aged 15-22.

TV promos, followed by newspapers and magazines, are the information means most frequently used when people want to program what they will watch on TV.

People say that violence and sexuality are the types of noxious behavior most often promoted in television programs. People noticed most violent behaviors in news and fiction movies.

Most Romanians believe children exposed themselves to a very high level of violence while watching TV programs. The most visible aspects of violence are in news about crimes and suicidal acts, domestic violence and aggressive language. Most of Romanians believe that television has a negative influence on children. Parents who live with their under aged children have the same opinion. A high percentage of Romanians believe that TV programs influence both their own and the other's opinions, mostly through violent content and political news.

One television set exists in half of Romanian households, and in another one third of them, there are two such devices. More than three quarters of the households receive television signal by cable connections. The average number of channels received is 34.

RADIO

A lower percentage of persons listen to the radio channels, comparing to those who watch television channels. More Romanians listen to radio channels during working days than in the week-end. The national channels are being listened to three times as much as the local ones, on average. Local radio channels have a broader audience than the television equivalent channels. The profile of the radio listener is the following: lives in a rural area, in Moldavia region or in Bucharest, is young or of medium age, has graduated at least high school.

The most popular radio channels (both as mentioned in an open-ended and in a close-ended question) are the following: Europa FM, Radio Romania Actualitati and Kiss FM. The profile of the listener of the three radio channels is different. The audience of Europa FM and Kiss FM is more likely to live in an urban area, the one of Radio Romania Actualitati in a rural area. The audience of Kiss FM is young, the one of Europa FM is young and of medium age, the one of the public channel is over 36 years old. Regarding the level of studies and region where they live, the profile is common between the three channels and the general radio listener, being from Moldova or Bucharest and having graduated at least high school. The commercial radio channels, except for Europa FM, have a much higher percentage of listeners in Bucharest compared to the other regions.



During any time spell throughout the day, at least 35% of Romanians listen to the radio, with a maximum audience point in the morning. The radio, both the national and the local channels, is a passive and relaxant environment. Most of the times, the audition takes place in the household. The percentages of people listening to the radio at the workplace are low, but higher than the similar ones related to TV consumption.

Most of the Romanians prefer to listen to the radio while doing other household activities, and they prefer musical, entertainment or sports radio programs and news. Programs like news, sports and those with cultural content are more likely to be listened individually, and those with religious content or radio contests together with the family. Most people discuss about radio programs with the family, and news and sport events are the most commented.

Half of the Romanians say that the decision regarding the radio program or channel that they will listen to belongs to themselves, and 40% that it belongs to their children.

News, musical /entertainment and sports programs are the types of broadcasts listed to by the highest percentages of people. Those who listen to the news are most likely to be young men, whom have graduated at least college and live in Bucharest. The ones who listen to musical and entertainment programs have a similar profile regarding gender, studies and age, but they live in any other region besides Moldova, in urban areas. A higher percentage of older and less educated persons, whom live in the rural areas in Moldova, listen to sports programs.

Less than a quarter of the population uses any of the information sources regarding radio program , the most frequently used one being radio promos. Two thirds of Romanian households own at least one radio set.

Many use the radio as a means to receive the last news, but also as a passive environment for doing others activities. Less Romanians believe that radio programs influence their opinions, comparing to those who have this belief about television programs.

CULTURAL CONSUMPTION

Watching television and doing sports or outdoor activities are Romanian's favorite ways of spending their leisure time, during weekends and working days. The next favorite activities, during working days, are reading and listening to the radio. During the weekend, the hierarchy switches between this two past times.

CNA

Most Romanians have heard of the CNA institution, and half of those say they trust it. Half of the population is contented with the number of regulations CNA emitted, but one third of it think more regulations needed in audiovisual. Two thirds of the parents whom tutor their under aged children declare that they take into consideration, most of the time, the advertisements emitted by CNA when they decide what programs their children will see.



TELEVISION

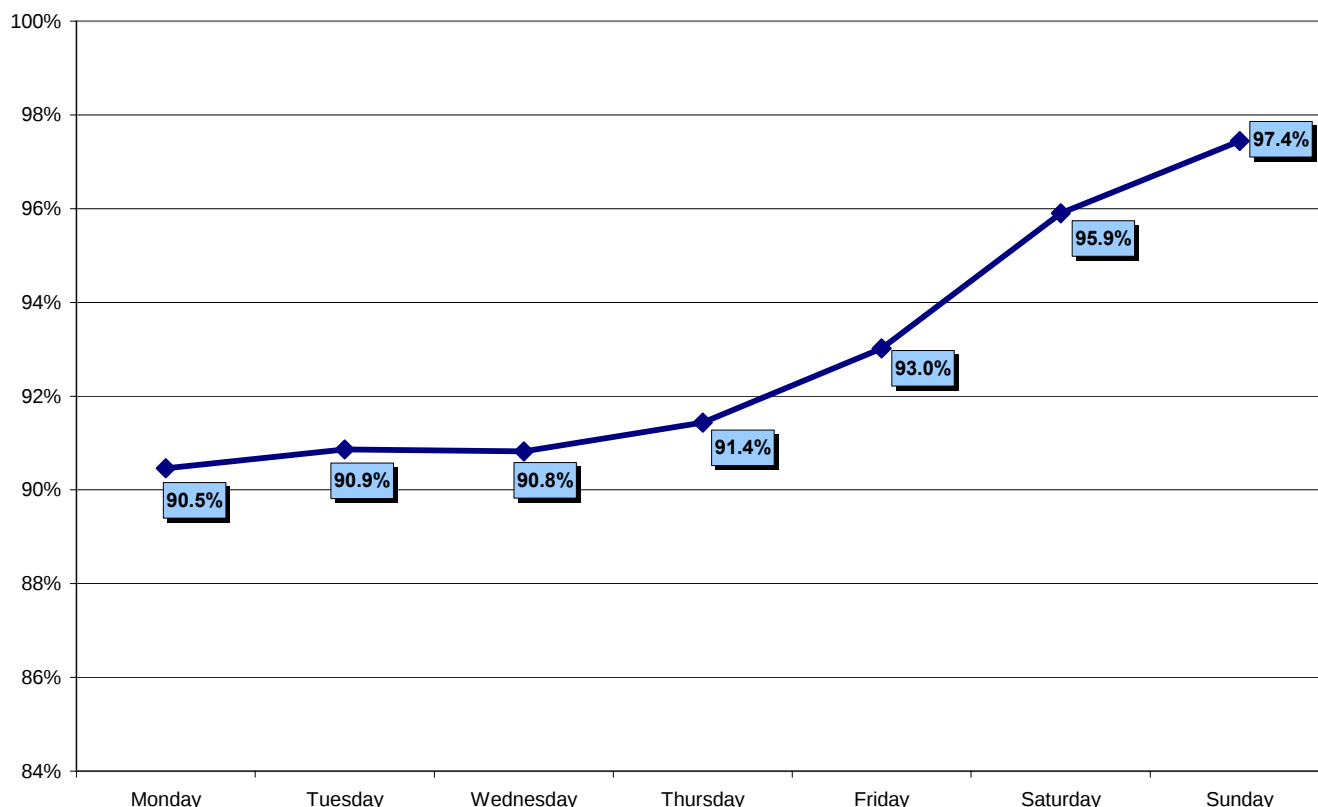
DEFINING PROFILES OF TV AUDIENCES

Television has a well established place in the daily life of Romanians, as at least 90% of the subjects use to watch TV every day. When asked to indicate the days of the week when TV they usually watching TV, the subjects have indicated a growing trend of television consumption along the week, which starts at 90.5% in the first day of the week, and reaches a high of 97.4% on Sundays (see Figure 3.1.1).

Figure 3.1.1 The levels of television consumption by days of the week

During an average week, what are the days you mostly watch TV?

The chart shows the percentage of those declaring that they usually watch TV in the specific day



Compared to working days, week-end days show higher rates of long sessions of TV watching. During an average working day, the average number of hours spent in front of the TV set is of 4.1 hours, while in an ordinary week-end day the respondents are watching TV for an average of 5.1 hours (see table 3.1.1). Working week consumption shows more shorter sessions of TV watching of less than 2 hours indicated by 37.2% of subjects, compared to 21.1% during week-ends (see Tables 3.1.2 and 3.1.3). Both week intervals are dominated by sessions ranging from 2 to 6 hours reported by 49.5% of the respondents for working days, and by 55.4% of the respondents for a week-end day. The longest TV watching sessions of 6 to 8 hours or more reach a peak in week-end days encompassing 23.4% of the valid cases.

Table 3.1.1 Average hours of TV consumption in working days and week-end days.

	Number of answers	Mean	Std. Deviation
T4. Let's say you would count all time you spend watching TV in an average working day. How many total hours would it be?	2254	4.13	3.546
T5. Let's say you would count all time you spend watching TV in an average week-end day. How many total hours would it be?	2263	5.09	3.340
T3. Let's say you would count all time you spend watching LOCAL TV channels in an average week. How many total hours would it be?	1888	2.40	5.543
T2. Let's say you would count all time you spend watching NATIONAL TV channels in an average week. How many total hours would it be?	2328	22.80	14.462
Valid N (listwise)	1821		

INSOMAR-Rezultate statistice

Sondaj Național, 06-28 septembrie 2007

Tables 3.1.2 and 3.1.3. Rates of total TV consumption during ordinary working days and week-end days.

TV consumption during working days

	Frequency	Percent	Valid Percent
Less than 1	331	13.2	14.5
Between 1 and 2	519	20.7	22.7
Between 2 and 4	747	29.8	32.7
Between 4 and 6	383	15.3	16.8
Between 6 and 8	81	3.2	3.5
More than 8	225	9.0	9.8
Total	2286	91.2	100.0
DK/NA	221	8.8	
Total	2507	100.0	

TV consumption during week-end days

	Frequency	Percent	Valid Percent
Less than 1	158	6.3	6.9
Between 1 and 2	327	13.0	14.2
Between 2 and 4	717	28.6	31.2
Between 4 and 6	556	22.2	24.2
Between 6 and 8	242	9.7	10.5
More than 8	296	11.8	12.9
Total	2296	91.6	100.0
DK/NA	211	8.4	
Total	2507	100.0	



TV consumption during daytime intervals show higher rates in week-ends. Comparing the distributions of TV audience by hour intervals during working days and week-end days, the most visible distinctions are for the following intervals (see Figures 3.1.2 and 3.1.3):

- 9:00-12:00 - the audience is rising with 16.2% during week-end days
- 12:00-15:00 – an audience higher by 20.6% during week-end days
- 15:00-18:00 – a rise by 22.6% compared to working days audience

Prime time audiences are slightly higher in week-end days compared to working days. The prime time audience during 18:00-21:00 interval is 88.4% during working days, and reaches 91.6% in week-ends. A similar trend is reported for 21:00-24:00 interval (81.8% in working days, 84.3% during week-ends).

Figure 3.1.2 TV consumption by intervals of the day for working days

Levels of TV consumption during time intervals of the day
 - in working days of the week-

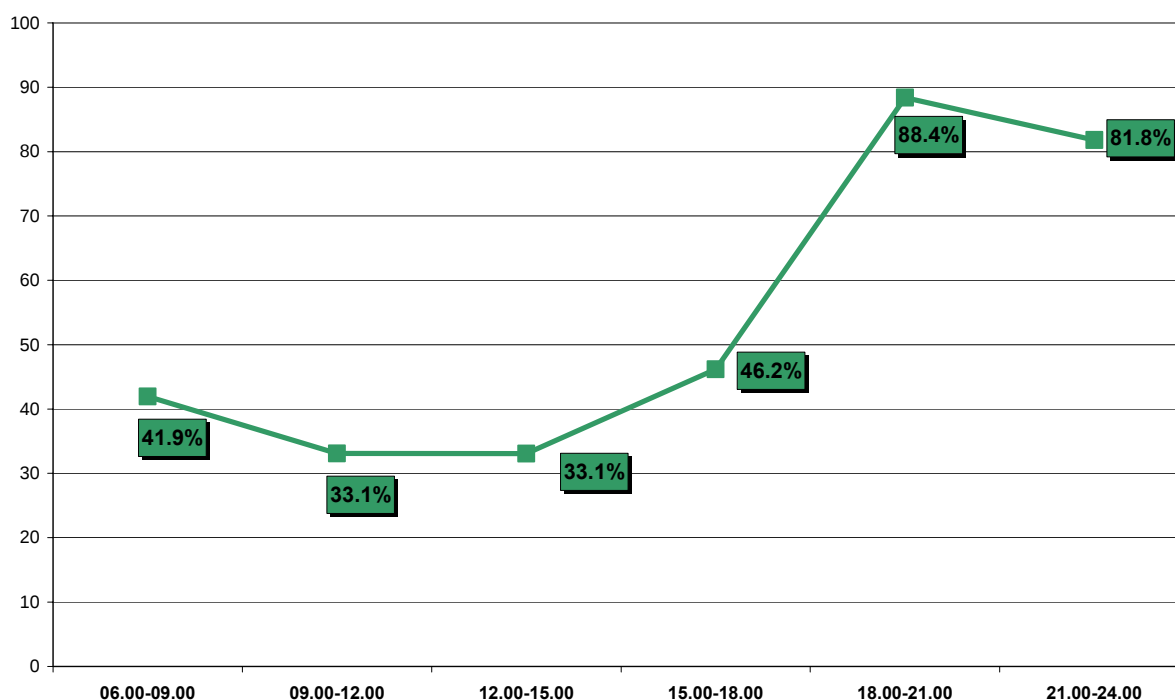
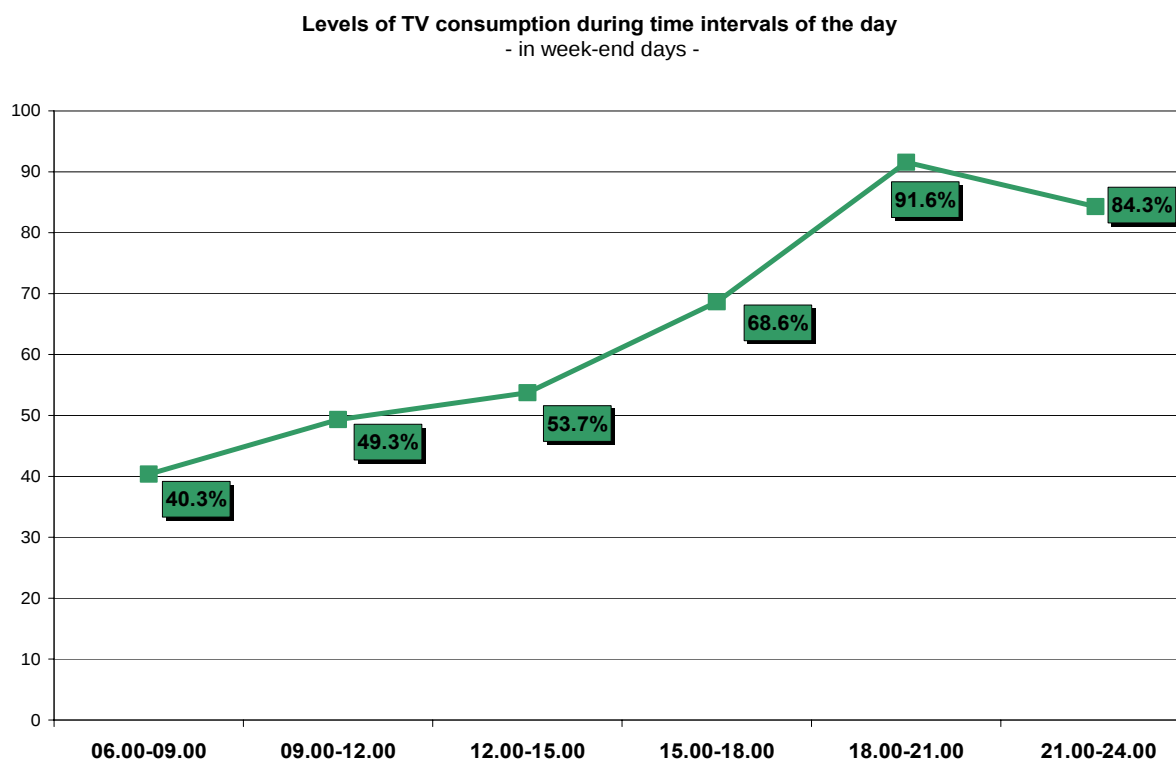


Figure 3.1.3 TV consumption by intervals of the day for week-end days



More than 95% of the respondents are watching TV programmes several times a week or daily. The segmentation by socio-demographic characteristics (see Table 3.1.4) indicates generally high consumption rates, with small significant differences between groups defined by socio-demographic attributes.

Table 3.1.4 How often do you watch TV?

	Frequency	Absolute percent	Valid percent		
Every day	2045	81.6	81.9(1)		82%
A few times a week	332	13.2	13.3		13%
Once a week	33	1.3	1.3(2)		1%
At least once a month	11	.4	(*)	*	
Less than once a month	42	1.7	1.7(2)		2%
Never	34	1.4	1.4(2)		1%
Total	2497	99.6	100.0		
DK/NA	10	.4			
Total	2507	100.0			

INSOMAR-Rezultate statistice
 1.00 Valori dominante
 2.00 Valori sub pragul de semnificație
 * Valori neseemnificative

Sondaj Național, 06-28 septembrie 2007

Table 3.1.4 Socio-demographic profiles of total TV audience.

How often do you watch TV? correlations with socio-demographic variables						
		Every day	At least once a week	At least once a month/Less	Never	Total
Residence	urban	84.90%	12.80%	1.70%	0.60%	100%
	rural	77.90%	17.00%	2.70%	2.40%	100%
Gender	male	81.40%	15.50%	2.20%	0.90%	100%
	female	82.40%	13.80%	2.10%	1.70%	100%
Education	less than 10 grades, vocational school	77.70%	17.80%	2.20%	2.30%	100%
	high school, college	87.20%	10.50%	2.00%	0.30%	100%
	higher education	84.80%	12.50%	2.40%	0.30%	100%
Age groups	15 - 22 years	81.10%	15.60%	2.30%	1.00%	100%
	23 - 35 years	84.60%	12.90%	2.30%	0.20%	100%
	36 - 49 years	84.60%	13.50%	1.60%	0.30%	100%
	50 - 64 years	85.30%	12.30%	1.30%	1.10%	100%
	65+ years	72.10%	20.00%	3.60%	4.20%	100%
Region	Moldova	76.90%	18.80%	3.00%	1.30%	100%
	Muntenia	82.40%	14.90%	1.30%	1.40%	100%
	Transilvania	82.60%	13.60%	2.40%	1.30%	100%
	Bucuresti	89.10%	7.30%	2.30%	1.40%	100%

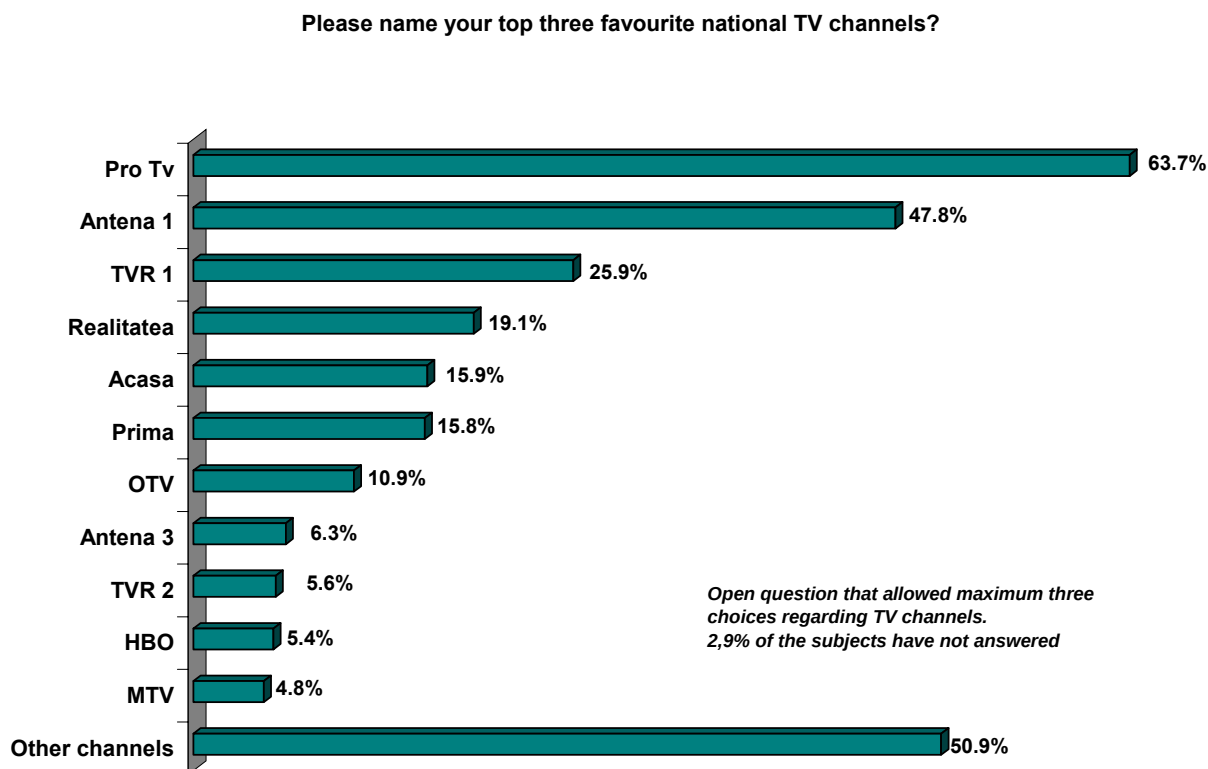


AUDIENCES OF TV CHANNELS. PUBLIC AND COMMERCIAL GENERALIST CHANNELS. LOCAL TV CHANNELS

In order to chart the preferences of subjects towards specific TV channels, we used both open questions, allowing the spontaneous mentions of three most favourite channels that were afterwards summed up in order to count total occurrences, as well as scales measuring weekly audience rates of a closed list of TV stations. While the first method is a good indicator of channels' popularity and offers a more subjective perspective, the second offers a sound picture of the hierarchy of TV channels in consumers' preferences, based on actual consumer behavior.

The top three channels resulted from spontaneous mentioning include two commercial channels (Pro TV and Antena 1) and a public channel (TVR 1). Pro TV ranks first, being mentioned in 63.7% of the total valid answers (see Figure 3.2.1), and it is also the main option for TV viewing in all time intervals of the day, including prime time periods. The second most popular channel is Antena 1, accounting for 47.8 of the total answers, while TVR 1 ranked third as popularity among subjects. An important information emerging from popularity indicators, concerns the large span of preferences of our subjects, as showed by the 50.9% of the total answers mentioning many other TV channels comon in the cable networks grids of programmes. This shows a widely diversified consumer behavior and the competition character of the Romanian audio- visual market.

Figure 3.2.1 Most popular TV channels spontaneously mentioned by subjects.



When defining the hierarchy of TV channels based on actual consumer behavior, the weekly audience rates place on the first three ranks only commercial channels (see Table 3.2.1): Pro TV (56.2% daily audience), Antena 1 (47.4%) and Realitatea TV (26.2%). TVR 1 ranks fourth with 26.2% daily audience. There is a difference from the popularity top three, as Realitatea TV replaces TVR 1, which might be generated by the motivations viewers mentioned for TV watching. Our study revealed that 93.3% of the respondents declare that the need for national and international news updates is very important or important as a reason for TV watching.

Table 3.2.1 Hierarchy of channels by weekly audience rates.

		Daily	5-6 days	3-4 days	1-2 days	Less	Don't watch
1	PRO TV	56.2%	14.3%	8.2%	5.3%	4.5%	11.4%
2	Antena 1	47.4%	16.3%	9.6%	6.5%	4.9%	15.2%
3	Realitatea Tv	32.1%	14.0%	10.4%	8.6%	11.8%	23.0%
4	TVR 1	26.2%	8.1%	11.6%	12.7%	27.8%	13.6%
5	Prima tv	24.5%	15.0%	15.7%	11.9%	11.5%	21.4%
6	Acasa	23.3%	7.1%	6.8%	7.5%	18.9%	36.4%
7	OTV	19.5%	10.9%	10.0%	10.3%	15.5%	33.8%
8	Antena3	19.2%	11.5%	10.0%	8.6%	12.8%	38.0%
9	Antena 2	14.1%	9.0%	8.2%	8.6%	14.8%	45.3%
10	National tv	13.9%	9.9%	14.4%	11.4%	18.2%	32.2%
11	Sport.ro	13.2%	8.5%	8.5%	7.3%	15.6%	47.0%
12	Kanal D	10.0%	8.3%	13.7%	13.4%	14.6%	39.9%
13	Telesport	9.8%	7.6%	9.1%	6.3%	15.6%	51.6%
14	MTV	9.4%	7.1%	6.1%	6.8%	16.1%	54.4%
15	TVR 2	9.1%	6.8%	7.8%	12.3%	33.8%	30.3%
16	Favorit TV	8.6%	6.0%	7.4%	10.1%	17.7%	50.2%
17	Taraf	7.8%	5.5%	6.9%	5.6%	12.1%	62.2%
18	ETNO	6.5%	6.0%	8.2%	7.9%	14.8%	56.6%
19	HBO	4.9%	3.7%	5.2%	4.7%	7.2%	74.2%
20	ProCinema	4.4%	5.7%	10.4%	12.1%	15.8%	51.6%
21	B1TV	4.0%	5.6%	13.7%	13.2%	16.9%	46.5%
22	N24	3.8%	4.0%	8.6%	13.1%	15.1%	55.5%
23	TVR Cultural	2.9%	1.5%	4.2%	7.4%	29.7%	54.2%
24	Romantica	2.8%	3.8%	5.3%	7.4%	11.5%	69.3%
25	Euforia TV	2.4%	2.7%	5.7%	6.9%	12.2%	70.3%
26	Hallmark	2.3%	3.5%	5.8%	10.6%	12.6%	65.2%
27	AXN	2.3%	3.0%	5.3%	5.8%	9.1%	74.6%
28	Euronews	1.3%	3.4%	1.7%	2.9%	11.9%	78.8%
29	CNN	0.7%	0.8%	0.7%	2.4%	11.4%	84.2%
30	MGM	0.6%	0.9%	2.0%	1.9%	7.5%	87.1%
31	Tv 1000	0.5%	0.9%	1.5%	2.4%	6.3%	88.4%
32	Money Channel	0.4%	0.9%	1.2%	1.7%	9.1%	86.7%
33	Mezzo	0.3%	0.4%	0.8%	1.0%	7.3%	90.1%
34	BBC World	0.3%	0.7%	0.3%	0.8%	8.0%	90.0%
35	Cosmos TV	0.2%	0.8%	1.4%	4.0%	9.2%	84.3%



Socio-demographic profiles of loyal and total audiences for Top 10 of TV channels

Each of the first ten ranking channels according to its score of viewers watching it daily has been correlated with socio-demographic variables. Profiles are outlined for two categories of audience:

- **loyal audience:** defined as the dominant groups of viewers watching the TV channel at a high rate per week: 3 or 4 days a week or more. The loyal audience profile shows groups having the highest probability of watching the TV channel along a weekly interval.
- **total audience:** defined as the dominant groups of viewers that mention watching the TV channel along a week. The total audience indicator also includes the occasional viewers of the channel (watching 1 or 2 days a week or less). By comparing each channel's loyal audience profile with total audience profile, we can obtain information regarding groups with a relatively high potential of enlarging the loyal audience.

Table 3.2.2 Socio-demographic profile of Pro TV audience

PRO TV		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	82.8%	11.6%	94.4%	5.6%
	rural	73.2%	7.5%	80.7%	19.3%
Gender	male	79.2%	9.2%	88.4%	11.6%
	female	78.2%	10.5%	88.7%	11.3%
Education	less than 10 grades, vocational school	72.1%	9.7%	81.8%	18.2%
	high school, college	87.5%	8.5%	95.9%	4.1%
	higher education	79.0%	15.1%	94.2%	5.8%
Age groups	15 - 22 years	83.1%	14.2%	97.3%	2.7%
	23 - 35 years	87.8%	8.2%	96.0%	4.0%
	36 - 49 years	84.0%	8.5%	92.4%	7.6%
	50 - 64 years	77.0%	10.3%	87.3%	12.7%
	65+ years	61.7%	10.0%	71.7%	28.3%
Region	Moldova	79.1%	9.4%	88.5%	11.5%
	Muntenia	80.0%	8.9%	88.9%	11.1%
	Transilvania	75.1%	10.6%	85.7%	14.3%
	Bucuresti	85.6%	12.1%	97.7%	2.3%
TOTAL		78.7%	9.9%	88.6%	11.4%

PRO TV has the most **loyal audience** (viewers watching at least 3-4 days a week) among:

- higher audience among residents of urban communities (83%)
- medium educated viewers (87.5%), both males and females
- dominant age group: 23-35 years (88%)
- viewers from Bucharest (87%)

The **total audience** of ProTV has the following dominant characteristics:

- residents of urban communities
- medium educated (96%) and highly educated viewers, both males and females
- three prominent age groups: 15-22 years (97%), 23-35 years (96%)
- viewers from Bucharest (98%) and Muntenia(89%)



Table 3.2.3 Socio-demographic profile of Antena 1 audience

ANTENA 1		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	78.2%	13.2%	91.4%	8.6%
	rural	66.7%	9.2%	75.9%	24.1%
Gender	male	73.8%	10.5%	84.3%	15.7%
	female	72.9%	12.4%	85.2%	14.8%
Education	less than 10 grades, vocational school	67.4%	9.9%	77.3%	22.7%
	high school, college	80.5%	12.3%	92.7%	7.3%
	higher education	76.2%	15.5%	91.7%	8.3%
Age groups	15 - 22 years	70.3%	20.8%	91.1%	8.9%
	23 - 35 years	78.3%	12.4%	90.7%	9.3%
	36 - 49 years	77.8%	11.6%	89.3%	10.7%
	50 - 64 years	75.4%	8.6%	84.0%	16.0%
	65+ years	61.3%	8.1%	69.5%	30.5%
Region	Moldova	76.6%	11.1%	87.7%	12.3%
	Muntenia	76.2%	9.3%	85.5%	14.5%
	Transilvania	65.8%	14.3%	80.1%	19.9%
	Bucuresti	81.7%	11.3%	93.0%	7.0%
TOTAL		73.3%	11.5%	84.8%	15.2%

Antena 1 most loyal audience encompasses:

- viewers from urban communities (78%)
- medium educated viewers (80.5%), both males and females
- two age groups: 23-35 years (78%), 36-49 years (78%)
- viewers from Bucharest, Moldova and Muntenia

Total audience includes the following dominant groups:

- viewers from urban communities (91%)
- medium educated (93%) and highly educated viewers (92%), both males and females
- three age groups: 15-22 years (91%), 36-49 years (90.7%) and 50-64 years (89%),
- viewers from Bucharest (93%), Moldova (88%) and Muntenia (85.5%)



Table 3.2.4 Socio-demographic profile of Realitatea TV audience

REALITATEA TV		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	60.9%	22.9%	83.8%	16.2%
	rural	50.8%	16.9%	67.8%	32.2%
Gender	male	58.9%	19.4%	78.3%	21.7%
	female	54.5%	21.3%	75.8%	24.2%
Education	less than 10 grades, vocational school	49.2%	18.7%	67.9%	32.1%
	high school, college	62.8%	23.2%	85.9%	14.1%
	higher education	67.7%	19.2%	86.9%	13.1%
Age groups	15 - 22 years	35.3%	35.7%	71.0%	29.0%
	23 - 35 years	59.5%	24.7%	84.3%	15.7%
	36 - 49 years	63.7%	20.6%	84.2%	15.8%
	50 - 64 years	61.7%	16.5%	78.2%	21.8%
	65+ years	51.0%	10.9%	61.9%	38.1%
Region	Moldova	65.7%	17.3%	82.9%	17.1%
	Muntenia	58.6%	18.1%	76.8%	23.2%
	Transilvania	49.3%	23.8%	73.1%	26.9%
	Bucuresti	54.7%	24.3%	79.0%	21.0%
TOTAL		56.6%	20.4%	77%	23.0%

Realitatea TV most **loyal audience** has the following attributes:

- higher audience from residents in urban areas (61%)
- highly educated viewers (68%), males and females
- the dominant age group is 36-49 years, followed closely by 50-64 years and 23-35 years
- higher rates in Moldova (65.7%)

Total audience includes:

- urban residents (83.8%)
- highly educated (87%) and medium educated (86%) viewers
- age groups: 23-35 years (84.3%), 36-39 years (84.2%), 50-64 years (78.2%)
- viewers from Moldova (83%), Bucharest (79%), Muntenia (77%)



Table 3.2.5 Socio-demographic profile of TVR 1 audience

TVR 1		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	41.0%	45.1%	86.1%	13.9%
	rural	52.1%	34.5%	86.7%	13.3%
Gender	male	45.0%	42.4%	87.4%	12.6%
	female	46.6%	38.9%	85.4%	14.6%
Education	less than 10 grades, vocational school	52.2%	34.0%	86.2%	13.8%
	high school, college	39.4%	47.3%	86.7%	13.3%
	higher education	39.0%	46.9%	86.0%	14.0%
Age groups	15 - 22 years	19.3%	49.7%	68.9%	31.1%
	23 - 35 years	29.7%	53.5%	83.2%	16.8%
	36 - 49 years	46.3%	41.2%	87.5%	12.5%
	50 - 64 years	55.7%	36.6%	92.3%	7.7%
	65+ years	65.5%	25.9%	91.4%	8.6%
Region	Moldova	48.9%	41.2%	90.1%	9.9%
	Muntenia	48.0%	36.5%	84.4%	15.6%
	Transilvania	43.8%	42.9%	86.6%	13.4%
	Bucuresti	37.2%	47.4%	84.7%	15.3%
TOTAL		45.8%	40.5%	86.4%	13.6%

TVR 1 loyal audience is mainly based on:

- rural viewers (52.1%)
- less than 10 grades or vocational school education, both males and females
- dominant age group is 65+ years
- more viewers are in Moldova and Muntenia

Total audience of TVR 1 expands to:

- rural (87%) and urban (86%) viewers
- all education level groups, both males and females
- dominant age groups are: 50-64 years (92.3%), 65+ years (91.4%) and 36-49 years (87.5%)
- more viewers are attracted from Moldova (90.1%) and Transilvania (86.6%), with Muntenia and Bucharest following closely.



Table 3.2.6 Socio-demographic profile of Prima TV audience

PRIMA TV		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	60.3%	25.3%	85.6%	14.4%
	rural	48.4%	20.8%	69.2%	30.8%
Gender	male	53.7%	24.2%	77.8%	22.2%
	female	56.5%	22.6%	79.2%	20.8%
Education	less than 10 grades, vocational school	47.5%	21.7%	69.2%	30.8%
	high school, college	64.4%	24.0%	88.4%	11.6%
	higher education	58.4%	28.5%	86.9%	13.1%
Age groups	15 - 22 years	53.9%	30.8%	84.7%	15.3%
	23 - 35 years	61.6%	26.2%	87.8%	12.2%
	36 - 49 years	61.3%	22.2%	83.5%	16.5%
	50 - 64 years	55.4%	23.8%	79.2%	20.8%
	65+ years	40.9%	16.5%	57.3%	42.7%
Region	Moldova	64.3%	18.8%	83.1%	16.9%
	Muntenia	54.3%	24.4%	78.7%	21.3%
	Transilvania	50.1%	23.7%	73.8%	26.2%
	Bucuresti	57.5%	28.0%	85.5%	14.5%
TOTAL		55.2%	23.4%	78.6%	21.4%

Prima TV loyal audience has the following attributes:

- urban viewers (60.3%)
- medium educated (64.4%), males and females
- most viewers are in 23-35 years (61.6%) and 36-49 years (61.3) age groups
- highest loyal audience in Moldova (64.3%)

Total audience includes:

- urban residents (85.6%)
- medium (88.4%) and highly (87%) educated, males and females
- three age groups: 23-35 years (87.8%), 15-22 years (84.7%) and 50-64 years (83.5%)
- highest total audience in Bucharest (85.5%) and Moldova (83.1%)



Table 3.2.7 Socio-demographic profile of Acasa TV audience

ACASA		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	38.6%	29.6%	68.2%	31.8%
	rural	35.3%	22.1%	57.4%	42.6%
Gender	male	20.4%	29.4%	49.8%	50.2%
	female	52.2%	23.7%	75.9%	24.1%
Education	less than 10 grades, vocational school	38.9%	19.8%	58.7%	41.3%
	high school, college	38.6%	32.3%	70.9%	29.1%
	higher education	25.6%	35.6%	61.2%	38.8%
Age groups	15 - 22 years	41.8%	26.4%	68.2%	31.8%
	23 - 35 years	35.9%	31.9%	67.9%	32.1%
	36 - 49 years	37.9%	31.7%	69.6%	30.4%
	50 - 64 years	36.7%	24.5%	61.2%	38.8%
	65+ years	35.1%	16.4%	51.5%	48.5%
Region	Moldova	34.1%	35.6%	69.7%	30.3%
	Muntenia	41.5%	19.4%	60.9%	39.1%
	Transilvania	35.3%	28.6%	63.9%	36.1%
	Bucuresti	32.7%	27.1%	59.8%	40.2%
TOTAL		37.2%	26.4%	63.6%	36.4%

Acasa TV loyal audience includes:

- both urban (39%) and rural (35%) viewers
- more female viewers (52.2%)
- low (39%) and medium (39%) educated viewers
- dominant age groups are: 15-22 years (42%), 36-49 years (38%) and 50-64 years (37%)
- more viewers in Muntenia (41.5%) and Transilvania (35.3%)

Total audience has the following attributes:

- more urban viewers (68.2%) followed by rural viewers (57.4%)
- females (76%)
- medium educated (71%)
- dominant age groups: 36-49 years (70%), 15-22 years (68.2%) and 23-35 years (67.9%)
- more views in Moldova (68%) and Transilvania (64%), followed closely by Muntenia (61%) and Bucharest (60%)



Table 3.2.8 Socio-demographic profile of OTV audience

OTV		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	38.2%	31.2%	69.4%	30.6%
	rural	43.3%	18.6%	62.0%	38.0%
Gender	male	39.6%	27.2%	66.8%	33.2%
	female	41.1%	24.6%	65.7%	34.3%
Education	less than 10 grades, vocational school	41.8%	19.3%	61.1%	38.9%
	high school, college	42.8%	30.3%	73.1%	26.9%
	higher education	27.5%	39.2%	66.7%	33.3%
Age groups	15 - 22 years	25.9%	34.5%	60.3%	39.7%
	23 - 35 years	36.1%	33.5%	69.6%	30.4%
	36 - 49 years	46.6%	26.3%	72.8%	27.2%
	50 - 64 years	46.0%	23.2%	69.2%	30.8%
	65+ years	38.8%	14.9%	53.7%	46.3%
Region	Moldova	50.8%	24.1%	74.9%	25.1%
	Muntenia	44.2%	24.1%	68.3%	31.7%
	Transilvania	27.5%	28.5%	56.0%	44.0%
	Bucuresti	48.4%	27.0%	75.3%	24.7%
TOTAL		40.4%	25.8%	66.2%	33.8%

OTV loyal audience has the following characteristics:

- rural (43.3%) viewers, followed closely by urban (38%)
- medium educated (43%) and low educated (42%), both males and females
- age groups: 36-49 years (46.6%), 50-64 years (46%)
- more viewers in Moldova (50.8%) and Bucharest (48.4%)

OTV total audience:

- higher urban audience (69.4%), followed closely by rural audience (62%)
- medium educated (66.7%) and highly educated (67%) viewers
- dominant age groups are: 36-49 years (73%), 23-35 years (70%) and 50-64 years (69%)
- more viewers in Bucharest (75.3%) and Moldova (75%), followed closely by Muntenia (68.3%)



**Table 3.2.9** Socio-demographic profile of Antena 3 audience

ANTENA 3		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	43.7%	26.6%	70.3%	29.7%
	rural	36.5%	14.5%	51.0%	49.0%
Gender	male	40.6%	22.0%	62.7%	37.3%
	female	40.6%	20.8%	61.5%	38.5%
Education	less than 10 grades, vocational school	33.3%	17.5%	50.8%	49.2%
	high school, college	46.5%	25.4%	71.9%	28.1%
	higher education	52.4%	24.8%	77.2%	22.8%
Age groups	15 - 22 years	30.0%	32.1%	62.1%	37.9%
	23 - 35 years	42.5%	24.1%	66.6%	33.4%
	36 - 49 years	48.9%	21.1%	70.1%	29.9%
	50 - 64 years	40.8%	20.8%	61.6%	38.4%
	65+ years	34.9%	12.4%	47.2%	52.8%
Region	Moldova	54.6%	19.4%	74.1%	25.9%
	Muntenia	42.1%	15.3%	57.4%	42.6%
	Transilvania	28.7%	28.7%	57.4%	42.6%
	Bucuresti	46.7%	24.8%	71.5%	28.5%
TOTAL		40.6%	21.4%	62.0%	38.0%

Antena 3 loyal audience includes:

- more urban viewers (44%)
- highly (52.4%) and medium (46.5%) educated viewers, both males and females
- dominant age group is: 36-49 years (49%)
- more viewers in Moldova (54.6%)

Total audience has the following attributes:

- more urban viewers (70.3%)
- highly (77%) and medium educated (72%) viewers
- dominant age groups: 36-49 years (70%) and 23-35 years (67%)
- more views in Moldova (74%) and Bucharest (71.5%)



Table 3.2.10 Socio-demographic profile of Antena 2 audience

ANTENA 2		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	34.1%	28.5%	62.7%	37.3%
	rural	27.4%	16.5%	43.9%	56.1%
Gender	male	31.2%	23.3%	54.5%	45.5%
	female	31.4%	23.5%	54.8%	45.2%
Education	less than 10 grades, vocational school	25.2%	19.0%	44.2%	55.8%
	high school, college	37.0%	27.4%	64.5%	35.5%
	higher education	39.0%	29.3%	68.3%	31.7%
Age groups	15 - 22 years	27.5%	31.6%	59.1%	40.9%
	23 - 35 years	32.3%	28.4%	60.6%	39.4%
	36 - 49 years	39.1%	24.0%	63.1%	36.9%
	50 - 64 years	29.6%	20.7%	50.3%	49.7%
	65+ years	24.9%	15.5%	40.4%	59.6%
Region	Moldova	50.5%	20.3%	70.8%	29.2%
	Muntenia	30.9%	21.2%	52.1%	47.9%
	Transilvania	19.8%	25.8%	45.7%	54.3%
	Bucuresti	31.5%	30.5%	62.0%	38.0%
TOTAL		31.3%	23.4%	54.7%	45.3%

Antena 2 loyal audience includes:

- more urban viewers (34%), followed closely by rural viewers (27.4%)
- highly (39%) and medium (37%) educated viewers, both males and females
- dominant age group is: 36-49 years (39%)
- more viewers in Moldova (50.5%)

Total audience has the following attributes:

- more urban viewers (63%)
- highly (68.3%) and medium educated (64.5%) viewers
- dominant age groups: 36-49 years (63.1%) and 23-35 years (60.6%) and 15-22 years (59.1%)
- more views in Moldova (71%) and Bucharest (62%)



Table 3.2.11 Socio-demographic profile of National TV audience

NATIONAL TV		3-4 days a week or more	1-2 days a week or less	Total watching	Don't watch
Residence	urban	39.7%	34.7%	74.4%	25.6%
	rural	36.4%	22.8%	59.1%	40.9%
Gender	male	38.0%	30.6%	68.6%	31.4%
	female	38.5%	28.7%	67.1%	32.9%
Education	less than 10 grades, vocational school	33.4%	25.1%	58.5%	41.5%
	high school, college	44.4%	34.2%	78.6%	21.4%
	higher education	40.1%	33.6%	73.6%	26.4%
Age groups	15 - 22 years	24.7%	41.4%	66.1%	33.9%
	23 - 35 years	41.6%	34.7%	76.3%	23.7%
	36 - 49 years	46.0%	28.3%	74.3%	25.7%
	50 - 64 years	39.0%	29.3%	68.4%	31.6%
	65+ years	32.6%	18.2%	50.8%	49.2%
Region	Moldova	48.0%	27.3%	75.3%	24.7%
	Muntenia	39.4%	27.3%	66.6%	33.4%
	Transilvania	33.0%	30.2%	63.1%	36.9%
	Bucuresti	31.3%	42.5%	73.8%	26.2%
TOTAL		38.3%	29.6%	67.8%	32.2%

National TV loyal audience includes:

- both urban (40%) and rural (36.4%) viewers
- medium (44.4%) and highly (40.1%) educated viewers, both males and females
- dominant age groups are: 36-49 years (46%), 23-35 years (41.6%)
- more viewers in Moldova (48%)

Total audience has the following attributes:

- more urban viewers (74.4%)
- medium (78.6%) and highly educated (73.6%) viewers
- dominant age groups: 23-35 years (76.3%), 36-49 years (74.3%) and 50-64 years (68.4%)
- more views in Moldova (75.3%), Bucharest (73.8%) and Muntenia (67%)



Comparing consumption of public vs commercial channels

Public channels attract older age groups and are attracting viewers at all education levels, while commercial channels attract younger, predominantly medium and highly educated viewers. Table 3.2.12 shows socio-demographic profiles for total audiences of most viewed public channels (TVR 1 and TVR 2, as TVR Cultural cannot be included here since it has a relatively low audience) and for most viewed commercial channels (PRO TV, ANTENA 1 and REALITATEA TV). Public channels' audiences are more balanced regarding rural and urban audiences: TVR 1 has 86% urban viewers and 87% rural viewers, TVR 2 has more audience living in urban areas (73%) and a relatively close share of rural viewers (65%). C channels like PRO TV and ANTENA 1 attract more audience from urban areas (94.4% of those watching PRO TV live in urban settings, and 91.4% for Antena 1), but also 81% and 76% rural audiences. Realitatea TV has also a larger audience in urban settings (84%). Regarding gender, there are no significant difference for the five channels' audience between males and females.

For groups defined by education level, TVR 1 audience is well balanced on all levels of education, an indicator that TVR 1 is among most accessible TV channels in the Romanian media landscape. TVR 2 and Realitatea TV draw more audiences from medium and highly educated viewers, while Pro TV and Antena 1 cover all three education level groups, but have lower audience among low educated viewers, compared to TVR 1.

Profiles by age groups show higher audiences of TVR 1 and TVR 2 from older age groups, than from younger age groups. There is a reversed relationship for Pro TV and Antena 1, which seem to attract younger audiences. Realitatea TV shows a similar trend, but it has slightly lower audiences among very young (15-22 years) and old (65+) age groups.

Regarding regional preferences towards public and commercial channels, both TVR 1 and TVR 2 have lower audiences in Bucharest, compared to the scores in historical regions of Romania. Pro TV and Antena 1 attract large audiences in Bucharest (98% and 93%), but also have considerably high audiences in Moldova, Muntenia and Transilvania. Realitatea TV has the largest audience in Moldova and Bucharest.

Table 3.2.12 Total audiences of most watched public channels vs top 3 most watched commercial channels

		TVR 1	TVR 2	PRO TV	ANTENA 1	REALITATEA TV
Residence	urban	86,1%	73,2%	94,4%	91,4%	83,8%
	rural	86,7%	65,0%	80,7%	75,9%	67,8%
Gender	male	87,4%	69,0%	88,4%	84,3%	78,3%
	female	85,4%	70,4%	88,7%	85,2%	75,8%
Education	less than 10 grades, vocational school	86,2%	65,2%	81,8%	77,3%	67,9%
	high school, college	86,7%	75,2%	95,9%	92,7%	85,9%
	higher education	86,0%	72,0%	94,2%	91,7%	86,9%
Age groups	15 - 22 years	68,9%	60,1%	97,3%	91,1%	71,0%
	23 - 35 years	83,2%	72,2%	96,0%	90,7%	84,3%
	36 - 49 years	87,5%	72,7%	92,4%	89,3%	84,2%
	50 - 64 years	92,3%	74,0%	87,3%	84,0%	78,2%
	65+ years	91,4%	63,8%	71,7%	69,5%	61,9%
Region	Moldova	90,1%	80,2%	88,5%	87,7%	82,9%
	Muntenia	84,4%	67,2%	88,9%	85,5%	76,8%
	Transilvania	86,6%	67,2%	85,7%	80,1%	73,1%
	Bucuresti	84,7%	66,5%	97,7%	93,0%	79,0%



Audience of local TV channels

The results concerning local channels watching yielded low audiences in all regions. With only 24.2% of the subjects acknowledging local TV channels watching (see Table 3.2.13), a regional level representation of local TV channels audience is rendered useless by too few valid cases recorded. As figure 3.2.2 shows, local channels landscape is dominated by regional stations of most popular commercial TV channels: Antena 1 regional (19.3%) and Pro TV regional (14.2%).

Table 3.2.13 Viewers watching local TV channels

Do you usually watch local TV channels?

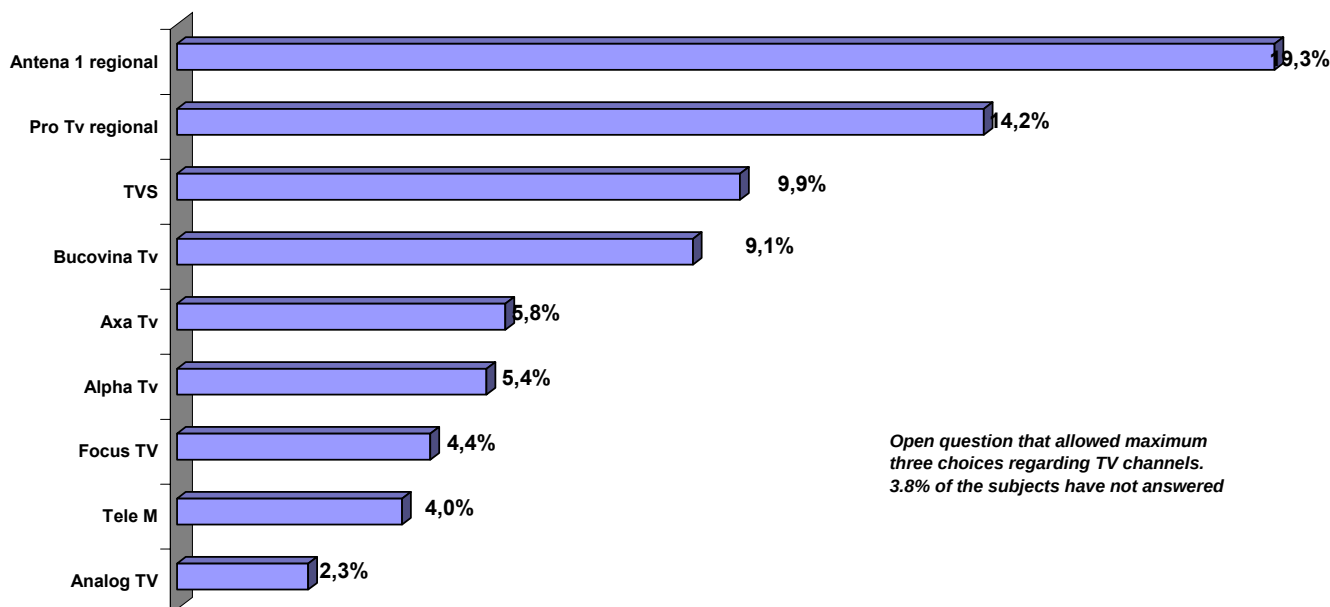
	Frequency	Absolute percents	Valid percents		
YES	607	24.2	25.5(1)		26%
NO	1773	70.7	74.5(1)		74%
Total	2380	94.9	100.0		
DK/NA	127	5.1			
Total	2507	100.0			

INSOMAR-Rezultate statistice
1,00 Dominant values

Sondaj Național, 06-28 septembrie 2007

Figure 3.2.2 Most watched local TV channels at national level

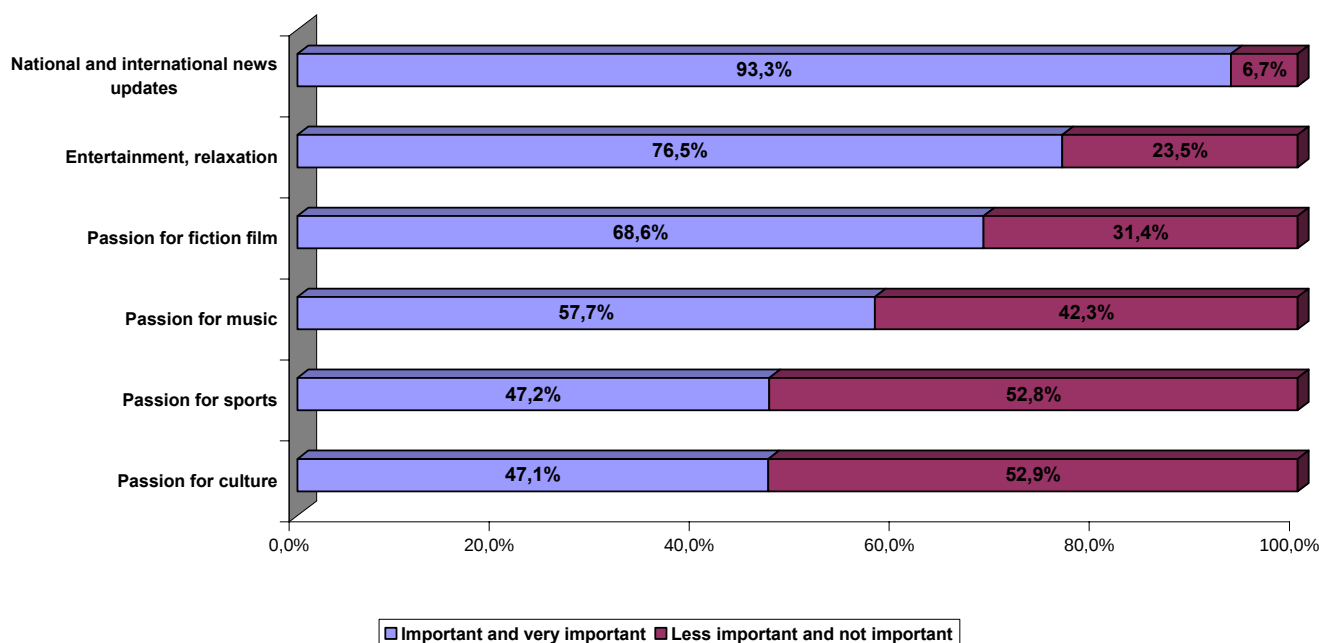
Please name your top three favourite local TV channels?
 - selection of respondents declaring that they watch local TV channels-
 N=607



HABITS AND EFFECTS OF TV CONSUMPTION

When you decide to watch TV, how important are each of the following reasons for you?

- asked to those declaring that they are watching TV-



Locations of TV consumption: private places vs public places

TV consumption has a highly private and family based character. During working days, TV consumption is mostly confined to private places (home), with larger audiences during prime time intervals, and during morning hours (see Table 3.3.1). Very low rates of TV watching are present for working places (between 3.5% and 4.4% during 9.00-18.00 interval) and for social consumption of TV with groups of friends or relatives.

Table 3.3.1 Locations for TV watching by hour intervals, during a working day
During the following hours of an average working day, where do you mostly watch TV?

Hours	At home	At work	Anywhere I find a TV	At relatives, friends etc.	Don't have a favorite spot	Don't watch
06.00-09.00	39,5%	1,5%	0,2%	0,1%	1,1%	57,5%
09.00-12.00	26,0%	4,4%	0,2%	0,5%	2,4%	66,5%
12.00-15.00	25,5%	4,3%	0,4%	0,9%	2,4%	66,5%
15.00-18.00	39,0%	3,5%	0,4%	1,3%	2,6%	53,3%
18.00-21.00	85,9%	0,5%	0,3%	1,0%	1,6%	10,6%
21.00-24.00	80,3%	0,5%	0,2%	0,4%	1,4%	17,3%

During week-ends, the dominant location for TV watching is at home, with higher audience rates for afternoon and evening hours intervals (see Table 3.3.2). Social TV consumption with groups of friends or relatives is low (4.2% for 15.00-18.00, and 3.5 for 18.00-21.00 intervals), and indicates a highly private and family based character of TV consumption.

Table 3.3.2 Locations for TV watching by hour intervals, during a week-end day
During the following hours of a week-end day, where do you mostly watch TV?

Hours	At home	At work	Anywhere I find a TV	At relatives, friends etc.	Don't have a favorite spot	Don't watch
06.00-09.00	38,80%	0,50%	0,20%		1,30%	59,10%
09.00-12.00	46,30%	0,70%	0,20%	0,90%	1,80%	50,10%
12.00-15.00	48,10%	0,80%	0,50%	2,70%	2,40%	45,60%
15.00-18.00	61,60%	0,60%	0,60%	4,20%	2,40%	30,60%
18.00-21.00	86,50%	0,20%	0,50%	3,50%	1,80%	7,40%
21.00-24.00	80,90%	0,20%	1,40%	0,90%	1,80%	14,80%

A total of 5.2% of the subjects declared that they watch TV at workplace for an average of 7.8 hours (see Table 3.3.3).

Table 3.3.3 Subjects watching TV at workplace and average hours of TV consumption
Do you use to watch TV at your workplace?

	Frequency	Absolute percent	Valid percent	
YES	129	5,2	5,3	 5%
NO	2304	93,5	94,7(1)	 95%
Total	2433	98,8	100,0	
DK/NA	30	1,2		
Total	2463	100,0		

INSOMAR-Rezultate statistice
 1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

During an average working week, how many hours are you watching TV at your workplace?

Number of cases	Mean	Standard deviation
114	7,8	10,9

A total of 6.7% of the subjects declared that they watch TV in public places for an average of 3 hours (see Table 3.3.3).

Table 3.3.3 Subjects watching TV in public places and average hours of TV consumption
Do you use to watch TV in public places? (e.g. clubs, pubs)?

	Frequency	Absolute percent	Valid percent	
YES	164	6,7	6,8	 7%
NO	2249	91,3	93,2(1)	 93%
Total	2413	98,0	100,0	
DK/NA	50	2,0		
Total	2463	100,0		

INSOMAR-Rezultate statistice
 1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

During an average working week, how many hours are you watching TV in public places?

Number of cases	Mean	Standard deviation
148	3,0	3,7

TV consumption associated with travelling periods (holidays or business travelling) has also a low rate, with most of the subjects declaring that they do not use to watch TV while travelling (48.4%), and only 11.7% are watching TV at least several times a week.

Table 3.3.3 Subjects watching TV while travelling.

Generally speaking, how often do you watch TV while travelling (holidays, business travelling)

	Frequency	Absolute percent	Valid percent		
Every day	90	3,7	3,7		4%
More than once a week	198	8,0	8,0		8%
Once a week	95	3,9	3,9		4%
At least once a month	54	2,2	2,2		2%
Less	589	23,9	23,9(1)		24%
Never	1192	48,4	48,4(1)		48%
DK/NA	245	9,9	9,9		10%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

Interest towards specific types of TV shows

Most watched TV shows are news (90%), music/entertainment (57.4%) and fiction films (56.3%) (see Table 3.3.4):

- news programmes are being watched daily by all groups defined by socio-demographic profiles, with higher rates for the age groups 36-49, 50-64 and 65+ years;
- music/entertainment shows and fiction films attract most of the groups of viewers, with highest audience among 15-22 years and 23-35 years age groups, and lowest among 65+ years age group.

Respondents indicated a high degree of exclusivity attributed to TV consumption (see Table 3.3.5), as most of the types of TV programmes are being watched without any other concurrent activity taking place. A major exception are the music/entertainment programmes: 40% of the respondents declared that they are also performing household activities while looking at.

The specific socio-demographic profiles of audiences for each type of TV programme are listed below.

Table 3.3.4 Weekly audiences of various types of TV programmes.

During an average week, how often do you use to watch each of the following types of TV shows?

	Daily or more than once a week	Once a week or less	Never
News	89,8%	8,3%	1,9%
Music/Entertainment	57,4%	35,0%	7,6%
Fiction films	56,3%	34,3%	9,4%
Sports	39,8%	36,8%	23,4%
TV series	38,4%	30,5%	31,1%
Talkshows (political, social debates etc.)	30,6%	44,2%	25,2%
Documentaries (history/science/wildlife)	27,7%	51,4%	20,9%
Shows on social themes	26,5%	48,6%	24,9%
Soap operas	24,9%	23,1%	52,0%
Reality-shows (real life events)	20,4%	45,4%	34,1%
TV contests	15,6%	48,8%	35,6%
Cartoons	14,6%	49,4%	62,4%
Shows with religious themes	10,1%	51,0%	38,9%
Culture and arts	9,9%	27,7%	36,1%
Children shows	8,0%	34,0%	58,1%
Shows of ethnic minorities	5,5%	36,0%	58,5%

Table 3.3.5 Other activities associated with TV watching

Generally speaking, how do you usually watch TV shows like....

	Whithout doing other activities	While doing household activities	While working	Don't watch
Documentaries (history/science/wildlife)	50,1%	13,7%	2,7%	33,4%
Fiction films	77,2%	8,3%	0,8%	13,7%
Music/Entertainment	39,8%	40,0%	8,0%	12,3%
News	73,2%	19,6%	3,4%	3,8%
Sports	46,3%	15,1%	3,4%	35,2%
Shows with religious themes	29,8%	12,4%	2,9%	55,0%
Talkshows (political, social debates etc.)	40,1%	19,6%	4,1%	36,2%
Children shows	13,2%	9,6%	5,0%	72,2%
Reality-shows (real life events)	34,4%	18,6%	4,6%	42,4%
Culture and arts	32,6%	14,0%	4,0%	49,4%
Shows of ethnic minorities	14,0%	10,6%	3,0%	72,4%
TV contests	33,0%	18,7%	4,3%	44,0%
Shows on social themes	45,2%	19,1%	2,9%	32,9%
TV series	52,1%	8,3%	2,3%	37,4%
Cartoons	15,7%	8,4%	2,4%	73,5%
Soap operas	32,1%	6,5%	2,1%	59,3%





Documentaries (history/science/wildlife)		Watching	Not watching	DK/NA
Residence	urban	63,8%	35,0%	1,2%
	rural	40,2%	58,4%	1,4%
Gender	male	53,6%	45,1%	1,3%
	female	53,8%	44,9%	1,3%
Education	less than 10 grades, vocational school	42,7%	55,8%	1,6%
	high school, college	63,7%	35,8%	0,6%
	higher education	70,9%	26,7%	2,4%
Age groups	15 - 22 years	60,5%	37,5%	2,0%
	23 - 35 years	61,7%	37,2%	1,0%
	36 - 49 years	54,4%	45,0%	0,5%
	50 - 64 years	54,0%	44,5%	1,4%
	65+ years	39,9%	58,2%	1,9%
Region	Moldova	57,0%	39,6%	3,4%
	Muntenia	51,5%	48,0%	0,6%
	Transilvania	55,2%	43,8%	1,0%
	Bucuresti	49,3%	50,2%	0,5%
Total		53,7%	45,0%	1,3%

Fiction films		Watching	Not watching	DK/NA
Residence	urban	81,9%	16,8%	1,3%
	rural	73,0%	26,3%	0,7%
Gender	male	78,6%	20,6%	0,8%
	female	77,6%	21,1%	1,2%
Education	less than 10 grades, vocational school	72,4%	26,6%	1,0%
	high school, college	85,8%	13,4%	0,8%
	higher education	80,4%	17,9%	1,7%
Age groups	15 - 22 years	86,3%	11,7%	2,0%
	23 - 35 years	84,2%	15,0%	0,8%
	36 - 49 years	87,0%	12,7%	0,3%
	50 - 64 years	76,0%	23,2%	0,8%
	65+ years	59,1%	39,2%	1,7%
Region	Moldova	75,8%	20,6%	3,6%
	Muntenia	79,2%	20,8%	
	Transilvania	79,7%	19,6%	0,7%
	Bucuresti	73,3%	26,7%	
Total		78,1%	20,9%	1,0%





Music/Entertainment		Watching	Not watching	DK/NA
Residence	urban	80,3%	18,8%	0,9%
	rural	74,2%	25,0%	0,8%
Gender	male	75,5%	24,0%	0,5%
	female	79,7%	19,1%	1,2%
Education	less than 10 grades, vocational school	75,1%	24,2%	0,7%
	high school, college	82,0%	17,2%	0,8%
	higher education	76,0%	22,3%	1,7%
Age groups	15 - 22 years	93,6%	4,7%	1,7%
	23 - 35 years	85,4%	13,5%	1,0%
	36 - 49 years	78,8%	21,2%	
	50 - 64 years	74,1%	25,3%	0,6%
	65+ years	63,3%	35,2%	1,5%
Region	Moldova	74,3%	23,0%	2,7%
	Muntenia	79,8%	20,1%	0,1%
	Transilvania	78,2%	21,1%	0,7%
	Bucuresti	75,6%	24,4%	
Total		77,7%	21,4%	0,9%

News		Watching	Not watching	DK/NA
Residence	urban	94,2%	5,1%	0,7%
	rural	96,1%	3,2%	0,7%
Gender	male	96,2%	3,2%	0,6%
	female	94,0%	5,3%	0,8%
Education	less than 10 grades, vocational school	95,2%	4,3%	0,5%
	high school, college	95,1%	4,2%	0,7%
	higher education	94,3%	4,4%	1,4%
Age groups	15 - 22 years	86,6%	11,7%	1,7%
	23 - 35 years	93,8%	4,8%	1,5%
	36 - 49 years	97,2%	2,8%	
	50 - 64 years	97,2%	2,5%	0,3%
	65+ years	96,0%	3,4%	0,6%
Region	Moldova	94,9%	3,4%	1,7%
	Muntenia	95,4%	4,1%	0,6%
	Transilvania	94,6%	5,0%	0,4%
	Bucuresti	95,4%	4,6%	
Total		95,0%	4,3%	0,7%





Sports		Watching	Not watching	DK/NA
Residence	urban	59,4%	39,3%	1,3%
	rural	57,8%	41,1%	1,1%
Gender	male	78,1%	21,1%	0,8%
	female	41,1%	57,2%	1,6%
Education	less than 10 grades, vocational school	55,0%	43,6%	1,4%
	high school, college	64,1%	35,1%	0,8%
	higher education	58,8%	39,5%	1,7%
Age groups	15 - 22 years	56,2%	42,5%	1,3%
	23 - 35 years	62,2%	36,4%	1,5%
	36 - 49 years	62,3%	37,2%	0,5%
	50 - 64 years	61,1%	37,4%	1,4%
	65+ years	49,4%	49,2%	1,5%
Region	Moldova	69,7%	26,7%	3,6%
	Muntenia	56,9%	42,9%	0,2%
	Transilvania	56,8%	42,1%	1,1%
	Bucuresti	47,0%	53,0%	
Total		58,7%	40,1%	1,2%

Shows with religious themes		Watching	Not watching	DK/NA
Residence	urban	33,3%	64,8%	1,8%
	rural	38,2%	59,8%	2,0%
Gender	male	33,3%	64,8%	1,9%
	female	37,3%	60,8%	1,9%
Education	less than 10 grades, vocational school	36,5%	61,4%	2,1%
	high school, college	37,4%	61,1%	1,4%
	higher education	25,3%	72,3%	2,4%
Age groups	15 - 22 years	21,1%	76,3%	2,7%
	23 - 35 years	28,1%	70,7%	1,2%
	36 - 49 years	35,5%	63,7%	0,9%
	50 - 64 years	42,2%	55,5%	2,4%
	65+ years	42,8%	54,4%	2,7%
Region	Moldova	52,2%	43,6%	4,2%
	Muntenia	29,8%	68,9%	1,3%
	Transilvania	36,7%	61,8%	1,5%
	Bucuresti	13,4%	86,2%	0,5%
Total		35,4%	62,7%	1,9%





Talkshows (political, social debates etc.)		Watching	Not watching	DK/NA
Residence	urban	58,1%	40,0%	1,8%
	rural	49,0%	49,8%	1,2%
Gender	male	55,7%	43,2%	1,1%
	female	52,8%	45,2%	2,0%
Education	less than 10 grades, vocational school	47,6%	50,8%	1,7%
	high school, college	61,1%	37,9%	1,0%
	higher education	62,2%	35,1%	2,7%
Age groups	15 - 22 years	36,8%	61,5%	1,7%
	23 - 35 years	55,1%	43,5%	1,5%
	36 - 49 years	60,7%	38,8%	0,5%
	50 - 64 years	60,8%	37,3%	1,9%
	65+ years	47,5%	50,0%	2,5%
Region	Moldova	63,4%	32,0%	4,6%
	Muntenia	54,1%	45,4%	0,4%
	Transilvania	47,7%	51,1%	1,2%
	Bucuresti	56,7%	42,9%	0,5%
Total		54,2%	44,2%	1,6%

Children shows		Watching	Not watching	DK/NA
Residence	urban	22,0%	76,3%	1,6%
	rural	19,1%	79,4%	1,5%
Gender	male	19,6%	79,1%	1,3%
	female	21,9%	76,3%	1,9%
Education	less than 10 grades, vocational school	17,1%	81,3%	1,7%
	high school, college	27,3%	71,6%	1,1%
	higher education	17,2%	80,4%	2,4%
Age groups	15 - 22 years	25,8%	72,6%	1,7%
	23 - 35 years	23,3%	75,7%	1,0%
	36 - 49 years	29,2%	69,9%	0,9%
	50 - 64 years	17,7%	80,3%	2,1%
	65+ years	9,1%	88,6%	2,3%
Region	Moldova	27,4%	67,8%	4,8%
	Muntenia	21,2%	78,0%	0,8%
	Transilvania	19,6%	79,7%	0,7%
	Bucuresti	7,4%	92,2%	0,5%
Total		20,8%	77,6%	1,6%





Reality-shows (real life events)		Watching	Not watching	DK/NA
Residence	urban	48,5%	49,8%	1,7%
	rural	42,0%	56,3%	1,7%
Gender	male	44,9%	54,0%	1,1%
	female	46,5%	51,3%	2,2%
Education	less than 10 grades, vocational school	39,0%	59,3%	1,7%
	high school, college	55,2%	43,3%	1,4%
	higher education	46,3%	51,7%	2,0%
Age groups	15 - 22 years	52,8%	45,2%	2,0%
	23 - 35 years	51,6%	47,0%	1,5%
	36 - 49 years	49,9%	49,4%	0,7%
	50 - 64 years	44,9%	52,9%	2,2%
	65+ years	31,4%	66,2%	2,3%
Region	Moldova	58,3%	36,6%	5,1%
	Muntenia	50,7%	49,1%	0,2%
	Transilvania	35,8%	62,8%	1,4%
	Bucuresti	31,3%	67,7%	0,9%
Total		45,7%	52,6%	1,7%

Culture and arts		Watching	Not watching	DK/NA
Residence	urban	45,6%	52,6%	1,8%
	rural	32,8%	65,9%	1,3%
Gender	male	40,8%	57,9%	1,4%
	female	39,4%	58,7%	1,9%
Education	less than 10 grades, vocational school	29,3%	68,9%	1,8%
	high school, college	50,6%	48,2%	1,2%
	higher education	54,1%	43,9%	2,0%
Age groups	15 - 22 years	39,8%	57,9%	2,3%
	23 - 35 years	45,5%	53,0%	1,5%
	36 - 49 years	44,7%	54,6%	0,7%
	50 - 64 years	43,6%	54,5%	1,9%
	65+ years	24,5%	73,4%	2,1%
Region	Moldova	46,9%	49,1%	4,0%
	Muntenia	41,6%	57,9%	0,6%
	Transilvania	36,9%	61,6%	1,5%
	Bucuresti	29,0%	70,0%	0,9%
Total		40,1%	58,3%	1,6%





TV contests		Watching	Not watching	DK/NA
Residence	urban	46,1%	52,3%	1,6%
	rural	40,8%	57,6%	1,6%
Gender	male	42,0%	56,8%	1,3%
	female	45,6%	52,6%	1,9%
Education	less than 10 grades, vocational school	40,9%	57,3%	1,7%
	high school, college	51,3%	47,3%	1,3%
	higher education	34,5%	63,9%	1,7%
Age groups	15 - 22 years	51,8%	46,2%	2,0%
	23 - 35 years	47,8%	50,9%	1,2%
	36 - 49 years	48,0%	51,1%	0,9%
	50 - 64 years	42,0%	56,4%	1,6%
	65+ years	32,3%	65,2%	2,5%
Region	Moldova	54,1%	41,3%	4,6%
	Muntenia	48,3%	51,4%	0,3%
	Transilvania	32,9%	65,8%	1,4%
	Bucuresti	41,5%	58,1%	0,5%
Total		43,8%	54,6%	1,6%

Shows on social themes		Watching	Not watching	DK/NA
Residence	urban	62,0%	36,4%	1,6%
	rural	50,7%	47,8%	1,5%
Gender	male	59,2%	39,6%	1,2%
	female	55,2%	42,8%	1,9%
Education	less than 10 grades, vocational school	53,0%	45,4%	1,7%
	high school, college	62,3%	36,3%	1,3%
	higher education	59,8%	38,2%	2,0%
Age groups	15 - 22 years	44,8%	52,8%	2,3%
	23 - 35 years	60,1%	38,5%	1,5%
	36 - 49 years	64,5%	35,0%	0,5%
	50 - 64 years	59,7%	38,5%	1,7%
	65+ years	49,4%	48,3%	2,3%
Region	Moldova	67,0%	28,6%	4,4%
	Muntenia	56,4%	43,0%	0,6%
	Transilvania	50,5%	48,4%	1,1%
	Bucuresti	60,8%	38,2%	0,9%
Total		57,1%	41,3%	1,6%





TV series		Watching	Not watching	DK/NA
Residence	urban	58,9%	39,1%	2,0%
	rural	46,3%	52,3%	1,4%
Gender	male	45,2%	53,5%	1,3%
	female	61,0%	36,8%	2,2%
Education	less than 10 grades, vocational school	49,5%	48,7%	1,8%
	high school, college	61,7%	36,8%	1,6%
	higher education	46,6%	51,4%	2,0%
Age groups	15 - 22 years	63,5%	34,8%	1,7%
	23 - 35 years	56,8%	41,6%	1,7%
	36 - 49 years	56,9%	42,3%	0,9%
	50 - 64 years	51,0%	47,2%	1,7%
	65+ years	43,0%	54,0%	3,0%
Region	Moldova	59,8%	36,2%	4,0%
	Muntenia	55,4%	43,7%	0,9%
	Transilvania	48,6%	50,1%	1,2%
	Bucuresti	48,4%	49,8%	1,8%
Total		53,5%	44,7%	1,7%

Cartoons		Watching	Not watching	DK/NA
Residence	urban	23,7%	74,5%	1,8%
	rural	17,8%	80,4%	1,8%
Gender	male	18,1%	80,2%	1,7%
	female	24,0%	74,2%	1,9%
Education	less than 10 grades, vocational school	18,4%	79,7%	1,9%
	high school, college	25,7%	73,1%	1,2%
	higher education	19,9%	77,0%	3,0%
Age groups	15 - 22 years	43,1%	55,5%	1,3%
	23 - 35 years	26,4%	72,8%	0,8%
	36 - 49 years	21,7%	76,5%	1,7%
	50 - 64 years	12,5%	85,2%	2,4%
	65+ years	13,1%	84,6%	2,3%
Region	Moldova	27,6%	68,4%	4,0%
	Muntenia	22,1%	76,3%	1,5%
	Transilvania	20,0%	79,1%	1,0%
	Bucuresti	6,5%	93,1%	0,5%
Total		21,2%	77,0%	1,8%





Soap operas		Watching	Not watching	DK/NA
Residence	urban	36,0%	62,5%	1,6%
	rural	32,9%	65,6%	1,5%
Gender	male	18,1%	80,4%	1,5%
	female	49,6%	48,8%	1,6%
Education	less than 10 grades, vocational school	38,3%	60,2%	1,5%
	high school, college	35,2%	63,4%	1,3%
	higher education	17,9%	79,7%	2,4%
Age groups	15 - 22 years	42,1%	54,8%	3,0%
	23 - 35 years	32,6%	65,7%	1,7%
	36 - 49 years	35,1%	64,0%	0,9%
	50 - 64 years	34,9%	64,1%	0,9%
	65+ years	30,8%	67,1%	2,1%
Region	Moldova	32,2%	63,8%	4,0%
	Muntenia	40,4%	59,0%	0,7%
	Transilvania	30,5%	68,5%	1,0%
	Bucuresti	31,8%	66,8%	1,4%
Total		34,6%	63,8%	1,5%

Shows of ethnic minorities		Watching	Not watching	DK/NA
Residence	urban	20,8%	77,4%	1,8%
	rural	16,3%	82,0%	1,7%
Gender	male	18,5%	80,1%	1,4%
	female	19,2%	78,7%	2,1%
Education	less than 10 grades, vocational school	16,6%	81,7%	1,7%
	high school, college	23,1%	75,2%	1,7%
	higher education	16,2%	81,4%	2,4%
Age groups	15 - 22 years	18,4%	79,6%	2,0%
	23 - 35 years	19,5%	77,8%	2,7%
	36 - 49 years	21,9%	77,7%	0,3%
	50 - 64 years	19,6%	78,8%	1,6%
	65+ years	13,9%	83,5%	2,5%
Region	Moldova	21,5%	74,1%	4,4%
	Muntenia	19,6%	79,4%	1,0%
	Transilvania	19,5%	79,7%	0,9%
	Bucuresti	7,4%	90,8%	1,8%
Total		18,9%	79,4%	1,7%



Audience of shows broadcasted by local televisions

Interest towards types of shows broadcasted by local TV channels is mainly oriented towards news and music/entertainment programmes (see Table 3.3.6). A profile for local news audience is listed below.

Table 3.3.6. During an average week, how often do you watch the following types of TV shows at local TV channels? N=608 (respondents watching local TV channels)

	Every day	More than once a week	Once a week	At least once a month	Less	Never	DK/NA
Documentaries (history/science/wildlife)	2,0%	5,6%	8,4%	3,8%	23,7%	52,1%	4,4%
Fiction films	4,1%	7,9%	4,8%	2,0%	23,5%	53,3%	4,4%
Music/Entertainment	8,4%	15,8%	11,2%	3,8%	21,4%	35,4%	4,1%
News	45,9%	33,4%	5,4%	2,0%	6,6%	4,1%	2,6%
Sports	10,5%	17,8%	5,9%	3,5%	15,8%	42,6%	3,9%
Shows with religious themes	2,8%	3,0%	8,7%	3,8%	26,0%	51,6%	4,1%
Talkshows (political, social debates)	3,9%	7,4%	14,6%	10,4%	16,4%	43,6%	3,6%
Children shows	2,1%	2,8%	2,5%	2,1%	19,2%	66,3%	4,9%
Reality-shows (real life events)	2,6%	4,6%	4,9%	7,6%	16,4%	58,6%	5,3%
Culture and arts	2,1%	3,9%	7,1%	8,9%	16,8%	56,1%	5,1%
Shows of ethnic minorities	2,1%	1,5%	3,0%	5,9%	14,3%	67,4%	5,8%
TV contests	1,5%	3,3%	4,1%	6,7%	15,6%	63,2%	5,6%
Shows on social themes	3,6%	7,2%	16,9%	6,6%	16,1%	44,1%	5,4%
TV series	2,1%	3,8%	3,3%	2,0%	18,9%	59,4%	10,5%
Cartoons	1,3%	3,3%	1,5%	1,6%	16,1%	65,5%	10,7%
Soap operas	2,6%	2,5%	1,8%	1,6%	14,8%	65,8%	10,9%

News		Watching	Not watching	DK/NA
Residence	urban	84,9%	11,7%	3,4%
	rural	91,5%	7,9%	0,6%
Gender	male	87,9%	9,6%	2,5%
	female	85,6%	11,7%	2,8%
Education	less than 10 grades, vocational school	90,0%	9,1%	0,9%
	high school, college	84,9%	11,7%	3,4%
	higher education	82,7%	12,0%	5,3%
Age groups	15 - 22 years	69,0%	24,1%	6,9%
	23 - 35 years	86,4%	10,2%	3,4%
	36 - 49 years	87,9%	9,7%	2,4%
	50 - 64 years	91,7%	7,7%	0,6%
	65+ years	86,7%	10,2%	3,1%
Region	Moldova	90,7%	4,3%	5,0%
	Muntenia	89,2%	9,7%	1,1%
	Transilvania	82,9%	15,1%	1,9%
	Bucuresti	50,0%	25,0%	25,0%
Total		86,7%	10,7%	2,6%



Habits of TV consumption

Almost all types of TV programmes are being watched mainly as a family activity. Highest percentages appear for news (60.6%), fiction films (54.6%) and music/entertainment (48%). The main social groups associated with TV consumption are:

- family, as the main group of TV watching and commenting
- friends, mainly as a debate group regarding TV content

When asked about decision roles regarding TV content inside the family, 69% of the subjects declared that the decision belongs to themselves often or very often. Without significant differences between groups by socio-demographic characteristics (see Table 3.3.6), this result might indicate a relatively high degree of independence regarding TV choices between family members. There are significantly lower degrees of decision implication for children, parents or other family members.

One essential social components of TV consumption is sharing and commenting information with others. Most commented TV programmes are:

- news are commented by 72.2% of the subjects: mainly with husband/wife (40%), friends (11.2%) and neighbors (7.2%)
- fiction films commented by 53.4% of the respondents, with husband/wife (29.5%) and friends (11%)
- music and entertainment shows: 47.5% of respondents use to comment with husband/wife (22.9%) and friends (12.2%)
- shows on social themes are commented by 43.6% of the respondents, with husband/wife (23.2%) and friends (7%)

Table 3.3.4 Individual vs collective TV consuming

With whom do you generally watch TV shows like ...

	Alone	With family	With friends	Don't watch
Documentaries (history/science/wildlife)	31,2%	33,9%	2,2%	32,8%
Fiction films	29,7%	54,6%	3,2%	12,5%
Music/Entertainment	33,1%	48,0%	5,7%	13,2%
News	35,1%	60,6%	1,4%	2,9%
Sports	29,4%	27,7%	5,3%	37,6%
Shows with religious themes	17,6%	25,0%	1,3%	56,0%
Talkshows (political, social debates etc.)	20,2%	41,8%	2,6%	35,4%
Children shows	6,8%	20,2%	1,5%	71,5%
Reality-shows (real life events)	17,4%	37,6%	3,2%	41,9%
Culture and arts	19,0%	29,1%	3,4%	48,5%
Shows of ethnic minorities	9,2%	14,1%	1,6%	75,1%
TV contests	14,9%	37,9%	3,3%	43,9%
Shows on social themes	23,1%	42,9%	1,6%	32,4%
TV series	28,6%	32,6%	1,7%	37,2%
Cartoons	7,9%	16,7%	2,0%	73,4%
Soap operas	21,1%	17,6%	1,3%	60,0%



Table 3.3.5 Social communication associated with TV watching

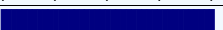
With whom do you mostly comment TV shows like...

	Husband/ wife	Children	Parents	Friends	Neighbors	Colleagues/ schoolmates	Don't comment
Documentaries (history/science/wildlife)	23,1%	2,9%	1,8%	10,7%	2,9%	2,5%	56,1%
Fiction films	29,5%	4,5%	2,2%	11,0%	3,1%	4,1%	45,6%
Music/Entertainment	22,9%	4,9%	1,7%	12,2%	2,8%	3,2%	52,5%
News	40,4%	2,7%	6,6%	11,2%	7,2%	4,2%	27,8%
Sports	12,3%	3,2%	1,4%	17,2%	4,8%	4,2%	56,9%
Shows with religious themes	13,6%	1,3%	2,8%	3,3%	1,9%	1,2%	75,8%
Talkshows (political, social debates etc.)	21,5%	2,0%	2,8%	9,1%	4,3%	5,5%	54,9%
Children shows	5,1%	7,2%	0,5%	2,2%	0,7%	0,9%	83,4%
Reality-shows (real life events)	17,2%	2,1%	2,4%	7,2%	3,9%	3,9%	63,3%
Culture and arts	13,4%	2,2%	1,1%	6,1%	2,3%	3,4%	71,5%
Shows of ethnic minorities	5,8%	1,2%	0,7%	2,6%	1,4%	2,9%	85,4%
TV contests	16,5%	2,4%	2,2%	5,8%	2,7%	2,5%	68,0%
Shows on social themes	23,2%	2,6%	4,0%	7,0%	3,9%	2,9%	56,4%
TV series	17,8%	1,8%	1,2%	7,5%	2,6%	3,3%	65,9%
Cartoons	3,7%	6,5%	0,5%	2,3%	0,6%	0,6%	85,9%
Soap operas	8,3%	1,6%	1,0%	5,5%	3,5%	1,7%	78,4%

Table 3.3.6 Decision-making roles of family members, regarding TV content being watched.

In you family, how often do each of the following family members decide which TV programs are being watched?

Myself

	Frequency	Absolute percent	Valid percent		
Very often	1019	41,4	41,4(1)		41%
Often	710	28,8	28,8(1)		29%
Rarely	176	7,1	7,1		7%
Very rarely	57	2,3	2,3		2%
We have several TV sets	400	16,2	16,2(1)		16%
DK/NA	101	4,1	4,1		4%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

In you family, how often do each of the following family members decide which TV programs are being watched?						
Myself			Very often/often	Rarely/ very rarely	We have several TVs	DK/ NA
Gender	male		69,4%	20,6%	17,1%	0,8%
	female		69,0%	21,1%	15,0%	1,2%
Education	less than 10 grades, vocational school		72,5%	10,0%	10,4%	7,0%
	high school, college		65,2%	9,7%	21,5%	3,5%
	higher education		66,7%	6,4%	23,6%	3,4%
Age groups	15 - 22 years		59,6%	11,6%	22,2%	6,6%
	23 - 35 years		69,0%	8,7%	20,0%	2,3%
	36 - 49 years		69,1%	10,3%	17,1%	3,4%
	50 - 64 years		68,4%	9,0%	17,0%	5,6%
	65+ years		76,3%	8,6%	5,8%	9,2%
Region	Moldova		65,5%	9,5%	17,9%	7,1%
	Muntenia		69,5%	8,3%	16,8%	5,4%
	Transilvania		68,8%	12,3%	15,2%	3,8%
	Bucuresti		78,6%	4,1%	10,9%	6,4%
Total			69,2%	9,5%	16,0%	5,3%

In your family, how often do each of the following family members decide which TV programs are being watched?

My husband/wife

	Frequency	Absolute percent	Valid percent		
Very often	249	10,1	10,1		10%
Often	615	25,0	25,0(1)		25%
Rarely	280	11,4	11,4		11%
Very rarely	171	6,9	6,9		7%
We have serveral TV sets	513	20,8	20,8(1)		21%
DK/NA	635	25,8	25,8(1)		26%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

In your family, how often do each of the following family members decide which TV programs are being watched?

Children

	Frequency	Absolute percent	Valid percent		
Very often	90	3,7	3,7		4%
Often	221	9,0	9,0		9%
Rarely	254	10,3	10,3		10%
Very rarely	264	10,7	10,7		11%
We have serveral TV sets	509	20,7	20,7(1)		21%
DK/NA	1125	45,7	45,7(1)		46%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007





In your family, how often do each of the following family members decide which TV programs are being watched?

Parents

	Frequency	Absolute percent	Valid percent		
Very often	54	2,2	2,2		2%
Often	109	4,4	4,4		4%
Rarely	131	5,3	5,3		5%
Very rarely	286	11,6	11,6		12%
We have several TV sets	522	21,2	21,2(1)		21%
DK/NA	1361	55,3	55,3(1)		55%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

In your family, how often do each of the following family members decide which TV programs are being watched?

Another member of the family

	Frequency	Absolute percent	Valid percent		
Very often	25	1,0	1,0(2)		1%
Often	32	1,3	1,3(2)		1%
Rarely	38	1,5	1,5(2)		2%
Very rarely	116	4,7	4,7		5%
We have several TV sets	251	10,2	10,2		10%
DK/NA	2001	81,2	81,2(1)		81%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante
2,00 Valori sub pragul de semnificație

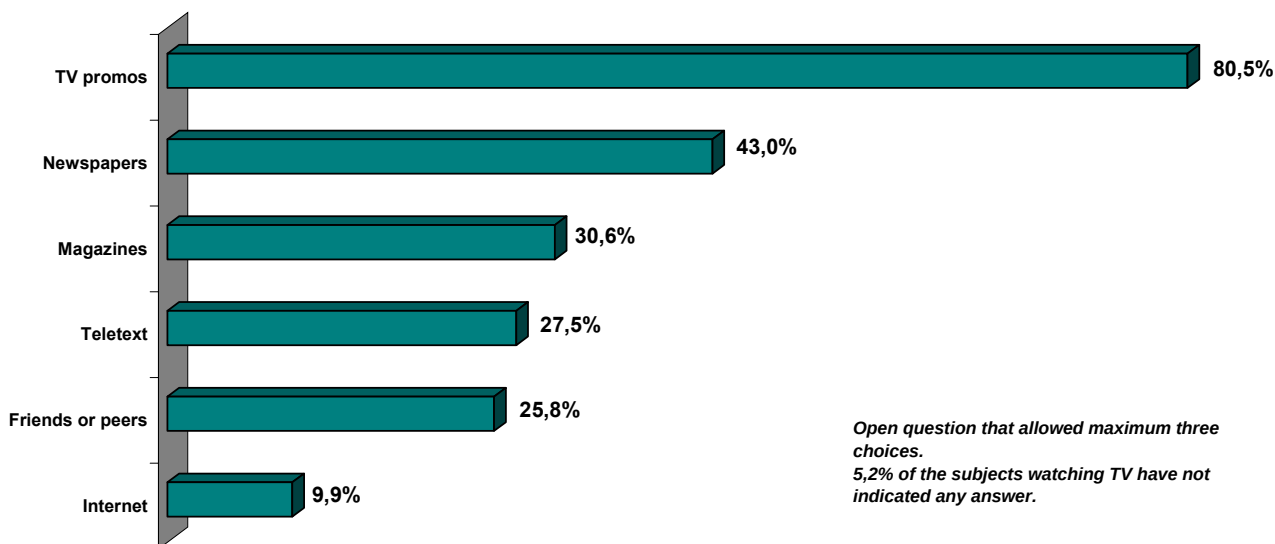
Sondaj Național, 06-28 septembrie 2007

Sources of information and scheduling behavior regarding TV content

TV promos are the most effective way of informing viewers about programmes. The majority of the respondents (80.5%) indicated TV promos as the main source of information for programmes. Newspapers and magazines are secondary means for scheduling, while internet websites have the lowest use. TV promos are being used daily or more than 3-4 days a week by 64.4% of the respondents.

Which are the main sources of information you use to find the schedule of your favourite TV channels? Please mention according to their order in your choice.

- selection of those declaring that they are watching TV-
N=2463



During an average week, how frequently do you consult your sources of information you use to find the schedule of your favourite TV channels? - selection of those declaring that they are watching TV-

	Daily	5-6 days	3-4 days	1-2 days	Less	DK/NA
TV promos	37,2%	15,1%	12,1%	7,3%	14,6%	13,8%
Newspapers	13,0%	5,8%	7,4%	12,3%	38,8%	22,7%
Teletext	12,0%	5,5%	6,0%	6,7%	33,2%	36,6%
Magazines	7,0%	4,5%	7,3%	9,6%	41,7%	29,9%
Friends or peers	4,3%	3,5%	6,5%	10,4%	41,2%	34,2%
Internet	3,8%	2,2%	3,2%	2,5%	36,7%	51,6%

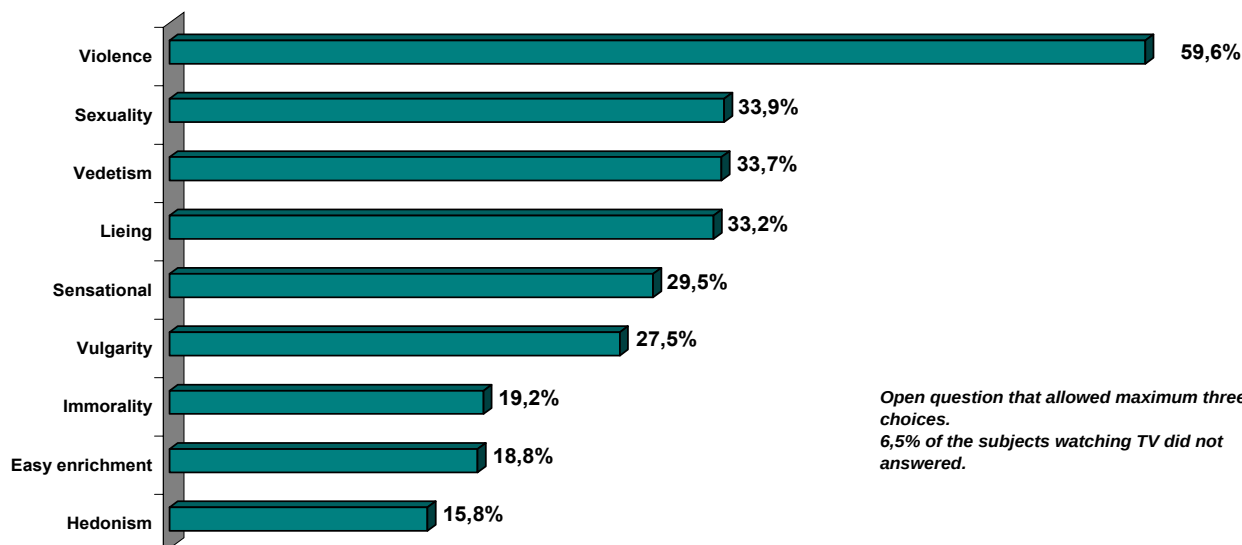


Social effects of TV consumption

In your opinion, which of the following values and behaviors are most frequently promoted in TV shows?

- selection of respondents watching TV-

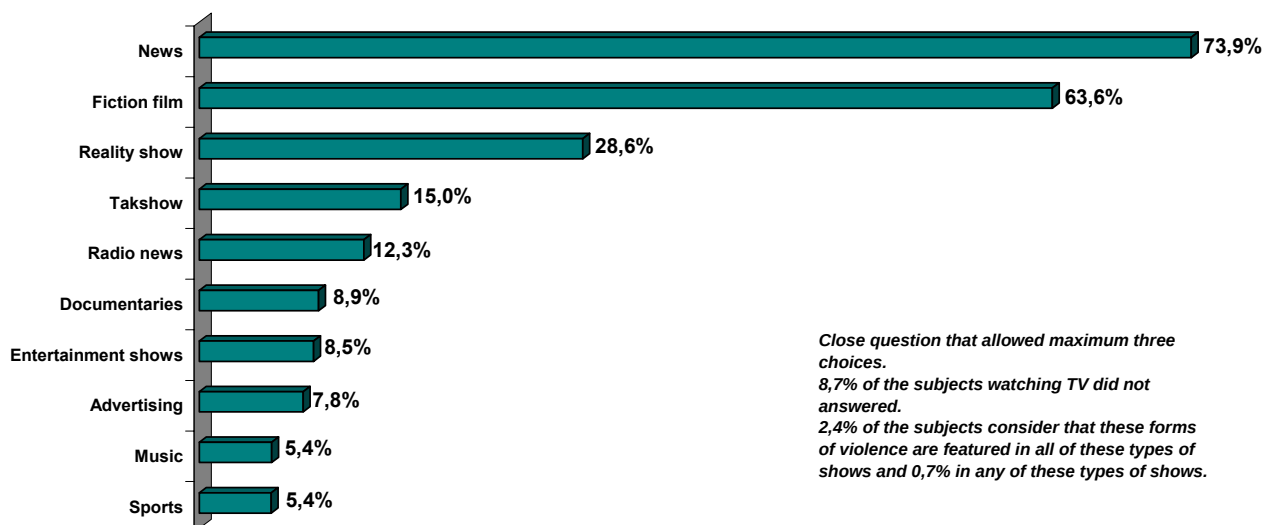
N=2463



In which of the previous shows do you consider that forms of violence appear most frequently ?

-selection of respondents watching TV-

N=2463



Subjects indicated that, among the values and behaviors most frequently promoted in TV shows, violence is the most prominent (59.6%), followed by sexual content (33.9%). Violence is associated primarily with news (73.9%) and fiction films (63.6%).

Violent content is also thought to be too accessible for children: 80.7% of the subjects consider that children are exposed to a high level of unappropriated content: news about crimes and suicides (71.2%), acts of domestic violence (63.1%) and aggressive language (48.5%).

Table 3.5.7 Attitudes towards children access to unappropriated content in TV shows.

In your opinion, are children in Romania exposed to a high level of unappropriated content featured in TV shows?

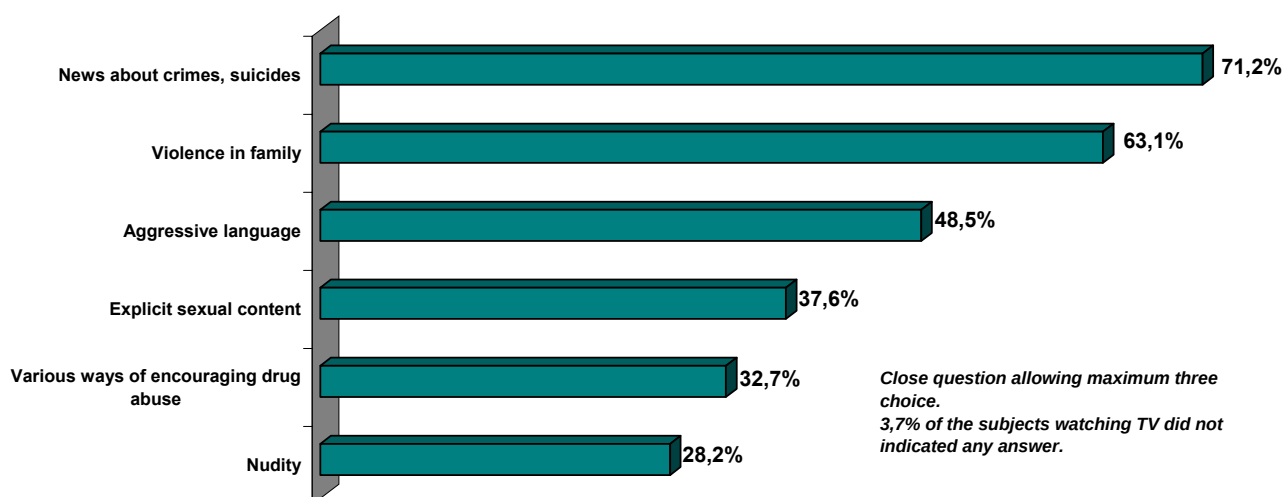
	Frequency	Absolute percent	Valid percent		
YES	1894	76,9	80,7(1)		81%
NO	129	5,2	5,5		5%
Cannot decide	325	13,2	13,8		14%
Total	2348	95,3	100,0		
DK/NA	115	4,7			
Total	2463	100,0			

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

Which of the following forms of violent content in TV shows you consider to be most dangerous for children? Please indicate the first three.

-selection of respondents watching TV-
N=2463



When evaluating effects of TV watching over children behavior, the respondents attribute negative influence to television:

- 85% agree or totally agree that violent content contributes to violent behavior of children;
- 80% consider that sexual content in TV programmes contributes to premature sexual behavior of children;
- 77% agree or totally agree that children food consumption habits are influenced by TV ads.

Table 3.5.8 Opinions regarding effects of TV content on children behavior

How much do you agree or disagree with each of the following statements?

1. Children exposure violent TV content (aggression, verbal violence) contributes to violent behaviour of children.

	Frequency	Absolute percent	Valid percent		
Totally agree and agree	2091	84,9	84,9(1)		85%
Neither agree, nor disagree	107	4,3	4,3		4%
Disagree and totally disagree	176	7,1	7,1		7%
DK/NA	89	3,6	3,6		4%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

2. TV commercials seen on TV contributes to options and alimentation habits of children.

	Frequency	Absolute percent	Valid percent		
Totally agree and agree	1897	77,0	77,0(1)		77%
Neither agree, nor disagree	179	7,3	7,3		7%
Disagree and totally disagree	256	10,4	10,4		10%
DK/NA	131	5,3	5,3		5%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

3. Children exposure to sexual content in TV shows (nudity, explicit sexual content) contributes to premature sexual behaviour of children.

	Frequency	Absolute percent	Valid percent		
Totally agree and agree	1963	79,7	79,7(1)		80%
Neither agree, nor disagree	139	5,6	5,6		6%
Disagree and totally disagree	206	8,4	8,4		8%
DK/NA	155	6,3	6,3		6%
Total	2463	100,0	100,0		

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

While at level of total sample, the dominant view is that television is responsible for negative effects over behavior of children, subjects being parents and having children in household also supported this view and placed „aggressive language” (see Table 3.5.9) as the main source of concern regarding TV content children have access to.

Also, behavioral effects of TV commercials over children consumer behavior have been acknowledged by 76% of the parents included in the sample, who agreed that their children asked for certain products seen in TV ads „very often”, „often” or „rarely” (see Table 3.5.10).

Table 3.5.9 Concerns of parents regarding level of inappropriate content in TV shows

How concerned are you that your children are watching TV shows depicting too much...

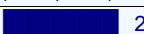
- selection of respondents that have children in custody living in the household

	Very concerned and concerned	Less concerned or not concerned	DK/NA
News about crimes, suicides	76,7%	21,5%	1,8%
Violence in family	76,7%	21,5%	1,8%
Aggressive language	77,0%	20,9%	2,0%
Nudity	74,1%	23,9%	2,0%
Explicit sexual content	74,6%	23,2%	2,2%
Various ways of encouraging drug abuse	75,1%	22,3%	2,5%

Table 3.5.10 Influence of TV ads over consumer behavior of children

How often do your children ask you to buy certain food products because they have seen them in TV commercials? - --

Selection of respondents that have children in custody living in the household

	Frequency	Absolute percent	Valid percent		
Very often	187	20.9	21.7(1)		22%
Often	286	32.0	33.2(1)		33%
Rarely	178	19.9	20.6(1)		21%
Very rarely	76	8.5	8.8		9%
Never	135	15.1	15.7(1)		16%
Total	862	96.5	100.0		
DK/NA	31	3.5			
Total	893	100.0			

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

Television is seen as having strong effects over others, as well as over own views (see Tables 3.5.11 and 3.5.12). Among TV content with strong behavioral effects, violent content is rated first (72.4% of respondents), followed by news covering political issues (59%). While this might be interpreted as a third person effect due to respondents overestimating the influence of TV over behavior of others, when asked about the role of TV content is shaping their own views, respondents also indicated that they actively use content show on TV in order to form their own opinions over various social, economic and political issues (see Table 3.5.12).

Table 3.5.11 Evaluations of influence by TV content over daily behavior and choices of others.

In your opinion, how much do you think daily behavior and choices of people are influenced by..

	Very high and high	Low and very low	Not at all	DK/NA
TV shows that include violent content	72,4%	19,8%	1,7%	6,1%
TV news covering political issues	59,0%	29,6%	3,2%	8,2%
TV debates on political issues	57,7%	29,8%	3,9%	8,5%
TV shows depicting behaviour commonly defined as deviant	57,2%	28,4%	4,1%	10,3%

Table 3.5.12 Evaluations of effects of TV watching over own beliefs.

How much do you agree with the following sentences. Watching TV shows helped me to better understand...

	Totally agree and agree	Disagree and totally disagree	Neither agree, nor disagree
The political situation in Romania	75,8%	12,2%	12,0%
The economic situation in Romania	73,9%	13,2%	12,9%
The situation of Romania as an EU member	71,8%	14,8%	13,4%
The international political situation	68,5%	17,0%	14,6%
The social issues of Romania	75,7%	12,3%	12,0%
The status of corruption in Romania	71,5%	16,1%	12,5%

TV receiving and the number of available channels

How many TV sets, if any, are in your household?

	Frequency	Absolute percent	Valid percent		
One	1296	51,7	51,9(1)		52%
Two	885	35,3	35,4(1)		35%
Three	227	9,1	9,1		9%
Four or more	49	2,0	2,0(2)		2%
Don't have a TV	42	1,7	1,7(2)		2%
Total	2499	99,7	100,0		
DK/NA	8	,3			
Total	2507	100,0			

INSOMAR-Rezultate statistice
 1,00 Valori dominante
 2,00 Valori sub pragul de semnificație

Sondaj Național, 06-28 septembrie 2007

How do you receive TV programmes?

	Frequency	Absolute percent	Valid percent		
Cable	1856	75,4	77,1(1)		77%
Satellite	294	11,9	12,2		12%
Terrestrial antenna	223	9,1	9,3		9%
Shared antenna	35	1,4	1,5(2)		1%
Total	2408	97,8	100,0		
Don't receive TV	17	,7			
DK/NA	38	1,5			
Total	55	2,2			
Total	2463	100,0			

INSOMAR-Rezultate statistice

1,00 Valori dominante

2,00 Valori sub pragul de semnificație

Sondaj Național, 06-28 septembrie 2007

Did you purchased supplementary TV channel packs?

	Frequency	Absolute percent	Valid percent		
YES	305	12,4	13,1		13%
NO	2021	82,1	86,9(1)		87%
Total	2326	94,4	100,0		
DK/NA	137	5,6			
Total	2463	100,0			

INSOMAR-Rezultate statistice

1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

How many local and national TV channels do you permanently receive?

Number of cases	Mean	Standard deviation
2249	34,2	21,4

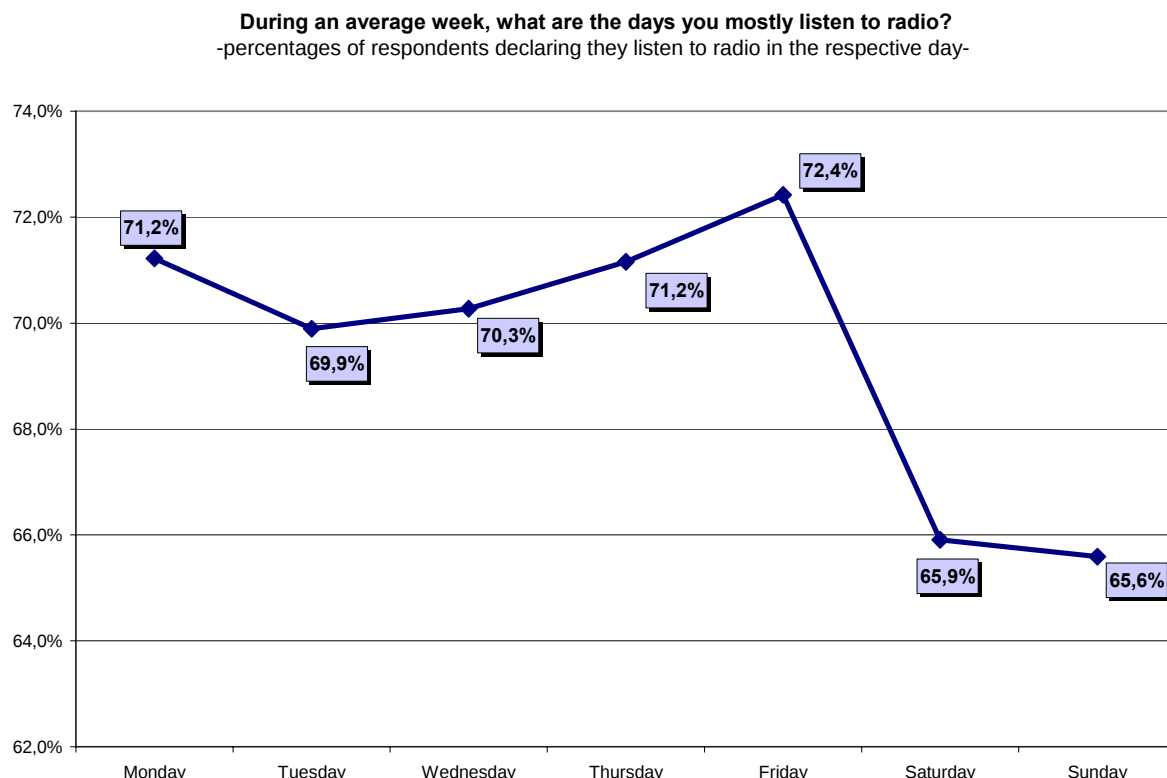
RADIO

DEFINING PROFILES OF RADIO AUDIENCES

Radio listening weekly patterns

Radio listening is associated with the working days of the week. Compared to television, radio has a generally lower audience (see Figure 4.1.1), with highs being reached during the working days of the week (Monday and Thursday – 71.2%, Friday -72.4%). Week-end audience drops to values below 66%.

Figure 4.1.1 The levels of radio consumption by days of the week



During an average working day of the week, radio is listened on average for 3 hours, in while week-ends days the average listening hours drop to 2.47 hours. Radio consumption is dominated by

stations with national coverage, which cumulate an average of 9.6 hours of listening in a week. Local radio stations have an average of 2.92 hours weekly. Compared to audience of local television channels (average of 2.40 hours weekly), local radio stations are more important than local television as media channels at regional level.

Table 4.1.1 Average hours of radio consumption in working days and week-end days, local stations and national stations.

Based on periods of the week	Cases	Mean	Standard deviation
Let's say you would count all time you spend listening to radio in an average working day. How many total hours would it be?	1569	3,00	4,24
Let's say you would count all time you spend listening to radio in an average week-end day. How many total hours would it be?	1629	2,47	3,67

Based on types of stations	Cases	Mean	Standard deviation
Let's say you would count all time you spend listening to NATIONAL radios in an average week. How many total hours would it be?	1801	9,60	13,48
Let's say you would count all time you spend listening to LOCAL radios in an average week. How many total hours would it be?	1594	2,92	6,93

The socio-demographic profile of total radio audience (see Table 4.1.2):

- Higher audience for rural residents (67%) compared to urban residents (61%), both females and males
- more listeners in the younger age groups: 23-25 years (69%), 15-22 years (67.5%) and 36-49 years (67.75)
- radio consumption rates increase with education level: highest rates are among group of higher educated respondents (78.6%)
- regions with risen rates of radio consumption are: Bucharest (70.2%) and Moldova (70.1%)

Table 4.1.2 Frequency of radio listening (total sample)

How often do you listen to radio?

	Frequency	Absolute percent	Valid percent		
Every day	755	30.1	30.6(1)		31%
More than once a week	389	15.5	15.7(1)		16%
Once a week	113	4.5	4.6		5%
At least once a week	52	2.1	2.1		2%
Less	272	10.8	11.0		11%
Never	889	35.5	36.0(1)		36%
Total	2470	98.5	100.0		
DK/NA	37	1.5			
Total	2507	100.0			

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

Table 4.1.3 Socio-demographic profiles of radio listeners (total valid answers)

How often do you listen to radio?		Listening to radio	Not listening
Residence	urban	60,7%	39,3%
	rural	66,6%	33,4%
Gender	male	64,6%	35,4%
	female	63,5%	36,5%
Age groups	15 - 22 years	67,5%	32,5%
	23 - 35 years	69,0%	31,0%
	36 - 49 years	67,7%	32,3%
	50 - 64 years	63,2%	36,8%
	65+ years	54,1%	45,9%
Education	less than 10 grades, vocational school	54,5%	45,5%
	high school, college	73,0%	27,0%
	higher education	78,6%	21,4%
Region	Moldova	70,1%	29,9%
	Muntenia	58,2%	41,8%
	Transilvania	64,9%	35,1%
	Bucuresti	70,2%	29,8%
TOTAL		63.2%	36.8%

Favourite radio channels and socio-demographic profiles of audiences

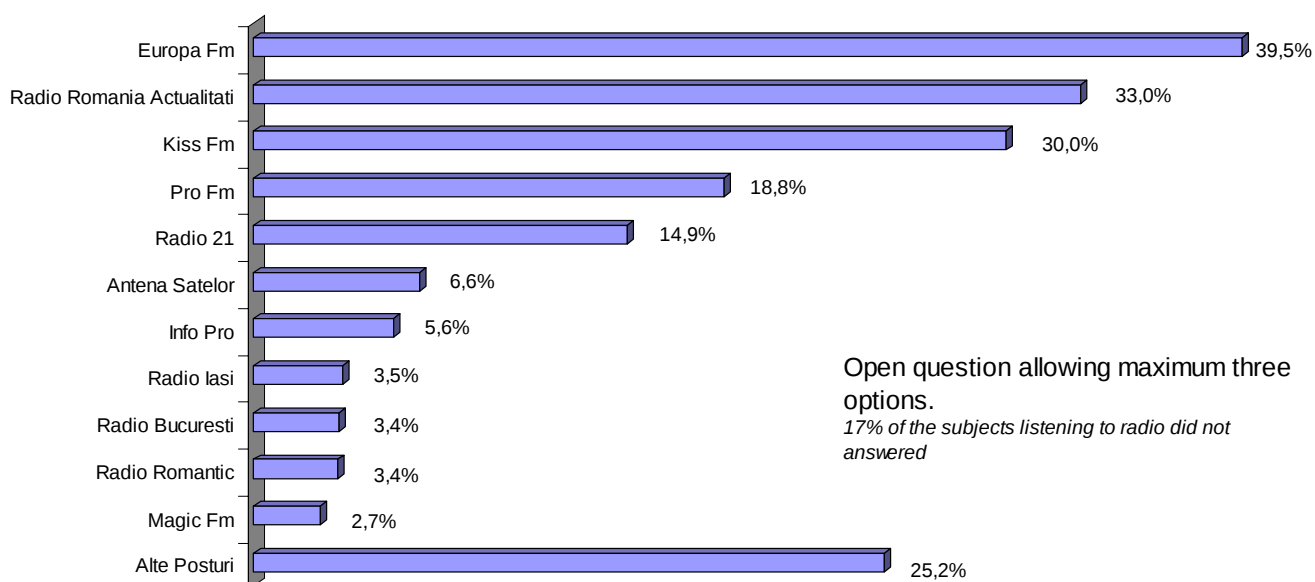
In order to chart the preferences of subjects towards specific radio stations, we used both open questions, allowing the spontaneous mentions of three most favourite stations that were afterwards summed up in order to count total occurrences, as well as scales measuring weekly audience rates of a closed list of radio stations. While the first method is a good indicator of stations' popularity and offers a more subjective perspective, the second offers a sound picture of the hierarchy of radio stations in consumers' preferences, based on actual consumer behavior.

The top three stations resulted from spontaneous mentioning include two commercial radios (Europa FM and Kiss FM) and a public channel (Radio Romania Actualitati). Europa FM ranks first, being mentioned in 39.5% of the total valid answers (see Figure 4.1.2). The second most popular channel is Radio Romania Actualitati, accounting for 33% of the total answers, while Kiss FM ranked third as popularity among subjects.



Figure 4.1.2 Most popular national radio stations spontaneously mentioned by subjects.

Please name your top three favourite national radio stations?



The hierarchy of radio stations based on actual consumer behavior, the weekly audience rates place on the first three ranks the same three stations (see Table 3.2.1): Europa FM (53.4% total audience), Radio Romania Actualitati (53.3% total audience) and Kiss FM (45.4% total audience). Following with relatively high audiences are Pro FM (45.4%) and Radio 21 (35.3%).

Table 4.1.4 Most listened radio stations according to weekly rates of audience

During an average week, how often do you listen to the following national radio channels?

Hierarchy based on daily rates

	Every day	5-6 days	3-4 days	1-2 days	Less	Total listening	Don't listen	DK/NA
România Actualități	20,9%	7,0%	3,8%	5,1%	16,4%	53,3%	38,6%	8,2%
Europa FM	20,2%	9,5%	9,2%	5,8%	8,7%	53,4%	36,8%	9,8%
Kiss FM	15,6%	7,3%	8,7%	5,0%	8,7%	45,4%	43,1%	11,5%
Pro FM	12,1%	4,0%	4,4%	5,4%	15,2%	41,2%	47,1%	11,6%
Radio 21	8,7%	4,5%	4,5%	4,7%	12,9%	35,3%	52,6%	12,1%
Antena Satelor	4,7%	0,9%	1,7%	2,3%	9,8%	19,4%	68,4%	12,1%
Info Pro	3,2%	2,0%	2,4%	3,5%	11,2%	22,4%	63,9%	13,7%
Romantic FM	2,6%	1,3%	1,3%	3,9%	9,8%	18,8%	68,4%	12,8%
Radio București	2,5%	2,1%	2,1%	2,0%	12,0%	20,6%	67,8%	11,6%
Magic FM	1,9%	1,0%	1,7%	2,7%	10,2%	17,5%	69,4%	13,0%
Radio Guerilla	1,6%	1,5%	2,1%	2,4%	10,4%	18,0%	68,8%	13,2%

Socio-demographic profiles of total audiences for Top 5 of radio stations

Each of the first five radio stations according to its total audience has been correlated with socio-demographic variables. Profiles are outlined for total audience:

- **total audience:** defined as the dominant groups of listeners that mention listening to the radio channel along a week. The total audience indicator also includes the occasional listeners of the station (listening for at least 1 or 2 days a week or less).

Europa FM		Listening	Not listening	DK/NA
Residence	urban	43,2%	39,8%	17,0%
	rural	26,5%	52,2%	21,3%
Gender	male	39,6%	42,1%	18,3%
	female	32,7%	47,9%	19,4%
Age groups	15 - 22 years	40,4%	42,1%	17,5%
	23 - 35 years	47,1%	38,2%	14,7%
	36 - 49 years	43,8%	39,8%	16,4%
	50 - 64 years	33,0%	47,0%	19,9%
	65+ years	17,3%	57,6%	25,1%
Education	less than 10 grades, vocational school	25,1%	51,3%	23,6%
	high school, college	45,9%	39,3%	14,8%
	higher education	53,2%	36,0%	10,8%
Region	Moldova	45,5%	26,7%	27,8%
	Muntenia	26,3%	61,1%	12,6%
	Transilvania	37,0%	41,7%	21,2%
	Bucuresti	49,5%	35,9%	14,5%
TOTAL		36.0%	45.2%	18.9%

Europa FM total audience is mainly composed of:

- urban residents (43.2%)
- males (39.6%) and females (32.7%)
- more listeners are in 23-35 years (47.1%) and 36-49 years (43.8%) age groups
- high educated (53.2%) and medium educated (46%)
- more listeners are in Bucharest (49.5%) and Moldova (45.5%)



Radio Romania Actualitati		Listening	Not listening	DK/NA
Residence	urban	32,9%	50,6%	16,4%
	rural	38,8%	41,8%	19,5%
Gender	male	39,3%	43,8%	16,9%
	female	32,0%	49,5%	18,5%
Age groups	15 - 22 years	19,5%	63,9%	16,6%
	23 - 35 years	23,6%	61,8%	14,7%
	36 - 49 years	39,7%	44,1%	16,2%
	50 - 64 years	44,7%	36,8%	18,5%
	65+ years	40,0%	38,0%	22,1%
Education	less than 10 grades, vocational school	34,0%	44,5%	21,5%
	high school, college	36,2%	49,4%	14,3%
	higher education	40,1%	48,5%	11,4%
Region	Moldova	42,2%	31,9%	25,9%
	Muntenia	31,8%	55,9%	12,3%
	Transilvania	34,1%	46,0%	19,9%
	Bucuresti	39,5%	47,7%	12,7%
TOTAL		35.5%	46.8%	17.7%

Radio Romania Actualitati has more audience among:

- rural residents (38.8%)
- males (39.3%) and females (32%)
- older age groups: 50-64 years (44.7%), 65+ years (40%), 36-49 years (39.7%)
- medium (36.3%) and highly (40%) educated listeners
- more listeners in Moldova (42.2%) and Bucharest (39.5%)



Kiss FM		Listening	Not listening	DK/NA
Residence	urban	37,6%	44,8%	17,6%
	rural	21,3%	55,6%	23,0%
Gender	male	34,2%	46,8%	19,0%
	female	27,2%	51,9%	20,9%
Age groups	15 - 22 years	51,3%	32,8%	15,9%
	23 - 35 years	46,3%	38,4%	15,3%
	36 - 49 years	37,4%	45,2%	17,4%
	50 - 64 years	20,9%	56,2%	22,9%
	65+ years	7,0%	66,9%	26,1%
Education	less than 10 grades, vocational school	19,1%	56,2%	24,7%
	high school, college	41,8%	42,6%	15,6%
	higher education	45,8%	41,4%	12,8%
Region	Moldova	34,0%	36,4%	29,7%
	Muntenia	28,0%	58,3%	13,7%
	Transilvania	26,1%	51,7%	22,2%
	Bucuresti	49,1%	36,4%	14,5%
TOTAL		30.5%	49.5%	20.0%

Kiss FM audience is based on:

- more urban residents (37.6%)
- males (34.2%) and females (27.2%)
- young age groups: 15-22 years (51.3%), 23-35 years (46.3%)
- medium (41.8%) and highly (45.8%) educated listeners
- more listeners in Bucharest (49.1%)



Pro FM		Listening	Not listening	DK/NA
Residence	urban	33,7%	48,2%	18,1%
	rural	19,3%	57,5%	23,2%
Gender	male	29,2%	51,1%	19,7%
	female	25,8%	53,3%	20,9%
Age groups	15 - 22 years	40,4%	43,0%	16,6%
	23 - 35 years	38,8%	45,5%	15,7%
	36 - 49 years	31,6%	50,3%	18,1%
	50 - 64 years	20,4%	56,2%	23,4%
	65+ years	12,9%	61,4%	25,7%
Education	less than 10 grades, vocational school	19,1%	55,7%	25,2%
	high school, college	34,9%	49,1%	16,0%
	higher education	41,1%	46,5%	12,5%
Region	Moldova	34,1%	35,4%	30,4%
	Muntenia	20,5%	65,5%	14,0%
	Transilvania	24,9%	52,5%	22,6%
	Bucuresti	50,0%	35,9%	14,1%
TOTAL		27.4%	52.2%	20.3%

Pro FM has an audience with the following attributes:

- more listeners in urban settings (33.7%)
- males (29.2%) and females (25.8%)
- younger age groups: 15-22 years (40.4%) and 23-35 years (38.8%)
- medium (35%) and highly (41.1%) educated listeners
- more listeners in Bucharest (50%)





Radio 21		Listening	Not listening	DK/NA
Residence	urban	29,8%	52,0%	18,2%
	rural	15,2%	61,3%	23,5%
Gender	male	25,9%	54,1%	20,1%
	female	21,3%	57,8%	20,9%
Age groups	15 - 22 years	36,8%	45,4%	17,9%
	23 - 35 years	37,2%	47,1%	15,7%
	36 - 49 years	29,8%	52,1%	18,1%
	50 - 64 years	15,3%	61,4%	23,4%
	65+ years	5,2%	69,1%	25,7%
Education	less than 10 grades, vocational school	14,1%	60,8%	25,1%
	high school, college	33,1%	50,4%	16,4%
	higher education	34,7%	52,5%	12,8%
Region	Moldova	26,5%	42,5%	31,0%
	Muntenia	16,7%	70,3%	12,9%
	Transilvania	21,6%	54,5%	23,9%
	Bucuresti	51,4%	34,5%	14,1%
TOTAL		23.5%	56.0%	20.5%

Radio 21 audience is based on:

- more urban residents (29.8%)
- males (25%) and females (21.3%)
- young age groups: 23-25 years (37.2%) and 15-22 years (36.8%)
- medium (33.1%) and highy educated (34.7%) listeners
- more audience in Bucharest (51.4%)

HABITS AND EFFECTS OF RADIO CONSUMPTION

Places of audition: national and local radio stations

Compared to television viewing patterns, radio listening is taking place mostly at home and in morning intervals, with radio being a background media channel. Most daily radio listening is confined to early morning or breakfast hours, as 42.3% of the listeners indicate (Table 4.2.1). This time interval is dominated by national radio stations, but it is also the highest audience interval for local radios, with 20.5% of the respondents indicating daily listening (see Table 4.2.2).

Overall, there is a substantial audience at all times of the day and in the evening, reflecting the background and entertainment role that the radio performs for many respondents.

Table 4.2.1 Places and periods of the day of national radio stations listening

And during an average day, how often do you usually listen to national radio stations...

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Early morning or during breakfast	42,3%	15,1%	6,2%	1,6%	11,1%	23,7%
Travelling to workplace	12,8%	8,3%	2,7%	1,0%	11,2%	64,1%
At home,during the day	26,6%	13,5%	4,2%	4,9%	16,2%	34,6%
At workplace, during the day	9,8%	5,9%	4,7%	1,3%	10,8%	67,5%
Travelling home, after work	12,1%	6,8%	3,3%	1,5%	11,8%	64,4%
At home, in the evening	21,1%	8,0%	4,9%	2,6%	18,7%	44,7%
At home, late night	5,7%	2,8%	1,0%	2,2%	13,6%	74,6%
Always when driving	12,4%	4,9%	1,0%	2,3%	7,3%	72,1%

Table 4.2.1 Places and periods of the day of local radio stations listening

And during an average day, how often do you usually listen to local radio stations...

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Early morning or during breakfast	20,5%	8,4%	2,3%	1,0%	10,9%	56,8%
Travelling to workplace	4,9%	5,8%	1,4%	0,7%	11,4%	75,9%
At home,during the day	11,5%	8,7%	2,1%	5,6%	10,2%	61,9%
At workplace, during the day	4,0%	2,6%	3,5%	1,0%	10,7%	78,2%
Travelling home, after work	4,2%	3,3%	2,6%	0,7%	12,1%	77,1%
At home, in the evening	9,4%	4,3%	3,7%	1,1%	12,5%	69,0%
At home, late night	2,7%	1,7%	2,5%	0,9%	8,5%	83,7%
Always when driving	4,5%	2,3%	1,4%	0,8%	9,1%	81,9%



There is a smaller group of respondents acknowledging that they listen to radio at workplace: 9.8% on a daily basis, and 10.6% at least once a week. The average hours of radio listening at workplace is 10.9 hours a week (see Table 4.2.3).

Radio listening in public places has a very low score, of only 12% of the total radio listeners, with a weekly average of 2.9 hours.

Table 4.2.3 Radio stations listening during working hours

Do you usually listen to radio at your workplace?

	Frequency	Absolute percent	Valid percent		
YES	308	19,5	20,5(1)		20%
NO	1198	75,8	79,5(1)		80%
Total	1506	95,3	100,0		
DK/NA	75	4,7			
Total	1581	100,0			

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

During an average working week, how many hours are you listening to radio at your workplace?

Selection of respondents listening to radio at workplace

Cases	Mean	Standard deviation
265	10,9	13,3

Table 4.2.3 Radio stations listening in public places

Do you usually listen to radio in public places? (e.g. clubs, pubs)?

	Frequency	Absolute percent	Valid percent		
YES	176	11,1	11,9		12%
NO	1306	82,6	88,1(1)		88%
Total	1482	93,7	100,0		
DK/NA	99	6,3			
Total	1581	100,0			

INSOMAR-Rezultate statistice
1,00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

During an average working week, how many hours are you listening to radio in public places?

Selection of respondents listening to radio in public places

Cases	Mean	Standard deviation
152	2,9	2,5



Habits of radio consumption

As noted in previous sections, radio listening is a passive medium, as it tends to be in the background of other activities, related to housework or workplace (see Table 4.2.4). Respondents indicated that while doing household activities they use to listen to music/entertainment programmes (47.1%), news (40%) or sports programmes (24.2%). Radio listening at workplace regards music/entertainment programmes (19%) and news (18.8%).

Table 4.2.4 Radio listening and concurrent activities

Generally speaking, how do you usually listen radio shows like....

Selection of respondents listening to radio

	Whithout doing other activities	While doing household activities	While working	Don't listen	DK/NA
Reporting and documentaries	8,0%	23,6%	12,7%	47,4%	8,3%
Radio theatre	5,1%	13,1%	8,9%	64,1%	8,9%
Music/Entertainment	11,3%	47,1%	19,2%	15,4%	7,0%
News	18,8%	40,0%	18,8%	15,3%	7,0%
Sports	11,8%	24,2%	12,1%	42,9%	9,0%
Religious programmes	8,5%	17,1%	8,1%	57,4%	8,9%
Talkshows	6,0%	21,6%	11,7%	51,5%	9,2%
Children programmes	3,3%	9,0%	7,3%	71,1%	9,4%
Radio contests, dial-in programmes	3,5%	16,1%	8,9%	62,2%	9,2%
Arts and culture programmes	4,9%	14,0%	9,7%	60,0%	11,3%
Shows of ethnic minorities	3,1%	9,2%	5,4%	71,6%	10,7%

Looking at individual vs collective ways of listening to radio, an important function is emerging: it acts as a as company for people, reducing the boredom of repetitive household tasks. Table 4.2.5 shows that when they are alone, the respondents listen to: music/entertainment programmes (34%) and news (33.8%). The same types of programmes have also a social bonding role inside the family, as 33.3% of the respondents listen to radio news with the family, and 30.2% listen collectively to music/entertainment. This effect might be generated by habit of listening to radio during breakfast and evening, when family members are most likely to join.



Table 4.2.5 Individual vs collective radio listening

With whom do you generally listen to radio programmes like ...

Selection of respondents listening to radio

	Alone	Family	Friends	Don't listen	DK/NA
Reporting and documentaries	23,4%	16,0%	4,2%	47,4%	9,0%
Radio theatre	10,1%	10,3%	4,4%	64,8%	10,4%
Music/Entertainment	34,0%	30,2%	12,6%	15,9%	7,3%
News	33,8%	33,5%	9,9%	15,4%	7,3%
Sports	22,3%	14,9%	10,5%	43,9%	8,5%
Religious programmes	12,5%	17,2%	2,7%	58,4%	9,1%
Talkshows	16,8%	15,1%	7,0%	51,8%	9,3%
Children programmes	7,8%	8,3%	2,4%	70,6%	10,9%
Radio contests, dial-in programmes	9,2%	13,0%	4,2%	62,4%	11,1%
Arts and culture programmes	13,5%	9,2%	5,6%	60,4%	11,3%
Shows of ethnic minorities	7,3%	6,5%	3,0%	71,0%	12,3%

The commenting habits of respondents reveal a the differences in the social impact that various types of radio programmes have. Most commented are the news, with 24.4% of the respondents commenting with the husband/wife and 21% with friends, neighbors or colleagues. Reporting and documentaries are commented inside the family by 13% of the listeners, and with friends, neighbors or colleagues by 13.2% of the respondents. Sports programmes also act as important stimulus of social behavior, as 22% of the listeners use to comment them with friends, neighbors or colleagues.

Table 4.2.6 Commenting radio programmes

With whom do you mostly comment radio programmes like...

Selection of respondents listening to radio

	Husband/ wife	Children	Parents	Friends	Neighbors	Colleagues	Don't comm.	DK/ NA
Reporting and documentaries	12,8%	0,8%	0,8%	5,1%	2,8%	5,3%	64,7%	7,8%
Radio theatre	5,4%	2,4%	0,3%	2,0%	1,1%	1,6%	76,7%	10,4%
Music/Entertainment	10,9%	3,8%	0,5%	9,2%	2,7%	5,3%	59,4%	8,2%
News	24,4%	1,8%	2,8%	9,4%	4,9%	6,7%	42,1%	7,8%
Sports	8,9%	0,9%	0,3%	9,8%	5,9%	5,1%	60,2%	8,9%
Religious programmes	6,6%	0,8%	0,5%	4,1%	3,6%	1,8%	74,0%	8,7%
Talkshows	7,1%	0,5%	0,3%	6,7%	4,4%	5,1%	66,9%	9,0%
Children programmes	4,9%	2,3%	0,6%	2,7%	0,9%	1,6%	77,7%	9,2%
Radio contests, dial-in programmes	6,5%	1,0%	0,6%	1,8%	1,5%	2,9%	76,4%	9,2%
Arts and culture programmes	5,4%	2,8%	0,7%	2,5%	1,7%	2,5%	75,1%	9,4%
Shows of ethnic minorities	4,9%	0,3%	0,3%	1,0%	0,8%	2,5%	81,2%	9,0%



The decision making pattern regarding the selection of radio programmes inside the family, shows a highly individualistic use of radio (see Table 4.2.7), with 57.4% of the respondents using to often or very often choose by themselves the radio station. Children also have an important role in radio selection (40%).

Table 4.2.7 Decision making regarding the selection of radio programmes

In you family, how often do each of the following family members decide which TV programs are being watched?

Selection of respondents listening to radio

	Very often	Often	Rarely	Very rarely	Never	DK/NA
Myself	42,3%	15,1%	6,2%	1,6%	11,1%	23,7%
Husband/wife	12,8%	8,3%	2,7%	1,0%	11,2%	64,1%
Children	26,6%	13,5%	4,2%	4,9%	16,2%	34,6%
Parents	9,8%	5,9%	4,7%	1,3%	10,8%	67,5%
Someone else	12,1%	6,8%	3,3%	1,5%	11,8%	64,4%

Interest towards specific types of radio shows

The hierarchy of most listened types of radio shows is dominated by:

- News** (73%) at radio are listened by:
 - both urban(72.2%) and rural (74.1%) residents
 - more males (77.3%) than females (69%) listeners
 - 8 out of 10 higher listeners, 75% of the low educated and 68.5 of the medium educated listeners
 - highest reach at 50-64 years (81.2%) and 65+ years (80.6%) age groups
 - more than 7 out of 10 listeners in all regions
- Music/entertainment** (68.5%) programmes are listened by:
 - both urban (70%) and rural (67%) residents
 - males (71%) and females (66.3%)
 - large highly educated audience (80%), and lower audiences for medium (68%) and low (65%) educated listeners
 - large audience among all age groups, except 65+ (55%)
 - 9 out of 10 radio listeners living in Bucharest, 71% in Transilvania and 69% in Muntenia. Lower audience in Moldova (55.7%)



3. **Sports** (37.9%) listeners are:

- both rural (42%) and urban (35%) residents
- mostly male (54.2%) listeners
- highest reach is among low educated group (40.4%)
- more listeners in: 50-64 years (43.3%) and 65+ (39.3%) age groups
- highest reach in Moldova (48%), followed by Muntenia (38%) and Transilvania (35%)

4. **Reporting and documentaries** (28.7%)

Listeners of **reporting and documentaries** include:

- both urban (28%) and rural (29%) residents
- males (30%) and females (28%)
- one third of the highly educated radio listeners (34.5%) and lower levels for medium and low educated listeners
- best represented age groups are: 50-64 years (35%) and 23-35 years (33.5%)
- between 27% and 30.5% audience in all regions

During an average week, how often do you usually listen to each of the following types of radio programmes?

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Total listening	Less	Never	DK/NA
Reporting and documentaries	8,9%	9,5%	6,3%	4,0%	28,7%	23,7%	40,4%	7,3%
Radio theatre	2,8%	3,0%	2,5%	2,6%	10,9%	21,5%	59,9%	7,7%
Music/Entertainment	40,3%	20,7%	5,1%	2,4%	68,5%	10,8%	14,3%	6,5%
News	46,7%	20,7%	4,2%	1,4%	73,0%	6,7%	14,3%	6,0%
Sports	16,6%	10,6%	6,3%	4,4%	37,9%	14,7%	39,9%	7,5%
Religious programmes	4,0%	5,2%	8,5%	3,7%	21,4%	18,7%	52,1%	7,8%
Talkshows	6,1%	8,3%	7,2%	5,5%	27,1%	18,3%	46,6%	8,0%
Children programmes	2,3%	2,5%	1,5%	3,3%	9,6%	17,5%	65,1%	7,7%
Radio contests, dial-in programmes	4,7%	5,9%	2,8%	4,1%	17,6%	16,8%	57,7%	7,8%
Arts and culture programmes	3,9%	4,6%	4,0%	6,3%	18,8%	18,4%	54,6%	8,1%
Shows of ethnic minorities	2,3%	1,9%	1,8%	4,7%	10,8%	15,2%	66,3%	7,8%





Socio-demographic profiles for types of radio programmes

Reporting and documentaries		Listening	Not listening	DK/NA
Residence	urban	28,4%	65,0%	6,6%
	rural	29,0%	62,7%	8,3%
Gender	male	29,7%	63,9%	6,5%
	female	27,7%	64,3%	8,0%
Education	less than 10 grades, vocational school	26,8%	65,2%	7,9%
	high school, college	28,3%	64,5%	7,2%
	higher education	34,5%	59,9%	5,6%
Age groups	15 - 22 years	17,6%	75,4%	7,0%
	23 - 35 years	33,5%	61,3%	5,1%
	36 - 49 years	21,6%	70,1%	8,3%
	50 - 64 years	34,9%	58,0%	7,0%
	65+ years	31,7%	59,3%	9,0%
Region	Moldova	30,5%	58,6%	10,8%
	Muntenia	28,0%	65,7%	6,3%
	Transilvania	28,3%	64,5%	7,2%
	Bucuresti	27,5%	69,9%	2,6%
Total		28,7%	64,1%	7,3%

Radio theatre		Listening	Not listening	DK/NA
Residence	urban	10,8%	82,3%	6,9%
	rural	11,2%	80,1%	8,7%
Gender	male	10,8%	82,7%	6,5%
	female	11,1%	80,2%	8,7%
Education	less than 10 grades, vocational school	12,0%	80,1%	7,9%
	high school, college	9,5%	82,8%	7,7%
	higher education	11,6%	81,5%	6,9%
Age groups	15 - 22 years	10,6%	82,4%	7,0%
	23 - 35 years	7,9%	87,0%	5,1%
	36 - 49 years	6,8%	84,2%	9,1%
	50 - 64 years	14,1%	78,4%	7,5%
	65+ years	16,4%	74,3%	9,3%
Region	Moldova	10,0%	78,6%	11,4%
	Muntenia	9,7%	83,5%	6,8%
	Transilvania	13,4%	79,2%	7,4%
	Bucuresti	9,2%	88,2%	2,6%
Total		10,9%	81,4%	7,7%





Music/Entertainment		Listening	Not listening	DK/NA
Residence	urban	69,6%	24,7%	5,7%
	rural	66,9%	25,6%	7,5%
Gender	male	70,8%	23,6%	5,5%
	female	66,3%	26,4%	7,3%
Education	less than 10 grades, vocational school	64,9%	28,1%	6,9%
	high school, college	68,0%	25,3%	6,7%
	higher education	80,2%	15,5%	4,3%
Age groups	15 - 22 years	76,4%	17,6%	6,0%
	23 - 35 years	76,7%	18,1%	5,1%
	36 - 49 years	64,4%	28,3%	7,3%
	50 - 64 years	70,9%	23,1%	6,0%
	65+ years	54,9%	37,3%	7,8%
Region	Moldova	55,7%	34,6%	9,7%
	Muntenia	68,8%	25,0%	6,3%
	Transilvania	70,9%	23,4%	5,7%
	Bucuresti	90,2%	7,8%	2,0%
Total		68,5%	25,0%	6,5%

News		Listening	Not listening	DK/NA
Residence	urban	72,2%	22,6%	5,2%
	rural	74,1%	18,7%	7,2%
Gender	male	77,3%	17,5%	5,1%
	female	69,0%	24,2%	6,8%
Education	less than 10 grades, vocational school	74,9%	19,2%	5,9%
	high school, college	68,5%	24,8%	6,7%
	higher education	79,7%	15,9%	4,3%
Age groups	15 - 22 years	56,8%	37,2%	6,0%
	23 - 35 years	72,8%	21,8%	5,4%
	36 - 49 years	67,8%	25,2%	7,0%
	50 - 64 years	81,2%	13,1%	5,8%
	65+ years	80,6%	13,8%	5,6%
Region	Moldova	72,2%	19,5%	8,4%
	Muntenia	70,5%	23,5%	6,1%
	Transilvania	74,5%	20,0%	5,5%
	Bucuresti	78,4%	19,6%	2,0%
Total		73,0%	21,0%	6,0%





Sports			Listening	Not listening	DK/NA
Residence	urban		35,0%	58,6%	6,5%
	rural		42,0%	48,9%	9,0%
Gender	male		54,2%	39,3%	6,5%
	female		22,8%	68,7%	8,5%
Education	less than 10 grades, vocational school		40,4%	51,7%	7,9%
	high school, college		38,6%	53,8%	7,7%
	higher education		28,0%	65,9%	6,0%
Age groups	15 - 22 years		32,2%	61,3%	6,5%
	23 - 35 years		38,4%	56,2%	5,4%
	36 - 49 years		34,0%	57,9%	8,1%
	50 - 64 years		43,2%	49,5%	7,3%
	65+ years		39,2%	50,4%	10,4%
Region	Moldova		48,1%	41,1%	10,8%
	Muntenia		38,1%	54,9%	7,0%
	Transilvania		35,3%	57,5%	7,2%
	Bucuresti		21,6%	75,8%	2,6%
Total			37,9%	54,6%	7,5%

Religious programmes			Listening	Not listening	DK/NA
Residence	urban		16,4%	76,4%	7,2%
	rural		28,5%	62,9%	8,6%
Gender	male		19,4%	73,6%	7,0%
	female		23,2%	68,3%	8,5%
Education	less than 10 grades, vocational school		30,3%	61,3%	8,4%
	high school, college		15,0%	77,6%	7,4%
	higher education		12,5%	80,2%	7,3%
Age groups	15 - 22 years		10,1%	83,4%	6,5%
	23 - 35 years		8,5%	85,8%	5,7%
	36 - 49 years		16,9%	75,1%	8,1%
	50 - 64 years		29,1%	62,1%	8,8%
	65+ years		40,7%	50,0%	9,3%
Region	Moldova		28,9%	59,7%	11,4%
	Muntenia		15,2%	78,0%	6,8%
	Transilvania		25,3%	67,0%	7,7%
	Bucuresti		11,1%	86,3%	2,6%
Total			21,4%	70,8%	7,8%





Talkshows		Listening	Not listening	DK/NA
Residence	urban	28,5%	64,6%	6,9%
	rural	25,0%	65,5%	9,5%
Gender	male	26,5%	66,0%	7,5%
	female	27,6%	64,0%	8,4%
Education	less than 10 grades, vocational school	27,4%	64,2%	8,4%
	high school, college	26,3%	65,5%	8,1%
	higher education	28,0%	65,5%	6,5%
Age groups	15 - 22 years	14,6%	78,4%	7,0%
	23 - 35 years	28,1%	66,5%	5,4%
	36 - 49 years	22,9%	67,8%	9,4%
	50 - 64 years	31,9%	60,6%	7,5%
	65+ years	34,0%	55,6%	10,4%
Region	Moldova	32,7%	56,2%	11,1%
	Muntenia	23,7%	69,3%	7,0%
	Transilvania	24,2%	67,5%	8,3%
	Bucuresti	35,3%	62,1%	2,6%
Total		27,1%	65,0%	8,0%

Children programmes		Listening	Not listening	DK/NA
Residence	urban	8,6%	84,4%	7,0%
	rural	11,0%	80,2%	8,7%
Gender	male	8,4%	85,2%	6,3%
	female	10,7%	80,3%	9,0%
Education	less than 10 grades, vocational school	12,1%	79,9%	7,9%
	high school, college	8,1%	84,1%	7,8%
	higher education	6,0%	87,1%	6,9%
Age groups	15 - 22 years	6,0%	86,9%	7,0%
	23 - 35 years	6,3%	87,9%	5,7%
	36 - 49 years	8,3%	83,4%	8,3%
	50 - 64 years	9,0%	83,7%	7,3%
	65+ years	19,0%	70,5%	10,4%
Region	Moldova	14,1%	74,6%	11,4%
	Muntenia	6,6%	86,2%	7,2%
	Transilvania	11,5%	81,3%	7,2%
	Bucuresti	2,6%	94,8%	2,6%
Total		9,6%	82,7%	7,7%





Radio contests		Listening	Not listening	DK/NA
Residence	urban	17,2%	75,9%	6,9%
	rural	18,1%	72,7%	9,2%
Gender	male	16,2%	76,5%	7,3%
	female	18,8%	72,8%	8,4%
Education	less than 10 grades, vocational school	18,2%	73,4%	8,4%
	high school, college	17,8%	74,4%	7,8%
	higher education	14,7%	78,9%	6,5%
Age groups	15 - 22 years	16,6%	76,4%	7,0%
	23 - 35 years	15,4%	79,2%	5,4%
	36 - 49 years	15,1%	76,4%	8,6%
	50 - 64 years	18,3%	73,9%	7,8%
	65+ years	23,5%	66,0%	10,4%
Region	Moldova	18,1%	70,3%	11,6%
	Muntenia	18,8%	74,4%	6,8%
	Transilvania	16,2%	76,0%	7,7%
	Bucuresti	17,0%	80,4%	2,6%
Total		17,6%	74,6%	7,8%

Arts and culture programmes		Listening	Not listening	DK/NA
Residence	urban	18,2%	74,7%	7,1%
	rural	19,8%	70,7%	9,5%
Gender	male	18,3%	74,4%	7,3%
	female	19,3%	71,8%	8,9%
Education	less than 10 grades, vocational school	16,7%	74,5%	8,8%
	high school, college	19,9%	72,1%	8,0%
	higher education	21,6%	72,0%	6,5%
Age groups	15 - 22 years	11,6%	80,4%	8,0%
	23 - 35 years	21,5%	73,4%	5,1%
	36 - 49 years	11,4%	80,0%	8,6%
	50 - 64 years	21,9%	70,1%	8,0%
	65+ years	27,2%	61,6%	11,2%
Region	Moldova	24,9%	63,8%	11,4%
	Muntenia	18,4%	74,1%	7,6%
	Transilvania	17,0%	75,1%	7,9%
	Bucuresti	12,4%	85,0%	2,6%
Total		18,8%	73,1%	8,1%





Shows of ethnic minorities		Listening	Not listening	DK/NA
Residence	urban	9,7%	83,4%	6,9%
	rural	12,3%	78,7%	9,0%
Gender	male	9,5%	83,6%	6,9%
	female	11,9%	79,5%	8,6%
Education	less than 10 grades, vocational school	12,7%	78,6%	8,7%
	high school, college	10,3%	82,1%	7,7%
	higher education	5,6%	88,8%	5,6%
Age groups	15 - 22 years	6,5%	85,9%	7,5%
	23 - 35 years	11,5%	83,7%	4,8%
	36 - 49 years	6,2%	85,5%	8,3%
	50 - 64 years	9,0%	82,9%	8,0%
	65+ years	22,0%	67,5%	10,4%
Region	Moldova	19,7%	68,9%	11,4%
	Muntenia	5,9%	87,3%	6,8%
	Transilvania	11,5%	80,8%	7,7%
	Bucuresti	3,3%	94,1%	2,6%
Total		10,8%	81,5%	7,8%

Sources of information and scheduling behavior regarding radio content

Compared to TV viewing, radio listening is a much less scheduled behavior. The main source of information regarding TV shows are radio promos, mentioned by 54.4% of the radio listeners, followed by friends or peers (19%). The rate of using the information sources is low, with only 23.4% of the listeners following daily the radio promos in order to get the scheduling.

During an average week, how frequently do you consult your sources of information you use to find the schedule of your favourite radio stations?

Selection of respondents listening to radio

	Every day	5-6 days	3-4 days	1-2 days	Less	DK/NA
Newspapers	5,1%	1,8%	3,9%	4,5%	34,0%	50,9%
Magazines	2,1%	1,3%	2,8%	4,4%	33,9%	55,5%
Radio promos	23,4%	5,8%	8,9%	8,2%	15,9%	37,8%
Internet	1,7%	0,8%	2,5%	1,6%	28,2%	65,2%
Friends or peers	2,5%	2,4%	5,2%	4,6%	29,7%	55,7%

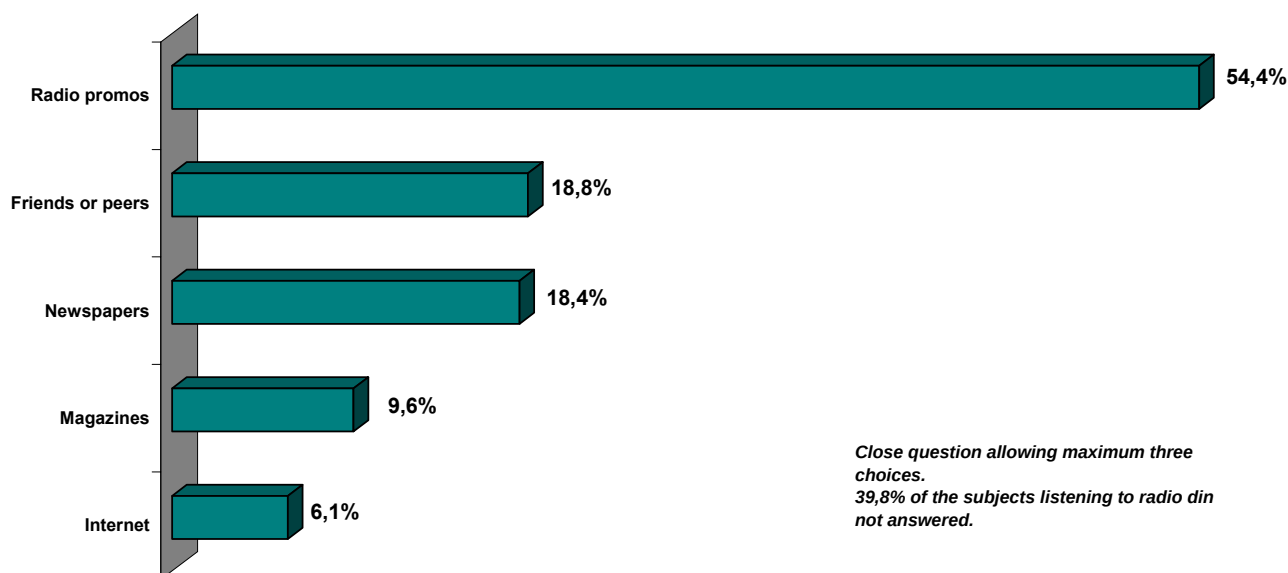




Which are the main sources of information you use to find the schedule of your favourite radio stations? Please mention according to their order in your choice.

-selection of respondents listening to radio-

N=1581



Social effects of radio consumption

Radio is used by many of the respondents as a mean of staying updated with the news and as a passive medium associated with other activities. Consequently, opinions about effects of radio over attitudes and behaviors are less supporting the persuasive role of radio, compared with television. Almost 50% of the listeners agree that radio news covering political issues and radio debated about political issues have a high or very high influence over other people choices and behaviors. However, when asked about the role the radio plays in forming their own views over political issues, 29% of the listeners do not answer the question, 20% are not decided and 41% acknowledge an effect of informations presented at radio. This might suggest that radio listeners rely less on information received by radio, than by television, in constructing their sets of attitudes and opinions concerning political, social or economic issues.

In your opinion, how much do you think daily behavior and choices of people are influenced by...

	Very high and high	Low and very low	Not at all	DK/NA
Radio programmes that include violent content	46,1%	28,4%	6,8%	18,7%
Radio news covering political issues	49,5%	32,3%	4,6%	13,6%
Radio debates on political issues	49,7%	31,8%	4,6%	13,9%
Radio programmes describing behaviour commonly defined as deviant	44,5%	28,4%	6,9%	20,2%



How much do you agree with the following sentences. Listening to radio programmes helped me to better understand...

	Totally agree and agree	Disagree and totally disagree	Neither agree, nor disagree	DK/NA
The political situation in Romania	41,4%	10,3%	19,0%	29,4%
The economic situation in Romania	40,6%	10,6%	19,4%	29,4%
The situation of Romania as an EU member	37,9%	12,4%	19,7%	29,9%
The international political situation	37,1%	12,5%	20,1%	30,4%
The social issues of Romania	40,7%	10,1%	19,3%	29,9%
The status of corruption in Romania	38,5%	11,8%	19,4%	30,2%

Number of radio receivers in the household

How many radio receivers, if any, are in your household?

	Frequency	Absolute percent	Valid percent		
One	1249	49,8	50,7(1)		51%
Two	211	8,4	8,6		9%
Three	56	2,2	2,3		2%
Four or more	16	,6	(*)	*	
Don't have radio	931	37,1	37,8(1)		38%
Total	2463	98,2	100,0		
DK/NA	44	1,8			
Total	2507	100,0			

INSOMAR-Rezultate statistice
1,00 Valori dominante
* Valori nesemnificative

Sondaj Național, 06-28 septembrie 2007

CULTURAL CONSUMPTION AND LEISURE TIME

Cultural consumption patterns among respondents are dominated by television, with 82% of respondents indicating daily use, and radio (30.6%). Printed press and magazines have a lower position, with 52.6% of the respondents who indicate reading at least once a month. Press or magazine reading is a more frequent activity for men (53.6% read press or magazines at least once a week) than women (44%). Given the slow penetration of new media and the internet, TV or radio streaming has a small share of cultural consumption: 5% of the respondents watch TV on the internet at least once a week, and 5.6% listen to internet radio more than once a week.

How often do you....

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Watch TV	81,9%	13,3%	1,3%	0,4%	1,7%	1,4%
Listen radio	30,6%	15,7%	4,6%	2,1%	11,0%	36,0%
Read printed press or magazines	16,2%	17,7%	14,7%	7,7%	16,7%	27,1%
Read press or magazine on the internet	3,4%	3,5%	2,6%	2,2%	6,9%	81,4%
Watch TV shows on internet	2,0%	2,7%	1,3%	1,4%	8,8%	83,8%
Listen to internet radio	2,0%	1,5%	2,1%	1,0%	6,4%	87,1%

Respondents were asked to outline their first three options regarding leisure time activities. Results show high preferences towards television consumption (75.8% during a working day and 73.7% during a week-end day). Choice of alternative leisure time activities has some difference according to gender and age groups.

Women choices include TV (80%), outdoor activities (45%) and radio programmes (25%), and, compared to men, are less frequently reading (15%), or watching movies (13%).

Men favourite activities are watching TV (74.1% of total answers), outdoor activities (49.7%), reading (26.5%) and watching movies (23.4%)

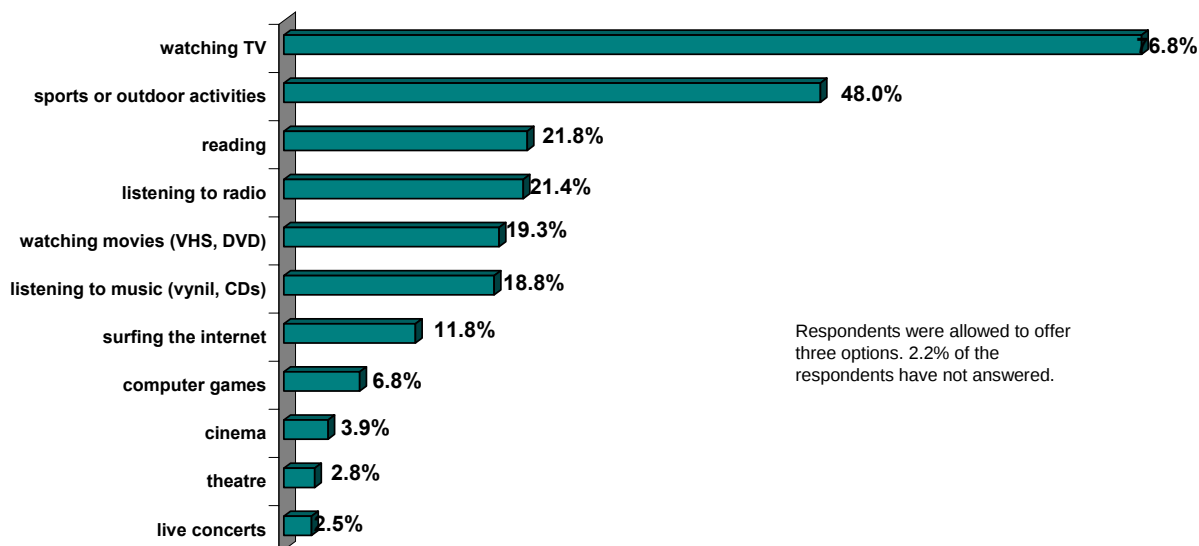
Young people, the age groups 15-22 years and 23-35 years, have the widest choice of leisure time activities: choose watching TV (54.3% and 68.2%), outdoor activities (51.3% and 52.7%), listening to music (37.7% and 25.8%), watching movies (34.4% and 27.5%), followed by surfing the Internet (33.1% and 26.7%).





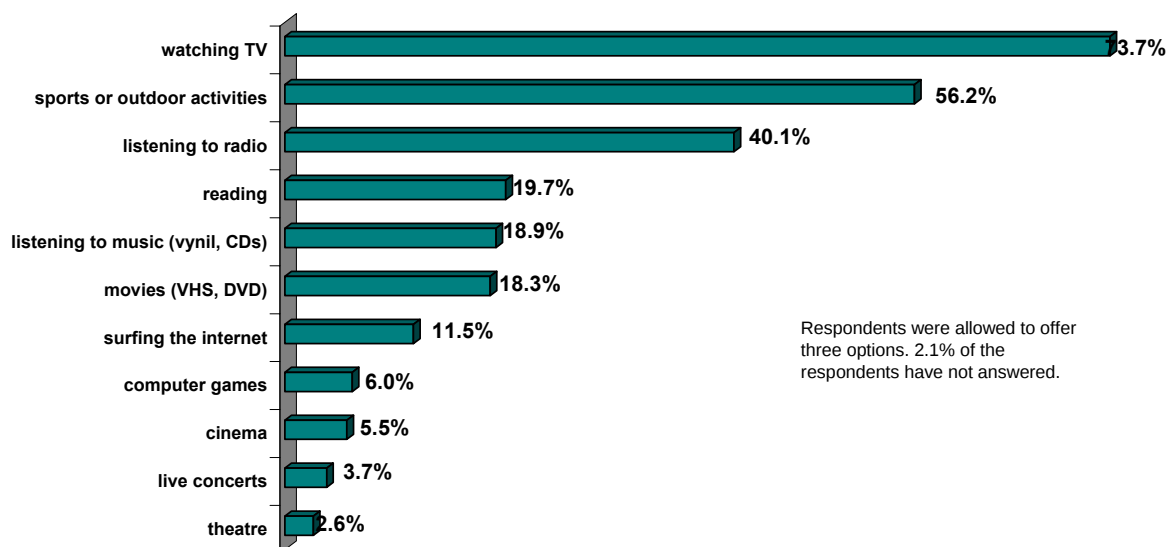
What would you most likely do in your free time during an average working day?

N=2507



What would you most likely do in your free time during an average week-end day?

N=2507



EVALUATIONS OF POLITICS PROMOTED BY CNA -consumer's protection , regulations-

The questionnaire included a set of questions aimed at measuring public knowledge and attitudes towards CNA. The public visibility of National Audio-Visual Council is high, as most of the people answering the question (85.6%) have a certain level of knowledge regarding CNA and its activities, and only 14.4% declare that they did not heard about (see Table CN1).

Table CN1. Have you heard about the activities of the National Audio-Visual Council?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	2092	83.4	85.6	85.6
	NO	351	14.0	14.4	100.0
	Total	2443	97.4	100.0	
Missing	DK/NA	64	2.6		
Total		2507	100.0		

INSOMAR-Rezultate statistice

Sondaj Național, 06-28 septembrie 2007

The National Audio-Visual Council is awarded a high and very high level of trust by 57.6% of the responding subjects, while 42.4% declare low and very low levels of trust in the institution.

CN3. How much do you trust the National Audio-Visual Council as an institution?

	Frequency	Percent	Valid percent	
Very high	137	6.5	7.3	7%
Somehow high	944	45.1	50.3(1)	50%
Somehow low	557	26.6	29.7(1)	30%
Very low	239	11.4	12.7	13%
Total	1877	89.7	100.0	
DK/NA	215	10.3		
Total	2092	100.0		

INSOMAR-Rezultate statistice
1.00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

The public evaluation of the overall regulatory activities of CNA is mainly positive, with 52% of those offering a response indicating that the Council is issuing a fair number of regulations regarding the content of TV and radio programmes. A third of the subjects (31%) considers that CNA is issuing too few regulations, while 11% agree that too many regulations are being promoted (see Table CN2).



CN2. In your opinion, the National Audio-Visual Council is....
- only subjects indicating knowledge about CNA's activities

	Frequency	Percent	Valid perc ent		
issuing too few regulations regarding the content of TV and radio programmes	646	30.9	35.3(1)		35%
issuing a fair number of regulations regarding the content of TV and radio programmes	950	45.4	51.9(1)		52%
issuing too many regulations regarding the content of TV and radio programmes	234	11.2	12.8		13%
Total	1830	87.5	100.0		
DK/NA	262	12.5			
Total	2092	100.0			

INSOMAR-Rezultate statistice
1.00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

A TV content rating system is currently implemented in Romania, allowing parents to limit access of children to inappropriate content. How often do you use this warning system when deciding which TV shows your children should watch?

- Asked to those being parents and having children living in household

	Frequency	Percent	Valid perc ent		
Very often	181	20.2	21.2(1)		21%
Often	347	38.6	40.7(1)		41%
Rarely	149	16.6	17.5(1)		17%
Very rarely	68	7.6	8.0		8%
Do not use	107	11.9	12.6		13%
Total	852	94.9	100.0		
DK/NA	46	5.1			
Total	898	100.0			

INSOMAR-Rezultate statistice
1.00 Valori dominante

Sondaj Național, 06-28 septembrie 2007

TABLES OF FREQUENCIES

How many TV sets, if any, are in your household?

	Frequen y	Absolute percent	Valid percent		
One	1296	51,7	51,9 ¹		52%
Two	885	35,3	35,4 ¹		35%
Three	227	9,1	9,1		9%
Four or more	49	2,0	2,0 ²		2%
Don't have a TV	42	1,7	1,7 ²		2%
Total	2499	99,7	100,0		
DK/NA	8	,3			
Total	2507	100,0			

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

How many radio receivers, if any, are in your household?

	Frequen y	Absolute percent	Valid percent		
One	1249	49,8	50,7 ¹		51%
Two	211	8,4	8,6		9%
Three	56	2,2	2,3		2%
Four or more	16	,6	*	*	
Don't have radio	931	37,1	37,8 ¹		38%
Total	2463	98,2	100,0		
DK/NA	44	1,8			
Total	2507	100,0			

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
*. Valori nesemnificative

How often do you....

	Every day	More than once a week	Once a week	At least once a month	Less	Never
watch TV	81.9%	13.3%	1.3%	0.4%	1.7%	1.4%
listen radio	30.6%	15.7%	4.6%	2.1%	11.0%	36.0%
read printed press or magazines	16.2%	17.7%	14.7%	7.7%	16.7%	27.1%
read press or magazine on the internet	3.4%	3.5%	2.6%	2.2%	6.9%	81.4%
watch TV shows on internet	2.0%	2.7%	1.3%	1.4%	8.8%	83.8%
listen to internet radio	2.0%	1.5%	2.1%	1.0%	6.4%	87.1%

How often do you watch TV?

	Frequen y	Absolute percent	Valid percent		
daily	2045	81.6	81.9 ¹		82%
few times a week	332	13.2	13.3		13%
once a week	33	1.3	1.3 ²		1%
at least once a month	11	.4	*	*	
less than once a month	42	1.7	1.7 ²		2%
never	34	1.4	1.4 ²		1%
Total	2497	99.6	100.0		
DK/NA	10	.4			
Total	2507	100.0			

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație
*. Valori nesemnificative

How often do you listen to radio?

	Frequen y	Absolute percent	Valid percent		
Every day	755	30.1	30.6 ¹		31%
More than once a week	389	15.5	15.7 ¹		16%
Once a week	113	4.5	4.6		5%
At least once a week	52	2.1	2.1		2%
Less	272	10.8	11.0		11%
Never	889	35.5	36.0 ¹		36%
Total	2470	98.5	100.0		
DK/NA	37	1.5			
Total	2507	100.0			

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante



INSTITUTUL NATIONAL PENTRU STUDII DE OPINIE SI MARKETING

INSOMAR

The insight research

How often do you watch TV?

- Corelation with socio-demografic variables-

		At least twice a week	Once a week or less	Never
Residence	urban	96.6%	2.8%	0.6%
	rural	93.3%	4.3%	2.4%
Gender	male	95.0%	4.1%	0.9%
	female	95.4%	2.9%	1.7%
Age groups	15 - 22 years	95.0%	4.0%	1.0%
	23 - 35 years	96.1%	3.7%	0.2%
	36 - 49 years	96.7%	2.9%	0.3%
	50 - 64 years	96.6%	2.3%	1.1%
	65+ years	90.9%	4.8%	4.2%
Education	less than 10 grades, vocational school	93.9%	3.8%	2.3%
	high school, college	96.8%	2.9%	0.3%
	higher education	96.0%	3.7%	0.3%
Region	Moldova	94.9%	3.8%	1.3%
	Muntenia	95.6%	3.0%	1.4%
	Transilvania	95.0%	3.6%	1.3%
	Bucuresti	95.0%	3.6%	1.4%
TOTAL		95.2%	3.4%	1.4%



INSTITUTUL NATIONAL PENTRU STUDII DE OPINIE SI MARKETING

INSOMAR

The insight research

How often do you listen to radio?

- Corelation with socio-demografic variables-

		More than once a week	Once a week or less	Never
Residence	urban	43.2%	17.5%	39.3%
	rural	48.7%	17.8%	33.4%
Gender	male	48.9%	15.7%	35.4%
	female	43.9%	19.5%	36.5%
Age groups	15 - 22 years	45.4%	22.0%	32.5%
	23 - 35 years	47.9%	21.0%	31.0%
	36 - 49 years	47.5%	20.2%	32.3%
	50 - 64 years	48.6%	14.6%	36.8%
	65+ years	41.2%	12.9%	45.9%
Education	less than 10 grades, vocational school	38.4%	16.1%	45.5%
	high school, college	52.5%	20.4%	27.0%
	higher education	62.0%	16.6%	21.4%
Region	Moldova	50.9%	19.1%	29.9%
	Muntenia	38.8%	19.4%	41.8%
	Transilvania	47.6%	17.3%	35.1%
	Bucuresti	61.5%	8.7%	29.8%
Total		50.9%	13.1%	36.0%



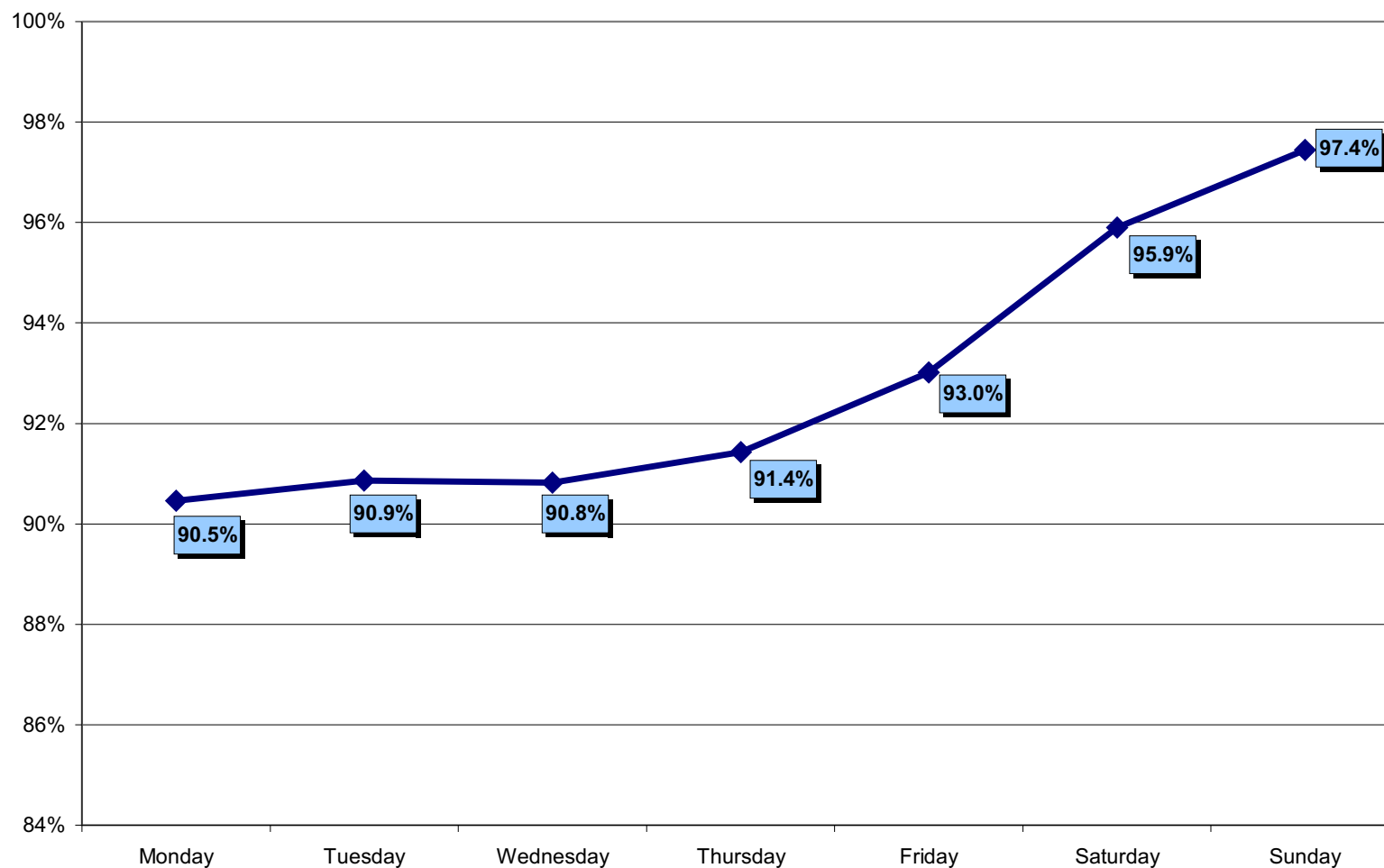
INSTITUTUL NATIONAL PENTRU STUDII DE OPINIE SI MARKETING

INSOMAR

The insight research

During an average week, what are the days you mostly watch TV?

The chart shows the percentage of those declaring that they usually watch TV in the specific day





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The insight research

	Number of answers	Mean	Std. Deviation
Let's say you would count all time you spend watching TV in an average working day. How many total hours would it be?	2254	4.13	3.546
Let's say you would count all time you spend watching TV in an average week-end day. How many total hours would it be?	2263	5.09	3.340
Let's say you would count all time you spend watching LOCAL TV channels in an average week. How many total hours would it be?	1888	2.40	5.543
Let's say you would count all time you spend watching NATIONAL TV channels in an average week. How many total hours would it be?	2328	22.80	14.462
Valid N (listwise)	1821		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

TV consumption: means and standard deviations

By days of the week: working days/week-end days

	Valid answers	Mean	Standard deviation
Lets say you would count all time you spend watching TV in an average working day. How many total hours would it be?	2254	4.1%	3.5%
Lets say you would count all time you spend watching TV in an average week-end day. How many total hours would it be?	2263	5.1%	3.3%

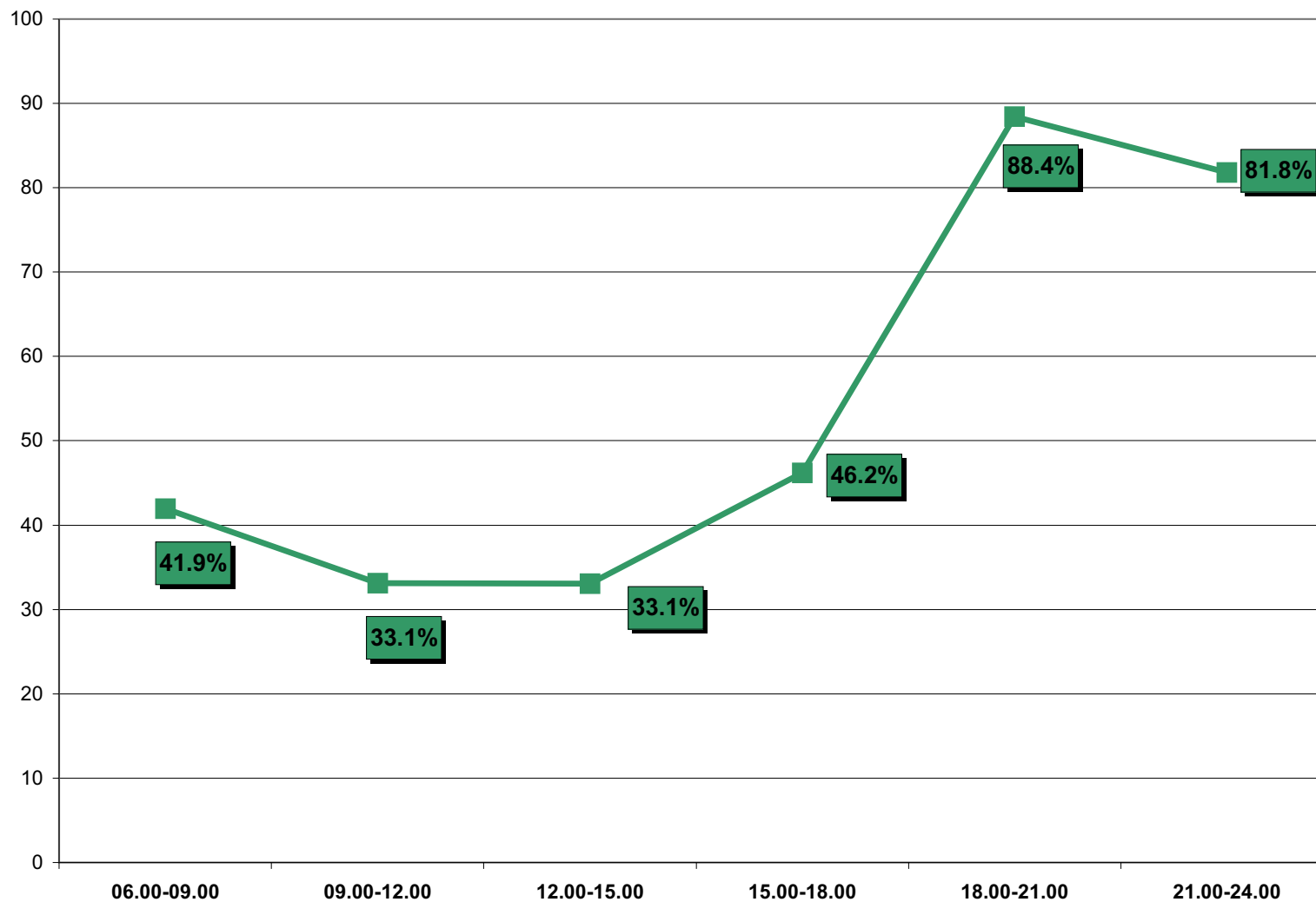
By type of channel: local/national

Lets say you would count all time you spend watching local TV channels in an average week. How many total hours would it be?	1888	2.4%	5.5%
Lets say you would count all time you spend watching national TV channels in an average week. How many total hours would it be?	2328	22.8%	14.5%

During the following hours of an average working day, where do you mostly watch TV?

Hours	At home	At work	Anywhere I find a TV	At relatives, friends etc.	Dont have a favorite spot	Don't watch
06.00-09.00	39.5%	1.5%	0.2%	0.1%	1.1%	57.5%
09.00-12.00	26.0%	4.4%	0.2%	0.5%	2.4%	66.5%
12.00-15.00	25.5%	4.3%	0.4%	0.9%	2.4%	66.5%
15.00-18.00	39.0%	3.5%	0.4%	1.3%	2.6%	53.3%
18.00-21.00	85.9%	0.5%	0.3%	1.0%	1.6%	10.6%
21.00-24.00	80.3%	0.5%	0.2%	0.4%	1.4%	17.3%

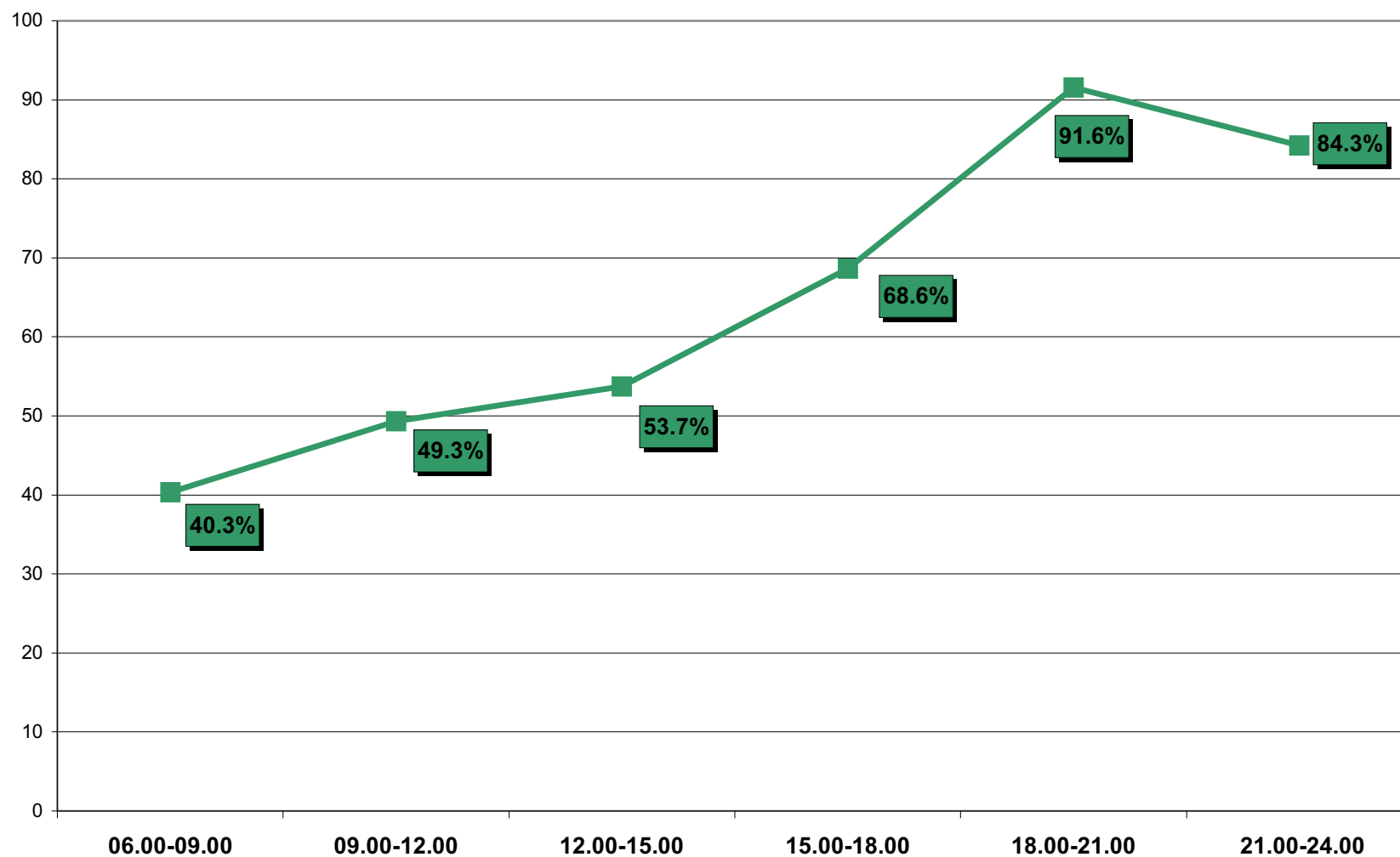
Levels of TV consumption during time intervals of the day - in working days of the week-



During the following hours of an average week-end day, where do you mostly watch TV?

Hours	At home	At work	Anywhere I find a TV	At relatives, friends etc.	Dont have a favorite spot	Don't watch
06.00-09.00	38.80%	0.50%	0.20%		1.30%	59.10%
09.00-12.00	46.30%	0.70%	0.20%	0.90%	1.80%	50.10%
12.00-15.00	48.10%	0.80%	0.50%	2.70%	2.40%	45.60%
15.00-18.00	61.60%	0.60%	0.60%	4.20%	2.40%	30.60%
18.00-21.00	86.50%	0.20%	0.50%	3.50%	1.80%	7.40%
21.00-24.00	80.90%	0.20%	1.40%	0.90%	1.80%	14.80%

Levels of TV consumption during time intervals of the day - in week-end days -





For each of the following hours, please name the TV channel you would most likely watch

	06.00-09.00	09.00-12.00	12.00-15.00	15.00-18.00	18.00-21.00	21.00-24.00
TVR 1	7.5%	4.3%	4.8%	6.2%	12.3%	6.5%
TVR 2					1.0%	1.1%
Pro tv	13.7%	9.6%	9.0%	15.3%	25.9%	19.3%
Acasa	1.3%	3.0%	4.3%	6.7%	5.5%	4.5%
Sport.ro			1.1%	1.6%	1.7%	2.6%
Telesport					1.0%	
MTV				1.1%		
Antena 1	7.1%	5.1%	5.0%	7.6%	15.2%	10.7%
Antena 2			1.7%	1.3%		
Antena3	1.0%	1.1%	2.2%	1.7%	1.9%	1.9%
Realitatea Tv	5.6%	4.8%	3.9%	4.1%	6.9%	4.0%
Prima tv			1.5%	2.0%	3.5%	2.6%
National tv						1.3%
OTV					2.0%	9.3%
HBO					1.7%	2.9%
Kanal D				1.5%	1.3%	1.8%
Alta	4.7%	9.7%	8.4%	9.7%	9.9%	11.9%
DK/NA/Don't watch	59.1%	62.5%	58.3%	41.1%	10.2%	19.6%

And for each of the following hours, please name the TV channel you would most likely watch:
- only those declaring that they are watching TV

06.00-09.00

	Frequency	Absolute percent	Valid percent		
DK/NA/Don't watch	1455	59.1	59.1 ¹		59%
Pro tv	337	13.7	13.7		14%
TVR 1	185	7.5	7.5		8%
Antena 1	176	7.1	7.1		7%
Realitatea Tv	139	5.6	5.6		6%
Other	116	4.7	4.7		5%
Acasă	31	1.3	1.3 ²		1%
Antena3	24	1.0	*	*	
Total	2463	100.0	100.0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație
*. Valori nesemnificative

09.00-12.00

	Frequency	Absolute percent	Valid percent		
DK/NA/Don't watch	1539	62.5	62.5 ¹		62%
Other	239	9.7	9.7		10%
Pro tv	237	9.6	9.6		10%
Antena 1	125	5.1	5.1		5%
Realitatea Tv	117	4.8	4.8		5%
TVR 1	106	4.3	4.3		4%
Acasă	74	3.0	3.0		3%
Antena3	26	1.1	1.1 ²		1%
Total	2463	100.0	100.0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

And for each of the following hours, please name the TV channel you would most likely watch:

- only those declaring that they are watching TV

12.00-15.00

	Frecvență	Procente absolute	Procente valide		
DK/NA/Don't watch	1435	58.3	58.3 ¹		58%
Pro tv	221	9.0	9.0		9%
Other	207	8.4	8.4		8%
Antena 1	122	5.0	5.0		5%
TVR 1	117	4.8	4.8		5%
Acasă	105	4.3	4.3		4%
Realitatea Tv	97	3.9	3.9		4%
Antena3	53	2.2	2.2		2%
Antena 2	42	1.7	1.7 ²		2%
Prima tv	36	1.5	1.5 ²		1%
Sport.ro	28	1.1	1.1 ²		1%
Total	2463	100.0	100.0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

2. Valori sub pragul de semnificație

15.00-18.00

	Frequency	Absolute percent	Valid percent		
DK/NA/Don't watch	1013	41.1	41.1 ¹		41%
Pro tv	378	15.3	15.3 ¹		15%
Other	239	9.7	9.7		10%
Antena 1	188	7.6	7.6		8%
Acasă	166	6.7	6.7		7%
TVR 1	152	6.2	6.2		6%
Realitatea Tv	101	4.1	4.1		4%
Prima tv	50	2.0	2.0		2%
Antena3	42	1.7	1.7 ²		2%
Sport.ro	39	1.6	1.6 ²		2%
Kanal D	36	1.5	1.5 ²		1%
Antena 2	33	1.3	1.3 ²		1%
MTV	26	1.1	1.1 ²		1%
Total	2463	100.0	100.0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

2. Valori sub pragul de semnificație

And for each of the following hours, please name the TV channel you would most likely watch:

- only those declaring that they are watching TV

18.00-21.00

	Frequency	Absolute percent	Valid percent		
Pro tv	638	25.9	25.9 ¹		26%
Antena 1	374	15.2	15.2 ¹		15%
TVR 1	304	12.3	12.3		12%
DK/NA/Don't watch	250	10.2	10.2		10%
Other	243	9.9	9.9		10%
Realitatea Tv	170	6.9	6.9		7%
Acasă	136	5.5	5.5		6%
Prima tv	85	3.5	3.5		3%
OTV	50	2.0	2.0		2%
Antena3	47	1.9	1.9 ²		2%
HBO	43	1.7	1.7 ²		2%
Sport.ro	42	1.7	1.7 ²		2%
Kanal D	33	1.3	1.3 ²		1%
TVR 2	24	1.0	*	*	
Telesport	24	1.0	*	*	
Total	2463	100.0	100.0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație
*. Valori nesemnificative

21.00-24.00

	Frequency	Absolute percent	Valid percent		
DK/NA/Don't watch	482	19.6	19.6 ¹		20%
Pro tv	476	19.3	19.3 ¹		19%
Alta	293	11.9	11.9		12%
Antena 1	263	10.7	10.7		11%
OTV	228	9.3	9.3		9%
TVR 1	160	6.5	6.5		6%
Acasă	110	4.5	4.5		4%
Realitatea Tv	99	4.0	4.0		4%
HBO	71	2.9	2.9		3%
Prima tv	65	2.6	2.6		3%
Sport.ro	64	2.6	2.6		3%
Antena3	48	1.9	1.9 ²		2%
Kanal D	45	1.8	1.8 ²		2%
Național tv	31	1.3	1.3 ²		1%
TVR 2	28	1.1	1.1 ²		1%
Total	2463	100.0	100.0		

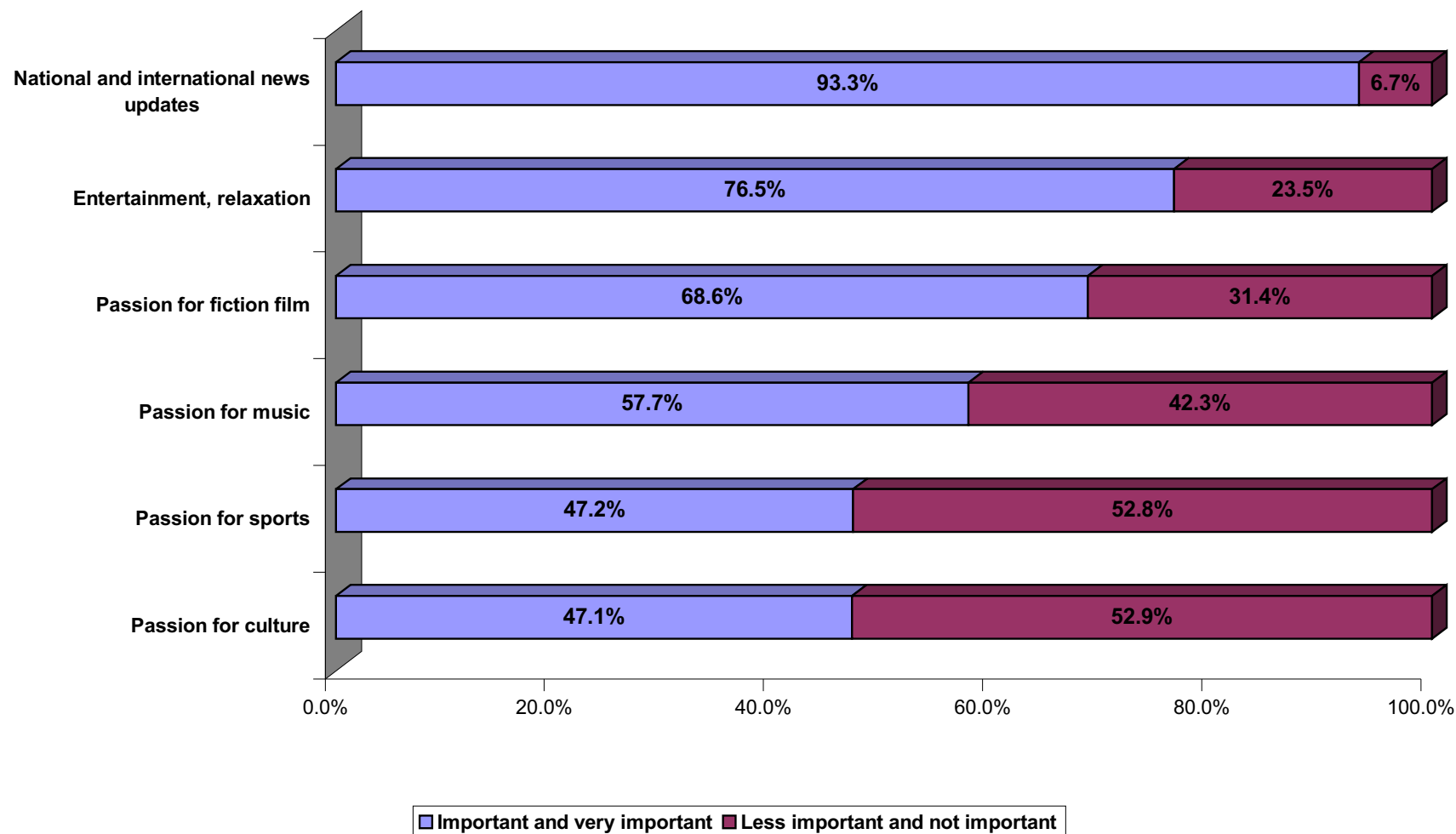
INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație



When you decide to watch TV, how important are each of the following reasons for you?

- asked to those declaring that they are watching TV-



During an average week, how often do you use to watch each of the following types of TV shows?

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Documentaries (history/science/wildlife)	7.9%	19.9%	15.4%	11.2%	24.7%	20.9%
Fiction films	21.3%	35.0%	16.0%	6.7%	11.6%	9.4%
Music/Entertainment	28.1%	29.3%	14.2%	6.8%	14.0%	7.6%
News	73.6%	16.1%	4.6%	1.3%	2.5%	1.9%
Sports	23.2%	16.6%	12.0%	7.6%	17.2%	23.4%
Shows with religious themes	3.9%	6.2%	17.7%	8.3%	25.0%	38.9%
Talkshows (political, social debates etc.)	10.1%	20.5%	15.5%	9.0%	19.7%	25.2%
Children shows	2.8%	5.1%	6.0%	7.2%	20.8%	58.1%
Reality-shows (real life events)	6.0%	14.5%	16.6%	9.4%	19.4%	34.1%
Culture and arts	4.5%	10.1%	13.1%	13.0%	23.2%	36.1%
Shows of ethnic minorities	1.7%	3.8%	6.9%	6.9%	22.3%	58.5%
TV contests	3.8%	11.8%	16.3%	12.7%	19.9%	35.6%
Shows on social themes	7.5%	19.0%	20.9%	10.6%	17.0%	24.9%
TV series	17.8%	20.6%	10.9%	5.2%	14.4%	31.1%
Cartoons	4.5%	5.4%	5.8%	5.9%	16.0%	62.4%
Soap operas	15.7%	9.2%	6.2%	4.1%	12.8%	52.0%

During an average week, how often do you use to watch each of the following types of TV shows?

Documentaries (history/science/wildlife)

		Watching	Not watching	DK/NA
Residence	urban	63.8%	35.0%	1.2%
	rural	40.2%	58.4%	1.4%
Gender	male	53.6%	45.1%	1.3%
	female	53.8%	44.9%	1.3%
Education	less than 10 grades, vocational school	42.7%	55.8%	1.6%
	high school, college	63.7%	35.8%	0.6%
	higher education	70.9%	26.7%	2.4%
Age groups	15 - 22 years	60.5%	37.5%	2.0%
	23 - 35 years	61.7%	37.2%	1.0%
	36 - 49 years	54.4%	45.0%	0.5%
	50 - 64 years	54.0%	44.5%	1.4%
	65+ years	39.9%	58.2%	1.9%
Region	Moldova	57.0%	39.6%	3.4%
	Muntenia	51.5%	48.0%	0.6%
	Transilvania	55.2%	43.8%	1.0%
	Bucuresti	49.3%	50.2%	0.5%
Total		53.7%	45.0%	1.3%

During an average week, how often do you use to watch each of the following types of TV shows?

Fiction films

		Watching	Not watching	DK/NA
Residence	urban	81.9%	16.8%	1.3%
	rural	73.0%	26.3%	0.7%
Gender	male	78.6%	20.6%	0.8%
	female	77.6%	21.1%	1.2%
Education	less than 10 grades, vocational school	72.4%	26.6%	1.0%
	high school, college	85.8%	13.4%	0.8%
	higher education	80.4%	17.9%	1.7%
Age groups	15 - 22 years	86.3%	11.7%	2.0%
	23 - 35 years	84.2%	15.0%	0.8%
	36 - 49 years	87.0%	12.7%	0.3%
	50 - 64 years	76.0%	23.2%	0.8%
	65+ years	59.1%	39.2%	1.7%
Region	Moldova	75.8%	20.6%	3.6%
	Muntenia	79.2%	20.8%	
	Transilvania	79.7%	19.6%	0.7%
	Bucuresti	73.3%	26.7%	
Total		78.1%	20.9%	1.0%

During an average week, how often do you use to watch each of the following types of TV shows?

Music/Entertainment

		Watching	Not watching	DK/NA
Residence	urban	80.3%	18.8%	0.9%
	rural	74.2%	25.0%	0.8%
Gender	male	75.5%	24.0%	0.5%
	female	79.7%	19.1%	1.2%
Education	less than 10 grades, vocational school	75.1%	24.2%	0.7%
	high school, college	82.0%	17.2%	0.8%
	higher education	76.0%	22.3%	1.7%
Age groups	15 - 22 years	93.6%	4.7%	1.7%
	23 - 35 years	85.4%	13.5%	1.0%
	36 - 49 years	78.8%	21.2%	
	50 - 64 years	74.1%	25.3%	0.6%
	65+ years	63.3%	35.2%	1.5%
Region	Moldova	74.3%	23.0%	2.7%
	Muntenia	79.8%	20.1%	0.1%
	Transilvania	78.2%	21.1%	0.7%
	Bucuresti	75.6%	24.4%	
Total		77.7%	21.4%	0.9%

During an average week, how often do you use to watch each of the following types of TV shows?

News

		Watching	Not watching	DK/NA
Residence	urban	94.2%	5.1%	0.7%
	rural	96.1%	3.2%	0.7%
Gender	male	96.2%	3.2%	0.6%
	female	94.0%	5.3%	0.8%
Education	less than 10 grades, vocational school	95.2%	4.3%	0.5%
	high school, college	95.1%	4.2%	0.7%
	higher education	94.3%	4.4%	1.4%
Age groups	15 - 22 years	86.6%	11.7%	1.7%
	23 - 35 years	93.8%	4.8%	1.5%
	36 - 49 years	97.2%	2.8%	
	50 - 64 years	97.2%	2.5%	0.3%
	65+ years	96.0%	3.4%	0.6%
Region	Moldova	94.9%	3.4%	1.7%
	Muntenia	95.4%	4.1%	0.6%
	Transilvania	94.6%	5.0%	0.4%
	Bucuresti	95.4%	4.6%	
Total		95.0%	4.3%	0.7%

During an average week, how often do you use to watch each of the following types of TV shows?

Sports

		Watching	Not watching	DK/NA
Residence	urban	59.4%	39.3%	1.3%
	rural	57.8%	41.1%	1.1%
Gender	male	78.1%	21.1%	0.8%
	female	41.1%	57.2%	1.6%
Education	less than 10 grades, vocational school	55.0%	43.6%	1.4%
	high school, college	64.1%	35.1%	0.8%
	higher education	58.8%	39.5%	1.7%
Age groups	15 - 22 years	56.2%	42.5%	1.3%
	23 - 35 years	62.2%	36.4%	1.5%
	36 - 49 years	62.3%	37.2%	0.5%
	50 - 64 years	61.1%	37.4%	1.4%
	65+ years	49.4%	49.2%	1.5%
Region	Moldova	69.7%	26.7%	3.6%
	Muntenia	56.9%	42.9%	0.2%
	Transilvania	56.8%	42.1%	1.1%
	Bucuresti	47.0%	53.0%	
Total		58.7%	40.1%	1.2%



During an average week, how often do you use to watch each of the following types of TV shows?

Shows with religious themes

		Watching	Not watching	DK/NA
Residence	urban	33.3%	64.8%	1.8%
	rural	38.2%	59.8%	2.0%
Gender	male	33.3%	64.8%	1.9%
	female	37.3%	60.8%	1.9%
Education	less than 10 grades, vocational school	36.5%	61.4%	2.1%
	high school, college	37.4%	61.1%	1.4%
	higher education	25.3%	72.3%	2.4%
Age groups	15 - 22 years	21.1%	76.3%	2.7%
	23 - 35 years	28.1%	70.7%	1.2%
	36 - 49 years	35.5%	63.7%	0.9%
	50 - 64 years	42.2%	55.5%	2.4%
	65+ years	42.8%	54.4%	2.7%
Region	Moldova	52.2%	43.6%	4.2%
	Muntenia	29.8%	68.9%	1.3%
	Transilvania	36.7%	61.8%	1.5%
	Bucuresti	13.4%	86.2%	0.5%
Total		35.4%	62.7%	1.9%

During an average week, how often do you use to watch each of the following types of TV shows?

Talkshows (political, social debates etc.)

		Watching	Not watching	DK/NA
Residence	urban	58.1%	40.0%	1.8%
	rural	49.0%	49.8%	1.2%
Gender	male	55.7%	43.2%	1.1%
	female	52.8%	45.2%	2.0%
Education	less than 10 grades, vocational school	47.6%	50.8%	1.7%
	high school, college	61.1%	37.9%	1.0%
	higher education	62.2%	35.1%	2.7%
Age groups	15 - 22 years	36.8%	61.5%	1.7%
	23 - 35 years	55.1%	43.5%	1.5%
	36 - 49 years	60.7%	38.8%	0.5%
	50 - 64 years	60.8%	37.3%	1.9%
	65+ years	47.5%	50.0%	2.5%
Region	Moldova	63.4%	32.0%	4.6%
	Muntenia	54.1%	45.4%	0.4%
	Transilvania	47.7%	51.1%	1.2%
	Bucuresti	56.7%	42.9%	0.5%
Total		54.2%	44.2%	1.6%



During an average week, how often do you use to watch each of the following types of TV shows?

Children shows

		Watching	Not watching	DK/NA
Residence	urban	22.0%	76.3%	1.6%
	rural	19.1%	79.4%	1.5%
Gender	male	19.6%	79.1%	1.3%
	female	21.9%	76.3%	1.9%
Education	less than 10 grades, vocational school	17.1%	81.3%	1.7%
	high school, college	27.3%	71.6%	1.1%
	higher education	17.2%	80.4%	2.4%
Age groups	15 - 22 years	25.8%	72.6%	1.7%
	23 - 35 years	23.3%	75.7%	1.0%
	36 - 49 years	29.2%	69.9%	0.9%
	50 - 64 years	17.7%	80.3%	2.1%
	65+ years	9.1%	88.6%	2.3%
Region	Moldova	27.4%	67.8%	4.8%
	Muntenia	21.2%	78.0%	0.8%
	Transilvania	19.6%	79.7%	0.7%
	Bucuresti	7.4%	92.2%	0.5%
Total		20.8%	77.6%	1.6%

During an average week, how often do you use to watch each of the following types of TV shows?

Reality-shows (real life events)

		Watching	Not watching	DK/NA
Residence	urban	48.5%	49.8%	1.7%
	rural	42.0%	56.3%	1.7%
Gender	male	44.9%	54.0%	1.1%
	female	46.5%	51.3%	2.2%
Education	less than 10 grades, vocational school	39.0%	59.3%	1.7%
	high school, college	55.2%	43.3%	1.4%
	higher education	46.3%	51.7%	2.0%
Age groups	15 - 22 years	52.8%	45.2%	2.0%
	23 - 35 years	51.6%	47.0%	1.5%
	36 - 49 years	49.9%	49.4%	0.7%
	50 - 64 years	44.9%	52.9%	2.2%
	65+ years	31.4%	66.2%	2.3%
Region	Moldova	58.3%	36.6%	5.1%
	Muntenia	50.7%	49.1%	0.2%
	Transilvania	35.8%	62.8%	1.4%
	Bucuresti	31.3%	67.7%	0.9%
Total		45.7%	52.6%	1.7%



During an average week, how often do you use to watch each of the following types of TV shows?

Culture and arts

		Watching	Not watching	DK/NA
Residence	urban	45.6%	52.6%	1.8%
	rural	32.8%	65.9%	1.3%
Gender	male	40.8%	57.9%	1.4%
	female	39.4%	58.7%	1.9%
Education	less than 10 grades, vocational school	29.3%	68.9%	1.8%
	high school, college	50.6%	48.2%	1.2%
	higher education	54.1%	43.9%	2.0%
Age groups	15 - 22 years	39.8%	57.9%	2.3%
	23 - 35 years	45.5%	53.0%	1.5%
	36 - 49 years	44.7%	54.6%	0.7%
	50 - 64 years	43.6%	54.5%	1.9%
	65+ years	24.5%	73.4%	2.1%
Region	Moldova	46.9%	49.1%	4.0%
	Muntenia	41.6%	57.9%	0.6%
	Transilvania	36.9%	61.6%	1.5%
	Bucuresti	29.0%	70.0%	0.9%
Total		40.1%	58.3%	1.6%

During an average week, how often do you use to watch each of the following types of TV shows?

Shows of ethnic minorities

		Watching	Not watching	DK/NA
Residence	urban	20.8%	77.4%	1.8%
	rural	16.3%	82.0%	1.7%
Gender	male	18.5%	80.1%	1.4%
	female	19.2%	78.7%	2.1%
Education	less than 10 grades, vocational school	16.6%	81.7%	1.7%
	high school, college	23.1%	75.2%	1.7%
	higher education	16.2%	81.4%	2.4%
Age groups	15 - 22 years	18.4%	79.6%	2.0%
	23 - 35 years	19.5%	77.8%	2.7%
	36 - 49 years	21.9%	77.7%	0.3%
	50 - 64 years	19.6%	78.8%	1.6%
	65+ years	13.9%	83.5%	2.5%
Region	Moldova	21.5%	74.1%	4.4%
	Muntenia	19.6%	79.4%	1.0%
	Transilvania	19.5%	79.7%	0.9%
	Bucuresti	7.4%	90.8%	1.8%
Total		18.9%	79.4%	1.7%

During an average week, how often do you use to watch each of the following types of TV shows?

TV contests

		Watching	Not watching	DK/NA
Residence	urban	46.1%	52.3%	1.6%
	rural	40.8%	57.6%	1.6%
Gender	male	42.0%	56.8%	1.3%
	female	45.6%	52.6%	1.9%
Education	less than 10 grades, vocational school	40.9%	57.3%	1.7%
	high school, college	51.3%	47.3%	1.3%
	higher education	34.5%	63.9%	1.7%
Age groups	15 - 22 years	51.8%	46.2%	2.0%
	23 - 35 years	47.8%	50.9%	1.2%
	36 - 49 years	48.0%	51.1%	0.9%
	50 - 64 years	42.0%	56.4%	1.6%
	65+ years	32.3%	65.2%	2.5%
Region	Moldova	54.1%	41.3%	4.6%
	Muntenia	48.3%	51.4%	0.3%
	Transilvania	32.9%	65.8%	1.4%
	Bucuresti	41.5%	58.1%	0.5%
Total		43.8%	54.6%	1.6%



During an average week, how often do you use to watch each of the following types of TV shows?

Shows on social themes

		Watching	Not watching	DK/NA
Residence	urban	62.0%	36.4%	1.6%
	rural	50.7%	47.8%	1.5%
Gender	male	59.2%	39.6%	1.2%
	female	55.2%	42.8%	1.9%
Education	less than 10 grades, vocational school	53.0%	45.4%	1.7%
	high school, college	62.3%	36.3%	1.3%
	higher education	59.8%	38.2%	2.0%
Age groups	15 - 22 years	44.8%	52.8%	2.3%
	23 - 35 years	60.1%	38.5%	1.5%
	36 - 49 years	64.5%	35.0%	0.5%
	50 - 64 years	59.7%	38.5%	1.7%
	65+ years	49.4%	48.3%	2.3%
Region	Moldova	67.0%	28.6%	4.4%
	Muntenia	56.4%	43.0%	0.6%
	Transilvania	50.5%	48.4%	1.1%
	Bucuresti	60.8%	38.2%	0.9%
Total		57.1%	41.3%	1.6%



During an average week, how often do you use to watch each of the following types of TV shows?

TV series

		Watching	Not watching	DK/NA
Residence	urban	58.9%	39.1%	2.0%
	rural	46.3%	52.3%	1.4%
Gender	male	45.2%	53.5%	1.3%
	female	61.0%	36.8%	2.2%
Education	less than 10 grades, vocational school	49.5%	48.7%	1.8%
	high school, college	61.7%	36.8%	1.6%
	higher education	46.6%	51.4%	2.0%
Age groups	15 - 22 years	63.5%	34.8%	1.7%
	23 - 35 years	56.8%	41.6%	1.7%
	36 - 49 years	56.9%	42.3%	0.9%
	50 - 64 years	51.0%	47.2%	1.7%
	65+ years	43.0%	54.0%	3.0%
Region	Moldova	59.8%	36.2%	4.0%
	Muntenia	55.4%	43.7%	0.9%
	Transilvania	48.6%	50.1%	1.2%
	Bucuresti	48.4%	49.8%	1.8%
Total		53.5%	44.7%	1.7%

During an average week, how often do you use to watch each of the following types of TV shows?

Cartoons

		Watching	Not watching	DK/NA
Residence	urban	23.7%	74.5%	1.8%
	rural	17.8%	80.4%	1.8%
Gender	male	18.1%	80.2%	1.7%
	female	24.0%	74.2%	1.9%
Education	less than 10 grades, vocational school	18.4%	79.7%	1.9%
	high school, college	25.7%	73.1%	1.2%
	higher education	19.9%	77.0%	3.0%
Age groups	15 - 22 years	43.1%	55.5%	1.3%
	23 - 35 years	26.4%	72.8%	0.8%
	36 - 49 years	21.7%	76.5%	1.7%
	50 - 64 years	12.5%	85.2%	2.4%
	65+ years	13.1%	84.6%	2.3%
Region	Moldova	27.6%	68.4%	4.0%
	Muntenia	22.1%	76.3%	1.5%
	Transilvania	20.0%	79.1%	1.0%
	Bucuresti	6.5%	93.1%	0.5%
Total		21.2%	77.0%	1.8%



During an average week, how often do you use to watch each of the following types of TV shows?

Soap operas

		Watching	Not watching	DK/NA
Residence	urban	36.0%	62.5%	1.6%
	rural	32.9%	65.6%	1.5%
Gender	male	18.1%	80.4%	1.5%
	female	49.6%	48.8%	1.6%
Education	less than 10 grades, vocational school	38.3%	60.2%	1.5%
	high school, college	35.2%	63.4%	1.3%
	higher education	17.9%	79.7%	2.4%
Age groups	15 - 22 years	42.1%	54.8%	3.0%
	23 - 35 years	32.6%	65.7%	1.7%
	36 - 49 years	35.1%	64.0%	0.9%
	50 - 64 years	34.9%	64.1%	0.9%
	65+ years	30.8%	67.1%	2.1%
Region	Moldova	32.2%	63.8%	4.0%
	Muntenia	40.4%	59.0%	0.7%
	Transilvania	30.5%	68.5%	1.0%
	Bucuresti	31.8%	66.8%	1.4%
Total		34.6%	63.8%	1.5%

Do you use to watch TV at your workplace?

	Frequen y	Absolute percent	Valid percent	
YES	129	5,2	5,3	5%
NO	2304	93,5	94,7 ¹	95%
Total	2433	98,8	100,0	
DK/NA	30	1,2		
Total	2463	100,0		

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

During an average working week, how many hours are you watching TV at your workplace?

Number of cases	Mean	Standard deviation
114	7.8	10.9

Do you use to watch TV in public places? (e.g. clubs, pubs)?

	Frequen y	Absolute percent	Valid percent	
YES	164	6,7	6,8	7%
NO	2249	91,3	93,2 ¹	93%
Total	2413	98,0	100,0	
DK/NA	50	2,0		
Total	2463	100,0		

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

During an average working week, how many hours are you watching TV in public places?

Number of cases	Mean	Standard deviation
148	3.0	3.7

Generally speaking, how often do you watch TV while travelling (holidays, business travelling)

	Frequen y	Absolute percent	Valid percent	
Every day	90	3,7	3,7	4%
More than once a week	198	8,0	8,0	8%
Once a week	95	3,9	3,9	4%
At least once a month	54	2,2	2,2	2%
Less	589	23,9	23,9 ¹	24%
Never	1192	48,4	48,4 ¹	48%
DK/NA	245	9,9	9,9	10%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

Generally speaking, how do you usually watch TV shows like....

	Whithout doing other activities	While doing household activities	While working	Don't watch
Documentaries (history/science/wildlife)	50.1%	13.7%	2.7%	33.4%
Fiction films	77.2%	8.3%	0.8%	13.7%
Music/Entertainment	39.8%	40.0%	8.0%	12.3%
News	73.2%	19.6%	3.4%	3.8%
Sports	46.3%	15.1%	3.4%	35.2%
Shows with religious themes	29.8%	12.4%	2.9%	55.0%
Talkshows (political, social debates etc.)	40.1%	19.6%	4.1%	36.2%
Children shows	13.2%	9.6%	5.0%	72.2%
Reality-shows (real life events)	34.4%	18.6%	4.6%	42.4%
Culture and arts	32.6%	14.0%	4.0%	49.4%
Shows of ethnic minorities	14.0%	10.6%	3.0%	72.4%
TV contests	33.0%	18.7%	4.3%	44.0%
Shows on social themes	45.2%	19.1%	2.9%	32.9%
TV series	52.1%	8.3%	2.3%	37.4%
Cartoons	15.7%	8.4%	2.4%	73.5%
Soap operas	32.1%	6.5%	2.1%	59.3%

In you family, how often do each of the following family members decide which TV programs are being watched?

Myself

	Frequenc y	Absolute percent	Valid percent	
Very often	1019	41,4	41,4 ¹	41%
Often	710	28,8	28,8 ¹	29%
Rarely	176	7,1	7,1	7%
Very rarely	57	2,3	2,3	2%
We have serveral TV sets	400	16,2	16,2 ¹	16%
DK/NA	101	4,1	4,1	4%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

My husband/wife

	Frequenc y	Absolute percent	Valid percent	
Very often	249	10,1	10,1	10%
Often	615	25,0	25,0 ¹	25%
Rarely	280	11,4	11,4	11%
Very rarely	171	6,9	6,9	7%
We have serveral TV sets	513	20,8	20,8 ¹	21%
DK/NA	635	25,8	25,8 ¹	26%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

Children

	Frequenc y	Absolute percent	Valid percent	
Very often	90	3,7	3,7	4%
Often	221	9,0	9,0	9%
Rarely	254	10,3	10,3	10%
Very rarely	264	10,7	10,7	11%
We have serveral TV sets	509	20,7	20,7 ¹	21%
DK/NA	1125	45,7	45,7 ¹	46%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante

In you family, how often do each of the following family members decide which TV programs are being watched?

Parents

	Frequenc y	Absolute percent	Valid percent	
Very often	54	2,2	2,2	2%
Often	109	4,4	4,4	4%
Rarely	131	5,3	5,3	5%
Very rarely	286	11,6	11,6	12%
We have serveral TV sets	522	21,2	21,2 ¹	21%
DK/NA	1361	55,3	55,3 ¹	55%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

Another member of the family

	Frequenc y	Absolute percent	Valid percent	
Very often	25	1,0	1,0 ²	1%
Often	32	1,3	1,3 ²	1%
Rarely	38	1,5	1,5 ²	2%
Very rarely	116	4,7	4,7	5%
We have serveral TV sets	251	10,2	10,2	10%
DK/NA	2001	81,2	81,2 ¹	81%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

2. Valori sub pragul de semnificație

With whom are you generally watching TV shows like ...

	Alone	With family	With friends	Don't watch
Documentaries (history/science/wildlife)	31.2%	33.9%	2.2%	32.8%
Fiction films	29.7%	54.6%	3.2%	12.5%
Music/Entertainment	33.1%	48.0%	5.7%	13.2%
News	35.1%	60.6%	1.4%	2.9%
Sports	29.4%	27.7%	5.3%	37.6%
Shows with religious themes	17.6%	25.0%	1.3%	56.0%
Talkshows (political, social debates etc.)	20.2%	41.8%	2.6%	35.4%
Children shows	6.8%	20.2%	1.5%	71.5%
Reality-shows (real life events)	17.4%	37.6%	3.2%	41.9%
Culture and arts	19.0%	29.1%	3.4%	48.5%
Shows of ethnic minorities	9.2%	14.1%	1.6%	75.1%
TV contests	14.9%	37.9%	3.3%	43.9%
Shows on social themes	23.1%	42.9%	1.6%	32.4%
TV series	28.6%	32.6%	1.7%	37.2%
Cartoons	7.9%	16.7%	2.0%	73.4%
Soap operas	21.1%	17.6%	1.3%	60.0%

With whom do you mostly comment TV shows like...

	Husband/wife	Children	Parents	Friends	Neighbors	Colleagues/schoolmates	Don't comment
Documentaries (history/science/wildlife)	23.1%	2.9%	1.8%	10.7%	2.9%	2.5%	56.1%
Fiction films	29.5%	4.5%	2.2%	11.0%	3.1%	4.1%	45.6%
Music/Entertainment	22.9%	4.9%	1.7%	12.2%	2.8%	3.2%	52.5%
News	40.4%	2.7%	6.6%	11.2%	7.2%	4.2%	27.8%
Sports	12.3%	3.2%	1.4%	17.2%	4.8%	4.2%	56.9%
Shows with religious themes	13.6%	1.3%	2.8%	3.3%	1.9%	1.2%	75.8%
Talkshows (political, social debates etc.)	21.5%	2.0%	2.8%	9.1%	4.3%	5.5%	54.9%
Children shows	5.1%	7.2%	0.5%	2.2%	0.7%	0.9%	83.4%
Reality-shows (real life events)	17.2%	2.1%	2.4%	7.2%	3.9%	3.9%	63.3%
Culture and arts	13.4%	2.2%	1.1%	6.1%	2.3%	3.4%	71.5%
Shows of ethnic minorities	5.8%	1.2%	0.7%	2.6%	1.4%	2.9%	85.4%
TV contests	16.5%	2.4%	2.2%	5.8%	2.7%	2.5%	68.0%
Shows on social themes	23.2%	2.6%	4.0%	7.0%	3.9%	2.9%	56.4%
TV series	17.8%	1.8%	1.2%	7.5%	2.6%	3.3%	65.9%
Cartoons	3.7%	6.5%	0.5%	2.3%	0.6%	0.6%	85.9%
Soap operas	8.3%	1.6%	1.0%	5.5%	3.5%	1.7%	78.4%

During an average week, how often to you watch the following TV channels?

	daily	5-6 days	3-4 days	1-2 days	less	don't watch
TVR 1	26.2%	8.1%	11.6%	12.7%	27.8%	13.6%
TVR 2	9.1%	6.8%	7.8%	12.3%	33.8%	30.3%
TVR Cultural	2.9%	1.5%	4.2%	7.4%	29.7%	54.2%
PRO TV	56.2%	14.3%	8.2%	5.3%	4.5%	11.4%
Acasa	23.3%	7.1%	6.8%	7.5%	18.9%	36.4%
Sport.ro	13.2%	8.5%	8.5%	7.3%	15.6%	47.0%
Telesport	9.8%	7.6%	9.1%	6.3%	15.6%	51.6%
MTV	9.4%	7.1%	6.1%	6.8%	16.1%	54.4%
Favorit TV	8.6%	6.0%	7.4%	10.1%	17.7%	50.2%
Antena 1	47.4%	16.3%	9.6%	6.5%	4.9%	15.2%
Antena 2	14.1%	9.0%	8.2%	8.6%	14.8%	45.3%
Antena3	19.2%	11.5%	10.0%	8.6%	12.8%	38.0%
Realitatea Tv	32.1%	14.0%	10.4%	8.6%	11.8%	23.0%
Prima tv	24.5%	15.0%	15.7%	11.9%	11.5%	21.4%
National tv	13.9%	9.9%	14.4%	11.4%	18.2%	32.2%
OTV	19.5%	10.9%	10.0%	10.3%	15.5%	33.8%
Euronews	1.3%	3.4%	1.7%	2.9%	11.9%	78.8%
CNN	0.7%	0.8%	0.7%	2.4%	11.4%	84.2%
BBC World	0.3%	0.7%	0.3%	0.8%	8.0%	90.0%
Money Channel	0.4%	0.9%	1.2%	1.7%	9.1%	86.7%
Mezzo	0.3%	0.4%	0.8%	1.0%	7.3%	90.1%
ETNO	6.5%	6.0%	8.2%	7.9%	14.8%	56.6%
Taraf	7.8%	5.5%	6.9%	5.6%	12.1%	62.2%
HBO	4.9%	3.7%	5.2%	4.7%	7.2%	74.2%
MGM	0.6%	0.9%	2.0%	1.9%	7.5%	87.1%
Tv 1000	0.5%	0.9%	1.5%	2.4%	6.3%	88.4%
B1TV	4.0%	5.6%	13.7%	13.2%	16.9%	46.5%
Kanal D	10.0%	8.3%	13.7%	13.4%	14.6%	39.9%
ProCinema	4.4%	5.7%	10.4%	12.1%	15.8%	51.6%
N24	3.8%	4.0%	8.6%	13.1%	15.1%	55.5%
Cosmos TV	0.2%	0.8%	1.4%	4.0%	9.2%	84.3%
Euforia TV	2.4%	2.7%	5.7%	6.9%	12.2%	70.3%
Romantica	2.8%	3.8%	5.3%	7.4%	11.5%	69.3%
Hallmark	2.3%	3.5%	5.8%	10.6%	12.6%	65.2%
AXN	2.3%	3.0%	5.3%	5.8%	9.1%	74.6%

During an average week, how often to you watch the following TV channels?

- hierachy by daily audience -

	daily	5-6 days	3-4 days	1-2 days	less	don't watch
PRO TV	56.2%	14.3%	8.2%	5.3%	4.5%	11.4%
Antena 1	47.4%	16.3%	9.6%	6.5%	4.9%	15.2%
Realitatea Tv	32.1%	14.0%	10.4%	8.6%	11.8%	23.0%
TVR 1	26.2%	8.1%	11.6%	12.7%	27.8%	13.6%
Prima tv	24.5%	15.0%	15.7%	11.9%	11.5%	21.4%
Acasa	23.3%	7.1%	6.8%	7.5%	18.9%	36.4%
OTV	19.5%	10.9%	10.0%	10.3%	15.5%	33.8%
Antena3	19.2%	11.5%	10.0%	8.6%	12.8%	38.0%
Antena 2	14.1%	9.0%	8.2%	8.6%	14.8%	45.3%
National tv	13.9%	9.9%	14.4%	11.4%	18.2%	32.2%
Sport.ro	13.2%	8.5%	8.5%	7.3%	15.6%	47.0%
Kanal D	10.0%	8.3%	13.7%	13.4%	14.6%	39.9%
Telesport	9.8%	7.6%	9.1%	6.3%	15.6%	51.6%
MTV	9.4%	7.1%	6.1%	6.8%	16.1%	54.4%
TVR 2	9.1%	6.8%	7.8%	12.3%	33.8%	30.3%
Favorit TV	8.6%	6.0%	7.4%	10.1%	17.7%	50.2%
Taraf	7.8%	5.5%	6.9%	5.6%	12.1%	62.2%
ETNO	6.5%	6.0%	8.2%	7.9%	14.8%	56.6%
HBO	4.9%	3.7%	5.2%	4.7%	7.2%	74.2%
ProCinema	4.4%	5.7%	10.4%	12.1%	15.8%	51.6%
B1TV	4.0%	5.6%	13.7%	13.2%	16.9%	46.5%
N24	3.8%	4.0%	8.6%	13.1%	15.1%	55.5%
TVR Cultural	2.9%	1.5%	4.2%	7.4%	29.7%	54.2%
Romantica	2.8%	3.8%	5.3%	7.4%	11.5%	69.3%
Euforia TV	2.4%	2.7%	5.7%	6.9%	12.2%	70.3%
Hallmark	2.3%	3.5%	5.8%	10.6%	12.6%	65.2%
AXN	2.3%	3.0%	5.3%	5.8%	9.1%	74.6%
Euronews	1.3%	3.4%	1.7%	2.9%	11.9%	78.8%
CNN	0.7%	0.8%	0.7%	2.4%	11.4%	84.2%
MGM	0.6%	0.9%	2.0%	1.9%	7.5%	87.1%
Tv 1000	0.5%	0.9%	1.5%	2.4%	6.3%	88.4%
Money Channel	0.4%	0.9%	1.2%	1.7%	9.1%	86.7%
Mezzo	0.3%	0.4%	0.8%	1.0%	7.3%	90.1%
BBC World	0.3%	0.7%	0.3%	0.8%	8.0%	90.0%
Cosmos TV	0.2%	0.8%	1.4%	4.0%	9.2%	84.3%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

TVR 1

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	41.0%	45.1%	13.9%
	rural	52.1%	34.5%	13.3%
Gender	male	45.0%	42.4%	12.6%
	female	46.6%	38.9%	14.6%
Education	less than 10 grades, vocational school	52.2%	34.0%	13.8%
	high school, college	39.4%	47.3%	13.3%
	higher education	39.0%	46.9%	14.0%
Age groups	15 - 22 years	19.3%	49.7%	31.1%
	23 - 35 years	29.7%	53.5%	16.8%
	36 - 49 years	46.3%	41.2%	12.5%
	50 - 64 years	55.7%	36.6%	7.7%
	65+ years	65.5%	25.9%	8.6%
Region	Moldova	48.9%	41.2%	9.9%
	Muntenia	48.0%	36.5%	15.6%
	Transilvania	43.8%	42.9%	13.4%
	Bucuresti	37.2%	47.4%	15.3%
Total		45.8%	40.5%	13.6%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

TVR 2

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	22.1%	51.1%	26.8%
	rural	25.7%	39.4%	35.0%
Gender	male	22.7%	46.3%	31.0%
	female	24.5%	45.9%	29.6%
Education	less than 10 grades, vocational school	26.9%	38.3%	34.8%
	high school, college	19.8%	55.4%	24.8%
	higher education	22.5%	49.5%	28.0%
Age groups	15 - 22 years	9.6%	50.5%	39.9%
	23 - 35 years	14.2%	58.0%	27.8%
	36 - 49 years	22.8%	49.9%	27.3%
	50 - 64 years	29.7%	44.3%	26.0%
	65+ years	35.7%	28.1%	36.2%
Region	Moldova	27.6%	52.6%	19.8%
	Muntenia	22.7%	44.5%	32.8%
	Transilvania	23.9%	43.3%	32.8%
	Bucuresti	18.1%	48.4%	33.5%
Total		23.6%	46.1%	30.3%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

PRO TV

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	82.8%	11.6%	5.6%
Gender	male	79.2%	9.2%	11.6%
	female	78.2%	10.5%	11.3%
Education	less than 10 grades, vocational school	72.1%	9.7%	18.2%
	high school, college	87.5%	8.5%	4.1%
	higher education	79.0%	15.1%	5.8%
Age groups	15 - 22 years	83.1%	14.2%	2.7%
	23 - 35 years	87.8%	8.2%	4.0%
	36 - 49 years	84.0%	8.5%	7.6%
	50 - 64 years	77.0%	10.3%	12.7%
	65+ years	61.7%	10.0%	28.3%
Region	Moldova	79.1%	9.4%	11.5%
	Muntenia	80.0%	8.9%	11.1%
	Transilvania	75.1%	10.6%	14.3%
	Bucuresti	85.6%	12.1%	2.3%
Total		78.7%	9.9%	11.4%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Acasa

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	38.6%	29.6%	31.8%
	rural	35.3%	22.1%	42.6%
Gender	male	20.4%	29.4%	50.2%
	female	52.2%	23.7%	24.1%
Education	less than 10 grades, vocational school	38.9%	19.8%	41.3%
	high school, college	38.6%	32.3%	29.1%
	higher education	25.6%	35.6%	38.8%
Age groups	15 - 22 years	41.8%	26.4%	31.8%
	23 - 35 years	35.9%	31.9%	32.1%
	36 - 49 years	37.9%	31.7%	30.4%
	50 - 64 years	36.7%	24.5%	38.8%
	65+ years	35.1%	16.4%	48.5%
Region	Moldova	34.1%	35.6%	30.3%
	Muntenia	41.5%	19.4%	39.1%
	Transilvania	35.3%	28.6%	36.1%
	Bucuresti	32.7%	27.1%	40.2%
Total		37.2%	26.4%	36.4%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Antena 1

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	78.2%	13.2%	8.6%
	rural	66.7%	9.2%	24.1%
Gender	male	73.8%	10.5%	15.7%
	female	72.9%	12.4%	14.8%
Education	less than 10 grades, vocational school	67.4%	9.9%	22.7%
	high school, college	80.5%	12.3%	7.3%
	higher education	76.2%	15.5%	8.3%
Age groups	15 - 22 years	70.3%	20.8%	8.9%
	23 - 35 years	78.3%	12.4%	9.3%
	36 - 49 years	77.8%	11.6%	10.7%
	50 - 64 years	75.4%	8.6%	16.0%
	65+ years	61.3%	8.1%	30.5%
Region	Moldova	76.6%	11.1%	12.3%
	Muntenia	76.2%	9.3%	14.5%
	Transilvania	65.8%	14.3%	19.9%
	Bucuresti	81.7%	11.3%	7.0%
Total		73.3%	11.5%	15.2%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Antena 2

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	34.1%	28.5%	37.3%
	rural	27.4%	16.5%	56.1%
Gender	male	31.2%	23.3%	45.5%
	female	31.4%	23.5%	45.2%
Education	less than 10 grades, vocational school	25.2%	19.0%	55.8%
	high school, college	37.0%	27.4%	35.5%
	higher education	39.0%	29.3%	31.7%
Age groups	15 - 22 years	27.5%	31.6%	40.9%
	23 - 35 years	32.3%	28.4%	39.4%
	36 - 49 years	39.1%	24.0%	36.9%
	50 - 64 years	29.6%	20.7%	49.7%
	65+ years	24.9%	15.5%	59.6%
Region	Moldova	50.5%	20.3%	29.2%
	Muntenia	30.9%	21.2%	47.9%
	Transilvania	19.8%	25.8%	54.3%
	Bucuresti	31.5%	30.5%	38.0%
Total		31.3%	23.4%	45.3%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Antena3

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	43.7%	26.6%	29.7%
	rural	36.5%	14.5%	49.0%
Gender	male	40.6%	22.0%	37.3%
	female	40.6%	20.8%	38.5%
Education	less than 10 grades, vocational school	33.3%	17.5%	49.2%
	high school, college	46.5%	25.4%	28.1%
	higher education	52.4%	24.8%	22.8%
Age groups	15 - 22 years	30.0%	32.1%	37.9%
	23 - 35 years	42.5%	24.1%	33.4%
	36 - 49 years	48.9%	21.1%	29.9%
	50 - 64 years	40.8%	20.8%	38.4%
	65+ years	34.9%	12.4%	52.8%
Region	Moldova	54.6%	19.4%	25.9%
	Muntenia	42.1%	15.3%	42.6%
	Transilvania	28.7%	28.7%	42.6%
	Bucuresti	46.7%	24.8%	28.5%
Total		40.6%	21.4%	38.0%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Realitatea Tv

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	60.9%	22.9%	16.2%
	rural	50.8%	16.9%	32.2%
Gender	male	58.9%	19.4%	21.7%
	female	54.5%	21.3%	24.2%
Education	less than 10 grades, vocational school	49.2%	18.7%	32.1%
	high school, college	62.8%	23.2%	14.1%
	higher education	67.7%	19.2%	13.1%
Age groups	15 - 22 years	35.3%	35.7%	29.0%
	23 - 35 years	59.5%	24.7%	15.7%
	36 - 49 years	63.7%	20.6%	15.8%
	50 - 64 years	61.7%	16.5%	21.8%
	65+ years	51.0%	10.9%	38.1%
Region	Moldova	65.7%	17.3%	17.1%
	Muntenia	58.6%	18.1%	23.2%
	Transilvania	49.3%	23.8%	26.9%
	Bucuresti	54.7%	24.3%	21.0%
Total		56.6%	20.4%	23.0%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

Prima tv

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	60.3%	25.3%	14.4%
	rural	48.4%	20.8%	30.8%
Gender	male	53.7%	24.2%	22.2%
	female	56.5%	22.6%	20.8%
Education	less than 10 grades, vocational school	47.5%	21.7%	30.8%
	high school, college	64.4%	24.0%	11.6%
	higher education	58.4%	28.5%	13.1%
Age groups	15 - 22 years	53.9%	30.8%	15.3%
	23 - 35 years	61.6%	26.2%	12.2%
	36 - 49 years	61.3%	22.2%	16.5%
	50 - 64 years	55.4%	23.8%	20.8%
	65+ years	40.9%	16.5%	42.7%
Region	Moldova	64.3%	18.8%	16.9%
	Muntenia	54.3%	24.4%	21.3%
	Transilvania	50.1%	23.7%	26.2%
	Bucuresti	57.5%	28.0%	14.5%
Total		55.2%	23.4%	21.4%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

OTV

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	38.2%	31.2%	30.6%
	rural	43.3%	18.6%	38.0%
Gender	male	39.6%	27.2%	33.2%
	female	41.1%	24.6%	34.3%
Education	less than 10 grades, vocational school	41.8%	19.3%	38.9%
	high school, college	42.8%	30.3%	26.9%
	higher education	27.5%	39.2%	33.3%
Age groups	15 - 22 years	25.9%	34.5%	39.7%
	23 - 35 years	36.1%	33.5%	30.4%
	36 - 49 years	46.6%	26.3%	27.2%
	50 - 64 years	46.0%	23.2%	30.8%
	65+ years	38.8%	14.9%	46.3%
Region	Moldova	50.8%	24.1%	25.1%
	Muntenia	44.2%	24.1%	31.7%
	Transilvania	27.5%	28.5%	44.0%
	Bucuresti	48.4%	27.0%	24.7%
Total		40.4%	25.8%	33.8%

During an average week, how often to you watch the following TV channels? - *distribution by socio-demographic variables* -

National TV

		3-4 days a week or more	1-2 days a week or less	Don't watch
Residence	urban	39.7%	34.7%	25.6%
	rural	36.4%	22.8%	40.9%
Gender	male	38.0%	30.6%	31.4%
	female	38.5%	28.7%	32.9%
Education	less than 10 grades, vocational school	33.4%	25.1%	41.5%
	high school, college	44.4%	34.2%	21.4%
	higher education	40.1%	33.6%	26.4%
Age groups	15 - 22 years	24.7%	41.4%	33.9%
	23 - 35 years	41.6%	34.7%	23.7%
	36 - 49 years	46.0%	28.3%	25.7%
	50 - 64 years	39.0%	29.3%	31.6%
	65+ years	32.6%	18.2%	49.2%
Region	Moldova	48.0%	27.3%	24.7%
	Muntenia	39.4%	27.3%	33.4%
	Transilvania	33.0%	30.2%	36.9%
	Bucuresti	31.3%	42.5%	26.2%
Total		38.3%	29.6%	32.2%

How do you receive TV programmes?

	Frequen y	Absolute percent	Valid percent	
Cable	1856	75,4	77,1 ¹	 77%
Satellite	294	11,9	12,2	 12%
Terrestrial antenna	223	9,1	9,3	 9%
Shared antenna	35	1,4	1,5 ²	 1%
Total	2408	97,8	100,0	
Don't receive TV	17	,7		
DK/NA	38	1,5		
Total	55	2,2		
Total	2463	100,0		

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Did you purchased supplementary TV channel packs?

	Frequen y	Absolute percent	Valid percent	
YES	305	12,4	13,1	 13%
NO	2021	82,1	86,9 ¹	 87%
Total	2326	94,4	100,0	
DK/NA	137	5,6		
Total	2463	100,0		

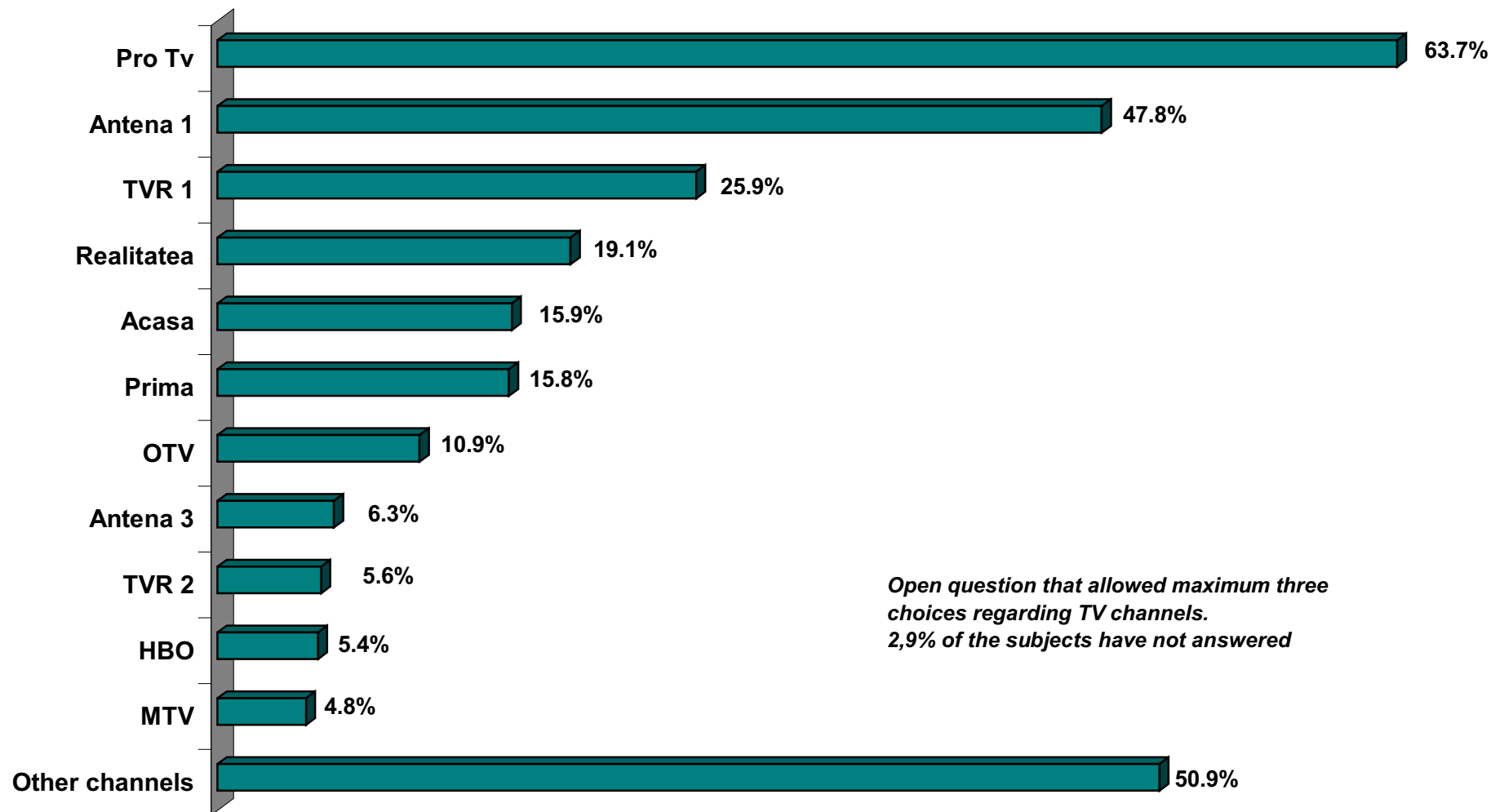
INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

How many local and national TV channels do you permanently receive?

Cases	Mean	Standard deviation
2249	34.2	21.4

Please name your top three favourite national TV channels?



Do you usually watch local TV channels?

	Frequency	Absolute percents	Valid percents	
YES	607	24.2	25.5 ¹	 26%
NO	1773	70.7	74.5 ¹	 74%
Total	2380	94.9	100.0	
DK/NA	127	5.1		
Total	2507	100.0		

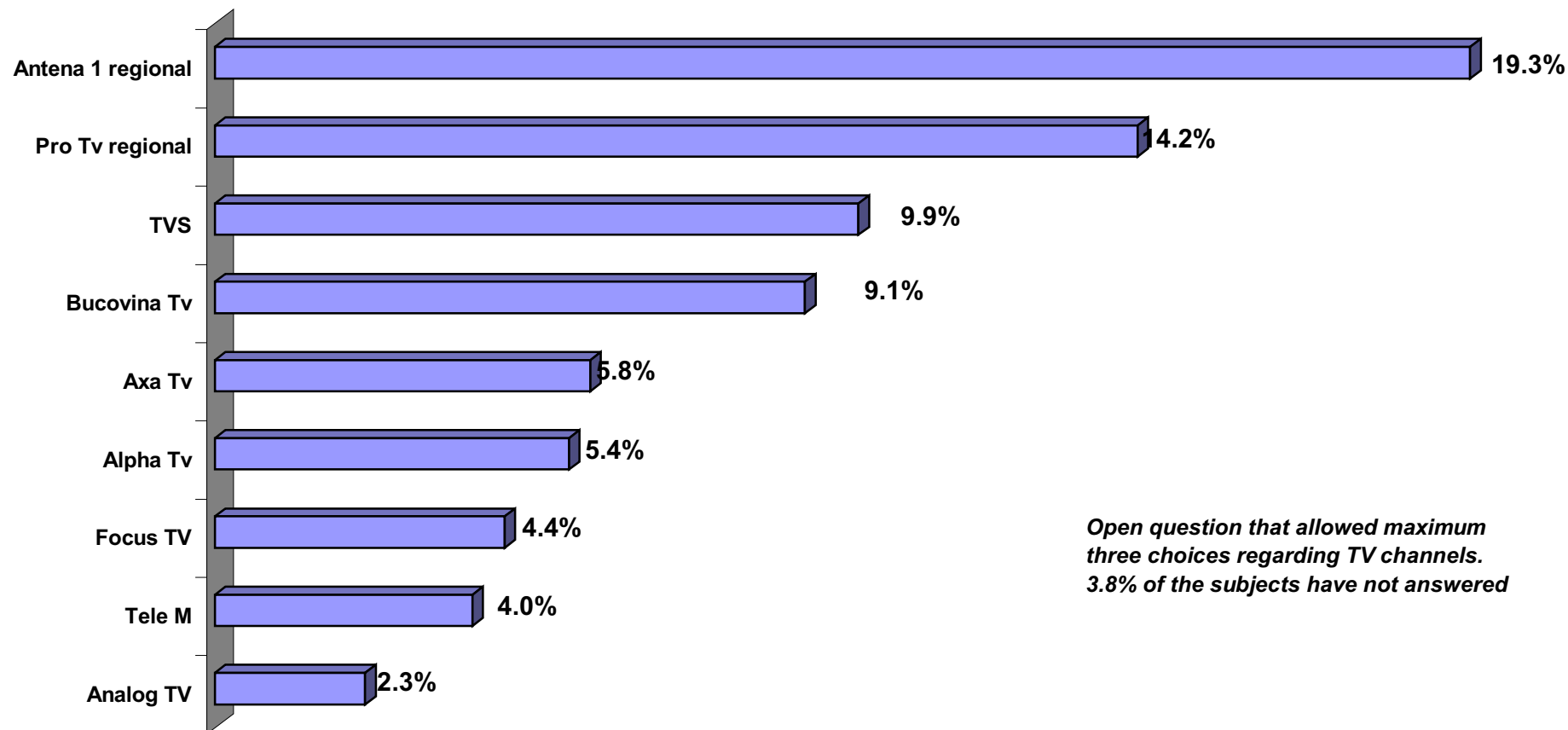
INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Dominant values



Please name your top three favourite local TV channels?

- selection of respondents declaring that they watch local TV channels- N=607



Open question that allowed maximum three choices regarding TV channels. 3.8% of the subjects have not answered

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

	Every day	More than once a week	Once a week	At least once a month	Less	Never	DK/NA
Documentaries (history/science/wildlife)	2.0%	5.6%	8.4%	3.8%	23.7%	52.1%	4.4%
Fiction films	4.1%	7.9%	4.8%	2.0%	23.5%	53.3%	4.4%
Music/Entertainment	8.4%	15.8%	11.2%	3.8%	21.4%	35.4%	4.1%
News	45.9%	33.4%	5.4%	2.0%	6.6%	4.1%	2.6%
Sports	10.5%	17.8%	5.9%	3.5%	15.8%	42.6%	3.9%
Shows with religious themes	2.8%	3.0%	8.7%	3.8%	26.0%	51.6%	4.1%
Talkshows (political, social debates etc.)	3.9%	7.4%	14.6%	10.4%	16.4%	43.6%	3.6%
Children shows	2.1%	2.8%	2.5%	2.1%	19.2%	66.3%	4.9%
Reality-shows (real life events)	2.6%	4.6%	4.9%	7.6%	16.4%	58.6%	5.3%
Culture and arts	2.1%	3.9%	7.1%	8.9%	16.8%	56.1%	5.1%
Shows of ethnic minorities	2.1%	1.5%	3.0%	5.9%	14.3%	67.4%	5.8%
TV contests	1.5%	3.3%	4.1%	6.7%	15.6%	63.2%	5.6%
Shows on social themes	3.6%	7.2%	16.9%	6.6%	16.1%	44.1%	5.4%
TV series	2.1%	3.8%	3.3%	2.0%	18.9%	59.4%	10.5%
Cartoons	1.3%	3.3%	1.5%	1.6%	16.1%	65.5%	10.7%
Soap operas	2.6%	2.5%	1.8%	1.6%	14.8%	65.8%	10.9%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Documentaries (history/science/wildlife)

		Watching	Not watching	DK/NA
Residence	urban	20.7%	74.1%	5.2%
	rural	17.1%	80.5%	2.4%
Gender	male	26.6%	68.4%	5.0%
	female	13.8%	82.2%	4.0%
Education	less than 10 grades, vocational school	13.4%	83.1%	3.5%
	high school, college	22.8%	72.8%	4.4%
	higher education	28.0%	65.3%	6.7%
Age groups	15 - 22 years	25.9%	67.2%	6.9%
	23 - 35 years	34.7%	59.3%	5.9%
	36 - 49 years	11.5%	83.6%	4.8%
	50 - 64 years	20.7%	77.5%	1.8%
	65+ years	10.2%	84.7%	5.1%
Region	Moldova	28.0%	60.9%	11.2%
	Muntenia	15.1%	84.3%	0.5%
	Transilvania	17.8%	79.5%	2.7%
	Bucuresti	25.0%	50.0%	25.0%
Total		19.7%	75.8%	4.4%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Fiction films

		Watching	Not watching	DK/NA
Residence	urban	19.6%	75.2%	5.2%
	rural	16.5%	81.1%	2.4%
Gender	male	20.6%	74.8%	4.6%
	female	17.2%	78.5%	4.3%
Education	less than 10 grades, vocational school	19.9%	77.1%	3.0%
	high school, college	16.8%	78.5%	4.7%
	higher education	24.0%	69.3%	6.7%
Age groups	15 - 22 years	29.3%	63.8%	6.9%
	23 - 35 years	12.7%	81.4%	5.9%
	36 - 49 years	17.6%	78.8%	3.6%
	50 - 64 years	24.9%	72.8%	2.4%
	65+ years	11.2%	82.7%	6.1%
Region	Moldova	16.1%	72.7%	11.2%
	Muntenia	19.5%	80.0%	0.5%
	Transilvania	19.8%	77.5%	2.7%
	Bucuresti	25.0%	50.0%	25.0%
Total		18.8%	76.8%	4.4%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Music/Entertainment

		Watching	Not watching	DK/NA
Residence	urban	37.4%	57.7%	5.0%
	rural	43.9%	54.3%	1.8%
Gender	male	43.3%	52.1%	4.6%
	female	35.6%	60.7%	3.7%
Education	less than 10 grades, vocational school	41.6%	55.8%	2.6%
	high school, college	38.9%	56.7%	4.4%
	higher education	34.7%	58.7%	6.7%
Age groups	15 - 22 years	48.3%	44.8%	6.9%
	23 - 35 years	51.7%	43.2%	5.1%
	36 - 49 years	29.7%	66.7%	3.6%
	50 - 64 years	44.4%	52.7%	3.0%
	65+ years	25.5%	70.4%	4.1%
Region	Moldova	37.3%	50.9%	11.8%
	Muntenia	37.3%	62.7%	
	Transilvania	42.2%	55.8%	1.9%
	Bucuresti		75.0%	25.0%
Total		39.1%	56.7%	4.1%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

News

		Watching	Not watching	DK/NA
Residence	urban	84.9%	11.7%	3.4%
	rural	91.5%	7.9%	0.6%
Gender	male	87.9%	9.6%	2.5%
	female	85.6%	11.7%	2.8%
Education	less than 10 grades, vocational school	90.0%	9.1%	0.9%
	high school, college	84.9%	11.7%	3.4%
	higher education	82.7%	12.0%	5.3%
Age groups	15 - 22 years	69.0%	24.1%	6.9%
	23 - 35 years	86.4%	10.2%	3.4%
	36 - 49 years	87.9%	9.7%	2.4%
	50 - 64 years	91.7%	7.7%	0.6%
	65+ years	86.7%	10.2%	3.1%
Region	Moldova	90.7%	4.3%	5.0%
	Muntenia	89.2%	9.7%	1.1%
	Transilvania	82.9%	15.1%	1.9%
	Bucuresti	50.0%	25.0%	25.0%
Total		86.7%	10.7%	2.6%



During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Sports

		Watching	Not watching	DK/NA
Residence	urban	33.8%	61.5%	4.7%
	rural	48.2%	50.0%	1.8%
Gender	male	57.4%	38.7%	3.9%
	female	20.6%	75.5%	4.0%
Education	less than 10 grades, vocational school	32.0%	65.4%	2.6%
	high school, college	43.6%	52.3%	4.0%
	higher education	32.0%	61.3%	6.7%
Age groups	15 - 22 years	32.8%	58.6%	8.6%
	23 - 35 years	45.8%	48.3%	5.9%
	36 - 49 years	41.8%	54.5%	3.6%
	50 - 64 years	38.5%	59.2%	2.4%
	65+ years	22.4%	75.5%	2.0%
Region	Moldova	57.8%	31.7%	10.6%
	Muntenia	35.7%	64.3%	
	Transilvania	27.1%	70.5%	2.3%
	Bucuresti		75.0%	25.0%
Total		37.7%	58.4%	3.9%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Shows on religious themes

		Watching	Not watching	DK/NA
Residence	urban	16.9%	78.4%	4.7%
	rural	22.0%	75.6%	2.4%
Gender	male	21.6%	74.1%	4.3%
	female	15.3%	80.7%	4.0%
Education	less than 10 grades, vocational school	23.8%	73.2%	3.0%
	high school, college	16.4%	79.5%	4.0%
	higher education	9.3%	84.0%	6.7%
Age groups	15 - 22 years	15.5%	77.6%	6.9%
	23 - 35 years	11.9%	83.1%	5.1%
	36 - 49 years	15.2%	81.2%	3.6%
	50 - 64 years	27.8%	69.8%	2.4%
	65+ years	16.3%	78.6%	5.1%
Region	Moldova	16.8%	72.7%	10.6%
	Muntenia	16.8%	83.2%	
	Transilvania	20.5%	76.7%	2.7%
	Bucuresti		75.0%	25.0%
Total		18.3%	77.6%	4.1%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Talkshows (political, social debates etc.)

		Watching	Not watching	DK/NA
Residence	urban	33.8%	61.9%	4.3%
	rural	43.3%	54.9%	1.8%
Gender	male	43.3%	52.8%	3.9%
	female	30.4%	66.3%	3.4%
Education	less than 10 grades, vocational school	30.3%	67.5%	2.2%
	high school, college	43.0%	52.7%	4.4%
	higher education	29.3%	65.3%	5.3%
Age groups	15 - 22 years	29.3%	65.5%	5.2%
	23 - 35 years	44.1%	50.8%	5.1%
	36 - 49 years	38.2%	58.2%	3.6%
	50 - 64 years	39.6%	58.0%	2.4%
	65+ years	22.4%	74.5%	3.1%
Region	Moldova	54.7%	35.4%	9.9%
	Muntenia	33.5%	66.5%	
	Transilvania	26.4%	71.7%	1.9%
	Bucuresti	75.0%		25.0%
Total		36.3%	60.0%	3.6%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Children shows

		Watching	Not watching	DK/NA
Residence	urban	8.6%	85.8%	5.6%
	rural	12.2%	84.8%	3.0%
Gender	male	12.1%	83.7%	4.3%
	female	7.4%	87.1%	5.5%
Education	less than 10 grades, vocational school	12.6%	84.4%	3.0%
	high school, college	7.7%	86.6%	5.7%
	higher education	8.0%	85.3%	6.7%
Age groups	15 - 22 years	15.5%	74.1%	10.3%
	23 - 35 years	7.6%	86.4%	5.9%
	36 - 49 years	9.7%	85.5%	4.8%
	50 - 64 years	11.2%	85.8%	3.0%
	65+ years	5.1%	90.8%	4.1%
Region	Moldova	11.2%	76.4%	12.4%
	Muntenia	9.2%	90.3%	0.5%
	Transilvania	8.9%	88.0%	3.1%
	Bucuresti		75.0%	25.0%
Total		9.5%	85.5%	4.9%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Reality-shows (real life events)

		Watching	Not watching	DK/NA
Residence	urban	18.5%	75.9%	5.6%
	rural	23.2%	72.6%	4.3%
Gender	male	24.8%	69.9%	5.3%
	female	15.3%	79.4%	5.2%
Education	less than 10 grades, vocational school	18.6%	77.5%	3.9%
	high school, college	21.1%	73.2%	5.7%
	higher education	18.7%	74.7%	6.7%
Age groups	15 - 22 years	19.0%	70.7%	10.3%
	23 - 35 years	31.4%	61.9%	6.8%
	36 - 49 years	12.1%	82.4%	5.5%
	50 - 64 years	22.5%	74.6%	3.0%
	65+ years	14.3%	81.6%	4.1%
Region	Moldova	32.3%	56.5%	11.2%
	Muntenia	16.2%	83.2%	0.5%
	Transilvania	14.3%	81.0%	4.7%
	Bucuresti	25.0%	50.0%	25.0%
Total		19.7%	75.0%	5.3%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Culture and arts

		Watching	Not watching	DK/NA
Residence	urban	21.8%	72.5%	5.6%
	rural	22.6%	73.8%	3.7%
Gender	male	30.1%	64.5%	5.3%
	female	15.0%	80.1%	4.9%
Education	less than 10 grades, vocational school	16.9%	78.8%	4.3%
	high school, college	23.8%	71.1%	5.0%
	higher education	32.0%	61.3%	6.7%
Age groups	15 - 22 years	24.1%	69.0%	6.9%
	23 - 35 years	34.7%	58.5%	6.8%
	36 - 49 years	15.2%	80.6%	4.2%
	50 - 64 years	22.5%	72.8%	4.7%
	65+ years	16.3%	79.6%	4.1%
Region	Moldova	30.4%	57.1%	12.4%
	Muntenia	18.4%	81.6%	
	Transilvania	19.4%	76.7%	3.9%
	Bucuresti	25.0%	50.0%	25.0%
Total		22.0%	72.9%	5.1%



During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Shows of ethnic minorities

		Watching	Not watching	DK/NA
Residence	urban	11.3%	82.9%	5.9%
	rural	15.9%	78.7%	5.5%
Gender	male	17.0%	77.3%	5.7%
	female	8.6%	85.6%	5.8%
Education	less than 10 grades, vocational school	11.3%	83.5%	5.2%
	high school, college	15.1%	79.5%	5.4%
	higher education	6.7%	85.3%	8.0%
Age groups	15 - 22 years	12.1%	79.3%	8.6%
	23 - 35 years	26.3%	67.8%	5.9%
	36 - 49 years	6.1%	89.1%	4.8%
	50 - 64 years	10.7%	82.8%	6.5%
	65+ years	10.2%	85.7%	4.1%
Region	Moldova	24.8%	62.1%	13.0%
	Muntenia	10.8%	88.6%	0.5%
	Transilvania	5.8%	89.5%	4.7%
	Bucuresti	25.0%	50.0%	25.0%
Total		12.5%	81.7%	5.8%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

TV contests

		Watching	Not watching	DK/NA
Residence	urban	14.2%	80.0%	5.9%
	rural	19.5%	75.6%	4.9%
Gender	male	19.1%	76.2%	4.6%
	female	12.6%	81.0%	6.4%
Education	less than 10 grades, vocational school	14.7%	80.1%	5.2%
	high school, college	17.8%	76.8%	5.4%
	higher education	10.7%	82.7%	6.7%
Age groups	15 - 22 years	15.5%	77.6%	6.9%
	23 - 35 years	26.3%	66.9%	6.8%
	36 - 49 years	10.9%	84.2%	4.8%
	50 - 64 years	15.4%	78.7%	5.9%
	65+ years	11.2%	84.7%	4.1%
Region	Moldova	29.2%	58.4%	12.4%
	Muntenia	15.7%	82.7%	1.6%
	Transilvania	7.4%	88.8%	3.9%
	Bucuresti		75.0%	25.0%
Total		15.6%	78.8%	5.6%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Shows on social themes

		Watching	Not watching	DK/NA
Residence	urban	32.7%	61.5%	5.9%
	rural	39.0%	56.7%	4.3%
Gender	male	39.4%	55.0%	5.7%
	female	30.1%	64.7%	5.2%
Education	less than 10 grades, vocational school	26.8%	67.5%	5.6%
	high school, college	39.9%	55.4%	4.7%
	higher education	36.0%	57.3%	6.7%
Age groups	15 - 22 years	22.4%	67.2%	10.3%
	23 - 35 years	37.3%	55.9%	6.8%
	36 - 49 years	42.4%	53.3%	4.2%
	50 - 64 years	37.9%	57.4%	4.7%
	65+ years	18.4%	77.6%	4.1%
Region	Moldova	51.6%	35.4%	13.0%
	Muntenia	25.9%	73.5%	0.5%
	Transilvania	30.2%	65.9%	3.9%
	Bucuresti		75.0%	25.0%
Total		34.4%	60.2%	5.4%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

TV series

		Watching	Not watching	DK/NA
Residence	urban	12.2%	77.3%	10.6%
	rural	8.5%	81.1%	10.4%
Gender	male	12.4%	78.0%	9.6%
	female	10.1%	78.5%	11.3%
Education	less than 10 grades, vocational school	14.7%	73.2%	12.1%
	high school, college	9.7%	81.2%	9.1%
	higher education	6.7%	82.7%	10.7%
Age groups	15 - 22 years	25.9%	58.6%	15.5%
	23 - 35 years	5.9%	80.5%	13.6%
	36 - 49 years	8.5%	83.6%	7.9%
	50 - 64 years	14.8%	75.1%	10.1%
	65+ years	7.1%	83.7%	9.2%
Region	Moldova	12.4%	73.9%	13.7%
	Muntenia	10.8%	77.3%	11.9%
	Transilvania	10.5%	82.9%	6.6%
	Bucuresti	25.0%		75.0%
Total		11.2%	78.3%	10.5%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

Cartoons

		Watching	Not watching	DK/NA
Residence	urban	7.7%	81.5%	10.8%
	rural	7.9%	81.7%	10.4%
Gender	male	9.9%	80.9%	9.2%
	female	5.8%	82.2%	12.0%
Education	less than 10 grades, vocational school	9.5%	78.4%	12.1%
	high school, college	7.0%	83.2%	9.7%
	higher education	5.3%	85.3%	9.3%
Age groups	15 - 22 years	15.5%	70.7%	13.8%
	23 - 35 years	6.8%	79.7%	13.6%
	36 - 49 years	8.5%	82.4%	9.1%
	50 - 64 years	8.3%	81.7%	10.1%
	65+ years	2.0%	88.8%	9.2%
Region	Moldova	9.9%	75.8%	14.3%
	Muntenia	7.6%	78.9%	13.5%
	Transilvania	6.6%	88.0%	5.4%
	Bucuresti		25.0%	75.0%
Total		7.7%	81.6%	10.7%

During an average week, how often do you watch the following types of TV shows at local TV channels?

N=608 (respondent watching local channels)

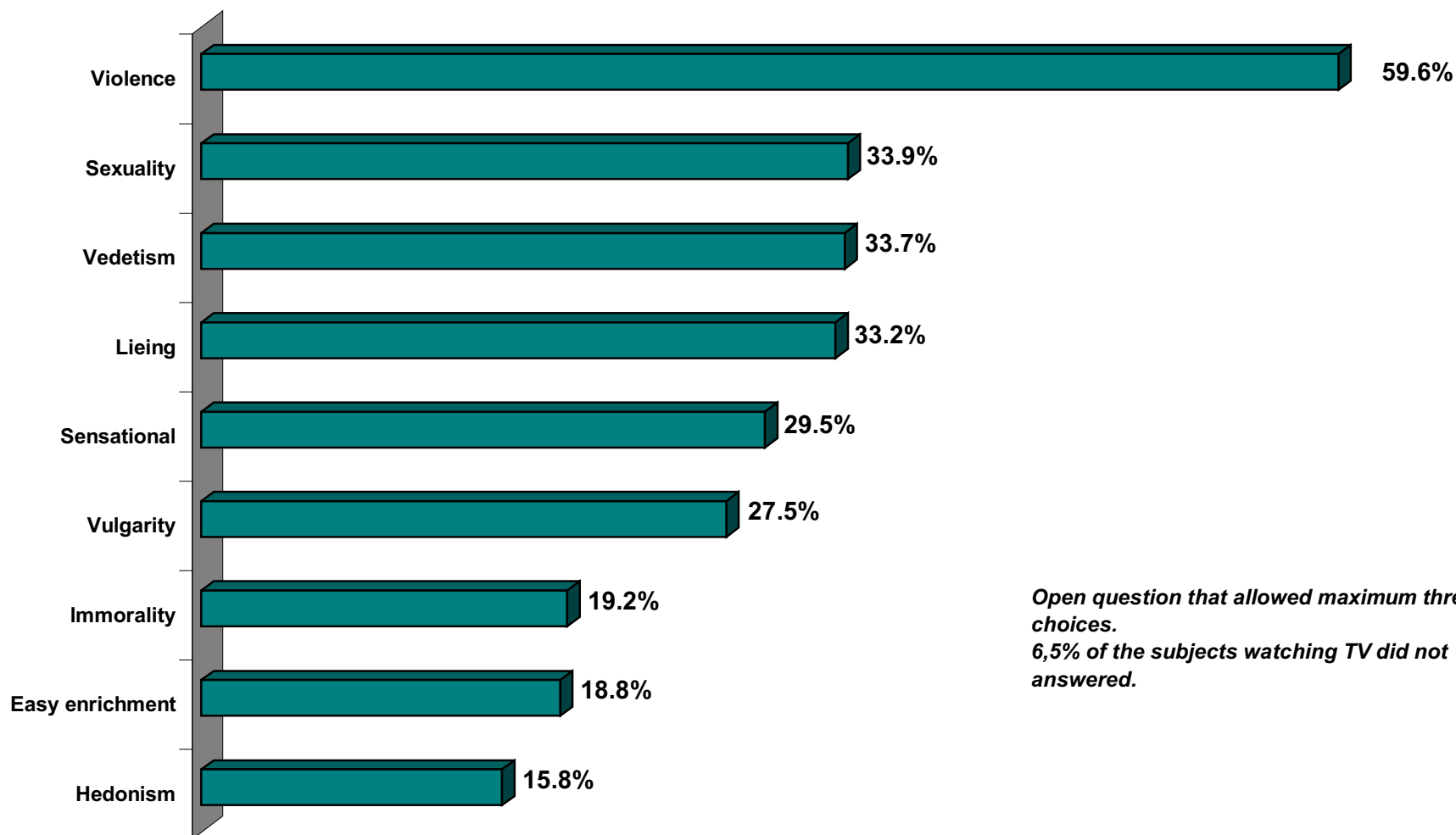
Soap operas

		Watching	Not watching	DK/NA
Residence	urban	9.2%	80.0%	10.8%
	rural	6.7%	82.3%	11.0%
Gender	male	7.8%	81.9%	10.3%
	female	9.2%	79.4%	11.3%
Education	less than 10 grades, vocational school	10.4%	77.1%	12.6%
	high school, college	8.4%	82.2%	9.4%
	higher education	4.0%	86.7%	9.3%
Age groups	15 - 22 years	24.1%	58.6%	17.2%
	23 - 35 years	4.2%	82.2%	13.6%
	36 - 49 years	9.1%	81.8%	9.1%
	50 - 64 years	8.3%	81.7%	10.1%
	65+ years	4.1%	87.8%	8.2%
Region	Moldova	9.3%	77.0%	13.7%
	Muntenia	9.2%	77.8%	13.0%
	Transilvania	7.8%	85.7%	6.6%
	Bucuresti		25.0%	75.0%
Total		8.6%	80.6%	10.9%



In your opinion, which of the following values and behaviors are most frequently promoted in TV shows?

- selection of respondents watching TV- N=2463



Levels of tolerance towards forms of violence featured in audio-visual content

- selection of subjects watching TV -

Violent speech

	Frequen y	Absolute percent	Valid percent	
No tolerance	68	2,8	2,8	3%
Low tolerance	141	5,7	5,7	6%
Moderate tolerance	224	9,1	9,1	9%
High tolerance	550	22,3	22,3 ¹	22%
Absolute tolerance	1480	60,1	60,1 ¹	60%
Total	2463	100,0	100,0	

1. Valori dominante

INSOMAR-Rezultate statistice
Sondaj National: 06-28 septembrie 2007

Physical aggression

	Frequen y	Absolute percent	Valid percent	
No tolerance	62	2,5	2,5	3%
Low tolerance	87	3,5	3,5	4%
Moderate tolerance	226	9,2	9,2	9%
High tolerance	597	24,2	24,2 ¹	24%
Absolute tolerance	1491	60,5	60,5 ¹	61%
Total	2463	100,0	100,0	

1. Valori dominante

INSOMAR-Rezultate statistice
Sondaj National: 06-28 septembrie 2007

Levels of tolerance towards forms of violence featured in audio-visual content

Violent speech

		Low tolerance	High tolerance
Residence	urban	19.1%	80.9%
	rural	15.5%	84.5%
Gender	male	19.3%	80.7%
	female	16.0%	84.0%
Education	less than 10 grades, vocational school	14.7%	85.3%
	high school, college	20.1%	79.9%
	higher education	22.3%	77.7%
Age groups	15 - 22 years	16.1%	83.9%
	23 - 35 years	21.6%	78.4%
	36 - 49 years	20.3%	79.7%
	50 - 64 years	16.9%	83.1%
	65+ years	12.0%	88.0%
Region	Moldova	14.9%	85.1%
	Muntenia	20.4%	79.6%
	Transilvania	13.3%	86.7%
	Bucuresti	28.6%	71.4%
Total		17.6%	82.4%

Physical aggression

		Low tolerance	High tolerance
Residence	urban	17.8%	82.2%
	rural	11.7%	88.3%
Gender	male	15.6%	84.4%
	female	14.8%	85.2%
Education	less than 10 grades, vocational school	13.2%	86.8%
	high school, college	15.8%	84.2%
	higher education	22.3%	77.7%
Age groups	15 - 22 years	14.4%	85.6%
	23 - 35 years	15.0%	85.0%
	36 - 49 years	18.3%	81.7%
	50 - 64 years	15.8%	84.2%
	65+ years	11.6%	88.4%
Region	Moldova	10.5%	89.5%
	Muntenia	16.8%	83.2%
	Transilvania	12.7%	87.3%
	Bucuresti	29.5%	70.5%
Total		15.2%	84.8%

Levels of tolerance towards forms of violence featured in audio-visual content

- selection of subjects watching TV -

Family conflicts

	Frequen y	Absolute percent	Valid percent	
No tolerance	61	2,5	2,5	2%
Low tolerance	50	2,0	2,0	2%
Moderate tolerance	219	8,9	8,9	9%
High tolerance	623	25,3	25,3 ¹	25%
Absolute tolerance	1510	61,3	61,3 ¹	61%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante

Criminal and suicidal acts

	Frequen y	Absolute percent	Valid percent	
No tolerance	66	2,7	2,7	3%
Low tolerance	74	3,0	3,0	3%
Moderate tolerance	210	8,5	8,5	9%
High tolerance	606	24,6	24,6 ¹	25%
Absolute tolerance	1507	61,2	61,2 ¹	61%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
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1. Valori dominante

Levels of tolerance towards forms of violence featured in audio-visual content

Family conflicts

		Low tolerance	High tolerance
Residence	urban	15.7%	84.3%
	rural	10.3%	89.7%
Gender	male	14.4%	85.6%
	female	12.5%	87.5%
Education	less than 10 grades, vocational school	11.3%	88.7%
	high school, college	14.2%	85.8%
	higher education	19.9%	80.1%
Age groups	15 - 22 years	13.7%	86.3%
	23 - 35 years	12.5%	87.5%
	36 - 49 years	15.3%	84.7%
	50 - 64 years	13.3%	86.7%
	65+ years	12.0%	88.0%
Region	Moldova	10.3%	89.7%
	Muntenia	13.4%	86.6%
	Transilvania	12.2%	87.8%
	Bucuresti	25.3%	74.7%
Total		13.4%	86.6%

Crimes, suicides

		Low tolerance	High tolerance
Residence	urban	16.2%	83.8%
	rural	11.6%	88.4%
Gender	male	16.4%	83.6%
	female	12.2%	87.8%
Education	less than 10 grades, vocational school	11.2%	88.8%
	high school, college	16.4%	83.6%
	higher education	20.3%	79.7%
Age groups	15 - 22 years	11.7%	88.3%
	23 - 35 years	15.2%	84.8%
	36 - 49 years	15.8%	84.2%
	50 - 64 years	15.5%	84.5%
	65+ years	11.2%	88.8%
Region	Moldova	10.1%	89.9%
	Muntenia	16.2%	83.8%
	Transilvania	10.8%	89.2%
	Bucuresti	28.6%	71.4%
Total		14.2%	85.8%

Levels of tolerance towards forms of violence featured in audio-visual content

- selection of subjects watching TV -

Explicit images of war

	Frequen cy	Absolute percent	Valid percent	
No tolerance	59	2,4	2,4	2%
Low tolerance	47	1,9	1,9 ²	2%
Moderate tolerance	250	10,2	10,2	10%
High tolerance	685	27,8	27,8 ¹	28%
Absolute tolerance	1422	57,7	57,7 ¹	58%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Drug abuse

	Frequen cy	Absolute percent	Valid percent	
No tolerance	74	3,0	3,0	3%
Low tolerance	44	1,8	1,8 ²	2%
Moderate tolerance	206	8,4	8,4	8%
High tolerance	597	24,2	24,2 ¹	24%
Absolute tolerance	1542	62,6	62,6 ¹	63%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondai National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Levels of tolerance towards forms of violence featured in audio-visual content

Explicit images of war

		Low tolerance	High tolerance
Residence	urban	16.0%	84.0%
	rural	12.4%	87.6%
Gender	male	14.1%	85.9%
	female	14.8%	85.2%
Education	less than 10 grades, vocational school	13.3%	86.7%
	high school, college	13.7%	86.3%
	higher education	22.0%	78.0%
Age groups	15 - 22 years	10.0%	90.0%
	23 - 35 years	12.5%	87.5%
	36 - 49 years	16.0%	84.0%
	50 - 64 years	14.8%	85.2%
	65+ years	16.9%	83.1%
Region	Moldova	14.9%	85.1%
	Muntenia	11.3%	88.7%
	Transilvania	14.8%	85.2%
	Bucuresti	25.3%	74.7%
Total		14.5%	85.5%

Drug abuse

		Low tolerance	High tolerance
Residence	urban	14.5%	85.5%
	rural	11.4%	88.6%
Gender	male	14.0%	86.0%
	female	12.4%	87.6%
Education	less than 10 grades, vocational school	11.1%	88.9%
	high school, college	13.9%	86.1%
	higher education	19.6%	80.4%
Age groups	15 - 22 years	10.0%	90.0%
	23 - 35 years	13.1%	86.9%
	36 - 49 years	16.9%	83.1%
	50 - 64 years	13.9%	86.1%
	65+ years	9.7%	90.3%
Region	Moldova	8.2%	91.8%
	Muntenia	14.0%	86.0%
	Transilvania	10.6%	89.4%
	Bucuresti	31.3%	68.7%
Total		13.2%	86.8%

Levels of tolerance towards forms of violence featured in audio-visual content

- selection of subjects watching TV -

Terrorist attacks

	Frequen y	Absolute percent	Valid percent	
No tolerance	70	2,8	2,8	3%
Low tolerance	35	1,4	1,4 ²	1%
Moderate tolerance	250	10,2	10,2	10%
High tolerance	618	25,1	25,1 ¹	25%
Absolute tolerance	1490	60,5	60,5 ¹	60%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Physical aggression of animals

	Frequen y	Absolute percent	Valid percent	
No tolerance	77	3,1	3,1	3%
Low tolerance	29	1,2	1,2 ²	1%
Moderate tolerance	237	9,6	9,6	10%
High tolerance	534	21,7	21,7 ¹	22%
Absolute tolerance	1586	64,4	64,4 ¹	64%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Levels of tolerance towards forms of violence featured in audio-visual content

Terrorist attacks

		Low tolerance	High tolerance
Residence	urban	16.3%	83.7%
	rural	11.8%	88.2%
Gender	male	14.6%	85.4%
	female	14.2%	85.8%
Education	less than 10 grades, vocational school	13.5%	86.5%
	high school, college	13.8%	86.2%
	higher education	20.3%	79.7%
Age groups	15 - 22 years	9.7%	90.3%
	23 - 35 years	12.5%	87.5%
	36 - 49 years	17.7%	82.3%
	50 - 64 years	14.1%	85.9%
	65+ years	15.8%	84.2%
Region	Moldova	14.1%	85.9%
	Muntenia	12.1%	87.9%
	Transilvania	12.9%	87.1%
	Bucuresti	30.4%	69.6%
Total		14.4%	85.6%

Physical aggression of animals

		Low tolerance	High tolerance
Residence	urban	14.8%	85.2%
	rural	12.8%	87.2%
Gender	male	13.8%	86.2%
	female	14.0%	86.0%
Education	less than 10 grades, vocational school	12.3%	87.7%
	high school, college	13.9%	86.1%
	higher education	20.9%	79.1%
Age groups	15 - 22 years	11.4%	88.6%
	23 - 35 years	13.1%	86.9%
	36 - 49 years	16.5%	83.5%
	50 - 64 years	13.4%	86.6%
	65+ years	13.9%	86.1%
Region	Moldova	14.7%	85.3%
	Muntenia	13.1%	86.9%
	Transilvania	9.5%	90.5%
	Bucuresti	32.3%	67.7%
Total		13.9%	86.1%

Levels of tolerance towards forms of violence featured in audio-visual content

- selection of subjects watching TV -

Physical aggression of delinquent people

	Frequen y	Absolute percent	Valid percent	
No tolerance	58	2,4	2,4	2%
Low tolerance	43	1,7	1,7 ²	2%
Moderate tolerance	260	10,6	10,6	11%
High tolerance	515	20,9	20,9 ¹	21%
Absolute tolerance	1587	64,4	64,4 ¹	64%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
Sondaj National. 06-28 septembrie 2007

1. Valori dominante
2. Valori sub pragul de semnificație

Crashes (auto, aviatic)

	Frequen y	Absolute percent	Valid percent	
No tolerance	62	2,5	2,5	3%
Low tolerance	58	2,4	2,4	2%
Moderate tolerance	246	10,0	10,0	10%
High tolerance	711	28,9	28,9 ¹	29%
Absolute tolerance	1386	56,3	56,3 ¹	56%
Total	2463	100,0	100,0	

INSOMAR-Rezultate statistice
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1. Valori dominante

Levels of tolerance towards forms of violence featured in audio-visual content

Physical aggression of delinquent people

		Low tolerance	High tolerance
Residence	urban	15.8%	84.2%
	rural	13.2%	86.8%
Gender	male	15.0%	85.0%
	female	14.4%	85.6%
Education	less than 10 grades, vocational school	11.8%	88.2%
	high school, college	17.1%	82.9%
	higher education	19.3%	80.7%
Age groups	15 - 22 years	10.7%	89.3%
	23 - 35 years	17.5%	82.5%
	36 - 49 years	15.7%	84.3%
	50 - 64 years	13.4%	86.6%
	65+ years	14.8%	85.2%
Region	Moldova	18.3%	81.7%
	Muntenia	12.4%	87.6%
	Transilvania	11.6%	88.4%
	Bucuresti	26.7%	73.3%
Total		14.7%	85.3%

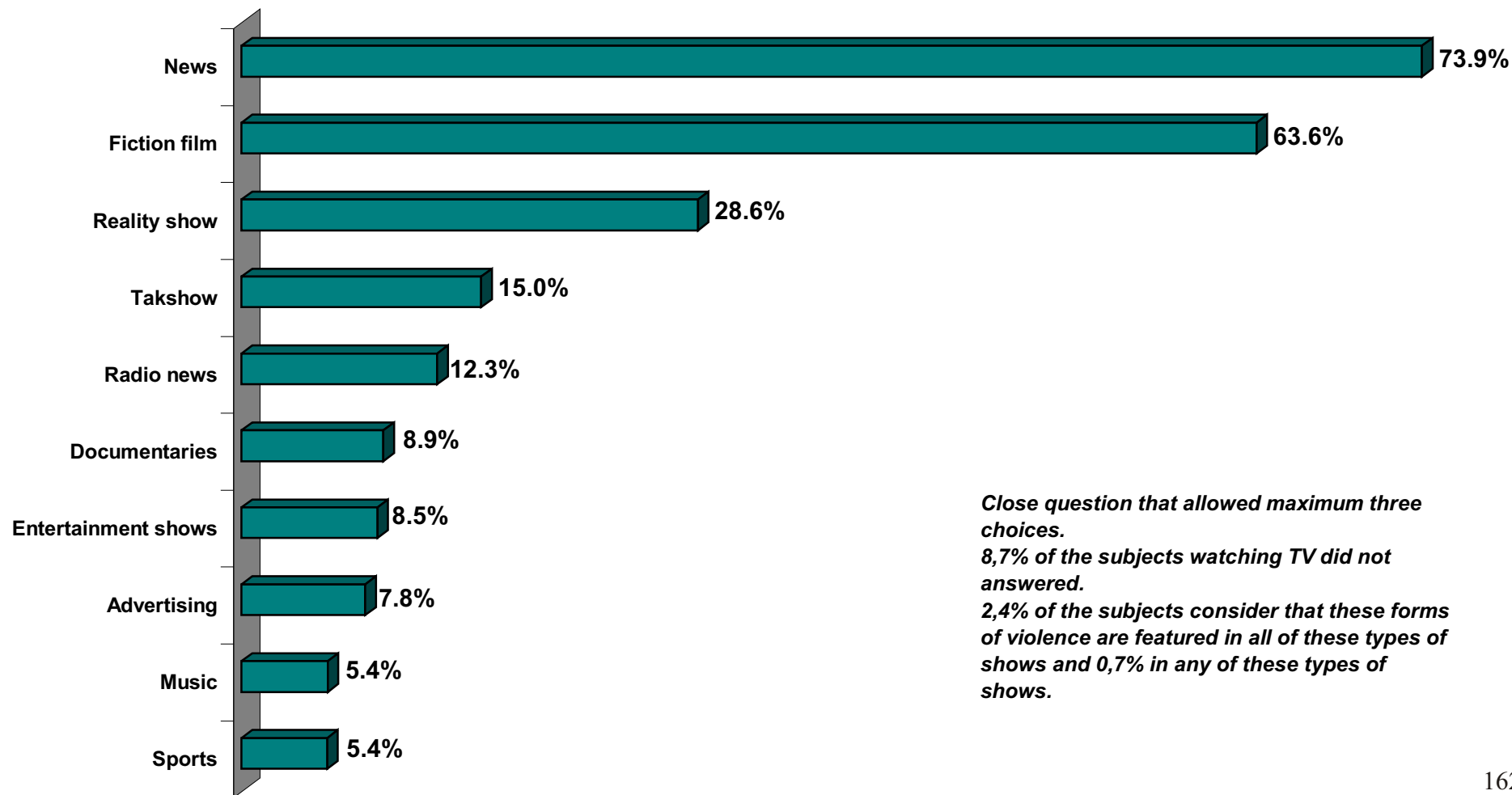
Crashes (auto, aerian etc.)

		Low tolerance	High tolerance
Residence	urban	17.5%	82.5%
	rural	11.4%	88.6%
Gender	male	14.4%	85.6%
	female	15.2%	84.8%
Education	less than 10 grades, vocational school	13.2%	86.8%
	high school, college	14.6%	85.4%
	higher education	23.0%	77.0%
Age groups	15 - 22 years	11.4%	88.6%
	23 - 35 years	13.1%	86.9%
	36 - 49 years	17.2%	82.8%
	50 - 64 years	15.0%	85.0%
	65+ years	15.8%	84.2%
Region	Moldova	14.7%	85.3%
	Muntenia	13.6%	86.4%
	Transilvania	13.2%	86.8%
	Bucuresti	26.7%	73.3%
Total		14.9%	85.1%



In which of the previous shows do you consider that forms of violence appear most frequently ?

-selection of respondents watching TV- N=2463



In your opinion, are children in Romania exposed to a high level of unappropriated content featured in TV shows?

	Frequen y	Absolute percent	Valid percent		
YES	1894	76,9	80,7 ¹		81%
NO	129	5,2	5,5		5%
Cannot decide	325	13,2	13,8		14%
Total	2348	95,3	100,0		
DK/NA	115	4,7			
Total	2463	100,0			

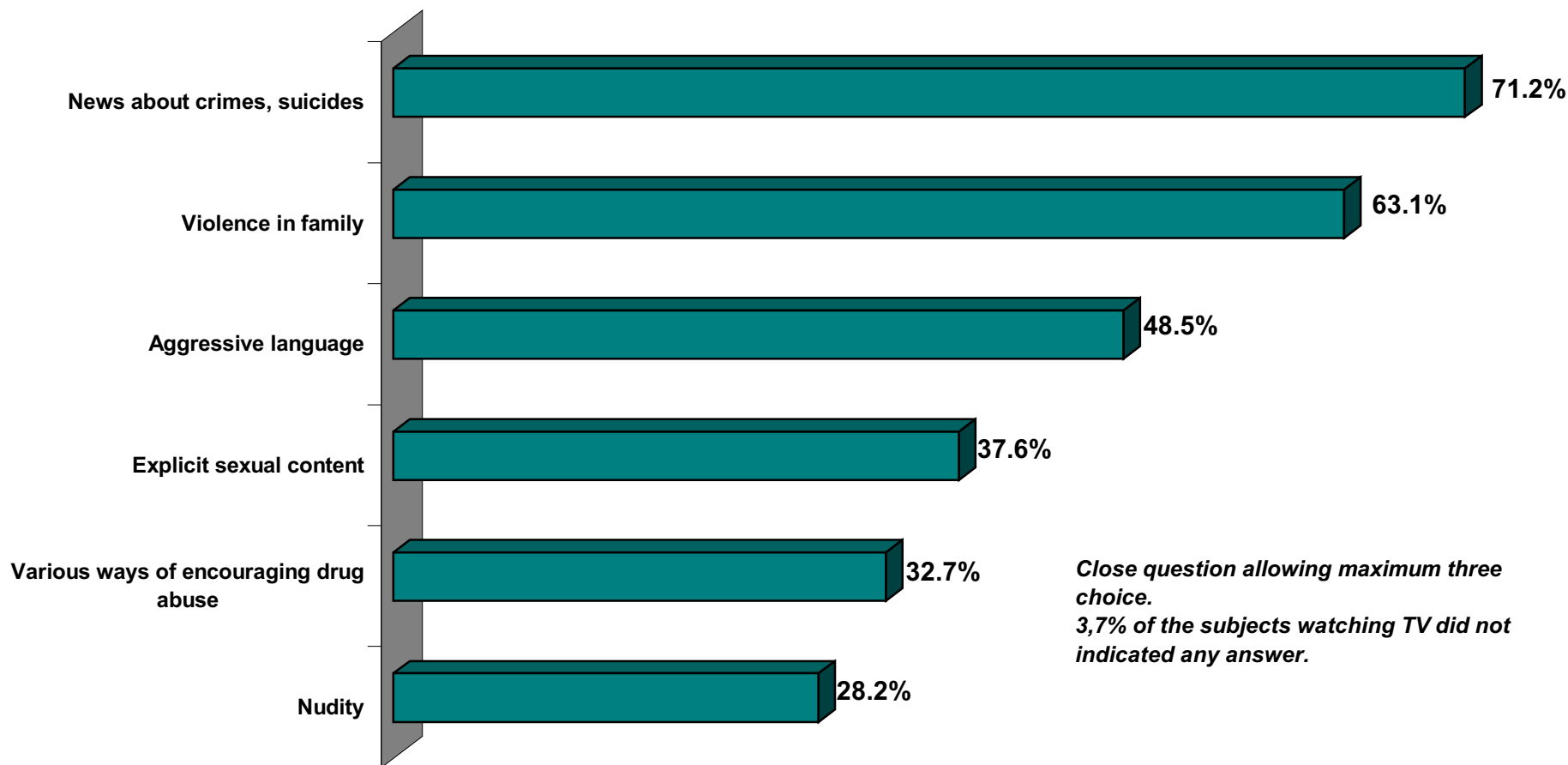
INSOMAR-Rezultate statistice
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1. Valori dominante



Which of the following forms of violent content in TV shows you consider to be most dangerous for children? Please indicate the first three.

-selection of respondents watching TV- N=2463



How much do you agree or disagree with wich of the following statements

Children exposure violent TV content (aggression, verbal violence) contributes to violent behaviour of children.

	Frequen y	Absolute percent	Valid percent		
Totally agree and agree	2091	84,9	84,9 ¹		85%
Neither agree, nor disagree	107	4,3	4,3		4%
Disagree and totally disagree	176	7,1	7,1		7%
DK/NA	89	3,6	3,6		4%
Total	2463	100,0	100,0		

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1. Valori dominante

TV commercials seen on TV contributes to options and alimentation habits of children.

	Frequen y	Absolute percent	Valid percent		
Totally agree and agree	1897	77,0	77,0 ¹		77%
Neither agree, nor disagree	179	7,3	7,3		7%
Disagree and totally disagree	256	10,4	10,4		10%
DK/NA	131	5,3	5,3		5%
Total	2463	100,0	100,0		

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1. Valori dominante

Children exposure to sexual content in TV shows (nudity, explicit sexual content) contributes to premature sexual behaviour of children.

	Frequen y	Absolute percent	Valid percent		
Totally agree and agree	1963	79,7	79,7 ¹		80%
Neither agree, nor disagree	139	5,6	5,6		6%
Disagree and totally disagree	206	8,4	8,4		8%
DK/NA	155	6,3	6,3		6%
Total	2463	100,0	100,0		

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Sondai National. 06-28 septembrie 2007

1. Valori dominante

A TV content rating system is currently implemented in Romania, allowing parents to limit access of children to inappropriate content. How often do you use this warning system when deciding which TV shows your children should watch?
- Asked to those having children in custody in the household

	Frequen y	Absolute percent	Valid percent	
Very often	181	20.2	21.2 ¹	21%
Often	347	38.6	40.7 ¹	41%
Rarely	149	16.6	17.5 ¹	17%
Very rarely	68	7.6	8.0	8%
Never	107	11.9	12.6	13%
Total	852	94.9	100.0	
DK/NA	46	5.1		
Total	898	100.0		

1. Valori dominante

INSOMAR-Rezultate statistice
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How concerned are you that your children are watching TV shows depicting too much...

selection of respondents that have children in custody living in the household

	Very concerned and concerned	Less concerned or not concerned	DK/NA
News about crimes, suicides	76.7%	21.5%	1.8%
Violence in family	76.7%	21.5%	1.8%
Aggressive language	77.0%	20.9%	2.0%
Nudity	74.1%	23.9%	2.0%
Explicit sexual content	74.6%	23.2%	2.2%
Various ways of encouraging drug abuse	75.1%	22.3%	2.5%

How often do your children ask you to buy certain food products because they have seen them in TV commercials?

Selection of respondents that have children in custody living in the household

	Frequenc y	Absolute percent	Valid percent	
Very often	187	20.9	21.7 ¹	 22%
Often	286	32.0	33.2 ¹	 33%
Rarely	178	19.9	20.6 ¹	 21%
Very rarely	76	8.5	8.8	 9%
Never	135	15.1	15.7 ¹	 16%
Total	862	96.5	100.0	
DK/NA	31	3.5		
Total	893	100.0		

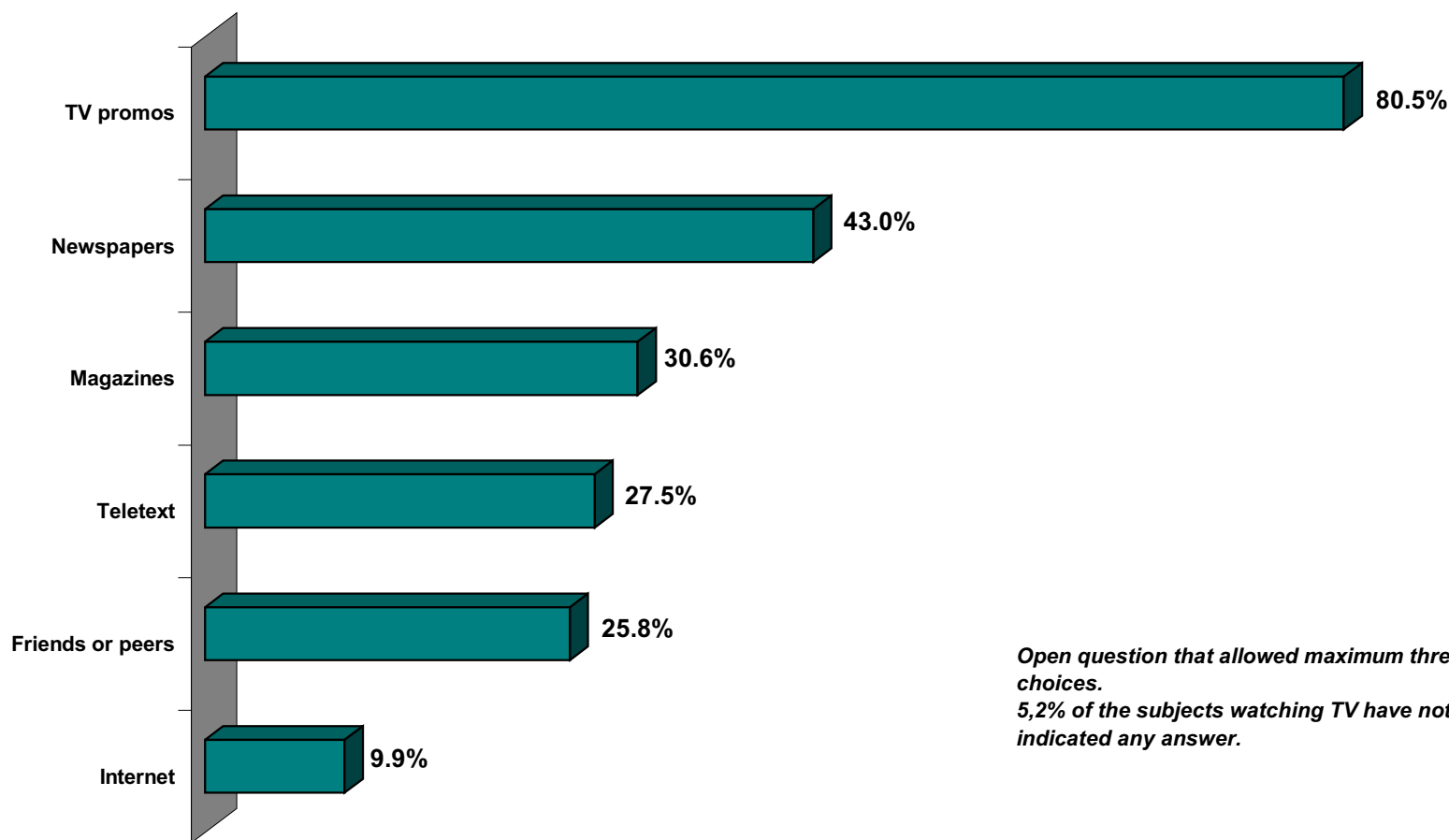
1. Valori dominante

INSOMAR-Rezultate statistice
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Which are the main sources of information you use to find the schedule of your favourite TV channels? Please mention according to their order in your choice.

- selection of those declaring that they are watching TV- N=2463



Open question that allowed maximum three choices.

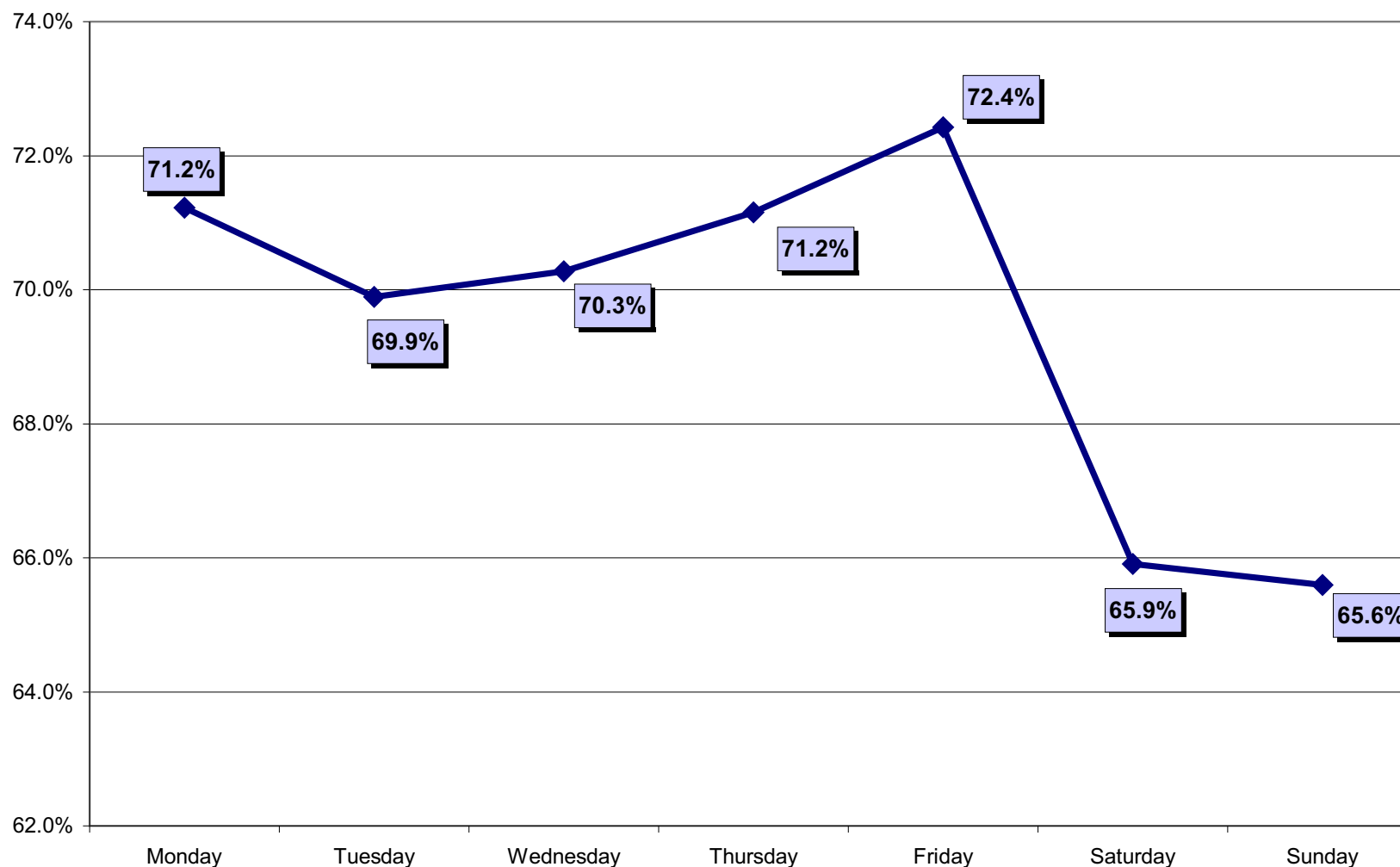
5,2% of the subjects watching TV have not indicated any answer.



During an average week, how frequently do you consult your sources of information you use to find the schedule of your favourite TV channels?
- selection of those declaring that they are watching TV-

	Daily	5-6 days	3-4 days	1-2 days	Less	DK/NA
Newspapers	13.0%	5.8%	7.4%	12.3%	38.8%	22.7%
Magazines	7.0%	4.5%	7.3%	9.6%	41.7%	29.9%
TV promos	37.2%	15.1%	12.1%	7.3%	14.6%	13.8%
Teletext	12.0%	5.5%	6.0%	6.7%	33.2%	36.6%
Internet	3.8%	2.2%	3.2%	2.5%	36.7%	51.6%
Friends or peers	4.3%	3.5%	6.5%	10.4%	41.2%	34.2%

During an average week, what are the days you mostly listen to radio? *-percentages of respondents declaring they listen to radio in the respective day-*



And during an average day, how often do you usually listen to national radio stations...

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Early morning or during breakfast	42.3%	15.1%	6.2%	1.6%	11.1%	23.7%
Travelling to workplace	12.8%	8.3%	2.7%	1.0%	11.2%	64.1%
At home,during the day	26.6%	13.5%	4.2%	4.9%	16.2%	34.6%
At workplace, during the day	9.8%	5.9%	4.7%	1.3%	10.8%	67.5%
Travelling home, after work	12.1%	6.8%	3.3%	1.5%	11.8%	64.4%
At home, in the evening	21.1%	8.0%	4.9%	2.6%	18.7%	44.7%
At home, late night	5.7%	2.8%	1.0%	2.2%	13.6%	74.6%
Always when driving	12.4%	4.9%	1.0%	2.3%	7.3%	72.1%

And during an average day, how often do you usually listen to local radio stations...

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Less	Never
Early morning or during breakfast	20.5%	8.4%	2.3%	1.0%	10.9%	56.8%
Travelling to workplace	4.9%	5.8%	1.4%	0.7%	11.4%	75.9%
At home,during the day	11.5%	8.7%	2.1%	5.6%	10.2%	61.9%
At workplace, during the day	4.0%	2.6%	3.5%	1.0%	10.7%	78.2%
Travelling home, after work	4.2%	3.3%	2.6%	0.7%	12.1%	77.1%
At home, in the evening	9.4%	4.3%	3.7%	1.1%	12.5%	69.0%
At home, late night	2.7%	1.7%	2.5%	0.9%	8.5%	83.7%
Always when driving	4.5%	2.3%	1.4%	0.8%	9.1%	81.9%

Average hours of radio consumption

Based on types of stations

	Cases	Mean	Standard deviation
Lets say you would count all time you spend listening to NATIONAL radios in an average week. How many total hours would it be?	1801	9.60	13.48
Lets say you would count all time you spend listening to LOCAL radios in an average week. How many total hours would it be?	1594	2.92	6.93

Based on periods of the week

	Cases	Mean	Standard deviation
Lets say you would count all time you spend listening to radio in an average working day. How many total hours would it be?	1569	3.00	4.24
Lets say you would count all time you spend listening to radio in an average week-end day. How many total hours would it be?	1629	2.47	3.67

During an average week, how often do you usually listen to each of the following types of radio programmes?

Selection of respondents listening to radio

	Every day	More than once a week	Once a week	At least once a month	Less	Never	DK/NA
Reporting and documentaries	8.9%	9.5%	6.3%	4.0%	23.7%	40.4%	7.3%
Radio theatre	2.8%	3.0%	2.5%	2.6%	21.5%	59.9%	7.7%
Music/Entertainment	40.3%	20.7%	5.1%	2.4%	10.8%	14.3%	6.5%
News	46.7%	20.7%	4.2%	1.4%	6.7%	14.3%	6.0%
Sports	16.6%	10.6%	6.3%	4.4%	14.7%	39.9%	7.5%
Religious programmes	4.0%	5.2%	8.5%	3.7%	18.7%	52.1%	7.8%
Talkshows	6.1%	8.3%	7.2%	5.5%	18.3%	46.6%	8.0%
Children programmes	2.3%	2.5%	1.5%	3.3%	17.5%	65.1%	7.7%
Radio contests, dial-in	4.7%	5.9%	2.8%	4.1%	16.8%	57.7%	7.8%
Arts and culture programmes	3.9%	4.6%	4.0%	6.3%	18.4%	54.6%	8.1%
Shows of ethnic minorities	2.3%	1.9%	1.8%	4.7%	15.2%	66.3%	7.8%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Reporting and documentaries

		Listening	Not listening	DK/NA
Residence	urban	28.4%	65.0%	6.6%
	rural	29.0%	62.7%	8.3%
Gender	male	29.7%	63.9%	6.5%
	female	27.7%	64.3%	8.0%
Education	less than 10 grades, vocational school	26.8%	65.2%	7.9%
	high school, college	28.3%	64.5%	7.2%
	higher education	34.5%	59.9%	5.6%
Age groups	15 - 22 years	17.6%	75.4%	7.0%
	23 - 35 years	33.5%	61.3%	5.1%
	36 - 49 years	21.6%	70.1%	8.3%
	50 - 64 years	34.9%	58.0%	7.0%
	65+ years	31.7%	59.3%	9.0%
Region	Moldova	30.5%	58.6%	10.8%
	Muntenia	28.0%	65.7%	6.3%
	Transilvania	28.3%	64.5%	7.2%
	Bucuresti	27.5%	69.9%	2.6%
Total		28.7%	64.1%	7.3%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Radio theatre

		Listening	Not listening	DK/NA
Residence	urban	10.8%	82.3%	6.9%
	rural	11.2%	80.1%	8.7%
Gender	male	10.8%	82.7%	6.5%
	female	11.1%	80.2%	8.7%
Education	less than 10 grades, vocational school	12.0%	80.1%	7.9%
	high school, college	9.5%	82.8%	7.7%
	higher education	11.6%	81.5%	6.9%
Age groups	15 - 22 years	10.6%	82.4%	7.0%
	23 - 35 years	7.9%	87.0%	5.1%
	36 - 49 years	6.8%	84.2%	9.1%
	50 - 64 years	14.1%	78.4%	7.5%
	65+ years	16.4%	74.3%	9.3%
Region	Moldova	10.0%	78.6%	11.4%
	Muntenia	9.7%	83.5%	6.8%
	Transilvania	13.4%	79.2%	7.4%
	Bucuresti	9.2%	88.2%	2.6%
Total		10.9%	81.4%	7.7%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Music/Entertainment

		Listening	Not listening	DK/NA
Residence	urban	69.6%	24.7%	5.7%
	rural	66.9%	25.6%	7.5%
Gender	male	70.8%	23.6%	5.5%
	female	66.3%	26.4%	7.3%
Education	less than 10 grades, vocational school	64.9%	28.1%	6.9%
	high school, college	68.0%	25.3%	6.7%
	higher education	80.2%	15.5%	4.3%
Age groups	15 - 22 years	76.4%	17.6%	6.0%
	23 - 35 years	76.7%	18.1%	5.1%
	36 - 49 years	64.4%	28.3%	7.3%
	50 - 64 years	70.9%	23.1%	6.0%
	65+ years	54.9%	37.3%	7.8%
Region	Moldova	55.7%	34.6%	9.7%
	Muntenia	68.8%	25.0%	6.3%
	Transilvania	70.9%	23.4%	5.7%
	Bucuresti	90.2%	7.8%	2.0%
Total		68.5%	25.0%	6.5%

During an average week, how often do you usually listen to each of the following types of radio programmes?

News

		Listening	Not listening	DK/NA
Residence	urban	72.2%	22.6%	5.2%
	rural	74.1%	18.7%	7.2%
Gender	male	77.3%	17.5%	5.1%
	female	69.0%	24.2%	6.8%
Education	less than 10 grades, vocational school	74.9%	19.2%	5.9%
	high school, college	68.5%	24.8%	6.7%
	higher education	79.7%	15.9%	4.3%
Age groups	15 - 22 years	56.8%	37.2%	6.0%
	23 - 35 years	72.8%	21.8%	5.4%
	36 - 49 years	67.8%	25.2%	7.0%
	50 - 64 years	81.2%	13.1%	5.8%
	65+ years	80.6%	13.8%	5.6%
Region	Moldova	72.2%	19.5%	8.4%
	Muntenia	70.5%	23.5%	6.1%
	Transilvania	74.5%	20.0%	5.5%
	Bucuresti	78.4%	19.6%	2.0%
Total		73.0%	21.0%	6.0%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Sports

		Listening	Not listening	DK/NA
Residence	urban	35.0%	58.6%	6.5%
	rural	42.0%	48.9%	9.0%
Gender	male	54.2%	39.3%	6.5%
	female	22.8%	68.7%	8.5%
Education	less than 10 grades, vocational school	40.4%	51.7%	7.9%
	high school, college	38.6%	53.8%	7.7%
	higher education	28.0%	65.9%	6.0%
Age groups	15 - 22 years	32.2%	61.3%	6.5%
	23 - 35 years	38.4%	56.2%	5.4%
	36 - 49 years	34.0%	57.9%	8.1%
	50 - 64 years	43.2%	49.5%	7.3%
	65+ years	39.2%	50.4%	10.4%
Region	Moldova	48.1%	41.1%	10.8%
	Muntenia	38.1%	54.9%	7.0%
	Transilvania	35.3%	57.5%	7.2%
	Bucuresti	21.6%	75.8%	2.6%
Total		37.9%	54.6%	7.5%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Religious programmes

		Listening	Not listening	DK/NA
Residence	urban	16.4%	76.4%	7.2%
	rural	28.5%	62.9%	8.6%
Gender	male	19.4%	73.6%	7.0%
	female	23.2%	68.3%	8.5%
Education	less than 10 grades, vocational school	30.3%	61.3%	8.4%
	high school, college	15.0%	77.6%	7.4%
	higher education	12.5%	80.2%	7.3%
Age groups	15 - 22 years	10.1%	83.4%	6.5%
	23 - 35 years	8.5%	85.8%	5.7%
	36 - 49 years	16.9%	75.1%	8.1%
	50 - 64 years	29.1%	62.1%	8.8%
	65+ years	40.7%	50.0%	9.3%
Region	Moldova	28.9%	59.7%	11.4%
	Muntenia	15.2%	78.0%	6.8%
	Transilvania	25.3%	67.0%	7.7%
	Bucuresti	11.1%	86.3%	2.6%
Total		21.4%	70.8%	7.8%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Talkshows

		Listening	Not listening	DK/NA
Residence	urban	28.5%	64.6%	6.9%
	rural	25.0%	65.5%	9.5%
Gender	male	26.5%	66.0%	7.5%
	female	27.6%	64.0%	8.4%
Education	less than 10 grades, vocational school	27.4%	64.2%	8.4%
	high school, college	26.3%	65.5%	8.1%
	higher education	28.0%	65.5%	6.5%
Age groups	15 - 22 years	14.6%	78.4%	7.0%
	23 - 35 years	28.1%	66.5%	5.4%
	36 - 49 years	22.9%	67.8%	9.4%
	50 - 64 years	31.9%	60.6%	7.5%
	65+ years	34.0%	55.6%	10.4%
Region	Moldova	32.7%	56.2%	11.1%
	Muntenia	23.7%	69.3%	7.0%
	Transilvania	24.2%	67.5%	8.3%
	Bucuresti	35.3%	62.1%	2.6%
Total		27.1%	65.0%	8.0%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Children programmes

		Listening	Not listening	DK/NA
Residence	urban	8.6%	84.4%	7.0%
	rural	11.0%	80.2%	8.7%
Gender	male	8.4%	85.2%	6.3%
	female	10.7%	80.3%	9.0%
Education	less than 10 grades, vocational school	12.1%	79.9%	7.9%
	high school, college	8.1%	84.1%	7.8%
	higher education	6.0%	87.1%	6.9%
Age groups	15 - 22 years	6.0%	86.9%	7.0%
	23 - 35 years	6.3%	87.9%	5.7%
	36 - 49 years	8.3%	83.4%	8.3%
	50 - 64 years	9.0%	83.7%	7.3%
	65+ years	19.0%	70.5%	10.4%
Region	Moldova	14.1%	74.6%	11.4%
	Muntenia	6.6%	86.2%	7.2%
	Transilvania	11.5%	81.3%	7.2%
	Bucuresti	2.6%	94.8%	2.6%
Total		9.6%	82.7%	7.7%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Radio contests

		Listening	Not listening	DK/NA
Residence	urban	17.2%	75.9%	6.9%
	rural	18.1%	72.7%	9.2%
Gender	male	16.2%	76.5%	7.3%
	female	18.8%	72.8%	8.4%
Education	less than 10 grades, vocational school	18.2%	73.4%	8.4%
	high school, college	17.8%	74.4%	7.8%
	higher education	14.7%	78.9%	6.5%
Age groups	15 - 22 years	16.6%	76.4%	7.0%
	23 - 35 years	15.4%	79.2%	5.4%
	36 - 49 years	15.1%	76.4%	8.6%
	50 - 64 years	18.3%	73.9%	7.8%
	65+ years	23.5%	66.0%	10.4%
Region	Moldova	18.1%	70.3%	11.6%
	Muntenia	18.8%	74.4%	6.8%
	Transilvania	16.2%	76.0%	7.7%
	Bucuresti	17.0%	80.4%	2.6%
Total		17.6%	74.6%	7.8%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Arts and culture programmes

		Listening	Not listening	DK/NA
Residence	urban	18.2%	74.7%	7.1%
	rural	19.8%	70.7%	9.5%
Gender	male	18.3%	74.4%	7.3%
	female	19.3%	71.8%	8.9%
Education	less than 10 grades, vocational school	16.7%	74.5%	8.8%
	high school, college	19.9%	72.1%	8.0%
	higher education	21.6%	72.0%	6.5%
Age groups	15 - 22 years	11.6%	80.4%	8.0%
	23 - 35 years	21.5%	73.4%	5.1%
	36 - 49 years	11.4%	80.0%	8.6%
	50 - 64 years	21.9%	70.1%	8.0%
	65+ years	27.2%	61.6%	11.2%
Region	Moldova	24.9%	63.8%	11.4%
	Muntenia	18.4%	74.1%	7.6%
	Transilvania	17.0%	75.1%	7.9%
	Bucuresti	12.4%	85.0%	2.6%
Total		18.8%	73.1%	8.1%

During an average week, how often do you usually listen to each of the following types of radio programmes?

Shows of ethnic minorities

		Listening	Not listening	DK/NA
Residence	urban	9.7%	83.4%	6.9%
	rural	12.3%	78.7%	9.0%
Gender	male	9.5%	83.6%	6.9%
	female	11.9%	79.5%	8.6%
Education	less than 10 grades, vocational school	12.7%	78.6%	8.7%
	high school, college	10.3%	82.1%	7.7%
	higher education	5.6%	88.8%	5.6%
Age groups	15 - 22 years	6.5%	85.9%	7.5%
	23 - 35 years	11.5%	83.7%	4.8%
	36 - 49 years	6.2%	85.5%	8.3%
	50 - 64 years	9.0%	82.9%	8.0%
	65+ years	22.0%	67.5%	10.4%
Region	Moldova	19.7%	68.9%	11.4%
	Muntenia	5.9%	87.3%	6.8%
	Transilvania	11.5%	80.8%	7.7%
	Bucuresti	3.3%	94.1%	2.6%
Total		10.8%	81.5%	7.8%

Generally speaking, how do you usually listen radio shows like....

Selection of respondents listening to radio

	Whithout doing other activities	While doing household	While working	Dont listen	DK/NA
Reporting and documentaries	8.0%	23.6%	12.7%	47.4%	8.3%
Radio theatre	5.1%	13.1%	8.9%	64.1%	8.9%
Music/Entertainment	11.3%	47.1%	19.2%	15.4%	7.0%
News	18.8%	40.0%	18.8%	15.3%	7.0%
Sports	11.8%	24.2%	12.1%	42.9%	9.0%
Religious programmes	8.5%	17.1%	8.1%	57.4%	8.9%
Talkshows	6.0%	21.6%	11.7%	51.5%	9.2%
Children programmes	3.3%	9.0%	7.3%	71.1%	9.4%
Radio contests, dial-in	3.5%	16.1%	8.9%	62.2%	9.2%
Arts and culture programmes	4.9%	14.0%	9.7%	60.0%	11.3%
Shows of ethnic minorities	3.1%	9.2%	5.4%	71.6%	10.7%

Do you usually listen to radio at your workplace?

	Frequen y	Absolute percent	Valid percent	
YES	308	19,5	20,5 ¹	 20%
NO	1198	75,8	79,5 ¹	 80%
Total	1506	95,3	100,0	
DK/NA	75	4,7		
Total	1581	100,0		

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1. Valori dominante

During an average working week, how many hours are you listening to radio at your workplace?

Cases	Mean	Standard deviation
265	10.9	13.3

Do you usually listen to radio in public places? (e.g. clubs, pubs)?

	Frequency	Absolute percent	Valid percent	
YES	176	11,1	11,9	 12%
NO	1306	82,6	88,1 ¹	 88%
Total	1482	93,7	100,0	
DK/NA	99	6,3		
Total	1581	100,0		

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1. Valori dominante

During an average working week, how many hours are you listening to radio in public places?

Cases	Mean	Standard deviation
152	2.9	2.5

With whom do you generally listen to radio programmes like ...

Selection of respondents listening to radio

	Alone	Family	Friends	Dont listen	DK/NA
Reporting and documentaries	23.4%	16.0%	4.2%	47.4%	9.0%
Radio theatre	10.1%	10.3%	4.4%	64.8%	10.4%
Music/Entertainment	34.0%	30.2%	12.6%	15.9%	7.3%
News	33.8%	33.5%	9.9%	15.4%	7.3%
Sports	22.3%	14.9%	10.5%	43.9%	8.5%
Religious programmes	12.5%	17.2%	2.7%	58.4%	9.1%
Talkshows	16.8%	15.1%	7.0%	51.8%	9.3%
Children programmes	7.8%	8.3%	2.4%	70.6%	10.9%
Radio contests, dial-in	9.2%	13.0%	4.2%	62.4%	11.1%
Arts and culture programmes	13.5%	9.2%	5.6%	60.4%	11.3%
Shows of ethnic minorities	7.3%	6.5%	3.0%	71.0%	12.3%

With whom do you mostly comment radio programmes like...

Selection of respondents listening to radio

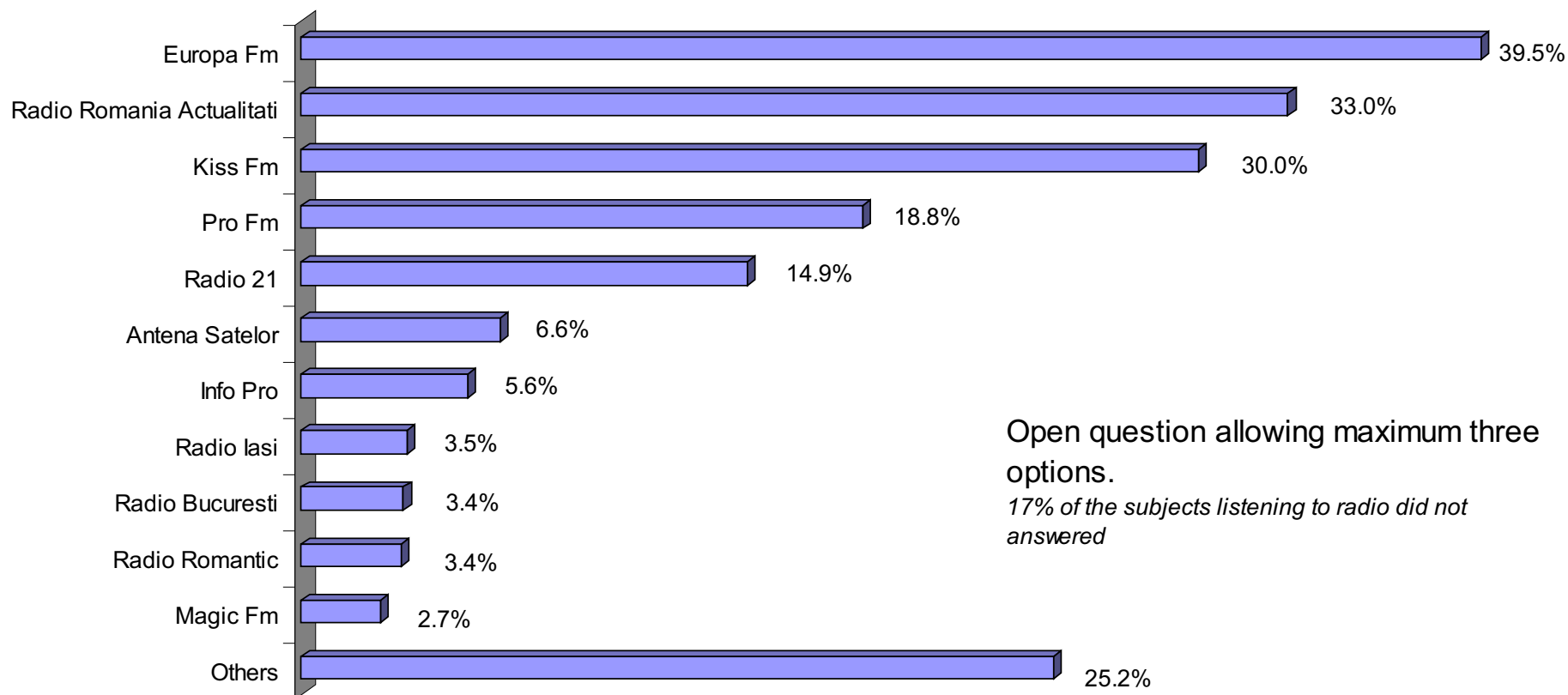
	Husband/ wife	Children	Parents	Friends	Neighbors	Colleagues	Don't comment	DK/NA
Reporting and documentaries	12.8%	0.8%	0.8%	5.1%	2.8%	5.3%	64.7%	7.8%
Radio theatre	5.4%	2.4%	0.3%	2.0%	1.1%	1.6%	76.7%	10.4%
Music/Entertainment	10.9%	3.8%	0.5%	9.2%	2.7%	5.3%	59.4%	8.2%
News	24.4%	1.8%	2.8%	9.4%	4.9%	6.7%	42.1%	7.8%
Sports	8.9%	0.9%	0.3%	9.8%	5.9%	5.1%	60.2%	8.9%
Religious programmes	6.6%	0.8%	0.5%	4.1%	3.6%	1.8%	74.0%	8.7%
Talkshows	7.1%	0.5%	0.3%	6.7%	4.4%	5.1%	66.9%	9.0%
Children programmes	4.9%	2.3%	0.6%	2.7%	0.9%	1.6%	77.7%	9.2%
Radio contests, dial-in	6.5%	1.0%	0.6%	1.8%	1.5%	2.9%	76.4%	9.2%
Arts and culture programmes	5.4%	2.8%	0.7%	2.5%	1.7%	2.5%	75.1%	9.4%
Shows of ethnic minorities	4.9%	0.3%	0.3%	1.0%	0.8%	2.5%	81.2%	9.0%

In you family, how often do each of the following family members decide which TV programs are being watched?

Selection of respondents listening to radio

	Very often	Often	Rarely	Very rarely	Never	DK/NA
Myself	42.3%	15.1%	6.2%	1.6%	11.1%	23.7%
Husband/wife	12.8%	8.3%	2.7%	1.0%	11.2%	64.1%
Children	26.6%	13.5%	4.2%	4.9%	16.2%	34.6%
Parents	9.8%	5.9%	4.7%	1.3%	10.8%	67.5%
Someone else	12.1%	6.8%	3.3%	1.5%	11.8%	64.4%

Please name your top three favourite national radio stations?



During an average week, how often do you listen to the following national radio channels?

Hierarchy based on daily rates

	Every day	5-6 days	3-4 days	1-2 days	Less	Don't listen	DK/NA
Romania Actualitti	20.9%	7.0%	3.8%	5.1%	16.4%	38.6%	8.2%
Europa FM	20.2%	9.5%	9.2%	5.8%	8.7%	36.8%	9.8%
Kiss FM	15.6%	7.3%	8.7%	5.0%	8.7%	43.1%	11.5%
Pro FM	12.1%	4.0%	4.4%	5.4%	15.2%	47.1%	11.6%
Radio 21	8.7%	4.5%	4.5%	4.7%	12.9%	52.6%	12.1%
Antena Satelor	4.7%	0.9%	1.7%	2.3%	9.8%	68.4%	12.1%
Info Pro	3.2%	2.0%	2.4%	3.5%	11.2%	63.9%	13.7%
Romantic FM	2.6%	1.3%	1.3%	3.9%	9.8%	68.4%	12.8%
Radio Bucuresti	2.5%	2.1%	2.1%	2.0%	12.0%	67.8%	11.6%
Magic FM	1.9%	1.0%	1.7%	2.7%	10.2%	69.4%	13.0%
Radio Guerilla	1.6%	1.5%	2.1%	2.4%	10.4%	68.8%	13.2%

Audience profiles

1. Radio Romania Actualitati		Listening	Not listening	DK/NA
Residence	urban	32.9%	50.6%	16.4%
	rural	38.8%	41.8%	19.5%
Gender	male	39.3%	43.8%	16.9%
	female	32.0%	49.5%	18.5%
Age groups	15 - 22 years	19.5%	63.9%	16.6%
	23 - 35 years	23.6%	61.8%	14.7%
	36 - 49 years	39.7%	44.1%	16.2%
	50 - 64 years	44.7%	36.8%	18.5%
	65+ years	40.0%	38.0%	22.1%
Education	less than 10 grades, vocational school	34.0%	44.5%	21.5%
	high school, college	36.2%	49.4%	14.3%
	higher education	40.1%	48.5%	11.4%
Region	Moldova	42.2%	31.9%	25.9%
	Muntenia	31.8%	55.9%	12.3%
	Transilvania	34.1%	46.0%	19.9%
	Bucuresti	39.5%	47.7%	12.7%
Total		35.5%	46.8%	17.7%

Audience profiles

2. Europa FM		Listening	Not listening	DK/NA
Residence	urban	43.2%	39.8%	17.0%
	rural	26.5%	52.2%	21.3%
Gender	male	39.6%	42.1%	18.3%
	female	32.7%	47.9%	19.4%
Age groups	15 - 22 years	40.4%	42.1%	17.5%
	23 - 35 years	47.1%	38.2%	14.7%
	36 - 49 years	43.8%	39.8%	16.4%
	50 - 64 years	33.0%	47.0%	19.9%
	65+ years	17.3%	57.6%	25.1%
Education	less than 10 grades, vocational school	25.1%	51.3%	23.6%
	high school, college	45.9%	39.3%	14.8%
	higher education	53.2%	36.0%	10.8%
Region	Moldova	45.5%	26.7%	27.8%
	Muntenia	26.3%	61.1%	12.6%
	Transilvania	37.0%	41.7%	21.2%
	Bucuresti	49.5%	35.9%	14.5%
Total		36.0%	45.1%	18.9%



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Audience profiles

3. Pro FM		Listening	Not listening	DK/NA
Residence	urban	33.7%	48.2%	18.1%
	rural	19.3%	57.5%	23.2%
Gender	male	29.2%	51.1%	19.7%
	female	25.8%	53.3%	20.9%
Age groups	15 - 22 years	40.4%	43.0%	16.6%
	23 - 35 years	38.8%	45.5%	15.7%
	36 - 49 years	31.6%	50.3%	18.1%
	50 - 64 years	20.4%	56.2%	23.4%
	65+ years	12.9%	61.4%	25.7%
Education	less than 10 grades, vocational school	19.1%	55.7%	25.2%
	high school, college	34.9%	49.1%	16.0%
	higher education	41.1%	46.5%	12.5%
Region	Moldova	34.1%	35.4%	30.4%
	Muntenia	20.5%	65.5%	14.0%
	Transilvania	24.9%	52.5%	22.6%
	Bucuresti	50.0%	35.9%	14.1%
Total		27.4%	52.2%	20.3%



Audience profiles

4. Radio 21		Listening	Not listening	DK/NA
Residence	urban	29.8%	52.0%	18.2%
	rural	15.2%	61.3%	23.5%
Gender	male	25.9%	54.1%	20.1%
	female	21.3%	57.8%	20.9%
Age groups	15 - 22 years	36.8%	45.4%	17.9%
	23 - 35 years	37.2%	47.1%	15.7%
	36 - 49 years	29.8%	52.1%	18.1%
	50 - 64 years	15.3%	61.4%	23.4%
	65+ years	5.2%	69.1%	25.7%
Education	less than 10 grades, vocational school	14.1%	60.8%	25.1%
	high school, college	33.1%	50.4%	16.4%
	higher education	34.7%	52.5%	12.8%
Region	Moldova	26.5%	42.5%	31.0%
	Muntenia	16.7%	70.3%	12.9%
	Transilvania	21.6%	54.5%	23.9%
	Bucuresti	51.4%	34.5%	14.1%
Total		23.5%	56.0%	20.5%



Audience profiles

5. Kiss FM		Listening	Not listening	DK/NA
Residence	urban	37.6%	44.8%	17.6%
	rural	21.3%	55.6%	23.0%
Gender	male	34.2%	46.8%	19.0%
	female	27.2%	51.9%	20.9%
Age groups	15 - 22 years	51.3%	32.8%	15.9%
	23 - 35 years	46.3%	38.4%	15.3%
	36 - 49 years	37.4%	45.2%	17.4%
	50 - 64 years	20.9%	56.2%	22.9%
	65+ years	7.0%	66.9%	26.1%
Education	less than 10 grades, vocational school	19.1%	56.2%	24.7%
	high school, college	41.8%	42.6%	15.6%
	higher education	45.8%	41.4%	12.8%
Region	Moldova	34.0%	36.4%	29.7%
	Muntenia	28.0%	58.3%	13.7%
	Transilvania	26.1%	51.7%	22.2%
	Bucuresti	49.1%	36.4%	14.5%
Total		30.5%	49.5%	20.0%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Selection of respondents listening to local radio stations

	Every day	More than once a week	Once a week	At least once a month	Less	Never	DK/NA
Reporting and documentaries	2.7%	3.4%	3.8%	2.8%	9.6%	26.6%	51.1%
Radio theatre	0.8%	1.3%	0.9%	1.1%	10.2%	34.6%	51.1%
Music/Entertainment	13.5%	12.3%	2.6%	0.4%	3.0%	16.8%	51.4%
News	17.8%	10.6%	2.0%	0.7%	3.6%	14.8%	50.5%
Sports	7.1%	4.7%	2.6%	1.5%	6.0%	26.8%	51.3%
Religious programmes	1.5%	3.3%	2.5%	1.3%	7.9%	32.3%	51.3%
Talkshows	1.9%	4.8%	1.8%	1.8%	8.2%	30.3%	51.3%
Children programmes	0.9%	1.8%	1.1%	0.6%	5.8%	38.5%	51.1%
Radio contests, dial-in programmes	1.8%	2.7%	1.2%	1.1%	7.8%	34.3%	51.2%
Arts and culture programmes	1.0%	2.0%	1.6%	2.7%	9.4%	31.4%	51.8%
Shows of ethnic minorities	0.9%	1.1%	0.8%	0.7%	7.2%	37.8%	51.5%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Reporting and documentaries

		Listening	Not listening	DK/NA
Residence	urban	14.0%	38.0%	48.0%
	rural	10.9%	33.6%	55.5%
Gender	male	12.4%	37.9%	49.7%
	female	13.0%	34.6%	52.4%
Education	less than 10 grades, vocational school	11.7%	35.1%	53.2%
	high school, college	14.7%	39.8%	45.5%
	higher education	9.9%	29.3%	60.8%
Age groups	15 - 22 years	8.0%	39.2%	52.8%
	23 - 35 years	16.3%	32.9%	50.8%
	36 - 49 years	9.1%	43.6%	47.3%
	50 - 64 years	13.8%	36.9%	49.2%
	65+ years	15.3%	26.1%	58.6%
Region	Moldova	22.4%	23.2%	54.3%
	Muntenia	10.4%	41.3%	48.3%
	Transilvania	10.6%	44.3%	45.1%
	Bucuresti	4.6%	21.6%	73.9%
Total		12.7%	36.2%	51.1%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Radio theatre

		Listening	Not listening	DK/NA
Residence	urban	4.6%	47.5%	47.9%
	rural	3.4%	41.0%	55.7%
Gender	male	4.9%	45.4%	49.7%
	female	3.4%	44.2%	52.4%
Education	less than 10 grades, vocational school	3.9%	43.0%	53.1%
	high school, college	4.7%	49.6%	45.6%
	higher education	2.6%	36.6%	60.8%
Age groups	15 - 22 years	5.5%	42.2%	52.3%
	23 - 35 years	3.9%	45.0%	51.1%
	36 - 49 years	3.6%	48.6%	47.8%
	50 - 64 years	5.3%	45.7%	49.0%
	65+ years	2.2%	39.6%	58.2%
Region	Moldova	3.8%	42.4%	53.8%
	Muntenia	4.0%	47.7%	48.3%
	Transilvania	4.9%	49.8%	45.3%
	Bucuresti	2.6%	22.9%	74.5%
Total		4.1%	44.8%	51.1%



How often do you usually listen to each of the following types of radio programmes on local radio stations?

Music/Entertainment

		Listening	Not listening	DK/NA
Residence	urban	31.2%	21.0%	47.8%
	rural	25.5%	18.1%	56.4%
Gender	male	32.8%	17.8%	49.3%
	female	25.2%	21.6%	53.2%
Education	less than 10 grades, vocational school	23.2%	22.7%	54.1%
	high school, college	36.6%	18.1%	45.3%
	higher education	23.3%	16.4%	60.3%
Age groups	15 - 22 years	30.2%	18.1%	51.8%
	23 - 35 years	30.5%	18.4%	51.1%
	36 - 49 years	33.0%	19.0%	48.1%
	50 - 64 years	30.4%	19.6%	50.0%
	65+ years	17.5%	24.3%	58.2%
Region	Moldova	30.5%	16.2%	53.2%
	Muntenia	25.8%	24.4%	49.8%
	Transilvania	35.1%	19.8%	45.1%
	Bucuresti	13.7%	12.4%	73.9%
Total		28.8%	19.8%	51.4%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

News

		Listening	Not listening	DK/NA
Residence	urban	33.4%	19.5%	47.1%
	rural	27.8%	16.9%	55.4%
Gender	male	36.0%	15.0%	48.9%
	female	26.5%	21.5%	52.0%
Education	less than 10 grades, vocational school	26.3%	20.9%	52.8%
	high school, college	38.0%	17.2%	44.9%
	higher education	25.4%	14.7%	59.9%
Age groups	15 - 22 years	22.6%	25.6%	51.8%
	23 - 35 years	31.4%	18.4%	50.2%
	36 - 49 years	36.1%	16.4%	47.5%
	50 - 64 years	36.4%	15.3%	48.2%
	65+ years	21.6%	20.5%	57.8%
Region	Moldova	33.2%	14.3%	52.4%
	Muntenia	27.7%	24.2%	48.1%
	Transilvania	38.7%	16.4%	44.9%
	Bucuresti	11.1%	15.0%	73.9%
Total		31.1%	18.4%	50.5%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Sports

		Listening	Not listening	DK/NA
Residence	urban	16.4%	35.5%	48.1%
	rural	15.3%	28.8%	55.8%
Gender	male	22.8%	27.3%	49.9%
	female	9.6%	37.8%	52.6%
Education	less than 10 grades, vocational school	14.6%	32.2%	53.2%
	high school, college	18.8%	35.2%	45.9%
	higher education	11.6%	27.6%	60.8%
Age groups	15 - 22 years	14.1%	31.7%	54.3%
	23 - 35 years	20.5%	29.0%	50.5%
	36 - 49 years	14.8%	37.4%	47.8%
	50 - 64 years	19.8%	31.2%	49.0%
	65+ years	7.5%	34.0%	58.6%
Region	Moldova	16.5%	29.5%	54.1%
	Muntenia	16.9%	34.7%	48.5%
	Transilvania	17.9%	36.4%	45.7%
	Bucuresti	4.6%	21.6%	73.9%
Total		15.9%	32.8%	51.3%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Religious programmes

		Listening	Not listening	DK/NA
Residence	urban	7.8%	44.1%	48.1%
	rural	9.5%	34.7%	55.8%
Gender	male	10.3%	40.0%	49.7%
	female	6.8%	40.5%	52.7%
Education	less than 10 grades, vocational school	7.8%	38.8%	53.4%
	high school, college	10.7%	43.5%	45.8%
	higher education	3.9%	35.3%	60.8%
Age groups	15 - 22 years	6.5%	40.7%	52.8%
	23 - 35 years	11.8%	37.2%	51.1%
	36 - 49 years	6.0%	46.2%	47.8%
	50 - 64 years	10.6%	39.9%	49.5%
	65+ years	6.3%	35.4%	58.2%
Region	Moldova	13.5%	32.7%	53.8%
	Muntenia	3.6%	47.7%	48.7%
	Transilvania	11.7%	42.8%	45.5%
	Bucuresti	2.0%	23.5%	74.5%
Total		8.5%	40.2%	51.3%



How often do you usually listen to each of the following types of radio programmes on local radio stations?

Talkshows

		Listening	Not listening	DK/NA
Residence	urban	10.4%	41.7%	47.9%
	rural	10.0%	33.9%	56.1%
Gender	male	11.6%	38.3%	50.1%
	female	9.0%	38.6%	52.4%
Education	less than 10 grades, vocational school	7.6%	38.8%	53.5%
	high school, college	13.9%	40.4%	45.6%
	higher education	7.3%	31.9%	60.8%
Age groups	15 - 22 years	9.0%	38.2%	52.8%
	23 - 35 years	15.1%	34.1%	50.8%
	36 - 49 years	7.5%	44.4%	48.1%
	50 - 64 years	11.3%	39.2%	49.5%
	65+ years	7.5%	34.3%	58.2%
Region	Moldova	14.3%	32.2%	53.5%
	Muntenia	8.3%	43.6%	48.1%
	Transilvania	10.9%	42.8%	46.2%
	Bucuresti	4.6%	20.9%	74.5%
Total		10.2%	38.5%	51.3%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Children programmes

		Listening	Not listening	DK/NA
Residence	urban	4.3%	47.8%	47.9%
	rural	4.9%	39.4%	55.7%
Gender	male	4.5%	45.8%	49.7%
	female	4.6%	43.0%	52.4%
Education	less than 10 grades, vocational school	5.3%	41.6%	53.1%
	high school, college	4.4%	49.9%	45.6%
	higher education	2.2%	37.1%	60.8%
Age groups	15 - 22 years	5.5%	42.2%	52.3%
	23 - 35 years	4.8%	44.4%	50.8%
	36 - 49 years	4.4%	47.5%	48.1%
	50 - 64 years	5.8%	45.2%	49.0%
	65+ years	1.9%	39.9%	58.2%
Region	Moldova	4.9%	41.4%	53.8%
	Muntenia	5.1%	46.6%	48.3%
	Transilvania	4.7%	50.0%	45.3%
	Bucuresti	1.3%	24.2%	74.5%
Total		4.6%	44.3%	51.1%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Radio contests

		Listening	Not listening	DK/NA
Residence	urban	7.1%	44.9%	48.0%
	rural	6.3%	38.0%	55.7%
Gender	male	6.6%	43.7%	49.7%
	female	6.9%	40.6%	52.5%
Education	less than 10 grades, vocational school	5.5%	41.1%	53.4%
	high school, college	9.3%	45.2%	45.5%
	higher education	3.0%	36.2%	60.8%
Age groups	15 - 22 years	5.5%	42.2%	52.3%
	23 - 35 years	7.6%	41.7%	50.8%
	36 - 49 years	5.7%	46.2%	48.1%
	50 - 64 years	10.1%	40.7%	49.2%
	65+ years	3.4%	38.4%	58.2%
Region	Moldova	5.9%	40.3%	53.8%
	Muntenia	9.5%	42.4%	48.1%
	Transilvania	6.0%	48.3%	45.7%
	Bucuresti	2.0%	23.5%	74.5%
Total		6.8%	42.1%	51.2%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

Arts and culture programmes

		Listening	Not listening	DK/NA
Residence	urban	6.9%	44.0%	49.1%
	rural	8.0%	36.3%	55.7%
Gender	male	8.7%	40.9%	50.4%
	female	6.1%	40.8%	53.1%
Education	less than 10 grades, vocational school	4.9%	41.4%	53.7%
	high school, college	10.1%	43.5%	46.4%
	higher education	6.5%	31.9%	61.6%
Age groups	15 - 22 years	5.0%	41.7%	53.3%
	23 - 35 years	13.0%	35.6%	51.4%
	36 - 49 years	4.7%	46.5%	48.8%
	50 - 64 years	9.0%	41.7%	49.2%
	65+ years	3.4%	37.3%	59.3%
Region	Moldova	11.6%	34.3%	54.1%
	Muntenia	6.1%	44.7%	49.2%
	Transilvania	7.2%	46.6%	46.2%
	Bucuresti	2.0%	23.5%	74.5%
Total		7.3%	40.9%	51.8%

How often do you usually listen to each of the following types of radio programmes on local radio stations?

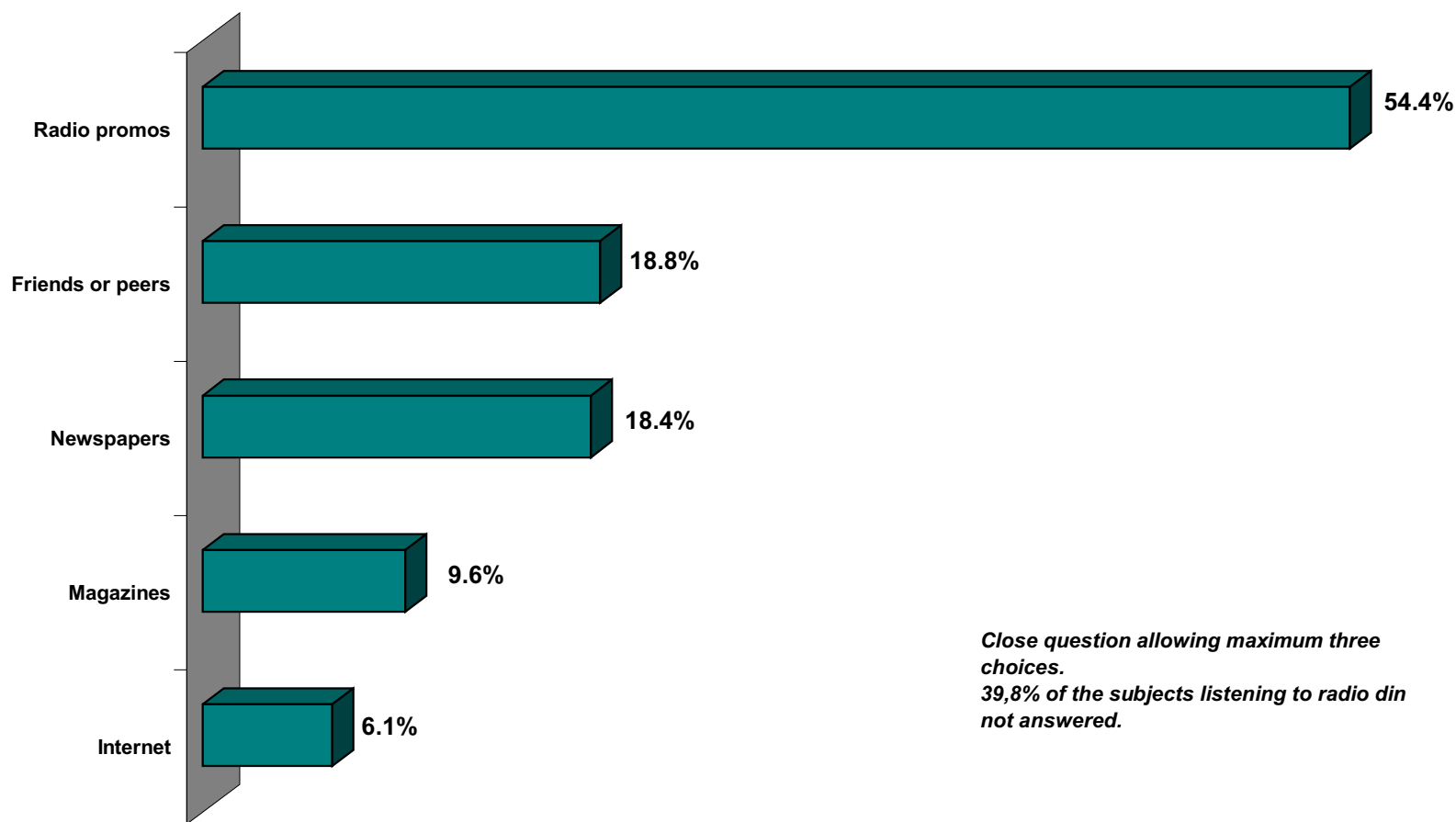
Shows of ethnic minorities

		Listening	Not listening	DK/NA
Residence	urban	3.1%	48.4%	48.4%
	rural	4.0%	40.0%	56.0%
Gender	male	3.4%	46.3%	50.3%
	female	3.5%	43.7%	52.7%
Education	less than 10 grades, vocational school	3.5%	42.7%	53.8%
	high school, college	4.0%	50.2%	45.8%
	higher education	1.7%	37.1%	61.2%
Age groups	15 - 22 years	3.0%	44.2%	52.8%
	23 - 35 years	2.4%	46.5%	51.1%
	36 - 49 years	3.4%	48.1%	48.6%
	50 - 64 years	5.0%	45.7%	49.2%
	65+ years	3.0%	38.1%	59.0%
Region	Moldova	3.5%	42.4%	54.1%
	Muntenia	1.9%	49.6%	48.5%
	Transilvania	5.8%	48.1%	46.0%
	Bucuresti	0.7%	24.2%	75.2%
Total		3.5%	45.0%	51.5%



Which are the main sources of information you use to find the schedule of your favourite radio stations? Please mention according to their order in your choice.

-selection of respondents listening to radio- N=1581



*Close question allowing maximum three choices.
39,8% of the subjects listening to radio din not answered.*



During an average week, how frequently do you consult your sources of information you use to find the schedule of your favourite radio stations?

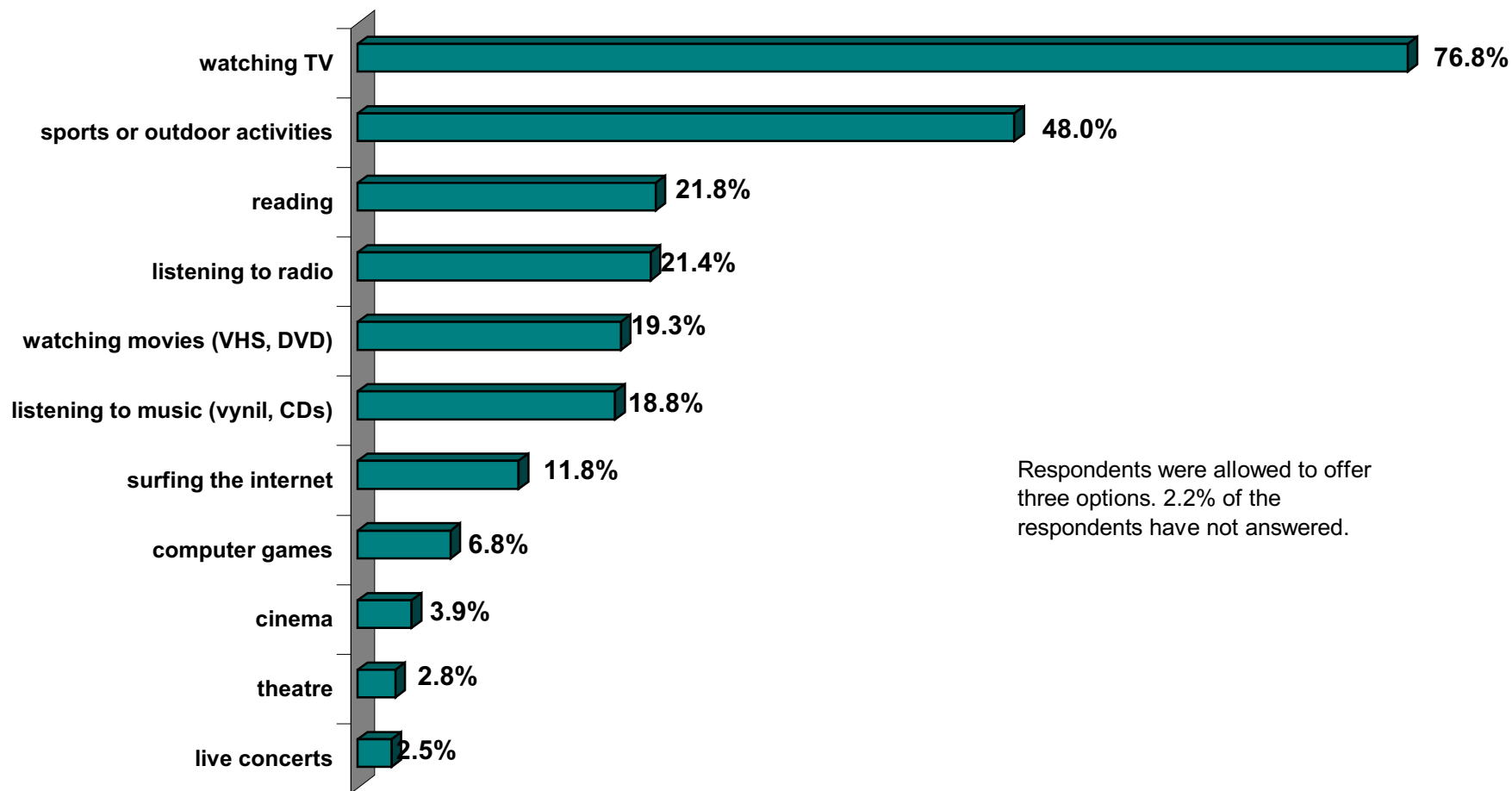
Selection of respondents listening to radio

	Every day	5-6 days	3-4 days	1-2 days	Less	DK/NA
Newspapers	5.1%	1.8%	3.9%	4.5%	34.0%	50.9%
Magazines	2.1%	1.3%	2.8%	4.4%	33.9%	55.5%
Radio promos	23.4%	5.8%	8.9%	8.2%	15.9%	37.8%
Internet	1.7%	0.8%	2.5%	1.6%	28.2%	65.2%
Friends or peers	2.5%	2.4%	5.2%	4.6%	29.7%	55.7%



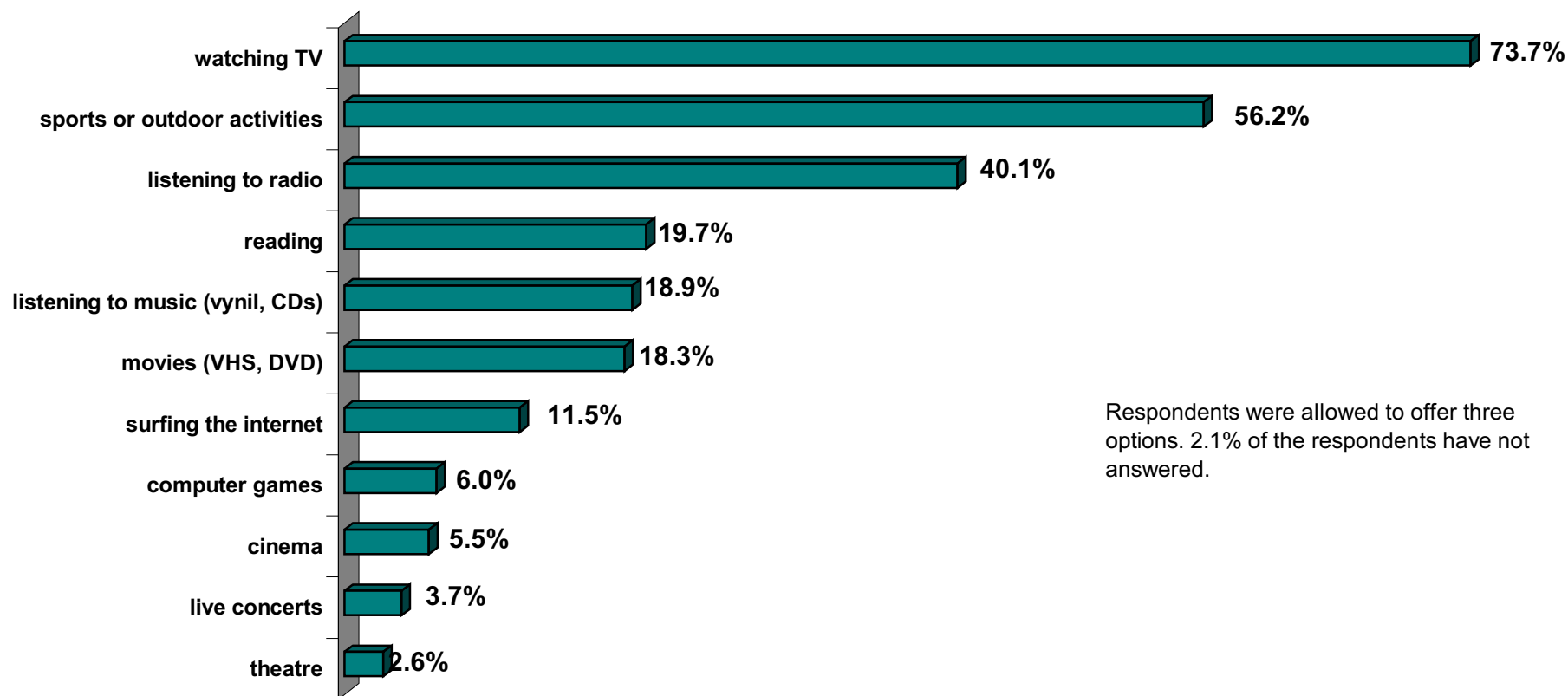
What would you most likely do in your free time during an average working day?

N=2507





What would you most likely do in your free time during an average week-end day? *N=2507*



In your opinion, how much do you think daily behavior and choices of people are influenced by...

	Very highly	Highly	Less	Very less	Not at all	DK/NA
TV shows that include violent content	29.3%	43.1%	16.2%	3.7%	1.7%	6.1%
TV news covering political issues	19.5%	39.5%	22.0%	7.6%	3.2%	8.2%
TV debates on political issues	19.1%	38.6%	21.5%	8.3%	3.9%	8.5%
TV shows depicting behaviour commonly defined as deviant	21.7%	35.5%	20.3%	8.1%	4.1%	10.3%
Radio programmes that include violent content	16.4%	29.8%	18.9%	9.5%	6.8%	18.7%
Radio news covering political issues	16.3%	33.3%	23.5%	8.8%	4.6%	13.6%
Radio debates on political issues	16.4%	33.3%	22.5%	9.3%	4.6%	13.9%
Radio programmes describing behaviour commonly defined as deviant	15.6%	28.8%	18.5%	9.9%	6.9%	20.2%

How much do you agree with the following sentences. Watching TV shows helped me to better understand...

	Totally agree	Agree	Disagree	Totally disagree	Neither agree, nor disagree
The political situation in Romania	29.6%	46.1%	8.3%	3.9%	12.0%
The economic situation in Romania	28.3%	45.6%	9.7%	3.5%	12.9%
The situation of Romania as an EU member	27.4%	44.4%	10.8%	3.9%	13.4%
The international political situation	25.1%	43.4%	13.1%	3.9%	14.6%
The social issues of Romania	29.6%	46.2%	9.0%	3.3%	12.0%
The status of corruption in Romania	31.2%	40.3%	10.9%	5.2%	12.5%

How much do you agree with the following sentences. Listening to radio programmes helped me to better understand...

	Totally agree	Agree	Disagree	Totally disagree	Neither agree, nor disagree	DK/NA
The political situation in Romania	13.7%	27.6%	6.4%	3.8%	19.0%	29.4%
The economic situation in Romania	12.9%	27.7%	6.9%	3.7%	19.4%	29.4%
The situation of Romania as an EU member	13.0%	24.9%	8.2%	4.3%	19.7%	29.9%
The international political situation	12.4%	24.7%	8.4%	4.1%	20.1%	30.4%
The social issues of Romania	13.2%	27.5%	6.3%	3.7%	19.3%	29.9%
The status of corruption in Romania	13.8%	24.8%	7.2%	4.6%	19.4%	30.2%

How much do you agree with the following sentences.

	Totally agree and agree	Disagree and totally disagree	Neither agree, nor disagree	DK/NA
Too many Romanian songs are performed in foreign languages	40.3%	21.9%	25.0%	12.7%
Too many foreign language words are used in radio and TV programmes	47.7%	17.5%	22.0%	12.8%
There should be more support for using the languages of the European Union in	27.4%	32.5%	26.4%	13.6%
There should be more support for using the languages of the European Union in	28.0%	31.8%	26.6%	13.6%

Have you heard about the activities of the National Audio-Visual Council?

		Frequency	Absolute percent	Valid Percent	Cumulative Percent
Valid	YES	2092	83.4	85.6	85.6
	NO	351	14.0	14.4	100.0
	Total	2443	97.4	100.0	
Missing	DK/NA	64	2.6		
Total		2507	100.0		

In your opinion, the National Audio-Visual Council is.... - asked to those knowing CNA

	Frequency	Absolute percent	Valid percent	
issuing too few regulations regarding the content of TV and radio programmes	646	30.9	35.3 ¹	 35%
issuing a fair number of regulations regarding the content of TV and radio programmes	950	45.4	51.9 ¹	 52%
issuing too many regulations regarding the content of TV and radio programmes	234	11.2	12.8	 13%
Total	1830	87.5	100.0	
DK/NA	262	12.5		
Total	2092	100.0		

INSOMAR-Rezultate statistice
Sondaj National: 06-28 septembrie 2007

1. Valori dominante

How much do you trust the National Audio-Visual Council as an institution? - asked to those knowing CNA

	Frequency	Absolute percent	Valid percent	
Very much	137	6.5	7.3	 7%
Some	944	45.1	50.3 ¹	 50%
Little	557	26.6	29.7 ¹	 30%
Very little	239	11.4	12.7	 13%
Total	1877	89.7	100.0	
DK/NA	215	10.3		
Total	2092	100.0		

INSOMAR-Rezultate statistice
Sondaj National: 06-28 septembrie 2007

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