

*A Report*

*on A Study of*

## **TV and Radio Audiences in Malta**

*(Part III – Absolute Figures)*

*prepared for the*

**Broadcasting Authority**

*by*

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

|          | RM    | RP   | SUPER | 101   | IS   | BAY  | RTK   | IMAS | CALY-<br>PSO | UNI<br>ADJ | VAS  | FM<br>RONJ | CAPITAL | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|------|-------|------|--------------|------------|------|------------|---------|--------|--------|
| MIDNIGHT | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0030 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0100 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0130 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0200 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0230 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0300 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0400 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0430 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 313000 | 313000 |
| 0500 HRS | 1000  | 0    | 0     | 0     | 0    | 0    |       | 0    | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 0530 HRS | 1000  | 0    | 3000  | 0     | 0    | 0    | 1000  | 0    | 0            | 0          |      | 0          | 0       | 307000 | 313000 |
| 0600 HRS | 2000  | 0    | 3000  | 3000  | 0    | 0    | 2000  | 0    | 0            |            | 0    | 0          | 0       | 302000 | 313000 |
| 0630 HRS | 2000  | 0    | 9000  | 3000  | 0    | 0    | 4000  | 1000 | 0            |            | 0    | 0          | 0       | 293000 | 313000 |
| 0700 HRS | 4000  | 3000 | 20000 | 3000  | 0    | 5000 | 5000  | 1000 | 0            |            | 2000 | 1000       | 1000    | 266000 | 313000 |
| 0730 HRS | 7000  | 4000 | 20000 | 3000  | 0    | 8000 | 5000  | 0    | 0            |            | 2000 | 1000       | 2000    | 260000 | 313000 |
| 0800 HRS | 11000 | 4000 | 22000 | 4000  | 0    | 5000 | 9000  | 1000 | 3000         |            | 1000 | 1000       | 2000    | 248000 | 313000 |
| 0830 HRS | 10000 | 2000 | 21000 | 4000  | 0    | 3000 | 9000  | 1000 | 7000         |            | 1000 | 1000       | 4000    | 249000 | 313000 |
| 0900 HRS | 9000  | 4000 | 27000 | 5000  | 2000 | 4000 | 12000 | 1000 | 8000         |            | 1000 | 1000       | 4000    | 233000 | 313000 |
| 0930 HRS | 11000 | 4000 | 27000 | 5000  | 2000 | 5000 | 15000 | 1000 | 8000         |            | 1000 | 0          | 4000    | 228000 | 313000 |
| 1000 HRS | 12000 | 4000 | 26000 | 10000 | 2000 | 7000 | 18000 | 1000 | 7000         |            | 1000 | 0          | 5000    | 220000 | 313000 |
| 1030 HRS | 11000 | 4000 | 26000 | 10000 | 2000 | 7000 | 16000 | 0    | 7000         |            | 1000 | 0          | 5000    | 223000 | 313000 |
| 1100 HRS | 10000 | 4000 | 25000 | 11000 | 0    | 3000 | 16000 | 0    | 7000         |            | 1000 | 0          | 5000    | 230000 | 313000 |
| 1130 HRS | 11000 | 4000 | 23000 | 9000  | 0    | 4000 | 15000 | 0    | 5000         |            | 1000 | 0          | 4000    | 235000 | 313000 |
| NOON     | 8000  | 4000 | 21000 | 9000  | 0    | 4000 | 11000 | 1000 | 4000         |            | 1000 | 0          | 3000    | 246000 | 313000 |
| 1230 HRS | 5000  | 5000 | 13000 | 7000  | 0    | 5000 | 7000  | 1000 | 3000         |            | 0    | 0          | 2000    | 264000 | 313000 |
| 1300 HRS | 5000  | 4000 | 13000 | 4000  | 1000 | 5000 | 5000  | 1000 | 5000         |            | 0    | 0          | 1000    | 266000 | 313000 |
| 1330 HRS | 4000  | 3000 | 11000 | 3000  | 1000 | 5000 | 4000  | 0    | 4000         |            | 0    | 0          | 1000    | 275000 | 313000 |
| 1400 HRS | 4000  | 3000 | 12000 | 3000  | 1000 | 3000 | 4000  | 1000 | 4000         |            | 1000 | 0          | 1000    | 274000 | 313000 |
| 1430 HRS | 3000  | 4000 | 12000 | 1000  | 1000 | 3000 | 5000  | 0    | 4000         |            | 1000 | 0          | 1000    | 276000 | 313000 |
| 1500 HRS | 4000  | 4000 | 13000 | 2000  | 1000 | 4000 | 5000  | 0    | 4000         |            | 0    | 0          | 1000    | 272000 | 313000 |
| 1530 HRS | 4000  | 7000 | 13000 | 2000  | 1000 | 4000 | 7000  | 0    | 5000         |            | 0    | 0          | 1000    | 268000 | 313000 |
| 1600 HRS | 2000  | 5000 | 10000 | 3000  | 0    | 5000 | 9000  | 0    | 3000         |            | 0    | 1000       | 2000    | 271000 | 313000 |
| 1630 HRS | 2000  | 4000 | 10000 | 3000  | 0    | 5000 | 10000 | 0    | 4000         | 0          |      | 1000       | 2000    | 270000 | 313000 |
| 1700 HRS | 2000  | 3000 | 11000 | 2000  | 1000 | 2000 | 10000 | 0    | 4000         | 0          |      | 0          | 2000    | 275000 | 313000 |
| 1730 HRS | 2000  | 4000 | 9000  | 4000  | 1000 | 2000 | 8000  | 0    | 2000         | 0          |      | 0          | 2000    | 278000 | 313000 |
| 1800 HRS | 3000  | 4000 | 8000  | 3000  | 0    | 1000 | 7000  | 1000 | 3000         | 0          |      | 0          | 1000    | 281000 | 313000 |
| 1830 HRS | 3000  | 3000 | 7000  | 3000  | 0    | 1000 | 4000  | 1000 | 4000         | 0          |      | 0          | 1000    | 284000 | 313000 |
| 1900 HRS | 2000  | 1000 | 4000  | 1000  | 0    | 1000 | 7000  | 2000 | 2000         | 0          |      | 0          | 1000    | 291000 | 313000 |
| 1930 HRS | 2000  | 1000 | 3000  | 1000  | 0    | 1000 | 2000  | 2000 | 2000         | 0          |      | 0          | 0       | 298000 | 313000 |
| 2000 HRS | 1000  | 0    | 2000  | 0     | 0    | 1000 | 2000  | 1000 | 2000         | 0          |      | 0          | 0       | 303000 | 313000 |
| 2030 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 1000  | 1000 | 1000         | 0          |      | 0          | 0       | 309000 | 313000 |
| 2100 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 1000  | 2000 | 1000         | 0          |      | 0          | 0       | 307000 | 313000 |
| 2130 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 1000  | 1000 | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 2200 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 1000 | 0            | 0          |      | 0          | 0       | 312000 | 313000 |
| 2230 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 1000 | 0            | 0          |      | 0          | 0       | 312000 | 313000 |
| 2300 HRS | 0     | 1000 | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0          |      | 0          | 0       | 312000 | 313000 |
| 2330 HRS | 0     | 1000 | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0          |      | 0          | 0       | 312000 | 313000 |

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

TABLE R2: RADIO LISTENERSHIP: TUESDAY  
(BASE=246\*)

|          | RM    | RP   | SUPER | 101   | IS   | BAY  | RTK   | IMASI | CALY-<br>PSO | UNI<br>ADIR | VAS  | FM<br>RONJ | CAPITAL | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|------|-------|-------|--------------|-------------|------|------------|---------|--------|--------|
| MIDNIGHT | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0030 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0100 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0130 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 1000  | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0200 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0230 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0300 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0400 HRS | 0     | 0    | 1000  | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0430 HRS | 0     | 0    | 1000  | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0500 HRS | 0     | 0    | 1000  | 0     | 0    | 0    |       | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0530 HRS | 0     | 0    | 4000  | 0     | 0    | 0    | 1000  | 0     | 0            | 0           |      | 0          | 0       | 307000 | 313000 |
| 0600 HRS | 2000  | 0    | 5000  | 3000  | 0    | 1000 | 1000  | 0     | 0            | 0           |      | 0          | 0       | 300000 | 313000 |
| 0630 HRS | 2000  | 0    | 10000 | 5000  | 1000 | 1000 | 5000  | 0     | 1000         | 0           |      | 0          | 0       | 287000 | 313000 |
| 0700 HRS | 3000  | 1000 | 20000 | 11000 | 1000 | 8000 | 8000  | 0     | 3000         |             | 1000 | 1000       | 1000    | 255000 | 313000 |
| 0730 HRS | 4000  | 1000 | 22000 | 9000  | 1000 | 8000 | 9000  | 0     | 3000         |             | 1000 | 1000       | 1000    | 253000 | 313000 |
| 0800 HRS | 7000  | 1000 | 23000 | 8000  | 1000 | 5000 | 14000 | 0     | 4000         |             | 1000 | 1000       | 1000    | 246000 | 313000 |
| 0830 HRS | 7000  | 1000 | 25000 | 7000  | 1000 | 4000 | 15000 | 0     | 4000         |             | 2000 | 1000       | 1000    | 244000 | 313000 |
| 0900 HRS | 9000  | 1000 | 28000 | 4000  | 2000 | 4000 | 16000 | 1000  | 8000         |             | 2000 | 1000       | 1000    | 234000 | 313000 |
| 0930 HRS | 10000 | 1000 | 28000 | 5000  | 2000 | 5000 | 20000 | 2000  | 9000         |             | 2000 | 0          | 4000    | 223000 | 313000 |
| 1000 HRS | 12000 | 0    | 30000 | 7000  | 2000 | 5000 | 22000 | 2000  | 8000         |             | 4000 | 0          | 5000    | 216000 | 313000 |
| 1030 HRS | 12000 | 2000 | 27000 | 5000  | 2000 | 7000 | 23000 | 2000  | 8000         |             | 3000 | 0          | 5000    | 216000 | 313000 |
| 1100 HRS | 11000 | 1000 | 25000 | 5000  | 1000 | 5000 | 21000 | 2000  | 8000         |             | 2000 | 0          | 3000    | 228000 | 313000 |
| 1130 HRS | 11000 | 1000 | 22000 | 7000  | 1000 | 5000 | 23000 | 0     | 5000         |             | 2000 | 0          | 2000    | 233000 | 313000 |
| NOON     | 10000 | 3000 | 16000 | 8000  | 1000 | 4000 | 22000 | 0     | 5000         |             | 1000 | 0          | 2000    | 240000 | 313000 |
| 1230 HRS | 5000  | 4000 | 15000 | 8000  | 1000 | 4000 | 12000 | 0     | 4000         |             | 1000 | 0          | 2000    | 255000 | 313000 |
| 1300 HRS | 3000  | 1000 | 16000 | 7000  | 1000 | 7000 | 7000  | 0     | 3000         |             | 1000 | 0          | 2000    | 265000 | 313000 |
| 1330 HRS | 5000  | 1000 | 13000 | 7000  | 1000 | 8000 | 5000  | 1000  | 3000         |             | 0    | 0          | 2000    | 266000 | 313000 |
| 1400 HRS | 1000  | 2000 | 11000 | 7000  | 1000 | 5000 | 5000  | 2000  | 2000         |             | 0    | 0          | 2000    | 274000 | 313000 |
| 1430 HRS | 0     | 2000 | 9000  | 8000  | 1000 | 3000 | 5000  | 1000  | 2000         |             | 0    | 0          | 2000    | 279000 | 313000 |
| 1500 HRS | 1000  | 4000 | 10000 | 7000  | 1000 | 5000 | 9000  | 1000  | 3000         |             | 0    | 0          | 1000    | 270000 | 313000 |
| 1530 HRS | 2000  | 4000 | 9000  | 8000  | 0    | 4000 | 9000  | 1000  | 2000         |             | 0    | 0          | 2000    | 271000 | 313000 |
| 1600 HRS | 2000  | 4000 | 10000 | 7000  | 0    | 4000 | 12000 | 1000  | 3000         |             | 0    | 1000       | 2000    | 266000 | 313000 |
| 1630 HRS | 2000  | 4000 | 10000 | 4000  | 0    | 2000 | 10000 | 1000  | 4000         | 0           |      | 1000       | 2000    | 271000 | 313000 |
| 1700 HRS | 1000  | 4000 | 11000 | 5000  | 0    | 2000 | 9000  | 1000  | 4000         | 0           |      | 0          | 1000    | 274000 | 313000 |
| 1730 HRS | 1000  | 2000 | 7000  | 3000  | 1000 | 1000 | 9000  | 0     | 3000         | 0           |      | 0          | 1000    | 284000 | 313000 |
| 1800 HRS | 1000  | 3000 | 8000  | 2000  | 1000 | 3000 | 8000  | 0     | 7000         | 0           |      | 0          | 2000    | 278000 | 313000 |
| 1830 HRS | 1000  | 3000 | 7000  | 2000  | 1000 | 4000 | 5000  | 0     | 7000         | 0           |      | 0          | 1000    | 281000 | 313000 |
| 1900 HRS | 1000  | 3000 | 3000  | 2000  | 1000 | 0    | 4000  | 1000  | 2000         | 0           |      | 0          | 1000    | 293000 | 313000 |
| 1930 HRS | 1000  | 3000 | 2000  | 3000  | 1000 | 0    | 2000  | 1000  | 0            | 0           |      | 0          | 1000    | 298000 | 313000 |
| 2000 HRS | 1000  | 0    | 0     | 2000  | 1000 | 0    | 2000  | 1000  | 0            | 0           |      | 0          | 0       | 305000 | 313000 |
| 2030 HRS | 0     | 0    | 0     | 1000  | 1000 | 0    | 3000  | 0     | 0            | 0           |      | 0          | 0       | 307000 | 313000 |
| 2100 HRS | 0     | 0    | 0     | 1000  | 1000 | 1000 | 2000  | 1000  | 0            | 0           |      | 0          | 0       | 306000 | 313000 |
| 2130 HRS | 0     | 0    | 1000  | 0     | 1000 | 1000 | 2000  | 0     | 0            | 0           |      | 0          | 0       | 307000 | 313000 |
| 2200 HRS | 0     | 0    | 1000  | 0     | 0    | 1000 | 2000  | 0     | 0            | 0           |      | 0          | 0       | 309000 | 313000 |
| 2230 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 1000  | 0     | 0            | 0           |      | 0          | 0       | 311000 | 313000 |
| 2300 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0     | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 2330 HRS | 0     | 1000 | 0     | 0     | 0    | 0    | 0     | 0     | 0            | 0           |      | 0          | 0       | 312000 | 313000 |

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

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

|          | RM    | RP   | SUPER | 101   | IS   | BAY  | RTK   | IMASH | CALY-<br>PSO | UNI<br>ADK | VIAS | FM<br>RONJ | CAPITAL | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|------|-------|-------|--------------|------------|------|------------|---------|--------|--------|
| MIDNIGHT | 0     | 0    | 1000  | 0     | 0    | 0    | 0     | 1000  | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 0030 HRS | 0     | 0    | 1000  | 0     | 0    | 0    | 0     | 1000  | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 0100 HRS | 0     | 0    | 2000  | 0     | 0    | 0    | 0     | 1000  | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 0130 HRS | 0     | 0    | 2000  | 0     | 0    | 0    | 1000  | 1000  | 0            | 0          |      | 0          | 0       | 309000 | 313000 |
| 0200 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 309000 | 313000 |
| 0230 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 309000 | 313000 |
| 0300 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 309000 | 313000 |
| 0330 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 0400 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 0430 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 0500 HRS | 0     | 0    | 2000  | 0     | 0    | 0    |       | 1000  | 0            | 0          |      | 0          | 0       | 309000 | 313000 |
| 0530 HRS | 0     | 0    | 3000  | 0     | 0    | 0    | 1000  | 1000  | 0            | 0          |      | 0          | 0       | 307000 | 313000 |
| 0600 HRS | 1000  | 0    | 4000  | 1000  | 0    | 1000 | 1000  | 1000  | 0            |            | 0    | 0          | 1000    | 302000 | 313000 |
| 0630 HRS | 1000  | 0    | 7000  | 5000  | 1000 | 2000 | 3000  | 1000  | 1000         |            | 0    | 0          | 1000    | 290000 | 313000 |
| 0700 HRS | 4000  | 1000 | 15000 | 12000 | 2000 | 8000 | 7000  | 2000  | 1000         |            | 0    | 0          | 1000    | 259000 | 313000 |
| 0730 HRS | 8000  | 2000 | 18000 | 8000  | 1000 | 4000 | 8000  | 0     | 1000         |            | 0    | 0          | 2000    | 261000 | 313000 |
| 0800 HRS | 11000 | 2000 | 21000 | 9000  | 2000 | 9000 | 15000 | 0     | 1000         |            | 0    | 0          | 2000    | 241000 | 313000 |
| 0830 HRS | 11000 | 2000 | 20000 | 8000  | 2000 | 5000 | 16000 | 0     | 2000         |            | 0    | 0          | 2000    | 244000 | 313000 |
| 0900 HRS | 10000 | 3000 | 23000 | 8000  | 2000 | 5000 | 20000 | 2000  | 3000         |            | 3000 | 0          | 1000    | 232000 | 313000 |
| 0930 HRS | 13000 | 3000 | 24000 | 9000  | 2000 | 5000 | 20000 | 3000  | 3000         |            | 2000 | 0          | 2000    | 225000 | 313000 |
| 1000 HRS | 18000 | 2000 | 25000 | 11000 | 2000 | 5000 | 21000 | 3000  | 3000         |            | 2000 | 0          | 4000    | 216000 | 313000 |
| 1030 HRS | 19000 | 2000 | 24000 | 10000 | 2000 | 5000 | 20000 | 5000  | 4000         |            | 2000 | 0          | 4000    | 214000 | 313000 |
| 1100 HRS | 16000 | 2000 | 24000 | 10000 | 2000 | 7000 | 21000 | 4000  | 4000         |            | 2000 | 0          | 3000    | 217000 | 313000 |
| 1130 HRS | 16000 | 2000 | 23000 | 10000 | 3000 | 5000 | 20000 | 3000  | 2000         |            | 2000 | 0          | 2000    | 223000 | 313000 |
| NOON     | 16000 | 3000 | 24000 | 10000 | 3000 | 3000 | 16000 | 2000  | 2000         |            | 2000 | 2000       | 3000    | 224000 | 313000 |
| 1230 HRS | 10000 | 3000 | 21000 | 8000  | 3000 | 2000 | 13000 | 1000  | 1000         |            | 0    | 1000       | 3000    | 246000 | 313000 |
| 1300 HRS | 7000  | 2000 | 19000 | 7000  | 2000 | 3000 | 12000 | 0     | 1000         |            | 0    | 1000       | 3000    | 256000 | 313000 |
| 1330 HRS | 4000  | 2000 | 15000 | 5000  | 2000 | 4000 | 12000 | 2000  | 1000         |            | 0    | 1000       | 3000    | 259000 | 313000 |
| 1400 HRS | 5000  | 3000 | 13000 | 3000  | 2000 | 4000 | 9000  | 2000  | 1000         |            | 0    | 1000       | 2000    | 266000 | 313000 |
| 1430 HRS | 3000  | 2000 | 14000 | 5000  | 2000 | 5000 | 4000  | 2000  | 1000         |            | 0    | 1000       | 2000    | 269000 | 313000 |
| 1500 HRS | 2000  | 5000 | 13000 | 4000  | 1000 | 8000 | 7000  | 2000  | 1000         |            | 0    | 1000       | 1000    | 267000 | 313000 |
| 1530 HRS | 2000  | 5000 | 12000 | 4000  | 1000 | 7000 | 8000  | 3000  | 0            |            | 0    | 1000       | 2000    | 267000 | 313000 |
| 1600 HRS | 3000  | 1000 | 12000 | 1000  | 1000 | 5000 | 7000  | 2000  | 1000         |            | 0    | 1000       | 2000    | 276000 | 313000 |
| 1630 HRS | 4000  | 1000 | 9000  | 1000  | 1000 | 4000 | 5000  | 1000  | 2000         | 0          |      | 1000       | 3000    | 279000 | 313000 |
| 1700 HRS | 4000  | 1000 | 9000  | 2000  | 2000 | 5000 | 3000  | 0     | 2000         | 0          |      | 1000       | 2000    | 280000 | 313000 |
| 1730 HRS | 3000  | 0    | 10000 | 2000  | 1000 | 3000 | 3000  | 0     | 2000         | 0          |      | 0          | 2000    | 286000 | 313000 |
| 1800 HRS | 7000  | 1000 | 10000 | 4000  | 1000 | 4000 | 2000  | 0     | 8000         | 0          |      | 0          | 2000    | 274000 | 313000 |
| 1830 HRS | 3000  | 1000 | 8000  | 4000  | 1000 | 4000 | 2000  | 0     | 8000         | 0          |      | 0          | 3000    | 278000 | 313000 |
| 1900 HRS | 3000  | 2000 | 4000  | 1000  | 1000 | 2000 | 5000  | 0     | 4000         | 0          |      | 0          | 2000    | 287000 | 313000 |
| 1930 HRS | 1000  | 2000 | 3000  | 1000  | 0    | 1000 | 1000  | 0     | 2000         | 0          |      | 0          | 0       | 301000 | 313000 |
| 2000 HRS | 3000  | 1000 | 2000  | 1000  | 0    | 1000 | 0     | 0     | 1000         | 0          |      | 0          | 0       | 303000 | 313000 |
| 2030 HRS | 2000  | 1000 | 2000  | 1000  | 0    | 1000 | 0     | 0     | 1000         | 0          |      | 0          | 0       | 304000 | 313000 |
| 2100 HRS | 1000  | 0    | 2000  | 1000  | 0    | 1000 | 0     | 0     | 0            | 0          |      | 0          | 0       | 307000 | 313000 |
| 2130 HRS | 1000  | 0    | 1000  | 0     | 0    | 1000 | 0     | 0     | 0            | 0          |      | 0          | 0       | 310000 | 313000 |
| 2200 HRS | 1000  | 0    | 1000  | 0     | 0    | 0    | 0     | 0     | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 2230 HRS | 1000  | 0    | 1000  | 0     | 0    | 0    | 0     | 0     | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 2300 HRS | 1000  | 0    | 1000  | 0     | 0    | 0    | 0     | 0     | 0            | 0          |      | 0          | 0       | 311000 | 313000 |
| 2330 HRS | 1000  | 0    | 1000  | 0     | 0    | 0    | 0     | 1000  | 0            | 0          |      | 0          | 0       | 310000 | 313000 |

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

TABLE R4: RADIO LISTENERSHIP: THURSDAY

|          | RM    | RP   | UPER  | 101   | IS   | BAY  | RTK   | IMASI | CALY<br>-<br>PSO | JNI | RADIC | MAS  | FM<br>RONJ | CAPITAL | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|------|-------|-------|------------------|-----|-------|------|------------|---------|--------|--------|
| MIDNIGHT | 0     | 0    | 0     | 1000  | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0030 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0100 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0130 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0200 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0230 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0300 HRS | 1000  | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 312000 | 313000 |
| 0400 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 312000 | 313000 |
| 0430 HRS | 0     | 1000 | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0500 HRS | 0     | 1000 | 0     | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 311000 | 313000 |
| 0530 HRS | 2000  | 0    | 0     | 0     | 0    | 0    | 1000  | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 309000 | 313000 |
| 0600 HRS | 3000  | 0    | 2000  | 0     | 0    | 0    | 1000  | 1000  | 0                | 0   | 0     | 0    | 0          | 1000    | 304000 | 313000 |
| 0630 HRS | 3000  | 0    | 9000  | 1000  | 0    | 0    | 2000  | 1000  | 0                | 0   | 0     | 0    | 0          | 1000    | 295000 | 313000 |
| 0700 HRS | 7000  | 0    | 14000 | 4000  | 0    | 3000 | 5000  | 3000  | 0                | 0   | 0     | 0    | 0          | 3000    | 272000 | 313000 |
| 0730 HRS | 9000  | 0    | 15000 | 4000  | 0    | 2000 | 5000  | 2000  | 1000             | 0   | 0     | 0    | 0          | 4000    | 269000 | 313000 |
| 0800 HRS | 18000 | 0    | 19000 | 7000  | 0    | 4000 | 11000 | 1000  | 0                | 0   | 1000  | 0    | 0          | 5000    | 247000 | 313000 |
| 0830 HRS | 18000 | 0    | 21000 | 8000  | 1000 | 4000 | 16000 | 2000  | 1000             | 0   | 1000  | 0    | 0          | 5000    | 235000 | 313000 |
| 0900 HRS | 16000 | 4000 | 27000 | 13000 | 3000 | 3000 | 18000 | 4000  | 2000             | 0   | 1000  | 0    | 0          | 9000    | 211000 | 313000 |
| 0930 HRS | 18000 | 4000 | 26000 | 14000 | 3000 | 2000 | 16000 | 5000  | 1000             | 0   | 1000  | 0    | 0          | 10000   | 211000 | 313000 |
| 1000 HRS | 21000 | 3000 | 26000 | 15000 | 3000 | 3000 | 15000 | 5000  | 2000             | 0   | 1000  | 0    | 0          | 10000   | 207000 | 313000 |
| 1030 HRS | 20000 | 3000 | 25000 | 15000 | 3000 | 3000 | 15000 | 7000  | 2000             | 0   | 1000  | 0    | 0          | 10000   | 208000 | 313000 |
| 1100 HRS | 16000 | 3000 | 24000 | 16000 | 3000 | 3000 | 18000 | 5000  | 3000             | 0   | 1000  | 0    | 0          | 10000   | 209000 | 313000 |
| 1130 HRS | 14000 | 2000 | 24000 | 15000 | 3000 | 3000 | 19000 | 5000  | 2000             | 0   | 1000  | 0    | 0          | 8000    | 216000 | 313000 |
| NOON     | 18000 | 3000 | 23000 | 12000 | 3000 | 5000 | 18000 | 7000  | 1000             | 0   | 1000  | 0    | 0          | 7000    | 216000 | 313000 |
| 1230 HRS | 9000  | 4000 | 20000 | 9000  | 3000 | 4000 | 13000 | 5000  | 0                | 0   | 0     | 0    | 0          | 7000    | 239000 | 313000 |
| 1300 HRS | 8000  | 3000 | 15000 | 8000  | 2000 | 2000 | 12000 | 4000  | 0                | 0   | 0     | 0    | 0          | 7000    | 252000 | 313000 |
| 1330 HRS | 7000  | 1000 | 10000 | 8000  | 2000 | 2000 | 10000 | 2000  | 0                | 0   | 0     | 1000 | 0          | 7000    | 264000 | 313000 |
| 1400 HRS | 8000  | 0    | 9000  | 7000  | 2000 | 3000 | 9000  | 2000  | 0                | 0   | 0     | 1000 | 0          | 5000    | 267000 | 313000 |
| 1430 HRS | 7000  | 0    | 10000 | 5000  | 2000 | 3000 | 4000  | 2000  | 0                | 0   | 0     | 1000 | 0          | 4000    | 274000 | 313000 |
| 1500 HRS | 7000  | 0    | 9000  | 4000  | 2000 | 3000 | 3000  | 2000  | 0                | 0   | 0     | 1000 | 0          | 4000    | 277000 | 313000 |
| 1530 HRS | 7000  | 0    | 7000  | 3000  | 2000 | 1000 | 2000  | 3000  | 1000             | 0   | 0     | 1000 | 0          | 4000    | 281000 | 313000 |
| 1600 HRS | 5000  | 1000 | 8000  | 5000  | 2000 | 3000 | 1000  | 3000  | 1000             | 0   | 0     | 1000 | 0          | 4000    | 277000 | 313000 |
| 1630 HRS | 5000  | 2000 | 9000  | 8000  | 2000 | 2000 | 1000  | 3000  | 2000             | 0   | 0     | 1000 | 0          | 4000    | 272000 | 313000 |
| 1700 HRS | 5000  | 1000 | 10000 | 7000  | 2000 | 4000 | 1000  | 3000  | 3000             | 0   | 0     | 1000 | 0          | 4000    | 270000 | 313000 |
| 1730 HRS | 7000  | 0    | 7000  | 8000  | 3000 | 3000 | 0     | 2000  | 3000             | 0   | 0     | 1000 | 0          | 4000    | 275000 | 313000 |
| 1800 HRS | 8000  | 0    | 5000  | 8000  | 3000 | 2000 | 1000  | 1000  | 4000             | 0   | 0     | 0    | 0          | 2000    | 278000 | 313000 |
| 1830 HRS | 4000  | 0    | 7000  | 5000  | 2000 | 2000 | 1000  | 1000  | 3000             | 0   | 0     | 0    | 0          | 2000    | 284000 | 313000 |
| 1900 HRS | 4000  | 2000 | 3000  | 2000  | 2000 | 3000 | 5000  | 1000  | 3000             | 0   | 0     | 0    | 0          | 1000    | 284000 | 313000 |
| 1930 HRS | 2000  | 2000 | 2000  | 0     | 1000 | 2000 | 2000  | 0     | 3000             | 0   | 0     | 0    | 0          | 0       | 298000 | 313000 |
| 2000 HRS | 1000  | 1000 | 2000  | 1000  | 1000 | 1000 | 1000  | 0     | 1000             | 0   | 0     | 0    | 0          | 0       | 303000 | 313000 |
| 2030 HRS | 1000  | 1000 | 2000  | 1000  | 1000 | 0    | 0     | 0     | 1000             | 0   | 0     | 0    | 0          | 0       | 305000 | 313000 |
| 2100 HRS | 1000  | 0    | 2000  | 1000  | 1000 | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 306000 | 313000 |
| 2130 HRS | 1000  | 0    | 2000  | 0     | 0    | 0    | 0     | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 309000 | 313000 |
| 2200 HRS | 1000  | 0    | 1000  | 0     | 0    | 0    | 1000  | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 309000 | 313000 |
| 2230 HRS | 1000  | 0    | 1000  | 1000  | 0    | 0    | 2000  | 0     | 0                | 0   | 0     | 0    | 0          | 0       | 307000 | 313000 |
| 2300 HRS | 1000  | 0    | 1000  | 1000  | 0    | 0    | 2000  | 0     | 0                | 0   | 0     | 0    | 0          | 0       | 307000 | 313000 |
| 2330 HRS | 1000  | 0    | 0     | 1000  | 0    | 0    | 2000  | 1000  | 0                | 0   | 0     | 0    | 0          | 0       | 307000 | 313000 |

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

TABLE R5: RADIO LISTENERSHIP: FRIDAY  
(BASE=246\*)

|          | RM    | RP   | SUPER | 101   | IS   | BAY  | RTK   | IMAS | CALY-<br>PSO | UNI<br>ADII | IAS  | FM<br>RONJ | CAPITAL | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|------|-------|------|--------------|-------------|------|------------|---------|--------|--------|
| MIDNIGHT | 0     | 0    | 0     | 0     | 0    | 0    | 2000  | 0    | 0            | 0           |      | 0          | 0       | 311000 | 313000 |
| 0030 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 1000  | 0    | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0100 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0130 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0200 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0230 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0300 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 313000 | 313000 |
| 0400 HRS | 0     | 0    | 1000  | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0430 HRS | 0     | 0    | 1000  | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 312000 | 313000 |
| 0500 HRS | 1000  | 1000 | 2000  | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 309000 | 313000 |
| 0530 HRS | 2000  | 1000 | 3     | 0     | 0    | 0    | 0     | 0    | 0            | 0           |      | 0          | 0       | 306000 | 313000 |
| 0600 HRS | 4000  | 0    | 2000  | 1000  | 0    | 0    | 1000  | 0    | 1000         |             | 0    | 0          | 1000    | 302000 | 313000 |
| 0630 HRS | 3000  | 0    | 4000  | 2000  | 0    | 0    | 4000  | 0    | 1000         |             | 0    | 0          | 2000    | 295000 | 313000 |
| 0700 HRS | 8000  | 2000 | 14000 | 7000  | 0    | 1000 | 5000  | 1000 | 3000         |             | 0    | 0          | 3000    | 268000 | 313000 |
| 0730 HRS | 11000 | 2000 | 18000 | 4000  | 0    | 2000 | 8000  | 3000 | 4000         |             | 0    | 0          | 5000    | 255000 | 313000 |
| 0800 HRS | 18000 | 1000 | 24000 | 7000  | 1000 | 3000 | 14000 | 3000 | 4000         |             | 0    | 0          | 5000    | 232000 | 313000 |
| 0830 HRS | 16000 | 1000 | 27000 | 8000  | 1000 | 3000 | 15000 | 4000 | 4000         |             | 1000 | 0          | 5000    | 225000 | 313000 |
| 0900 HRS | 19000 | 1000 | 28000 | 12000 | 2000 | 2000 | 16000 | 5000 | 5000         |             | 2000 | 0          | 10000   | 209000 | 313000 |
| 0930 HRS | 18000 | 1000 | 28000 | 12000 | 2000 | 2000 | 15000 | 4000 | 5000         |             | 2000 | 0          | 10000   | 212000 | 313000 |
| 1000 HRS | 18000 | 1000 | 27000 | 16000 | 2000 | 2000 | 15000 | 3000 | 4000         |             | 2000 | 0          | 11000   | 210000 | 313000 |
| 1030 HRS | 16000 | 1000 | 26000 | 18000 | 2000 | 2000 | 15000 | 3000 | 4000         |             | 2000 | 0          | 10000   | 212000 | 313000 |
| 1100 HRS | 15000 | 1000 | 23000 | 16000 | 3000 | 2000 | 15000 | 4000 | 4000         |             | 1000 | 0          | 10000   | 217000 | 313000 |
| 1130 HRS | 14000 | 1000 | 22000 | 14000 | 3000 | 2000 | 16000 | 4000 | 3000         |             | 0    | 0          | 10000   | 222000 | 313000 |
| NOON     | 13000 | 1000 | 16000 | 13000 | 2000 | 2000 | 15000 | 3000 | 3000         |             | 0    | 0          | 9000    | 234000 | 313000 |
| 1230 HRS | 12000 | 1000 | 10000 | 11000 | 2000 | 2000 | 11000 | 1000 | 3000         |             | 0    | 0          | 9000    | 251000 | 313000 |
| 1300 HRS | 10000 | 1000 | 7000  | 7000  | 0    | 2000 | 10000 | 2000 | 3000         |             | 0    | 0          | 8000    | 264000 | 313000 |
| 1330 HRS | 8000  | 0    | 4000  | 5000  | 0    | 1000 | 10000 | 2000 | 3000         |             | 0    | 0          | 7000    | 272000 | 313000 |
| 1400 HRS | 4000  | 0    | 3000  | 5000  | 0    | 1000 | 9000  | 2000 | 3000         |             | 0    | 0          | 4000    | 279000 | 313000 |
| 1430 HRS | 3000  | 0    | 3000  | 5000  | 0    | 3000 | 9000  | 2000 | 3000         |             | 0    | 0          | 4000    | 279000 | 313000 |
| 1500 HRS | 3000  | 0    | 3000  | 7000  | 0    | 5000 | 7000  | 2000 | 3000         |             | 0    | 0          | 4000    | 278000 | 313000 |
| 1530 HRS | 4000  | 0    | 3000  | 7000  | 0    | 4000 | 4000  | 2000 | 2000         |             | 0    | 0          | 5000    | 280000 | 313000 |
| 1600 HRS | 3000  | 0    | 7000  | 4000  | 1000 | 8000 | 7000  | 1000 | 2000         |             | 0    | 0          | 5000    | 275000 | 313000 |
| 1630 HRS | 3000  | 0    | 7000  | 4000  | 1000 | 7000 | 8000  | 1000 | 1000         | 0           |      | 0          | 7000    | 275000 | 313000 |
| 1700 HRS | 4000  | 1000 | 5000  | 5000  | 2000 | 5000 | 10000 | 3000 | 1000         | 0           |      | 0          | 4000    | 270000 | 313000 |
| 1730 HRS | 4000  | 1000 | 4000  | 4000  | 2000 | 4000 | 9000  | 3000 | 2000         | 0           |      | 0          | 3000    | 275000 | 313000 |
| 1800 HRS | 5000  | 2000 | 7000  | 4000  | 1000 | 3000 | 5000  | 3000 | 5000         | 0           |      | 0          | 2000    | 274000 | 313000 |
| 1830 HRS | 3000  | 3000 | 5000  | 4000  | 1000 | 2000 | 5000  | 3000 | 5000         | 0           |      | 0          | 2000    | 277000 | 313000 |
| 1900 HRS | 1000  | 1000 | 3000  | 1000  | 0    | 3000 | 8000  | 3000 | 4000         | 0           |      | 0          | 1000    | 287000 | 313000 |
| 1930 HRS | 1000  | 1000 | 1000  | 0     | 1000 | 3000 | 3000  | 3000 | 2000         | 0           |      | 0          | 0       | 296000 | 313000 |
| 2000 HRS | 0     | 0    | 0     | 0     | 1000 | 3000 | 1000  | 2000 | 2000         | 0           |      | 0          | 0       | 303000 | 313000 |
| 2030 HRS | 0     | 0    | 0     | 0     | 1000 | 4000 | 1000  | 1000 | 2000         | 0           |      | 0          | 0       | 303000 | 313000 |
| 2100 HRS | 0     | 0    | 0     | 0     | 0    | 2000 | 1000  | 0    | 2000         | 0           |      | 0          | 0       | 307000 | 313000 |
| 2130 HRS | 0     | 0    | 0     | 0     | 0    | 3000 | 1000  | 0    | 1000         | 0           |      | 0          | 0       | 307000 | 313000 |
| 2200 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 1000  | 0    | 1000         | 0           |      | 0          | 0       | 310000 | 313000 |
| 2230 HRS | 0     | 0    | 0     | 0     | 0    | 1000 | 4000  | 1000 | 1000         | 0           |      | 0          | 0       | 305000 | 313000 |
| 2300 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 4000  | 1000 | 0            | 0           |      | 0          | 0       | 307000 | 313000 |
| 2330 HRS | 0     | 0    | 0     | 0     | 0    | 0    | 4000  | 1000 | 0            | 0           |      | 0          | 0       | 307000 | 313000 |

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

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

|          | RM    | RP   | SUPER | 101   | IS   | BAY   | RTK   | IMASI | CALY-<br>PSO | UNI<br>RADIO | VIAS | FM<br>RONJ | APITA | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|-------|-------|-------|--------------|--------------|------|------------|-------|--------|--------|
| MIDNIGHT | 0     | 0    | 0     | 0     | 0    | 0     | 2000  | 0     | 0            | 0            |      | 0          | 0     | 311000 | 313000 |
| 0030 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 2000  | 0     | 0            | 0            |      | 0          | 0     | 311000 | 313000 |
| 0100 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 1000  | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0130 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0200 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0230 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0300 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 311000 | 313000 |
| 0400 HRS | 0     | 0    | 1000  | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 0430 HRS | 0     | 0    | 2000  | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 307000 | 313000 |
| 0500 HRS | 1000  | 1000 | 2000  | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 307000 | 313000 |
| 0530 HRS | 1000  | 1000 | 2000  | 0     | 0    | 0     | 1000  | 0     | 0            | 0            |      | 0          | 0     | 300000 | 313000 |
| 0600 HRS | 3000  | 0    | 4000  | 2000  | 0    | 0     | 3000  | 0     | 0            |              | 0    | 0          | 0     | 293000 | 313000 |
| 0630 HRS | 4000  | 0    | 9000  | 2000  | 0    | 0     | 3000  | 0     | 1000         |              | 0    | 0          | 0     | 275000 | 313000 |
| 0700 HRS | 3000  | 1000 | 15000 | 7000  | 0    | 1000  | 7000  | 1000  | 2000         |              | 0    | 0          | 1000  | 261000 | 313000 |
| 0730 HRS | 5000  | 2000 | 21000 | 5000  | 0    | 3000  | 8000  | 1000  | 2000         |              | 1000 | 1000       | 1000  | 248000 | 313000 |
| 0800 HRS | 9000  | 3000 | 23000 | 7000  | 0    | 2000  | 11000 | 1000  | 4000         |              | 1000 | 1000       | 2000  | 237000 | 313000 |
| 0830 HRS | 8000  | 3000 | 26000 | 8000  | 1000 | 2000  | 16000 | 1000  | 5000         |              | 1000 | 1000       | 2000  | 213000 | 313000 |
| 0900 HRS | 14000 | 4000 | 28000 | 8000  | 1000 | 10000 | 20000 | 1000  | 7000         |              | 1000 | 1000       | 4000  | 212000 | 313000 |
| 0930 HRS | 14000 | 5000 | 28000 | 9000  | 1000 | 10000 | 21000 | 1000  | 5000         |              | 1000 | 0          | 4000  | 212000 | 313000 |
| 1000 HRS | 9000  | 5000 | 28000 | 10000 | 1000 | 11000 | 22000 | 1000  | 7000         |              | 1000 | 0          | 5000  | 210000 | 313000 |
| 1030 HRS | 8000  | 5000 | 28000 | 10000 | 1000 | 11000 | 24000 | 1000  | 7000         |              | 1000 | 0          | 7000  | 217000 | 313000 |
| 1100 HRS | 8000  | 4000 | 26000 | 12000 | 1000 | 8000  | 21000 | 1000  | 7000         |              | 1000 | 0          | 8000  | 220000 | 313000 |
| 1130 HRS | 8000  | 4000 | 30000 | 12000 | 1000 | 8000  | 16000 | 1000  | 5000         |              | 1000 | 0          | 7000  | 232000 | 313000 |
| NOON     | 7000  | 5000 | 20000 | 11000 | 1000 | 8000  | 15000 | 0     | 7000         |              | 1000 | 0          | 7000  | 242000 | 313000 |
| 1230 HRS | 5000  | 4000 | 15000 | 8000  | 1000 | 11000 | 12000 | 0     | 7000         |              | 0    | 0          | 8000  | 246000 | 313000 |
| 1300 HRS | 5000  | 3000 | 13000 | 8000  | 1000 | 12000 | 10000 | 0     | 5000         |              | 0    | 0          | 9000  | 258000 | 313000 |
| 1330 HRS | 3000  | 1000 | 10000 | 7000  | 1000 | 11000 | 10000 | 0     | 4000         |              | 0    | 0          | 8000  | 267000 | 313000 |
| 1400 HRS | 2000  | 0    | 9000  | 5000  | 1000 | 10000 | 8000  | 0     | 4000         |              | 0    | 0          | 7000  | 269000 | 313000 |
| 1430 HRS | 2000  | 0    | 8000  | 5000  | 1000 | 9000  | 8000  | 0     | 4000         |              | 0    | 0          | 5000  | 270000 | 313000 |
| 1500 HRS | 1000  | 1000 | 8000  | 5000  | 1000 | 9000  | 7000  | 0     | 3000         |              | 0    | 0          | 5000  | 272000 | 313000 |
| 1530 HRS | 1000  | 1000 | 8000  | 5000  | 1000 | 9000  | 7000  | 0     | 3000         |              | 0    | 0          | 3000  | 272000 | 313000 |
| 1600 HRS | 1000  | 1000 | 9000  | 5000  | 3000 | 8000  | 7000  | 0     | 3000         | 1000         |      | 0          | 1000  | 277000 | 313000 |
| 1630 HRS | 1000  | 1000 | 8000  | 5000  | 2000 | 4000  | 9000  | 1000  | 1000         | 1000         |      | 0          | 0     | 284000 | 313000 |
| 1700 HRS | 3000  | 1000 | 5000  | 5000  | 2000 | 2000  | 5000  | 1000  | 1000         | 1000         |      | 0          | 0     | 281000 | 313000 |
| 1730 HRS | 3000  | 1000 | 5000  | 5000  | 2000 | 2000  | 5000  | 0     | 5000         | 1000         |      | 0          | 0     | 294000 | 313000 |
| 1800 HRS | 2000  | 2000 | 9000  | 4000  | 2000 | 0     | 8000  | 0     | 5000         | 1000         |      | 0          | 0     | 296000 | 313000 |
| 1830 HRS | 1000  | 1000 | 8000  | 3000  | 1000 | 0     | 7000  | 0     | 5000         | 0            |      | 0          | 0     | 300000 | 313000 |
| 1900 HRS | 2000  | 0    | 4000  | 0     | 0    | 0     | 5000  | 0     | 4000         | 0            |      | 0          | 0     | 302000 | 313000 |
| 1930 HRS | 2000  | 1000 | 2000  | 0     | 0    | 0     | 4000  | 0     | 4000         | 0            |      | 0          | 0     | 302000 | 313000 |
| 2000 HRS | 0     | 1000 | 2000  | 0     | 0    | 1000  | 2000  | 0     | 4000         | 0            |      | 0          | 0     | 304000 | 313000 |
| 2030 HRS | 1000  | 0    | 2000  | 0     | 0    | 1000  | 2000  | 0     | 3000         | 0            |      | 0          | 0     | 306000 | 313000 |
| 2100 HRS | 1000  | 0    | 2000  | 0     | 1000 | 1000  | 1000  | 0     | 1000         | 0            |      | 0          | 0     | 306000 | 313000 |
| 2130 HRS | 1000  | 1000 | 2000  | 0     | 1000 | 1000  | 1000  | 0     | 1000         | 0            |      | 0          | 0     | 310000 | 313000 |
| 2200 HRS | 0     | 2000 | 1000  | 0     | 0    | 1000  | 4000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 2230 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 4000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 2300 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 4000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 2330 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 3000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |

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

**TABLE R7: RADIO LISTENERSHIP: SUNDAY**  
(BASE=246\*)

|          | RM    | RP   | SUPER | 101   | IS   | BAY   | RTK   | IMASI | CALY-<br>PSO | UNI<br>RADIO | VAS  | FM<br>RONJ | APITA | NONE   | TOTAL  |
|----------|-------|------|-------|-------|------|-------|-------|-------|--------------|--------------|------|------------|-------|--------|--------|
| MIDNIGHT | 0     | 0    | 1000  | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0030 HRS | 1000  | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0100 HRS | 1000  | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0130 HRS | 1000  | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0200 HRS | 1000  | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0230 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0300 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0330 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0400 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0430 HRS | 0     | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 313000 | 313000 |
| 0500 HRS | 1000  | 0    | 0     | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 312000 | 313000 |
| 0530 HRS | 1000  | 0    | 1000  | 0     | 0    | 0     | 0     | 0     | 0            | 0            |      | 0          | 0     | 311000 | 313000 |
| 0600 HRS | 2000  | 0    | 2000  | 1000  | 0    | 0     | 1000  | 0     | 0            |              | 0    | 0          | 0     | 306000 | 313000 |
| 0630 HRS | 2000  | 0    | 4000  | 1000  | 0    | 1000  | 1000  | 1000  | 0            |              | 0    | 0          | 0     | 302000 | 313000 |
| 0700 HRS | 5000  | 1000 | 8000  | 4000  | 0    | 2000  | 1000  | 1000  | 1000         |              | 0    | 0          | 2000  | 287000 | 313000 |
| 0730 HRS | 5000  | 1000 | 10000 | 4000  | 1000 | 3000  | 3000  | 0     | 2000         |              | 1000 | 0          | 3000  | 278000 | 313000 |
| 0800 HRS | 9000  | 3000 | 11000 | 7000  | 1000 | 4000  | 8000  | 0     | 7000         |              | 2000 | 0          | 4000  | 257000 | 313000 |
| 0830 HRS | 8000  | 5000 | 10000 | 9000  | 0    | 3000  | 11000 | 1000  | 8000         |              | 2000 | 0          | 5000  | 251000 | 313000 |
| 0900 HRS | 11000 | 5000 | 11000 | 12000 | 0    | 4000  | 11000 | 1000  | 9000         |              | 2000 | 0          | 5000  | 241000 | 313000 |
| 0930 HRS | 11000 | 5000 | 10000 | 11000 | 0    | 4000  | 14000 | 1000  | 9000         |              | 3000 | 0          | 5000  | 239000 | 313000 |
| 1000 HRS | 11000 | 7000 | 10000 | 5000  | 0    | 7000  | 14000 | 0     | 7000         |              | 3000 | 0          | 5000  | 244000 | 313000 |
| 1030 HRS | 11000 | 9000 | 9000  | 5000  | 0    | 11000 | 15000 | 1000  | 7000         |              | 3000 | 0          | 7000  | 235000 | 313000 |
| 1100 HRS | 12000 | 9000 | 10000 | 2000  | 0    | 11000 | 15000 | 1000  | 7000         |              | 3000 | 0          | 8000  | 235000 | 313000 |
| 1130 HRS | 10000 | 7000 | 13000 | 3000  | 0    | 10000 | 15000 | 1000  | 5000         |              | 3000 | 0          | 7000  | 239000 | 313000 |
| NOON     | 7000  | 8000 | 15000 | 3000  | 0    | 8000  | 13000 | 0     | 4000         |              | 3000 | 0          | 7000  | 245000 | 313000 |
| 1230 HRS | 5000  | 5000 | 9000  | 3000  | 0    | 5000  | 12000 | 0     | 2000         |              | 0    | 0          | 4000  | 266000 | 313000 |
| 1300 HRS | 5000  | 5000 | 8000  | 5000  | 0    | 7000  | 14000 | 0     | 3000         |              | 0    | 0          | 2000  | 263000 | 313000 |
| 1330 HRS | 4000  | 5000 | 10000 | 5000  | 0    | 3000  | 11000 | 0     | 4000         |              | 0    | 0          | 2000  | 267000 | 313000 |
| 1400 HRS | 3000  | 4000 | 10000 | 7000  | 0    | 2000  | 8000  | 0     | 3000         |              | 0    | 0          | 2000  | 274000 | 313000 |
| 1430 HRS | 3000  | 4000 | 8000  | 7000  | 0    | 2000  | 7000  | 0     | 1000         |              | 0    | 0          | 2000  | 279000 | 313000 |
| 1500 HRS | 2000  | 3000 | 7000  | 4000  | 0    | 3000  | 4000  | 0     | 1000         |              | 0    | 0          | 3000  | 284000 | 313000 |
| 1530 HRS | 2000  | 3000 | 8000  | 4000  | 0    | 3000  | 3000  | 0     | 1000         |              | 0    | 0          | 2000  | 286000 | 313000 |
| 1600 HRS | 3000  | 2000 | 9000  | 4000  | 0    | 4000  | 2000  | 0     | 1000         |              | 0    | 0          | 2000  | 284000 | 313000 |
| 1630 HRS | 3000  | 3000 | 7000  | 4000  | 0    | 4000  | 2000  | 0     | 1000         | 1000         |      | 0          | 1000  | 286000 | 313000 |
| 1700 HRS | 3000  | 2000 | 8000  | 3000  | 0    | 3000  | 2000  | 0     | 2000         | 1000         |      | 0          | 1000  | 287000 | 313000 |
| 1730 HRS | 2000  | 1000 | 3000  | 4000  | 0    | 3000  | 2000  | 0     | 2000         | 1000         |      | 0          | 1000  | 292000 | 313000 |
| 1800 HRS | 2000  | 1000 | 1000  | 3000  | 0    | 2000  | 1000  | 0     | 3000         | 1000         |      | 0          | 1000  | 296000 | 313000 |
| 1830 HRS | 2000  | 1000 | 1000  | 4000  | 0    | 1000  | 0     | 0     | 4000         | 1000         |      | 0          | 1000  | 296000 | 313000 |
| 1900 HRS | 1000  | 0    | 1000  | 3000  | 0    | 1000  | 2000  | 0     | 3000         | 1000         |      | 0          | 0     | 300000 | 313000 |
| 1930 HRS | 1000  | 0    | 1000  | 2000  | 0    | 0     | 2000  | 0     | 3000         | 1000         |      | 0          | 0     | 302000 | 313000 |
| 2000 HRS | 0     | 0    | 1000  | 1000  | 1000 | 0     | 0     | 0     | 3000         | 0            |      | 0          | 0     | 306000 | 313000 |
| 2030 HRS | 0     | 0    | 1000  | 1000  | 1000 | 1000  | 0     | 0     | 3000         | 0            |      | 0          | 0     | 305000 | 313000 |
| 2100 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 0     | 0     | 3000         | 0            |      | 0          | 0     | 307000 | 313000 |
| 2130 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 0     | 0     | 1000         | 0            |      | 0          | 0     | 310000 | 313000 |
| 2200 HRS | 0     | 0    | 2000  | 0     | 0    | 1000  | 1000  | 0     | 0            | 0            |      | 0          | 0     | 309000 | 313000 |
| 2230 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 1000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 2300 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 1000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |
| 2330 HRS | 0     | 0    | 1000  | 0     | 0    | 1000  | 1000  | 0     | 0            | 0            |      | 0          | 0     | 310000 | 313000 |

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

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

|          | TVM    | SUPER | NET TV | MAX PLUS | SMAS | RAI   | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|--------|-------|--------|----------|------|-------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0      | 0     | 0      | 0        | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0030 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0100 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0130 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0200 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0230 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0530 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0600 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0630 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0700 HRS | 0      | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0730 HRS | 0      | 0     | 0      |          | 0    | 0     | 1000     | 0             |       |       | 0         | 312000 | 313000 |
| 0800 HRS | 0      | 1000  | 0      |          | 0    | 0     | 1000     | 0             | 0     |       | 0         | 311000 | 313000 |
| 0830 HRS | 0      | 1000  | 0      |          | 0    | 0     | 0        | 0             | 0     |       | 0         | 312000 | 313000 |
| 0900 HRS | 0      | 2000  | 0      |          | 1000 | 0     | 0        | 0             | 0     |       | 0         | 310000 | 313000 |
| 0930 HRS | 0      | 2000  | 0      | 0        | 1000 | 0     | 2000     | 0             | 0     | 0     | 0         | 307000 | 313000 |
| 1000 HRS | 0      | 3000  | 0      | 0        | 1000 | 0     | 2000     | 1000          | 0     | 0     | 0         | 305000 | 313000 |
| 1030 HRS | 0      | 2000  | 0      | 0        | 3000 | 0     | 1000     | 1000          | 0     | 0     | 0         | 305000 | 313000 |
| 1100 HRS | 1000   | 2000  | 0      | 0        | 3000 | 0     | 1000     | 1000          | 0     | 0     | 1000      | 303000 | 313000 |
| 1130 HRS | 1000   | 1000  | 0      | 1000     | 3000 | 0     | 1000     | 1000          | 0     | 0     | 1000      | 303000 | 313000 |
| NOON     | 2000   | 2000  | 0      | 3000     | 1000 | 0     | 0        | 1000          | 0     | 0     | 1000      | 302000 | 313000 |
| 1230 HRS | 1000   | 2000  | 0      | 4000     | 0    | 1000  | 5000     | 0             | 0     | 0     | 1000      | 298000 | 313000 |
| 1300 HRS | 5000   | 3000  | 1000   | 4000     | 0    | 1000  | 10000    | 0             | 0     | 0     | 3000      | 284000 | 313000 |
| 1330 HRS | 4000   | 3000  | 1000   | 5000     | 0    | 1000  | 13000    | 0             | 0     | 0     | 2000      | 282000 | 313000 |
| 1400 HRS | 2000   | 7000  | 1000   | 5000     | 0    | 0     | 15000    | 0             | 0     | 0     | 4000      | 278000 | 313000 |
| 1430 HRS | 2000   | 9000  | 1000   | 5000     | 0    | 0     | 12000    | 0             | 0     | 0     | 7000      | 277000 | 313000 |
| 1500 HRS | 2000   | 10000 | 2000   | 5000     | 0    | 1000  | 14000    | 0             | 0     | 0     | 7000      | 271000 | 313000 |
| 1530 HRS | 1000   | 11000 | 2000   | 4000     | 0    | 1000  | 9000     | 0             | 0     | 0     | 8000      | 277000 | 313000 |
| 1600 HRS | 1000   | 11000 | 5000   | 2000     | 0    | 0     | 9000     | 0             | 0     | 0     | 8000      | 277000 | 313000 |
| 1630 HRS | 2000   | 10000 | 5000   | 1000     | 1000 | 1000  | 8000     | 0             | 0     | 0     | 9000      | 276000 | 313000 |
| 1700 HRS | 1000   | 10000 | 4000   | 0        | 1000 | 1000  | 8000     | 0             | 0     | 0     | 9000      | 279000 | 313000 |
| 1730 HRS | 1000   | 12000 | 4000   | 0        | 1000 | 1000  | 8000     | 0             | 0     | 0     | 9000      | 277000 | 313000 |
| 1800 HRS | 1000   | 12000 | 5000   | 0        | 1000 | 0     | 9000     | 0             | 0     | 0     | 8000      | 277000 | 313000 |
| 1830 HRS | 2000   | 18000 | 1000   | 1000     | 1000 | 1000  | 12000    | 0             | 0     | 0     | 11000     | 266000 | 313000 |
| 1900 HRS | 2000   | 22000 | 3000   | 1000     | 1000 | 5000  | 10000    | 0             | 0     | 0     | 11000     | 257000 | 313000 |
| 1930 HRS | 2000   | 79000 | 3000   | 1000     | 1000 | 4000  | 11000    | 0             | 0     | 0     | 14000     | 197000 | 313000 |
| 1945 HRS | 2000   | 60000 | 35000  | 0        | 1000 | 4000  | 11000    | 0             | 0     | 0     | 15000     | 184000 | 313000 |
| 2000 HRS | 104000 | 58000 | 10000  | 0        | 0    | 7000  | 16000    | 0             | 0     | 0     | 21000     | 97000  | 313000 |
| 2030 HRS | 73000  | 75000 | 9000   | 0        | 2000 | 13000 | 24000    | 0             | 0     | 0     | 28000     | 88000  | 313000 |
| 2100 HRS | 44000  | 70000 | 10000  | 0        | 2000 | 19000 | 34000    | 2000          | 0     | 0     | 34000     | 98000  | 313000 |
| 2130 HRS | 31000  | 68000 | 10000  | 0        | 2000 | 22000 | 33000    | 2000          | 0     | 0     | 34000     | 112000 | 313000 |
| 2200 HRS | 18000  | 50000 | 9000   | 0        | 2000 | 21000 | 28000    | 2000          |       | 0     | 34000     | 149000 | 313000 |
| 2230 HRS | 10000  | 25000 | 5000   | 0        | 2000 | 14000 | 22000    | 1000          |       | 0     | 31000     | 202000 | 313000 |
| 2300 HRS | 4000   | 9000  | 3000   | 0        | 1000 | 4000  | 15000    | 0             |       |       | 26000     | 249000 | 313000 |
| 2330 HRS | 2000   | 1000  | 0      | 0        | 0    | 1000  | 8000     | 0             |       |       | 18000     | 283000 | 313000 |

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

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

|          | TVM    | SUPER | NET TV | MAX PLUS | SMASH | RAI   | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|--------|-------|--------|----------|-------|-------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 1000   | 0     | 0      | 0        | 0     | 0     | 0        | 1000          |       |       | 0         | 311000 | 313000 |
| 0030 HRS | 1000   | 0     | 0      | 0        | 0     | 0     | 0        | 1000          |       |       | 0         | 311000 | 313000 |
| 0100 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 1000          |       |       | 1000      | 311000 | 313000 |
| 0130 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 1000          |       |       | 1000      | 311000 | 313000 |
| 0200 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0230 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0530 HRS | 0      | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0600 HRS | 1000   | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0630 HRS | 1000   | 0     | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0700 HRS | 1000   | 1000  | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 311000 | 313000 |
| 0730 HRS | 1000   | 2000  | 0      | 0        | 0     | 0     | 0        | 0             |       |       | 0         | 310000 | 313000 |
| 0800 HRS | 1000   | 2000  | 0      | 0        | 0     | 0     | 0        | 0             | 0     |       | 0         | 310000 | 313000 |
| 0830 HRS | 1000   | 1000  | 0      | 0        | 0     | 0     | 0        | 0             | 0     |       | 0         | 311000 | 313000 |
| 0900 HRS | 1000   | 1000  | 0      | 1000     | 0     | 0     | 0        | 0             | 0     |       | 0         | 310000 | 313000 |
| 0930 HRS | 0      | 2000  | 0      | 0        | 1000  | 0     | 2000     | 0             | 0     | 0     | 0         | 307000 | 313000 |
| 1000 HRS | 0      | 2000  | 0      | 0        | 1000  | 0     | 2000     | 0             | 0     | 0     | 0         | 307000 | 313000 |
| 1030 HRS | 0      | 1000  | 0      | 0        | 1000  | 0     | 1000     | 0             | 0     | 0     | 0         | 310000 | 313000 |
| 1100 HRS | 0      | 1000  | 0      | 0        | 1000  | 0     | 2000     | 0             | 0     | 0     | 0         | 309000 | 313000 |
| 1130 HRS | 0      | 2000  | 0      | 1000     | 1000  | 0     | 2000     | 0             | 0     | 0     | 0         | 306000 | 313000 |
| NOON     | 0      | 3000  | 0      | 8000     | 1000  | 1000  | 0        | 0             | 0     | 0     | 1000      | 299000 | 313000 |
| 1230 HRS | 0      | 2000  | 0      | 10000    | 0     | 2000  | 3000     | 0             | 0     | 0     | 2000      | 293000 | 313000 |
| 1300 HRS | 2000   | 4000  | 2000   | 11000    | 0     | 2000  | 3000     | 0             | 0     | 0     | 3000      | 284000 | 313000 |
| 1330 HRS | 3000   | 3000  | 2000   | 11000    | 0     | 2000  | 5000     | 0             | 0     | 0     | 5000      | 280000 | 313000 |
| 1400 HRS | 3000   | 8000  | 2000   | 12000    | 0     | 1000  | 8000     | 0             | 0     | 0     | 5000      | 274000 | 313000 |
| 1430 HRS | 4000   | 8000  | 3000   | 12000    | 0     | 1000  | 4000     | 0             | 0     | 0     | 4000      | 276000 | 313000 |
| 1500 HRS | 4000   | 9000  | 4000   | 12000    | 0     | 1000  | 3000     | 0             | 0     | 0     | 5000      | 274000 | 313000 |
| 1530 HRS | 2000   | 8000  | 4000   | 10000    | 0     | 1000  | 2000     | 0             | 0     | 0     | 5000      | 280000 | 313000 |
| 1600 HRS | 2000   | 9000  | 5000   | 2000     | 0     | 2000  | 3000     | 0             | 0     | 0     | 4000      | 284000 | 313000 |
| 1630 HRS | 2000   | 5000  | 5000   | 1000     | 0     | 1000  | 5000     | 0             | 0     | 0     | 2000      | 290000 | 313000 |
| 1700 HRS | 1000   | 5000  | 4000   | 1000     | 2000  | 2000  | 11000    | 0             | 0     | 0     | 5000      | 280000 | 313000 |
| 1730 HRS | 0      | 5000  | 7000   | 1000     | 2000  | 2000  | 11000    | 0             | 1000  | 0     | 8000      | 276000 | 313000 |
| 1800 HRS | 1000   | 9000  | 5000   | 1000     | 2000  | 1000  | 12000    | 0             | 1000  | 0     | 9000      | 271000 | 313000 |
| 1830 HRS | 1000   | 10000 | 4000   | 0        | 2000  | 0     | 10000    | 1000          | 1000  | 0     | 11000     | 272000 | 313000 |
| 1900 HRS | 1000   | 11000 | 7000   | 0        | 2000  | 1000  | 5000     | 2000          | 1000  | 0     | 10000     | 272000 | 313000 |
| 1930 HRS | 3000   | 77000 | 4000   | 0        | 2000  | 0     | 8000     | 1000          | 1000  | 0     | 9000      | 208000 | 313000 |
| 1945 HRS | 4000   | 50000 | 50000  | 0        | 1000  | 0     | 5000     | 2000          | 2000  | 0     | 9000      | 188000 | 313000 |
| 2000 HRS | 112000 | 42000 | 24000  | 0        | 0     | 0     | 13000    | 3000          | 3000  | 0     | 9000      | 107000 | 313000 |
| 2030 HRS | 80000  | 72000 | 23000  | 1000     | 0     | 4000  | 21000    | 7000          | 7000  | 0     | 12000     | 86000  | 313000 |
| 2100 HRS | 47000  | 79000 | 25000  | 1000     | 0     | 9000  | 23000    | 8000          | 10000 | 0     | 20000     | 92000  | 313000 |
| 2130 HRS | 40000  | 71000 | 23000  | 1000     | 0     | 10000 | 23000    | 7000          | 13000 | 0     | 20000     | 105000 | 313000 |
| 2200 HRS | 34000  | 44000 | 16000  | 1000     | 0     | 10000 | 23000    | 7000          | 15000 | 0     | 23000     | 140000 | 313000 |
| 2230 HRS | 26000  | 36000 | 16000  | 1000     | 0     | 7000  | 14000    | 4000          | 12000 | 0     | 20000     | 176000 | 313000 |
| 2300 HRS | 11000  | 20000 | 8000   | 0        | 0     | 5000  | 9000     | 2000          | 4000  |       | 12000     | 242000 | 313000 |
| 2330 HRS | 3000   | 4000  | 2000   | 0        | 0     | 0     | 4000     | 1000          |       |       | 9000      | 288000 | 313000 |

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

TABLE T3: TV VIEWING: WEDNESDAY  
(BASE=246\*)

|          | TVM    | SUPER | NET TV | MAX PLUS | SMAS+ | RAI   | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|--------|-------|--------|----------|-------|-------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0      | 1000  | 1000   | 0        | 0     | 0     | 1000     | 0             |       |       | 0         | 310000 | 313000 |
| 0030 HRS | 0      | 1000  | 0      | 0        | 0     | 0     | 1000     | 0             |       |       | 0         | 311000 | 313000 |
| 0100 HRS | 0      | 1000  | 0      |          | 0     | 0     | 1000     | 0             |       |       | 0         | 311000 | 313000 |
| 0130 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0200 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0230 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0530 HRS | 0      | 0     | 0      |          | 0     | 0     | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0600 HRS | 0      | 1000  | 1000   |          | 0     | 0     | 0        | 0             |       |       | 0         | 311000 | 313000 |
| 0630 HRS | 1000   | 1000  | 0      |          | 0     | 1000  | 0        | 0             |       |       | 0         | 310000 | 313000 |
| 0700 HRS | 0      | 1000  | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0730 HRS | 0      | 2000  | 0      |          | 0     | 0     | 0        | 0             |       |       | 0         | 311000 | 313000 |
| 0800 HRS | 2000   | 3000  | 0      |          | 0     | 1000  | 1000     | 0             |       |       | 0         | 305000 | 313000 |
| 0830 HRS | 2000   | 4000  | 0      |          | 0     | 1000  | 2000     | 0             |       |       | 0         | 303000 | 313000 |
| 0900 HRS | 1000   | 4000  | 0      |          | 0     | 1000  | 2000     | 0             |       |       | 0         | 304000 | 313000 |
| 0930 HRS | 0      | 5000  | 0      | 0        | 1000  | 0     | 3000     | 0             |       | 0     | 0         | 303000 | 313000 |
| 1000 HRS | 0      | 4000  | 0      | 0        | 1000  | 1000  | 4000     | 0             |       | 0     | 0         | 302000 | 313000 |
| 1030 HRS | 0      | 4000  | 0      | 0        | 1000  | 1000  | 3000     | 0             |       | 0     | 0         | 303000 | 313000 |
| 1100 HRS | 0      | 3000  | 0      | 0        | 2000  | 1000  | 3000     | 0             | 0     | 0     | 0         | 303000 | 313000 |
| 1130 HRS | 0      | 5000  | 0      | 0        | 2000  | 1000  | 2000     | 0             | 0     | 0     | 2000      | 300000 | 313000 |
| NOON     | 1000   | 5000  | 0      | 7000     | 2000  | 0     | 2000     | 0             | 0     | 0     | 2000      | 293000 | 313000 |
| 1230 HRS | 1000   | 7000  | 1000   | 11000    | 1000  | 0     | 7000     | 0             | 0     | 0     | 2000      | 283000 | 313000 |
| 1300 HRS | 3000   | 8000  | 1000   | 13000    | 1000  | 0     | 4000     | 0             | 0     | 0     | 2000      | 280000 | 313000 |
| 1330 HRS | 3000   | 5000  | 1000   | 15000    | 1000  | 1000  | 3000     | 0             | 0     | 0     | 3000      | 279000 | 313000 |
| 1400 HRS | 3000   | 5000  | 1000   | 15000    | 0     | 1000  | 5000     | 0             | 0     | 0     | 2000      | 279000 | 313000 |
| 1430 HRS | 4000   | 5000  | 2000   | 13000    | 0     | 1000  | 4000     | 0             | 0     | 0     | 1000      | 281000 | 313000 |
| 1500 HRS | 7000   | 5000  | 2000   | 13000    | 0     | 1000  | 5000     | 0             | 0     | 0     | 1000      | 278000 | 313000 |
| 1530 HRS | 1000   | 7000  | 1000   | 8000     | 0     | 1000  | 4000     | 0             | 0     | 0     | 0         | 291000 | 313000 |
| 1600 HRS | 1000   | 3000  | 5000   | 4000     | 0     | 1000  | 8000     | 0             | 0     | 0     | 1000      | 289000 | 313000 |
| 1630 HRS | 2000   | 3000  | 5000   | 4000     | 0     | 2000  | 8000     | 0             | 0     | 0     | 2000      | 286000 | 313000 |
| 1700 HRS | 1000   | 5000  | 5000   | 5000     | 0     | 4000  | 9000     | 0             | 0     | 0     | 7000      | 276000 | 313000 |
| 1730 HRS | 1000   | 8000  | 3000   | 3000     | 0     | 5000  | 10000    | 0             | 0     | 0     | 8000      | 275000 | 313000 |
| 1800 HRS | 4000   | 10000 | 2000   | 1000     | 1000  | 7000  | 11000    | 0             | 0     | 0     | 8000      | 269000 | 313000 |
| 1830 HRS | 4000   | 12000 | 1000   | 1000     | 1000  | 5000  | 11000    | 2000          | 0     | 0     | 5000      | 269000 | 313000 |
| 1900 HRS | 7000   | 20000 | 8000   | 0        | 1000  | 3000  | 9000     | 3000          | 2000  | 0     | 4000      | 256000 | 313000 |
| 1930 HRS | 8000   | 75000 | 8000   | 0        | 1000  | 1000  | 9000     | 2000          | 2000  | 0     | 5000      | 201000 | 313000 |
| 1945 HRS | 7000   | 58000 | 43000  | 0        | 0     | 3000  | 5000     | 1000          | 1000  | 0     | 3000      | 191000 | 313000 |
| 2000 HRS | 100000 | 43000 | 22000  | 1000     | 1000  | 3000  | 18000    | 2000          | 1000  | 0     | 5000      | 117000 | 313000 |
| 2030 HRS | 75000  | 46000 | 27000  | 1000     | 2000  | 8000  | 26000    | 4000          | 1000  | 0     | 8000      | 114000 | 313000 |
| 2100 HRS | 37000  | 42000 | 38000  | 1000     | 1000  | 14000 | 36000    | 5000          | 4000  | 1000  | 10000     | 123000 | 313000 |
| 2130 HRS | 33000  | 40000 | 26000  | 1000     | 1000  | 13000 | 37000    | 4000          | 7000  | 1000  | 12000     | 137000 | 313000 |
| 2200 HRS | 32000  | 30000 | 15000  | 0        | 0     | 13000 | 36000    | 4000          | 5000  | 1000  | 12000     | 164000 | 313000 |
| 2230 HRS | 27000  | 25000 | 13000  | 0        | 0     | 13000 | 27000    | 1000          | 4000  | 0     | 11000     | 190000 | 313000 |
| 2300 HRS | 12000  | 14000 | 8000   | 0        | 0     | 5000  | 15000    | 2000          | 2000  |       | 12000     | 242000 | 313000 |
| 2330 HRS | 2000   | 5000  | 3000   | 0        | 0     | 0     | 5000     | 1000          |       |       | 4000      | 290000 | 313000 |

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

TABLE T4: TV VIEWING: THURSDAY  
(BASE=246\*)

|          | TVM   | SUPER | NET TV | MAX PLUS | SMAS | RAI   | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|-------|-------|--------|----------|------|-------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0     | 1000  | 0      | 0        | 0    | 0     | 1000     | 0             |       |       | 0         | 311000 | 313000 |
| 0030 HRS | 0     | 1000  | 0      | 0        | 0    | 0     | 1000     | 0             |       |       | 0         | 311000 | 313000 |
| 0100 HRS | 0     | 1000  | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0130 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0200 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0230 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0530 HRS | 0     | 0     | 0      |          | 0    | 0     | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0600 HRS | 0     | 0     | 2000   |          | 0    | 0     | 0        | 0             |       |       | 0         | 311000 | 313000 |
| 0630 HRS | 3000  | 0     | 0      |          | 0    | 1000  | 0        | 0             |       |       | 0         | 309000 | 313000 |
| 0700 HRS | 2000  | 0     | 0      |          | 0    | 1000  | 1000     | 0             |       |       | 1000      | 307000 | 313000 |
| 0730 HRS | 1000  | 1000  | 1000   |          | 0    | 0     | 1000     | 0             |       |       | 0         | 309000 | 313000 |
| 0800 HRS | 1000  | 3000  | 0      |          | 0    | 1000  | 3000     | 0             |       |       | 0         | 304000 | 313000 |
| 0830 HRS | 0     | 3000  | 0      |          | 0    | 1000  | 2000     | 0             |       |       | 0         | 306000 | 313000 |
| 0900 HRS | 0     | 3000  | 0      |          | 0    | 1000  | 1000     | 0             |       |       | 0         | 307000 | 313000 |
| 0930 HRS | 0     | 3000  | 0      | 0        | 0    | 1000  | 1000     | 0             |       | 0     | 0         | 307000 | 313000 |
| 1000 HRS | 1000  | 3000  | 0      | 0        | 0    | 0     | 1000     | 0             | 0     | 0     | 0         | 307000 | 313000 |
| 1030 HRS | 1000  | 3000  | 0      | 0        | 0    | 0     | 1000     | 1000          | 0     | 0     | 0         | 306000 | 313000 |
| 1100 HRS | 1000  | 3000  | 0      | 0        | 0    | 0     | 1000     | 1000          | 0     | 0     | 0         | 306000 | 313000 |
| 1130 HRS | 1000  | 3000  | 0      | 1000     | 0    | 1000  | 1000     | 1000          | 0     | 0     | 0         | 304000 | 313000 |
| NOON     | 1000  | 5000  | 0      | 5000     | 0    | 0     | 1000     | 0             | 0     | 0     | 1000      | 299000 | 313000 |
| 1230 HRS | 1000  | 4000  | 0      | 8000     | 0    | 1000  | 3000     | 0             | 0     | 0     | 1000      | 294000 | 313000 |
| 1300 HRS | 1000  | 5000  | 1000   | 8000     | 0    | 2000  | 3000     | 0             | 0     | 0     | 1000      | 291000 | 313000 |
| 1330 HRS | 3000  | 8000  | 2000   | 8000     | 0    | 1000  | 3000     | 0             | 0     | 0     | 1000      | 287000 | 313000 |
| 1400 HRS | 5000  | 7000  | 1000   | 9000     | 1000 | 0     | 5000     | 0             | 0     | 0     | 0         | 284000 | 313000 |
| 1430 HRS | 5000  | 7000  | 1000   | 10000    | 1000 | 0     | 7000     | 0             | 0     | 0     | 1000      | 281000 | 313000 |
| 1500 HRS | 3000  | 7000  | 3000   | 7000     | 1000 | 1000  | 10000    | 0             | 0     | 0     | 2000      | 279000 | 313000 |
| 1530 HRS | 3000  | 8000  | 3000   | 8000     | 1000 | 1000  | 9000     | 0             | 0     | 0     | 3000      | 277000 | 313000 |
| 1600 HRS | 2000  | 5000  | 4000   | 5000     | 1000 | 1000  | 7000     | 0             | 0     | 0     | 4000      | 282000 | 313000 |
| 1630 HRS | 2000  | 4000  | 5000   | 2000     | 1000 | 1000  | 7000     | 1000          | 0     | 0     | 5000      | 283000 | 313000 |
| 1700 HRS | 2000  | 5000  | 4000   | 2000     | 1000 | 2000  | 8000     | 1000          | 0     | 0     | 8000      | 279000 | 313000 |
| 1730 HRS | 2000  | 5000  | 3000   | 3000     | 0    | 3000  | 9000     | 0             | 0     | 0     | 9000      | 278000 | 313000 |
| 1800 HRS | 4000  | 5000  | 4000   | 3000     | 0    | 7000  | 7000     | 0             | 0     | 0     | 9000      | 274000 | 313000 |
| 1830 HRS | 2000  | 8000  | 5000   | 2000     | 0    | 5000  | 8000     | 1000          | 0     | 0     | 9000      | 272000 | 313000 |
| 1900 HRS | 3000  | 18000 | 7000   | 2000     | 0    | 1000  | 5000     | 2000          | 1000  | 0     | 11000     | 263000 | 313000 |
| 1930 HRS | 5000  | 74000 | 8000   | 1000     | 0    | 0     | 3000     | 1000          | 1000  | 0     | 8000      | 211000 | 313000 |
| 1945 HRS | 8000  | 61000 | 45000  | 1000     | 0    | 0     | 4000     | 0             | 0     | 0     | 7000      | 187000 | 313000 |
| 2000 HRS | 94000 | 54000 | 25000  | 0        | 0    | 4000  | 14000    | 2000          | 0     | 0     | 9000      | 110000 | 313000 |
| 2030 HRS | 57000 | 55000 | 33000  | 0        | 1000 | 10000 | 22000    | 3000          | 0     | 0     | 11000     | 121000 | 313000 |
| 2100 HRS | 25000 | 72000 | 31000  | 1000     | 1000 | 15000 | 38000    | 2000          | 1000  | 0     | 14000     | 112000 | 313000 |
| 2130 HRS | 18000 | 70000 | 25000  | 1000     | 1000 | 14000 | 38000    | 2000          | 1000  | 0     | 16000     | 126000 | 313000 |
| 2200 HRS | 13000 | 67000 | 19000  | 1000     | 1000 | 13000 | 34000    | 3000          | 1000  | 0     | 13000     | 148000 | 313000 |
| 2230 HRS | 9000  | 53000 | 10000  | 0        | 1000 | 10000 | 33000    | 2000          | 1000  | 0     | 12000     | 183000 | 313000 |
| 2300 HRS | 5000  | 28000 | 10000  | 0        | 0    | 4000  | 27000    | 3000          |       |       | 11000     | 223000 | 313000 |
| 2330 HRS | 1000  | 5000  | 3000   | 0        | 0    | 1000  | 11000    | 3000          |       |       | 3000      | 284000 | 313000 |

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

**TABLE T5: TV VIEWING: FRIDAY**  
(BASE=246\*)

|          | TVM    | SUPER 1 | NET TV | MAX PLUS | SMAI | RAI  | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|--------|---------|--------|----------|------|------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0030 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0100 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 1000      | 312000 | 313000 |
| 0130 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0200 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0230 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0300 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0330 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0400 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0530 HRS | 0      | 0       | 0      | 0        | 0    | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0600 HRS | 0      | 0       | 1000   | 0        | 0    | 0    | 0        | 0             |       |       | 1000      | 311000 | 313000 |
| 0630 HRS | 1000   | 0       | 0      | 0        | 0    | 0    | 1000     | 0             |       |       | 0         | 314000 | 313000 |
| 0700 HRS | 1000   | 0       | 0      | 0        | 0    | 1000 | 2000     | 0             |       |       | 0         | 309000 | 313000 |
| 0730 HRS | 0      | 0       | 1000   | 0        | 0    | 0    | 2000     | 0             |       |       | 0         | 310000 | 313000 |
| 0800 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             | 0     |       | 0         | 312000 | 313000 |
| 0830 HRS | 0      | 1000    | 0      | 0        | 0    | 0    | 0        | 0             | 0     |       | 0         | 312000 | 313000 |
| 0900 HRS | 0      | 2000    | 0      | 0        | 0    | 0    | 0        | 0             | 0     |       | 1000      | 310000 | 313000 |
| 0930 HRS | 0      | 2000    | 0      | 0        | 0    | 0    | 0        | 0             | 0     | 0     | 1000      | 310000 | 313000 |
| 1000 HRS | 0      | 1000    | 0      | 1000     | 1000 | 0    | 0        | 0             | 0     | 0     | 1000      | 309000 | 313000 |
| 1030 HRS | 0      | 1000    | 0      | 1000     | 1000 | 0    | 0        | 0             | 0     | 0     | 1000      | 309000 | 313000 |
| 1100 HRS | 0      | 1000    | 0      | 1000     | 1000 | 0    | 0        | 0             | 0     | 0     | 1000      | 309000 | 313000 |
| 1130 HRS | 0      | 1000    | 0      | 2000     | 1000 | 0    | 0        | 0             | 0     | 0     | 1000      | 307000 | 313000 |
| NOON     | 0      | 2000    | 0      | 7000     | 0    | 1000 | 0        | 1000          | 0     | 0     | 2000      | 300000 | 313000 |
| 1230 HRS | 0      | 2000    | 0      | 7000     | 0    | 1000 | 1000     | 1000          | 0     | 0     | 2000      | 299000 | 313000 |
| 1300 HRS | 1000   | 3000    | 0      | 7000     | 0    | 3000 | 1000     | 1000          | 0     | 0     | 3000      | 293000 | 313000 |
| 1330 HRS | 1000   | 7000    | 1000   | 7000     | 0    | 3000 | 2000     | 1000          | 0     | 0     | 2000      | 289000 | 313000 |
| 1400 HRS | 1000   | 10000   | 1000   | 11000    | 0    | 2000 | 5000     | 1000          | 0     | 0     | 3000      | 278000 | 313000 |
| 1430 HRS | 1000   | 12000   | 1000   | 11000    | 0    | 2000 | 5000     | 1000          | 0     | 0     | 3000      | 276000 | 313000 |
| 1500 HRS | 0      | 10000   | 2000   | 12000    | 0    | 3000 | 3000     | 2000          | 0     | 0     | 5000      | 275000 | 313000 |
| 1530 HRS | 0      | 10000   | 2000   | 9000     | 0    | 3000 | 3000     | 2000          | 0     | 0     | 5000      | 278000 | 313000 |
| 1600 HRS | 0      | 8000    | 2000   | 8000     | 1000 | 1000 | 5000     | 1000          | 0     | 0     | 8000      | 279000 | 313000 |
| 1630 HRS | 0      | 7000    | 2000   | 2000     | 1000 | 1000 | 3000     | 1000          | 0     | 0     | 9000      | 287000 | 313000 |
| 1700 HRS | 1000   | 5000    | 3000   | 1000     | 1000 | 1000 | 9000     | 0             | 0     | 0     | 9000      | 282000 | 313000 |
| 1730 HRS | 1000   | 3000    | 3000   | 0        | 0    | 1000 | 11000    | 0             | 0     | 0     | 10000     | 283000 | 313000 |
| 1800 HRS | 2000   | 3000    | 4000   | 2000     | 0    | 0    | 10000    | 0             | 0     | 0     | 9000      | 282000 | 313000 |
| 1830 HRS | 2000   | 5000    | 5000   | 3000     | 0    | 1000 | 9000     | 1000          | 0     | 0     | 9000      | 277000 | 313000 |
| 1900 HRS | 7000   | 10000   | 7000   | 2000     | 0    | 1000 | 5000     | 3000          | 0     | 0     | 10000     | 268000 | 313000 |
| 1930 HRS | 10000  | 73000   | 14000  | 1000     | 0    | 0    | 3000     | 2000          | 0     | 0     | 9000      | 200000 | 313000 |
| 1945 HRS | 16000  | 50000   | 56000  | 4000     | 1000 | 0    | 2000     | 2000          | 0     | 0     | 4000      | 176000 | 313000 |
| 2000 HRS | 127000 | 42000   | 23000  | 4000     | 1000 | 1000 | 7000     | 2000          | 0     | 0     | 3000      | 103000 | 313000 |
| 2030 HRS | 139000 | 34000   | 19000  | 3000     | 2000 | 4000 | 13000    | 2000          | 0     | 0     | 7000      | 90000  | 313000 |
| 2100 HRS | 136000 | 31000   | 13000  | 4000     | 2000 | 8000 | 18000    | 2000          | 0     | 0     | 14000     | 85000  | 313000 |
| 2130 HRS | 127000 | 31000   | 12000  | 2000     | 0    | 7000 | 12000    | 1000          | 0     | 0     | 15000     | 106000 | 313000 |
| 2200 HRS | 113000 | 28000   | 12000  | 2000     | 0    | 7000 | 12000    | 0             | 0     | 0     | 15000     | 124000 | 313000 |
| 2230 HRS | 96000  | 21000   | 8000   | 1000     | 0    | 7000 | 12000    | 0             |       | 0     | 10000     | 159000 | 313000 |
| 2300 HRS | 61000  | 20000   | 2000   | 1000     | 0    | 2000 | 8000     | 0             |       |       | 7000      | 212000 | 313000 |
| 2330 HRS | 10000  | 10000   | 0      | 1000     | 0    | 0    | 2000     | 0             |       |       | 3000      | 287000 | 313000 |

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

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

|          | TVM   | SUPER | NET TV | MAX PLUS | SMAS+ | RAI  | MEDIASET | OTHER ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|-------|-------|--------|----------|-------|------|----------|---------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0     | 0     | 0      | 0        | 0     | 0    | 2000     | 0             |       |       | 1000      | 310000 | 313000 |
| 0030 HRS | 0     | 0     | 0      | 0        | 0     | 0    | 1000     | 0             |       |       | 1000      | 311000 | 313000 |
| 0100 HRS | 0     | 0     | 0      |          | 1000  | 0    | 0        | 0             |       |       | 1000      | 311000 | 313000 |
| 0130 HRS | 0     | 0     | 0      |          | 1000  | 0    | 0        | 0             |       |       | 1000      | 311000 | 313000 |
| 0200 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0230 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0530 HRS | 0     | 0     | 0      |          | 0     | 0    | 0        | 0             |       |       | 0         | 313000 | 313000 |
| 0600 HRS | 0     | 0     | 0      |          | 0     | 0    | 1000     | 0             |       |       | 1000      | 311000 | 313000 |
| 0630 HRS | 0     | 0     | 0      |          | 0     | 1000 | 0        | 0             |       |       | 0         | 312000 | 313000 |
| 0700 HRS | 0     | 0     | 1000   |          | 0     | 1000 | 0        | 0             |       |       | 0         | 311000 | 313000 |
| 0730 HRS | 0     | 2000  | 1000   |          | 0     | 1000 | 0        | 0             |       |       | 0         | 309000 | 313000 |
| 0800 HRS | 0     | 2000  | 1000   |          | 0     | 1000 | 0        | 0             |       |       | 1000      | 307000 | 313000 |
| 0830 HRS | 0     | 1000  | 1000   |          | 0     | 2000 | 0        | 0             |       |       | 2000      | 306000 | 313000 |
| 0900 HRS | 0     | 1000  | 3000   |          | 0     | 2000 | 0        | 0             |       |       | 3000      | 303000 | 313000 |
| 0930 HRS | 0     | 1000  | 3000   | 1000     | 0     | 1000 | 1000     | 0             |       |       | 2000      | 303000 | 313000 |
| 1000 HRS | 1000  | 1000  | 3000   | 1000     | 1000  | 2000 | 1000     | 0             | 0     |       | 2000      | 300000 | 313000 |
| 1030 HRS | 1000  | 2000  | 3000   | 1000     | 1000  | 2000 | 0        | 0             | 0     |       | 3000      | 299000 | 313000 |
| 1100 HRS | 1000  | 2000  | 3000   | 1000     | 1000  | 2000 | 0        | 0             | 0     |       | 3000      | 299000 | 313000 |
| 1130 HRS | 1000  | 3000  | 3000   | 1000     | 0     | 1000 | 0        | 0             | 0     |       | 3000      | 300000 | 313000 |
| NOON     | 1000  | 4000  | 3000   | 4000     | 0     | 1000 | 0        | 1000          | 0     |       | 3000      | 294000 | 313000 |
| 1230 HRS | 1000  | 10000 | 2000   | 4000     | 0     | 0    | 1000     | 1000          | 0     |       | 5000      | 288000 | 313000 |
| 1300 HRS | 3000  | 16000 | 2000   | 4000     | 0     | 0    | 1000     | 2000          | 0     |       | 5000      | 278000 | 313000 |
| 1330 HRS | 4000  | 14000 | 4000   | 4000     | 0     | 0    | 2000     | 2000          | 0     |       | 5000      | 276000 | 313000 |
| 1400 HRS | 5000  | 26000 | 7000   | 4000     | 2000  | 2000 | 4000     | 2000          | 0     |       | 7000      | 253000 | 313000 |
| 1430 HRS | 5000  | 25000 | 7000   | 4000     | 3000  | 2000 | 5000     | 2000          | 0     |       | 8000      | 251000 | 313000 |
| 1500 HRS | 2000  | 23000 | 9000   | 4000     | 4000  | 4000 | 4000     | 2000          | 0     |       | 9000      | 251000 | 313000 |
| 1530 HRS | 2000  | 21000 | 9000   | 3000     | 4000  | 3000 | 4000     | 2000          | 0     |       | 7000      | 257000 | 313000 |
| 1600 HRS | 4000  | 22000 | 7000   | 2000     | 4000  | 2000 | 7000     | 3000          | 0     |       | 8000      | 254000 | 313000 |
| 1630 HRS | 4000  | 20000 | 5000   | 0        | 4000  | 1000 | 7000     | 3000          | 0     |       | 10000     | 258000 | 313000 |
| 1700 HRS | 4000  | 18000 | 3000   | 0        | 1000  | 1000 | 8000     | 4000          | 0     |       | 12000     | 261000 | 313000 |
| 1730 HRS | 2000  | 13000 | 2000   | 0        | 0     | 0    | 7000     | 2000          | 0     |       | 12000     | 275000 | 313000 |
| 1800 HRS | 2000  | 13000 | 4000   | 2000     | 0     | 0    | 8000     | 2000          | 0     | 0     | 11000     | 270000 | 313000 |
| 1830 HRS | 1000  | 10000 | 4000   | 2000     | 0     | 0    | 7000     | 1000          | 0     | 0     | 10000     | 278000 | 313000 |
| 1900 HRS | 1000  | 12000 | 3000   | 1000     | 0     | 0    | 4000     | 2000          | 0     | 0     | 11000     | 278000 | 313000 |
| 1930 HRS | 5000  | 53000 | 3000   | 0        | 0     | 0    | 3000     | 2000          | 0     | 0     | 9000      | 237000 | 313000 |
| 1945 HRS | 5000  | 37000 | 30000  | 1000     | 0     | 0    | 2000     | 3000          | 0     | 0     | 10000     | 224000 | 313000 |
| 2000 HRS | 65000 | 32000 | 12000  | 2000     | 0     | 0    | 7000     | 3000          | 0     | 0     | 16000     | 176000 | 313000 |
| 2030 HRS | 35000 | 32000 | 14000  | 1000     | 1000  | 8000 | 21000    | 3000          | 0     | 0     | 18000     | 181000 | 313000 |
| 2100 HRS | 19000 | 30000 | 15000  | 1000     | 1000  | 9000 | 31000    | 4000          | 0     | 0     | 18000     | 186000 | 313000 |
| 2130 HRS | 16000 | 27000 | 16000  | 1000     | 0     | 9000 | 30000    | 5000          | 0     | 0     | 15000     | 193000 | 313000 |
| 2200 HRS | 10000 | 23000 | 14000  | 1000     | 0     | 8000 | 26000    | 7000          |       | 0     | 15000     | 209000 | 313000 |
| 2230 HRS | 10000 | 16000 | 8000   | 1000     | 0     | 7000 | 25000    | 5000          |       | 0     | 13000     | 228000 | 313000 |
| 2300 HRS | 7000  | 10000 | 4000   | 0        | 0     | 7000 | 21000    | 4000          |       |       | 4000      | 256000 | 313000 |
| 2330 HRS | 1000  | 3000  | 1000   | 0        | 0     | 4000 | 8000     | 2000          |       |       | 3000      | 290000 | 313000 |

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

TABLE T7: TV VIEWING: SUNDAY  
(BASE=246\*)

|          | TVM   | SUPER 1 | NET TV | MAX<br>PLU! | SMASH | RAI  | MEDIASET | OTHER<br>ITALIAN | CH 12 | CH 22 | SATELLITE | NONE   | TOTAL  |
|----------|-------|---------|--------|-------------|-------|------|----------|------------------|-------|-------|-----------|--------|--------|
| MIDNIGHT | 0     | 0       | 0      | 0           | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0030 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0100 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0130 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0200 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0230 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0300 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0330 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0400 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0430 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0500 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0530 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0600 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0630 HRS | 0     | 0       | 0      |             | 0     | 0    | 0        | 0                |       |       | 0         | 313000 | 313000 |
| 0700 HRS | 0     | 0       | 0      |             | 0     | 2000 | 0        | 0                |       |       | 0         | 311000 | 313000 |
| 0730 HRS | 0     | 0       | 0      |             | 0     | 2000 | 0        | 0                |       |       | 0         | 311000 | 313000 |
| 0800 HRS | 0     | 2000    | 1000   |             | 0     | 2000 | 0        | 0                | 0     |       | 0         | 307000 | 313000 |
| 0830 HRS | 0     | 2000    | 1000   |             | 0     | 3000 | 0        | 0                | 0     |       | 0         | 306000 | 313000 |
| 0900 HRS | 3000  | 3000    | 1000   |             | 0     | 2000 | 0        | 0                | 0     |       | 1000      | 302000 | 313000 |
| 0930 HRS | 5000  | 3000    | 1000   | 0           | 0     | 1000 | 0        | 0                | 0     |       | 1000      | 301000 | 313000 |
| 1000 HRS | 20000 | 5000    | 1000   | 0           | 0     | 1000 | 0        | 0                | 0     |       | 1000      | 284000 | 313000 |
| 1030 HRS | 26000 | 7000    | 0      | 0           | 0     | 2000 | 0        | 0                | 0     |       | 1000      | 277000 | 313000 |
| 1100 HRS | 45000 | 5000    | 0      | 0           | 0     | 2000 | 1000     | 0                | 0     |       | 0         | 259000 | 313000 |
| 1130 HRS | 45000 | 5000    | 0      | 0           | 0     | 2000 | 1000     | 0                | 0     |       | 0         | 259000 | 313000 |
| NOON     | 42000 | 5000    | 1000   | 0           | 0     | 3000 | 1000     | 0                | 0     |       | 0         | 260000 | 313000 |
| 1230 HRS | 27000 | 4000    | 1000   | 0           | 0     | 4000 | 1000     | 0                | 0     |       | 1000      | 274000 | 313000 |
| 1300 HRS | 19000 | 10000   | 1000   | 0           | 0     | 5000 | 4000     | 0                | 0     |       | 3000      | 270000 | 313000 |
| 1330 HRS | 9000  | 11000   | 0      | 0           | 0     | 4000 | 5000     | 0                | 0     |       | 1000      | 282000 | 313000 |
| 1400 HRS | 8000  | 12000   | 0      | 1000        | 0     | 3000 | 11000    | 1000             | 0     |       | 3000      | 274000 | 313000 |
| 1430 HRS | 7000  | 13000   | 0      | 1000        | 0     | 4000 | 11000    | 1000             | 0     |       | 4000      | 271000 | 313000 |
| 1500 HRS | 4000  | 11000   | 0      | 2000        | 1000  | 4000 | 11000    | 1000             | 0     |       | 8000      | 270000 | 313000 |
| 1530 HRS | 3000  | 10000   | 0      | 2000        | 1000  | 4000 | 10000    | 0                | 0     |       | 8000      | 275000 | 313000 |
| 1600 HRS | 4000  | 11000   | 1000   | 2000        | 1000  | 3000 | 11000    | 2000             | 0     |       | 9000      | 268000 | 313000 |
| 1630 HRS | 1000  | 9000    | 1000   | 1000        | 1000  | 3000 | 11000    | 2000             | 0     |       | 10000     | 274000 | 313000 |
| 1700 HRS | 2000  | 8000    | 2000   | 0           | 1000  | 3000 | 11000    | 1000             | 0     |       | 12000     | 272000 | 313000 |
| 1730 HRS | 1000  | 9000    | 1000   | 0           | 0     | 2000 | 10000    | 2000             | 0     |       | 12000     | 276000 | 313000 |
| 1800 HRS | 1000  | 13000   | 0      | 1000        | 1000  | 3000 | 10000    | 2000             | 0     | 0     | 14000     | 267000 | 313000 |
| 1830 HRS | 0     | 11000   | 1000   | 0           | 1000  | 4000 | 10000    | 2000             | 0     | 0     | 14000     | 269000 | 313000 |
| 1900 HRS | 0     | 14000   | 2000   | 0           | 0     | 3000 | 8000     | 1000             | 0     | 0     | 15000     | 269000 | 313000 |
| 1930 HRS | 1000  | 53000   | 3000   | 0           | 0     | 1000 | 10000    | 1000             | 0     | 0     | 12000     | 232000 | 313000 |
| 1945 HRS | 2000  | 38000   | 35000  | 0           | 0     | 1000 | 8000     | 1000             | 0     | 0     | 11000     | 217000 | 313000 |
| 2000 HRS | 73000 | 32000   | 14000  | 1000        | 1000  | 3000 | 13000    | 1000             | 0     | 0     | 19000     | 155000 | 313000 |
| 2030 HRS | 36000 | 56000   | 12000  | 1000        | 1000  | 9000 | 21000    | 2000             | 0     | 0     | 26000     | 149000 | 313000 |
| 2100 HRS | 21000 | 61000   | 10000  | 1000        | 1000  | 7000 | 27000    | 3000             | 0     | 0     | 24000     | 158000 | 313000 |
| 2130 HRS | 15000 | 50000   | 9000   | 0           | 1000  | 7000 | 27000    | 4000             | 0     | 0     | 25000     | 174000 | 313000 |
| 2200 HRS | 12000 | 38000   | 5000   | 0           | 0     | 5000 | 23000    | 2000             | 0     | 0     | 21000     | 206000 | 313000 |
| 2230 HRS | 4000  | 30000   | 4000   | 0           | 0     | 4000 | 20000    | 1000             | 0     | 0     | 15000     | 234000 | 313000 |
| 2300 HRS | 4000  | 12000   | 4000   | 0           | 1000  | 5000 | 13000    | 1000             | 0     |       | 9000      | 263000 | 313000 |
| 2330 HRS | 4000  | 1000    | 0      | 0           | 0     | 3000 | 5000     | 1000             |       |       | 4000      | 293000 | 313000 |

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