

Applied  
Economics  
Consulting Ltd.

# **BROADCASTING SURVEY 1995**

## **Appendix**

**Broadcasting Authority - Malta**

May 1995

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### **Appendix**

- *The Appendix contains tables and charts additional to those contained in the main report.*
- *The tables and charts contained in the Appendix are arranged numerically according to the chapter sequence followed in the main report.*

**TABLE A5.1: RADIO LISTENERS PREFERRING MUSIC PROGRAMMES**

Percents	RADIO - MUSIC							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	3.21	1.37	10.26	4.67	5.04	4.85	6.59	1.10
AGE BRACKETS								
14 - 17	0.00	0.00	0.00	3.41	10.23	0.00	14.77	0.00
18 - 30	0.40	0.40	8.43	4.02	10.84	2.81	7.63	0.80
31 - 50	2.79	1.63	12.79	6.51	4.19	7.67	7.44	1.40
51 - 65	4.37	2.73	14.21	4.92	0.55	5.46	3.28	1.64
65 +	9.86	1.41	7.04	0.70	0.00	2.11	1.41	0.70
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	3.18	1.12	8.24	4.68	5.06	5.81	5.99	0.56
FEMALE	3.23	1.61	12.19	4.66	5.02	3.94	7.17	1.61
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	1.14	1.14	1.14	5.68	7.95	6.82	14.77	0.00
WHITE COLLAR	3.75	0.00	3.75	1.25	3.75	5.00	6.25	2.50
SALESPERSON	3.45	0.00	6.90	3.45	10.34	1.72	20.69	0.00
SKILLED WORKER	2.67	2.67	13.90	6.42	8.02	4.81	2.67	0.53
UNSKILLED WORKER	4.17	0.00	12.50	2.78	4.17	6.94	4.17	0.00
A. FORCES/POLICE	0.00	0.00	4.76	9.52	9.52	4.76	0.00	0.00
RETIRED	8.33	2.27	7.58	2.27	0.00	4.55	0.76	0.76
UNEMPLOYED	0.00	0.00	20.00	0.00	4.00	12.00	4.00	0.00
STUDENT	0.00	0.00	1.85	2.78	12.04	0.93	13.89	0.00
HOUSEWIFE	3.12	1.87	15.89	6.54	1.56	5.30	5.30	2.49
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	1.56	1.56	4.17	5.73	5.21	5.21	15.10	0.00
C1	2.36	0.34	4.38	5.39	8.08	5.05	8.42	1.01
C2	1.94	2.91	15.21	5.50	4.53	3.24	3.88	0.97
DE	6.46	0.68	14.97	2.38	2.38	6.12	2.04	2.04
No Answer	-	-	-	-	-	-	-	-



CONTINUED	RADIO - MUSIC							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.46	5.31	18.96	0.37	12.82	25.00	100.00	1092
AGE BRACKETS								
14 - 17	1.14	1.14	53.41	1.14	3.41	11.36	100.00	88
18 - 30	0.80	1.20	36.95	0.40	8.43	16.87	100.00	249
31 - 50	0.47	6.05	13.49	0.00	10.47	25.12	100.00	430
51 - 65	0.00	8.74	3.28	0.00	18.58	32.24	100.00	183
65 +	0.00	8.45	2.82	1.41	26.06	38.03	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.37	3.93	20.04	0.56	10.86	29.59	100.00	534
FEMALE	0.54	6.63	17.92	0.18	14.70	20.61	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	2.27	14.77	0.00	9.09	35.23	100.00	88
WHITE COLLAR	1.25	2.50	30.00	0.00	15.00	25.00	100.00	80
SALESPERSON	0.00	1.72	20.69	1.72	6.90	22.41	100.00	58
SKILLED WORKER	0.00	5.88	22.99	0.00	6.42	22.99	100.00	187
UNSKILLED WORKER	0.00	4.17	27.78	0.00	11.11	22.22	100.00	72
A. FORCES/POLICE	0.00	4.76	9.52	0.00	23.81	33.33	100.00	21
RETIRED	0.00	6.06	1.52	1.52	25.76	38.64	100.00	132
UNEMPLOYED	4.00	8.00	12.00	0.00	8.00	28.00	100.00	25
STUDENT	1.85	0.93	49.07	0.93	3.70	12.04	100.00	108
HOUSEWIFE	0.31	8.41	10.90	0.00	15.89	22.43	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.52	3.12	20.31	0.00	10.94	26.56	100.00	192
C1	0.67	5.39	23.23	0.34	12.79	22.56	100.00	297
C2	0.65	6.80	19.74	0.65	12.30	21.68	100.00	309
DE	0.00	5.10	12.93	0.34	14.63	29.93	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.2: RADIO LISTENERS PREFERRING DISCUSSIONS/PHONE-INS**

Percents	RADIO - DISCUSS/PHONE-INS							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	4.12	1.56	13.64	6.78	0.46	0.27	1.56	9.25
<b>AGE BRACKETS</b>								
14 - 17	0.00	1.14	5.68	9.09	0.00	0.00	1.14	13.64
18 - 30	1.61	0.80	13.25	7.63	0.40	0.00	3.21	10.44
31 - 50	2.79	2.33	14.88	8.37	0.93	0.47	1.40	9.77
51 - 65	7.65	1.64	16.94	3.83	0.00	0.55	0.55	7.10
65 +	10.56	0.70	11.27	2.82	0.00	0.00	0.70	5.63
No Answer	-	-	-	-	-	-	-	-
<b>SEX</b>								
MALE	3.37	1.31	12.73	6.74	0.37	0.37	1.50	11.05
FEMALE	4.84	1.79	14.52	6.81	0.54	0.18	1.61	7.53
No Answer	-	-	-	-	-	-	-	-
<b>ECONOMIC ACTIVITY</b>								
PROFESSNL/MANAG	3.41	0.00	1.14	12.50	0.00	0.00	5.68	12.50
WHITE COLLAR	6.25	0.00	6.25	5.00	0.00	0.00	0.00	8.75
SALESPERSON	3.45	0.00	8.62	8.62	0.00	0.00	10.34	15.52
SKILLED WORKER	3.21	2.14	21.39	5.35	1.07	0.53	0.53	8.02
UNSKILLED WORKER	1.39	0.00	22.22	2.78	1.39	1.39	0.00	12.50
A. FORCES/POLICE	4.76	9.52	14.29	4.76	0.00	0.00	0.00	4.76
RETIRED	9.09	0.76	12.12	3.03	0.00	0.00	0.00	6.06
UNEMPLOYED	0.00	0.00	28.00	12.00	0.00	0.00	0.00	4.00
STUDENT	0.00	0.93	2.78	9.26	0.93	0.00	0.93	12.96
HOUSEWIFE	4.67	2.80	16.51	7.48	0.31	0.31	1.25	8.10
No Answer	-	-	-	-	-	-	-	-
<b>SOCIO-ECONOMIC GROUP</b>								
AB	2.08	1.56	4.69	10.42	0.52	0.00	4.69	9.90
C1	4.04	1.01	9.43	8.08	1.35	0.00	1.35	10.77
C2	3.88	3.24	18.45	7.12	0.00	0.65	0.65	7.44
DE	5.78	0.34	18.71	2.72	0.00	0.34	0.68	9.18
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - DISCUSS/PHONE-INS							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.18	10.44	1.19	0.18	21.70	28.66	100.00	1092
AGE BRACKETS								
14 - 17	1.14	3.41	3.41	0.00	40.91	20.45	100.00	88
18 - 30	0.00	4.82	1.61	0.40	30.52	25.30	100.00	249
31 - 50	0.23	14.65	0.93	0.00	16.05	27.21	100.00	430
51 - 65	0.00	8.20	0.55	0.00	19.67	33.33	100.00	183
65 +	0.00	14.79	0.70	0.70	14.08	38.03	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.00	6.74	0.94	0.19	21.72	32.96	100.00	534
FEMALE	0.36	13.98	1.43	0.18	21.68	24.55	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	10.23	0.00	0.00	15.91	38.64	100.00	88
WHITE COLLAR	1.25	5.00	1.25	0.00	33.75	32.50	100.00	80
SALESPERSON	0.00	5.17	0.00	0.00	17.24	31.03	100.00	58
SKILLED WORKER	0.00	8.56	1.07	0.00	18.72	29.41	100.00	187
UNSKILLED WORKER	0.00	9.72	1.39	1.39	22.22	23.61	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	23.81	33.33	100.00	21
RETIRED	0.00	9.85	0.76	0.76	19.70	37.88	100.00	132
UNEMPLOYED	0.00	8.00	0.00	0.00	20.00	28.00	100.00	25
STUDENT	0.93	2.78	4.63	0.00	41.67	22.22	100.00	108
HOUSEWIFE	0.00	17.45	0.93	0.00	16.82	23.36	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.52	13.54	1.56	0.00	21.88	28.65	100.00	192
C1	0.34	9.09	1.68	0.34	23.91	28.62	100.00	297
C2	0.00	11.97	0.65	0.32	19.42	26.21	100.00	309
DE	0.00	8.16	1.02	0.00	21.77	31.29	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

*BASE=ALL*

**TABLE A5.3: RADIO LISTENERS PREFERRING SPORTS**

Percents	RADIO - SPORT							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	2.20	1.19	8.61	3.30	1.37	1.10	4.30	1.28
AGE BRACKETS								
14 - 17	0.00	1.14	7.95	3.41	4.55	6.82	5.68	1.14
18 - 30	1.61	1.20	9.64	2.41	2.01	0.80	8.03	0.80
31 - 50	1.86	0.93	9.07	4.88	1.16	0.47	3.95	1.86
51 - 65	2.73	2.19	8.20	1.64	0.55	0.55	1.64	0.55
65 +	4.93	0.70	6.34	2.11	0.00	0.70	1.41	1.41
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	3.56	1.87	11.42	5.24	2.25	1.87	6.18	2.25
FEMALE	0.90	0.54	5.91	1.43	0.54	0.36	2.51	0.36
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	5.68	1.14	3.41	2.27	2.27	0.00	14.77	0.00
WHITE COLLAR	1.25	1.25	6.25	5.00	2.50	1.25	2.50	1.25
SALESPERSON	3.45	1.72	10.34	6.90	0.00	0.00	20.69	3.45
SKILLED WORKER	3.21	2.14	16.58	4.81	3.74	1.07	2.67	2.14
UNSKILLED WORKER	0.00	0.00	8.33	2.78	0.00	1.39	1.39	4.17
A. FORCES/POLICE	9.52	0.00	14.29	4.76	0.00	4.76	0.00	0.00
RETIRED	3.03	1.52	6.06	3.03	0.00	0.00	0.76	1.52
UNEMPLOYED	0.00	0.00	24.00	4.00	0.00	0.00	0.00	0.00
STUDENT	0.00	0.93	4.63	2.78	3.70	5.56	10.19	0.00
HOUSEWIFE	1.25	0.93	6.54	1.87	0.00	0.31	0.62	0.62
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	2.60	2.08	3.12	4.17	3.12	0.52	10.94	0.00
C1	1.68	0.00	7.07	2.02	1.01	2.36	5.72	1.35
C2	2.91	1.94	11.33	4.53	1.94	0.32	1.94	2.27
DE	1.70	1.02	10.88	2.72	0.00	1.02	1.02	1.02
No Answer	-	-	-	-	-	-	-	-



CONTINUED	RADIO - SPORT							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.18	2.11	1.65	0.09	40.57	32.05	100.00	1092
AGE BRACKETS								
14 - 17	0.00	1.14	1.14	0.00	46.59	20.45	100.00	88
18 - 30	0.80	0.00	4.02	0.00	43.37	25.30	100.00	249
31 - 50	0.00	2.56	1.16	0.00	40.23	31.86	100.00	430
51 - 65	0.00	4.37	0.55	0.00	40.44	36.61	100.00	183
65 +	0.00	2.11	0.70	0.70	33.10	45.77	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	2.62	2.43	0.00	26.97	33.15	100.00	534
FEMALE	0.18	1.61	0.90	0.18	53.58	31.00	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	2.27	1.14	0.00	25.00	42.05	100.00	88
WHITE COLLAR	0.00	2.50	5.00	0.00	36.25	35.00	100.00	80
SALESPERSON	0.00	3.45	0.00	0.00	27.59	22.41	100.00	58
SKILLED WORKER	0.00	3.21	2.14	0.00	30.48	27.81	100.00	187
UNSKILLED WORKER	0.00	0.00	2.78	0.00	47.22	31.94	100.00	72
A. FORCES/POLICE	0.00	0.00	0.00	0.00	33.33	33.33	100.00	21
RETIRED	0.00	2.27	0.76	0.76	38.64	41.67	100.00	132
UNEMPLOYED	4.00	4.00	0.00	0.00	36.00	28.00	100.00	25
STUDENT	0.93	0.93	3.70	0.00	45.37	21.30	100.00	108
HOUSEWIFE	0.00	1.87	0.62	0.00	52.65	32.71	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	2.60	2.08	0.00	37.50	31.25	100.00	192
C1	0.34	2.02	2.02	0.34	42.76	31.31	100.00	297
C2	0.32	1.94	1.29	0.00	41.10	28.16	100.00	309
DE	0.00	2.04	1.36	0.00	39.80	37.41	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.4: RADIO LISTENERS PREFERRING MONEY PROGRAMMES**

Percents	RADIO - MONEY PROGRAMMES							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	2.11	0.55	4.58	2.56	0.55	0.00	2.01	0.82
<b>AGE BRACKETS</b>								
14 - 17	1.14	0.00	1.14	1.14	0.00	0.00	2.27	1.14
18 - 30	1.20	0.80	3.61	2.01	1.20	0.00	4.42	0.40
31 - 50	1.63	0.47	6.51	3.72	0.70	0.00	1.63	0.47
51 - 65	3.83	0.55	4.37	2.19	0.00	0.00	0.55	2.19
65 +	3.52	0.70	2.82	1.41	0.00	0.00	0.70	0.70
No Answer	-	-	-	-	-	-	-	-
<b>SEX</b>								
MALE	2.81	0.75	4.87	3.37	0.56	0.00	3.18	1.12
FEMALE	1.43	0.36	4.30	1.79	0.54	0.00	0.90	0.54
No Answer	-	-	-	-	-	-	-	-
<b>ECONOMIC ACTIVITY</b>								
PROFESSNL/MANAG	3.41	1.14	1.14	4.55	2.27	0.00	7.95	2.27
WHITE COLLAR	2.50	1.25	0.00	3.75	0.00	0.00	1.25	1.25
SALESPERSON	3.45	1.72	1.72	5.17	0.00	0.00	13.79	1.72
SKILLED WORKER	2.67	0.53	8.56	4.28	0.53	0.00	0.53	1.07
UNSKILLED WORKER	0.00	0.00	8.33	0.00	0.00	0.00	0.00	0.00
A. FORCES/POLICE	0.00	0.00	4.76	0.00	0.00	0.00	0.00	0.00
RETIRED	4.55	0.00	2.27	0.76	0.00	0.00	0.76	0.76
UNEMPLOYED	4.00	0.00	16.00	4.00	4.00	0.00	4.00	0.00
STUDENT	0.00	0.00	0.93	0.93	1.85	0.00	2.78	0.93
HOUSEWIFE	1.25	0.62	5.30	2.18	0.00	0.00	0.00	0.31
No Answer	-	-	-	-	-	-	-	-
<b>SOCIO-ECONOMIC GROUP</b>								
AB	2.60	1.56	2.08	2.08	1.04	0.00	5.73	1.04
C1	2.36	0.67	2.02	4.71	1.01	0.00	2.02	1.68
C2	2.27	0.00	8.09	1.94	0.00	0.00	0.97	0.65
DE	1.36	0.34	5.10	1.36	0.34	0.00	0.68	0.00
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - MONEY PROGRAMMES							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.09	2.11	0.55	0.18	48.63	35.26	100.00	1092
AGE BRACKETS								
14 - 17	0.00	0.00	0.00	0.00	71.59	21.59	100.00	88
18 - 30	0.40	0.80	0.80	0.00	55.82	28.51	100.00	249
31 - 50	0.00	3.02	0.47	0.23	45.58	35.58	100.00	430
51 - 65	0.00	2.19	1.09	0.00	42.08	40.98	100.00	183
65 +	0.00	2.82	0.00	0.70	39.44	47.18	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	1.87	0.37	0.19	42.70	38.01	100.00	534
FEMALE	0.00	2.33	0.72	0.18	54.30	32.62	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	4.55	1.14	0.00	28.41	43.18	100.00	88
WHITE COLLAR	0.00	2.50	0.00	0.00	51.25	36.25	100.00	80
SALESPERSON	0.00	1.72	0.00	0.00	37.93	32.76	100.00	58
SKILLED WORKER	0.00	1.60	1.07	0.53	45.99	32.62	100.00	187
UNSKILLED WORKER	0.00	0.00	1.39	0.00	54.17	36.11	100.00	72
A. FORCES/POLICE	0.00	0.00	0.00	0.00	52.38	42.86	100.00	21
RETIRED	0.00	2.27	0.00	0.76	43.94	43.94	100.00	132
UNEMPLOYED	4.00	4.00	0.00	0.00	32.00	28.00	100.00	25
STUDENT	0.00	0.00	0.00	0.00	69.44	23.15	100.00	108
HOUSEWIFE	0.00	2.80	0.62	0.00	51.71	35.20	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	4.17	0.52	0.00	46.35	32.81	100.00	192
C1	0.00	1.68	0.00	0.34	49.49	34.01	100.00	297
C2	0.32	1.29	0.65	0.32	51.78	31.72	100.00	309
DE	0.00	2.04	1.02	0.00	45.92	41.84	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.5: RADIO LISTENERS PREFERRING CULTURAL PROGRAMMES**

Percents	RADIO - CULTURAL PROGR.							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	6.50	1.28	7.33	3.85	0.55	0.37	1.37	1.65
AGE BRACKETS								
14 - 17	4.55	0.00	3.41	3.41	0.00	0.00	0.00	4.55
18 - 30	1.20	0.80	6.02	4.02	1.20	1.20	2.41	1.20
31 - 50	7.21	1.16	10.00	4.88	0.70	0.23	1.86	1.40
51 - 65	9.84	3.28	6.01	1.64	0.00	0.00	0.55	1.64
65 +	10.56	0.70	5.63	3.52	0.00	0.00	0.00	1.41
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	6.18	1.12	5.81	3.18	0.37	0.00	2.06	1.87
FEMALE	6.81	1.43	8.78	4.48	0.72	0.72	0.72	1.43
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	6.82	0.00	1.14	3.41	1.14	1.14	4.55	1.14
WHITE COLLAR	6.25	0.00	5.00	1.25	1.25	0.00	0.00	2.50
SALESPERSON	6.90	3.45	6.90	1.72	0.00	0.00	8.62	3.45
SKILLED WORKER	3.21	1.60	9.09	3.74	1.07	0.00	0.53	2.14
UNSKILLED WORKER	2.78	0.00	5.56	0.00	0.00	0.00	0.00	1.39
A. FORCES/POLICE	4.76	4.76	4.76	4.76	0.00	4.76	4.76	0.00
RETIRED	12.12	2.27	6.06	3.03	0.00	0.00	0.00	1.52
UNEMPLOYED	4.00	0.00	20.00	4.00	0.00	0.00	0.00	0.00
STUDENT	1.85	0.00	0.93	3.70	0.93	0.93	1.85	1.85
HOUSEWIFE	8.72	1.56	10.90	6.23	0.31	0.31	0.62	1.25
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	5.21	2.08	2.08	4.17	1.04	0.52	3.65	2.08
C1	7.41	1.35	4.71	5.05	1.01	0.67	1.35	2.36
C2	5.18	1.29	12.30	3.88	0.32	0.32	0.65	1.29
DE	7.82	0.68	8.16	2.38	0.00	0.00	0.68	1.02
No Answer	-	-	-	-	-	-	-	-



CONTINUED	RADIO - CULTURAL PROGR.							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.46	5.68	0.92	0.37	35.90	33.79	100.00	1092
AGE BRACKETS								
14 - 17	2.27	3.41	1.14	1.14	55.68	20.45	100.00	88
18 - 30	0.40	2.41	1.61	0.00	48.59	28.92	100.00	249
31 - 50	0.23	6.28	0.93	0.23	31.40	33.49	100.00	430
51 - 65	0.55	6.01	0.55	0.55	28.42	40.98	100.00	183
65 +	0.00	10.56	0.00	0.70	24.65	42.25	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.75	3.37	0.94	0.56	36.33	37.45	100.00	534
FEMALE	0.18	7.89	0.90	0.18	35.48	30.29	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	7.95	2.27	0.00	28.41	42.05	100.00	88
WHITE COLLAR	0.00	2.50	0.00	1.25	43.75	36.25	100.00	80
SALESPERSON	1.72	3.45	0.00	0.00	34.48	29.31	100.00	58
SKILLED WORKER	0.00	3.74	1.60	0.53	37.43	35.29	100.00	187
UNSKILLED WORKER	1.39	0.00	2.78	0.00	50.00	36.11	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	28.57	38.10	100.00	21
RETIRED	0.00	7.58	0.00	0.76	25.76	40.91	100.00	132
UNEMPLOYED	4.00	4.00	0.00	0.00	36.00	28.00	100.00	25
STUDENT	1.85	3.70	0.93	0.93	58.33	22.22	100.00	108
HOUSEWIFE	0.00	8.72	0.62	0.00	29.28	31.46	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	7.29	1.56	1.04	37.50	31.77	100.00	192
C1	0.67	5.39	0.00	0.34	40.07	29.63	100.00	297
C2	0.65	5.50	0.97	0.32	34.63	32.69	100.00	309
DE	0.34	5.10	1.36	0.00	31.97	40.48	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.6: RADIO LISTENERS PREFERRING PROGRAMMES ABOUT PERSON/HOME**

Percents	RADIO - PERSONAL/HOME AFF							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	5.68	0.92	7.97	3.48	0.37	0.09	1.01	2.66
AGE BRACKETS								
14 - 17	2.27	0.00	2.27	1.14	1.14	0.00	0.00	3.41
18 - 30	2.41	0.40	6.83	4.82	0.80	0.00	1.61	1.61
31 - 50	4.88	0.70	10.00	3.95	0.23	0.23	1.16	3.02
51 - 65	10.38	2.19	7.65	2.73	0.00	0.00	1.09	2.73
65 +	9.86	1.41	7.75	2.11	0.00	0.00	0.00	2.82
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	4.49	0.37	5.99	2.43	0.00	0.00	1.31	2.25
FEMALE	6.81	1.43	9.86	4.48	0.72	0.18	0.72	3.05
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	3.41	0.00	1.14	5.68	0.00	0.00	5.68	1.14
WHITE COLLAR	5.00	0.00	2.50	1.25	0.00	0.00	0.00	2.50
SALESPERSON	6.90	0.00	5.17	5.17	0.00	0.00	5.17	1.72
SKILLED WORKER	3.74	0.53	10.16	1.60	0.53	0.00	0.00	1.07
UNSKILLED WORKER	2.78	0.00	5.56	0.00	0.00	0.00	0.00	2.78
A. FORCES/POLICE	0.00	0.00	14.29	0.00	0.00	0.00	0.00	4.76
RETIRED	9.09	2.27	7.58	3.03	0.00	0.00	0.76	3.79
UNEMPLOYED	4.00	0.00	32.00	4.00	0.00	0.00	0.00	0.00
STUDENT	0.93	0.00	0.00	3.70	1.85	0.00	0.93	4.63
HOUSEWIFE	8.72	1.87	11.53	5.30	0.31	0.31	0.31	3.12
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	4.17	1.04	3.12	3.65	1.56	0.00	3.65	2.60
C1	5.39	0.34	4.04	5.05	0.34	0.34	0.67	4.04
C2	5.50	0.97	11.97	3.24	0.00	0.00	0.65	1.94
DE	7.14	1.36	10.88	2.04	0.00	0.00	0.00	2.04
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - PERSONAL/HOME AFF							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.18	6.14	0.55	0.18	36.72	34.07	100.00	1092
AGE BRACKETS								
14 - 17	0.00	3.41	0.00	0.00	63.64	22.73	100.00	88
18 - 30	0.40	2.41	1.20	0.00	49.40	28.11	100.00	249
31 - 50	0.00	9.07	0.47	0.23	32.79	33.26	100.00	430
51 - 65	0.00	3.83	0.55	0.00	27.87	40.98	100.00	183
65 +	0.70	8.45	0.00	0.70	21.13	45.07	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.37	3.37	0.37	0.19	41.01	37.83	100.00	534
FEMALE	0.00	8.78	0.72	0.18	32.62	30.47	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	5.68	1.14	0.00	32.95	43.18	100.00	88
WHITE COLLAR	0.00	5.00	0.00	0.00	48.75	35.00	100.00	80
SALESPERSON	0.00	1.72	0.00	0.00	37.93	36.21	100.00	58
SKILLED WORKER	0.00	4.81	1.07	0.53	42.25	33.69	100.00	187
UNSKILLED WORKER	0.00	5.56	2.78	0.00	45.83	34.72	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	38.10	38.10	100.00	21
RETIRED	0.76	6.06	0.00	0.76	24.24	41.67	100.00	132
UNEMPLOYED	4.00	4.00	0.00	0.00	24.00	28.00	100.00	25
STUDENT	0.00	2.78	0.00	0.00	61.11	24.07	100.00	108
HOUSEWIFE	0.00	9.66	0.31	0.00	27.10	31.46	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	8.33	0.52	0.00	40.62	30.73	100.00	192
C1	0.00	4.71	0.00	0.34	42.09	32.66	100.00	297
C2	0.65	6.15	0.65	0.32	36.25	31.72	100.00	309
DE	0.00	6.12	1.02	0.00	29.25	40.14	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.7: RADIO LISTENERS PREFERRING RELIGIOUS PROGRAMMES**

Percents	RADIO - RELIGIOUS PROG.							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	3.39	0.55	4.58	1.10	0.18	0.00	0.37	0.37
AGE BRACKETS								
14 - 17	1.14	0.00	1.14	1.14	0.00	0.00	1.14	1.14
18 - 30	0.80	0.00	2.01	1.20	0.40	0.00	0.40	0.00
31 - 50	3.02	1.16	6.74	0.93	0.23	0.00	0.47	0.23
51 - 65	4.37	0.55	4.92	0.55	0.00	0.00	0.00	0.00
65 +	9.15	0.00	4.23	2.11	0.00	0.00	0.00	1.41
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	2.62	0.37	3.18	1.12	0.00	0.00	0.75	0.37
FEMALE	4.12	0.72	5.91	1.08	0.36	0.00	0.00	0.36
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	1.14	0.00	0.00	0.00	0.00	0.00	1.14	0.00
WHITE COLLAR	3.75	0.00	2.50	1.25	0.00	0.00	0.00	0.00
SALESPERSON	5.17	0.00	0.00	3.45	0.00	0.00	3.45	0.00
SKILLED WORKER	2.14	1.07	6.95	0.53	0.00	0.00	0.00	0.53
UNSKILLED WORKER	4.17	0.00	4.17	0.00	0.00	0.00	0.00	0.00
A. FORCES/POLICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RETIRED	8.33	0.00	3.79	0.76	0.00	0.00	0.00	1.52
UNEMPLOYED	0.00	0.00	16.00	0.00	0.00	0.00	0.00	0.00
STUDENT	0.93	0.00	0.00	0.93	0.93	0.00	0.93	0.93
HOUSEWIFE	3.43	1.25	7.17	1.87	0.31	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	1.56	0.52	1.04	1.04	0.52	0.00	1.04	0.00
C1	3.03	0.00	2.02	1.01	0.34	0.00	0.34	0.67
C2	2.27	1.29	7.12	1.29	0.00	0.00	0.00	0.32
DE	6.12	0.34	6.80	1.02	0.00	0.00	0.34	0.34
No Answer	-	-	-	-	-	-	-	-



CONTINUED	RADIO - RELIGIOUS PROG.							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.09	26.83	0.73	0.09	29.58	32.14	100.00	1092
AGE BRACKETS								
14 - 17	0.00	21.59	0.00	0.00	50.00	22.73	100.00	88
18 - 30	0.40	22.09	1.20	0.00	43.37	28.11	100.00	249
31 - 50	0.00	27.44	0.70	0.00	26.98	32.09	100.00	430
51 - 65	0.00	31.15	1.09	0.00	18.03	39.34	100.00	183
65 +	0.00	30.99	0.00	0.70	15.49	35.92	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	22.47	0.56	0.00	32.21	36.14	100.00	534
FEMALE	0.00	31.00	0.90	0.18	27.06	28.32	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	21.59	2.27	0.00	31.82	42.05	100.00	88
WHITE COLLAR	0.00	17.50	0.00	0.00	38.75	36.25	100.00	80
SALESPERSON	0.00	22.41	0.00	0.00	32.76	32.76	100.00	58
SKILLED WORKER	0.00	25.13	1.07	0.00	31.55	31.02	100.00	187
UNSKILLED WORKER	0.00	23.61	1.39	0.00	30.56	36.11	100.00	72
A. FORCES/POLICE	0.00	23.81	0.00	0.00	33.33	42.86	100.00	21
RETIRED	0.00	31.06	0.00	0.76	18.94	34.85	100.00	132
UNEMPLOYED	4.00	28.00	0.00	0.00	24.00	28.00	100.00	25
STUDENT	0.00	18.52	0.00	0.00	52.78	24.07	100.00	108
HOUSEWIFE	0.00	34.27	0.93	0.00	21.50	29.28	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	25.00	1.04	0.00	39.06	29.17	100.00	192
C1	0.00	26.26	0.34	0.34	34.01	31.65	100.00	297
C2	0.32	30.42	0.65	0.00	26.86	29.45	100.00	309
DE	0.00	24.83	1.02	0.00	21.77	37.41	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

**BASE=ALL**

**TABLE A5.8: RADIO LISTENERS PREFERRING RADIO PLAYS/STORIES**

Percents	RADIO - STORIES/DRAMA							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	7.42	3.02	7.78	1.28	0.18	0.09	0.46	0.92
AGE BRACKETS								
14 - 17	1.14	4.55	6.82	1.14	0.00	0.00	0.00	1.14
18 - 30	4.42	2.41	5.22	2.01	0.00	0.00	1.20	1.20
31 - 50	4.88	3.02	10.93	0.70	0.47	0.23	0.47	0.70
51 - 65	16.39	3.28	6.01	1.64	0.00	0.00	0.00	0.55
65 +	12.68	2.82	5.63	1.41	0.00	0.00	0.00	1.41
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	7.12	3.37	4.68	0.94	0.19	0.19	0.56	1.12
FEMALE	7.71	2.69	10.75	1.61	0.18	0.00	0.36	0.72
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	6.82	2.27	0.00	0.00	0.00	1.14	3.41	1.14
WHITE COLLAR	12.50	2.50	2.50	1.25	0.00	0.00	0.00	0.00
SALESPERSON	10.34	3.45	3.45	1.72	0.00	0.00	3.45	1.72
SKILLED WORKER	3.21	3.21	11.23	1.07	0.53	0.00	0.00	1.60
UNSKILLED WORKER	6.94	1.39	6.94	0.00	0.00	0.00	0.00	0.00
A. FORCES/POLICE	4.76	4.76	4.76	0.00	0.00	0.00	0.00	0.00
RETIRED	12.88	3.79	6.82	0.76	0.00	0.00	0.00	1.52
UNEMPLOYED	4.00	0.00	20.00	0.00	0.00	0.00	0.00	0.00
STUDENT	1.85	3.70	2.78	0.93	0.93	0.00	0.00	1.85
HOUSEWIFE	8.41	3.12	11.53	2.49	0.00	0.00	0.00	0.31
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	6.77	2.08	2.08	0.52	0.52	0.52	1.56	0.52
C1	8.75	4.04	4.04	2.36	0.00	0.00	0.67	1.68
C2	5.50	3.88	12.94	1.29	0.32	0.00	0.00	0.97
DE	8.50	1.70	9.86	0.68	0.00	0.00	0.00	0.34
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - STORIES/DRAMA							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.09	3.30	0.46	0.18	40.66	34.16	100.00	1092
AGE BRACKETS								
14 - 17	0.00	2.27	0.00	0.00	59.09	23.86	100.00	88
18 - 30	0.40	0.40	0.80	0.00	53.01	28.92	100.00	249
31 - 50	0.00	3.49	0.47	0.23	39.30	35.12	100.00	430
51 - 65	0.00	3.83	0.55	0.00	30.05	37.70	100.00	183
65 +	0.00	7.75	0.00	0.70	25.35	42.25	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	2.62	0.37	0.19	40.64	37.83	100.00	534
FEMALE	0.00	3.94	0.54	0.18	40.68	30.65	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	1.14	1.14	0.00	35.23	47.73	100.00	88
WHITE COLLAR	0.00	2.50	0.00	0.00	40.00	38.75	100.00	80
SALESPERSON	0.00	1.72	0.00	0.00	39.66	34.48	100.00	58
SKILLED WORKER	0.00	3.21	1.07	0.53	43.85	30.48	100.00	187
UNSKILLED WORKER	0.00	2.78	1.39	0.00	45.83	34.72	100.00	72
A. FORCES/POLICE	0.00	0.00	0.00	0.00	47.62	38.10	100.00	21
RETIRED	0.00	7.58	0.00	0.76	27.27	38.64	100.00	132
UNEMPLOYED	4.00	4.00	0.00	0.00	40.00	28.00	100.00	25
STUDENT	0.00	1.85	0.00	0.00	61.11	25.00	100.00	108
HOUSEWIFE	0.00	3.43	0.31	0.00	37.69	32.71	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	2.60	0.52	0.00	47.92	34.38	100.00	192
C1	0.00	3.37	0.00	0.34	41.41	33.33	100.00	297
C2	0.32	2.91	0.65	0.32	41.10	29.77	100.00	309
DE	0.00	4.08	0.68	0.00	34.69	39.46	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.9: RADIO LISTENERS PREFERRING CHILDREN'S PROGRAMMES**

Percents	CHILDREN'S PROGRAMMES							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	1.92	0.64	4.03	1.19	0.27	0.00	0.37	0.37
AGE BRACKETS								
14 - 17	1.14	0.00	1.14	0.00	1.14	0.00	0.00	3.41
18 - 30	1.20	0.40	3.21	1.61	0.00	0.00	0.80	0.00
31 - 50	1.16	0.70	5.81	1.16	0.47	0.00	0.47	0.23
51 - 65	2.19	1.64	3.83	1.09	0.00	0.00	0.00	0.00
65 +	5.63	0.00	2.11	1.41	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	1.69	0.37	2.81	1.50	0.19	0.00	0.56	0.56
FEMALE	2.15	0.90	5.20	0.90	0.36	0.00	0.18	0.18
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	3.41	0.00	1.14	1.14	0.00	0.00	2.27	0.00
WHITE COLLAR	0.00	0.00	1.25	1.25	0.00	0.00	0.00	0.00
SALESPERSON	3.45	0.00	0.00	3.45	0.00	0.00	3.45	0.00
SKILLED WORKER	1.07	1.07	6.95	1.60	0.00	0.00	0.00	0.53
UNSKILLED WORKER	2.78	1.39	4.17	0.00	0.00	0.00	0.00	0.00
A. FORCES/POLICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RETIRED	4.55	0.00	3.79	0.76	0.00	0.00	0.00	0.00
UNEMPLOYED	0.00	0.00	12.00	4.00	0.00	0.00	0.00	0.00
STUDENT	0.00	0.00	0.93	0.00	1.85	0.00	0.00	2.78
HOUSEWIFE	1.87	1.25	5.30	1.25	0.31	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	1.56	0.52	1.04	1.04	1.56	0.00	1.56	1.04
C1	2.02	0.00	2.69	1.01	0.00	0.00	0.34	0.34
C2	1.29	1.62	6.15	1.29	0.00	0.00	0.00	0.32
DE	2.72	0.34	5.10	1.36	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-



CONTINUED	CHILDREN'S PROGRAMMES							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.09	2.66	0.73	0.09	49.91	37.73	100.00	1092
AGE BRACKETS								
14 - 17	0.00	0.00	1.14	0.00	69.32	22.73	100.00	88
18 - 30	0.40	0.80	1.61	0.00	57.83	32.13	100.00	249
31 - 50	0.00	4.19	0.47	0.00	47.21	38.14	100.00	430
51 - 65	0.00	2.73	0.55	0.00	45.36	42.62	100.00	183
65 +	0.00	2.82	0.00	0.70	38.03	49.30	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	1.87	0.75	0.00	48.69	40.82	100.00	534
FEMALE	0.00	3.41	0.72	0.18	51.08	34.77	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	2.27	1.14	0.00	40.91	47.73	100.00	88
WHITE COLLAR	0.00	3.75	0.00	0.00	52.50	41.25	100.00	80
SALESPERSON	0.00	3.45	0.00	0.00	51.72	34.48	100.00	58
SKILLED WORKER	0.00	2.14	1.07	0.00	49.73	35.83	100.00	187
UNSKILLED WORKER	0.00	2.78	2.78	0.00	47.22	38.89	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	52.38	42.86	100.00	21
RETIRED	0.00	3.03	0.00	0.76	42.42	44.70	100.00	132
UNEMPLOYED	4.00	0.00	4.00	0.00	44.00	32.00	100.00	25
STUDENT	0.00	0.00	0.93	0.00	67.59	25.93	100.00	108
HOUSEWIFE	0.00	3.43	0.31	0.00	49.53	36.76	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	3.65	0.52	0.00	51.04	36.46	100.00	192
C1	0.00	2.69	0.34	0.34	54.21	36.03	100.00	297
C2	0.32	2.91	0.65	0.00	50.49	34.95	100.00	309
DE	0.00	1.70	1.36	0.00	44.22	43.20	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.10: RADIO LISTENERS PREFERRING LOCAL NEWS**

Percents	RADIO - LOCAL NEWS							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	8.52	2.84	17.12	7.88	3.48	0.82	4.76	1.28
AGE BRACKETS								
14 - 17	4.55	0.00	5.68	11.36	5.68	0.00	7.95	0.00
18 - 30	4.42	3.21	17.67	6.83	6.83	0.80	7.23	1.20
31 - 50	7.91	3.26	20.00	8.84	3.26	0.70	4.65	1.16
51 - 65	12.02	4.92	17.49	6.56	1.09	1.64	2.19	1.09
65 +	15.49	0.00	14.08	6.34	0.00	0.70	2.11	2.82
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	8.99	2.62	17.79	8.05	3.18	0.75	5.43	0.94
FEMALE	8.06	3.05	16.49	7.71	3.76	0.90	4.12	1.61
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	9.09	4.55	2.27	10.23	9.09	2.27	9.09	0.00
WHITE COLLAR	12.50	2.50	6.25	7.50	7.50	0.00	1.25	0.00
SALESPERSON	10.34	3.45	15.52	13.79	1.72	0.00	13.79	1.72
SKILLED WORKER	4.81	3.21	29.95	6.42	4.81	0.53	1.60	0.53
UNSKILLED WORKER	5.56	2.78	29.17	2.78	2.78	0.00	2.78	4.17
A. FORCES/POLICE	14.29	4.76	9.52	9.52	0.00	4.76	4.76	0.00
RETIRED	15.15	2.27	17.42	3.79	0.00	0.76	1.52	2.27
UNEMPLOYED	0.00	0.00	36.00	4.00	8.00	4.00	4.00	0.00
STUDENT	3.70	0.00	3.70	11.11	6.48	0.93	10.19	0.93
HOUSEWIFE	9.03	3.43	17.45	9.03	0.93	0.62	4.67	1.56
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	7.81	4.17	4.17	11.98	6.25	1.56	10.94	0.52
C1	10.10	1.68	9.43	10.77	4.38	0.67	5.39	1.01
C2	5.83	3.88	26.54	6.15	3.24	0.32	2.59	0.65
DE	10.20	2.04	23.47	4.08	1.02	1.02	2.38	2.72
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - LOCAL NEWS							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.27	6.23	4.58	0.27	13.55	28.39	100.00	1092
AGE BRACKETS								
14 - 17	1.14	4.55	18.18	1.14	19.32	20.45	100.00	88
18 - 30	0.40	2.41	8.43	0.40	16.47	23.69	100.00	249
31 - 50	0.23	6.74	2.33	0.00	12.79	28.14	100.00	430
51 - 65	0.00	8.20	0.55	0.00	12.57	31.69	100.00	183
65 +	0.00	9.86	1.41	0.70	8.45	38.03	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	4.49	3.75	0.37	11.99	31.46	100.00	534
FEMALE	0.36	7.89	5.38	0.18	15.05	25.45	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	3.41	1.14	0.00	11.36	37.50	100.00	88
WHITE COLLAR	0.00	7.50	5.00	0.00	20.00	30.00	100.00	80
SALESPERSON	0.00	3.45	1.72	0.00	8.62	25.86	100.00	58
SKILLED WORKER	0.00	5.88	5.88	0.00	11.76	24.60	100.00	187
UNSKILLED WORKER	0.00	5.56	8.33	1.39	8.33	26.39	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	14.29	33.33	100.00	21
RETIRED	0.00	7.58	0.76	0.76	10.61	37.12	100.00	132
UNEMPLOYED	4.00	0.00	4.00	0.00	8.00	28.00	100.00	25
STUDENT	0.93	3.70	15.74	0.93	21.30	20.37	100.00	108
HOUSEWIFE	0.31	8.41	2.49	0.00	14.64	27.41	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	5.73	2.60	0.00	15.62	28.65	100.00	192
C1	0.67	5.39	6.73	0.34	16.84	26.60	100.00	297
C2	0.32	7.77	4.53	0.32	12.30	25.57	100.00	309
DE	0.00	5.78	3.74	0.34	10.20	32.99	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.11: RADIO LISTENERS PREFERRING FOREIGN NEWS**

Percents	RADIO - FOREIGN NEWS							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	8.24	2.38	15.11	6.32	2.84	0.82	6.32	1.28
AGE BRACKETS								
14 - 17	6.82	1.14	3.41	6.82	5.68	0.00	11.36	0.00
18 - 30	4.02	2.41	16.87	5.62	4.42	0.40	10.04	1.20
31 - 50	7.44	3.26	17.91	6.98	3.02	0.93	5.81	1.40
51 - 65	12.02	2.73	13.11	6.01	1.09	1.64	2.73	1.09
65 +	14.08	0.00	13.38	5.63	0.00	0.70	2.82	2.11
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	8.61	2.81	14.23	6.37	2.81	1.12	6.93	1.31
FEMALE	7.89	1.97	15.95	6.27	2.87	0.54	5.73	1.25
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	7.95	2.27	1.14	7.95	4.55	2.27	15.91	0.00
WHITE COLLAR	10.00	3.75	3.75	5.00	6.25	1.25	3.75	1.25
SALESPERSON	8.62	5.17	12.07	10.34	1.72	0.00	18.97	0.00
SKILLED WORKER	4.81	3.21	25.13	5.35	3.74	0.53	2.14	1.60
UNSKILLED WORKER	5.56	2.78	27.78	1.39	4.17	1.39	2.78	4.17
A. FORCES/POLICE	19.05	0.00	9.52	4.76	0.00	4.76	4.76	0.00
RETIRED	12.88	1.52	14.39	3.79	0.00	0.76	2.27	2.27
UNEMPLOYED	0.00	0.00	36.00	4.00	4.00	4.00	8.00	0.00
STUDENT	4.63	0.93	1.85	7.41	6.48	0.00	12.96	0.93
HOUSEWIFE	9.66	2.18	17.13	8.10	0.93	0.31	4.67	0.93
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	6.77	2.60	4.17	8.85	4.69	1.04	15.10	0.52
C1	9.43	1.35	7.74	8.42	3.70	0.67	8.08	0.67
C2	6.47	3.88	23.30	5.18	2.91	0.32	2.59	1.29
DE	9.86	1.70	21.09	3.74	0.68	1.36	2.72	2.38
No Answer	-	-	-	-	-	-	-	-

CONTINUED	RADIO - FOREIGN NEWS							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.27	5.40	4.40	0.27	17.22	29.12	100.00	1092
AGE BRACKETS								
14 - 17	1.14	3.41	15.91	1.14	22.73	20.45	100.00	88
18 - 30	0.40	1.61	7.63	0.40	20.08	24.90	100.00	249
31 - 50	0.23	5.81	2.79	0.00	16.05	28.37	100.00	430
51 - 65	0.00	8.20	1.09	0.00	16.94	33.33	100.00	183
65 +	0.00	8.45	0.70	0.70	12.68	38.73	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.19	3.93	3.75	0.37	15.36	32.21	100.00	534
FEMALE	0.36	6.81	5.02	0.18	19.00	26.16	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	2.27	2.27	0.00	14.77	38.64	100.00	88
WHITE COLLAR	0.00	5.00	7.50	0.00	20.00	32.50	100.00	80
SALESPERSON	0.00	3.45	1.72	0.00	12.07	25.86	100.00	58
SKILLED WORKER	0.00	5.88	6.42	0.00	16.04	25.13	100.00	187
UNSKILLED WORKER	0.00	5.56	5.56	1.39	9.72	27.78	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	19.05	33.33	100.00	21
RETIRED	0.00	6.82	0.76	0.76	14.39	39.39	100.00	132
UNEMPLOYED	4.00	0.00	0.00	0.00	12.00	28.00	100.00	25
STUDENT	0.93	2.78	13.89	0.93	25.00	21.30	100.00	108
HOUSEWIFE	0.31	7.17	2.18	0.00	19.31	27.10	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.00	3.65	4.69	0.00	19.79	28.12	100.00	192
C1	0.67	5.72	5.72	0.34	19.53	27.95	100.00	297
C2	0.32	6.47	4.53	0.32	16.83	25.57	100.00	309
DE	0.00	5.10	2.72	0.34	13.61	34.69	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A5.12: RADIO LISTENERS PREFERRING CURRENT AFFAIRS**

Percents	CURRENT AFFAIRS							
	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM
Overall	4.58	1.74	11.45	7.05	1.92	0.37	2.84	1.56
AGE BRACKETS								
14 - 17	4.55	0.00	4.55	6.82	5.68	0.00	3.41	3.41
18 - 30	2.41	2.01	13.65	8.03	2.41	0.40	4.02	2.01
31 - 50	3.95	1.86	14.65	8.14	1.86	0.23	3.72	0.93
51 - 65	6.56	3.28	8.74	5.46	0.55	0.55	0.55	0.55
65 +	7.75	0.00	5.63	4.23	0.70	0.70	0.70	2.82
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	4.87	2.06	10.67	8.61	1.50	0.37	3.56	2.43
FEMALE	4.30	1.43	12.19	5.56	2.33	0.36	2.15	0.72
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	5.68	0.00	0.00	12.50	5.68	0.00	7.95	2.27
WHITE COLLAR	3.75	1.25	5.00	7.50	1.25	0.00	1.25	0.00
SALESPERSON	3.45	3.45	10.34	12.07	0.00	0.00	12.07	0.00
SKILLED WORKER	3.21	3.21	20.86	6.95	2.14	0.53	0.53	1.60
UNSKILLED WORKER	2.78	1.39	22.22	4.17	0.00	0.00	0.00	2.78
A. FORCES/POLICE	0.00	4.76	4.76	9.52	0.00	4.76	4.76	0.00
RETIRED	9.85	1.52	6.06	3.79	0.76	0.00	0.76	3.03
UNEMPLOYED	0.00	0.00	20.00	8.00	0.00	4.00	8.00	0.00
STUDENT	3.70	0.00	2.78	8.33	6.48	0.00	4.63	4.63
HOUSEWIFE	4.67	1.87	13.40	5.92	0.93	0.31	1.87	0.31
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	5.21	2.08	3.12	9.38	4.69	0.00	6.77	3.12
C1	3.70	0.67	7.74	10.10	2.69	0.34	2.69	0.67
C2	3.56	2.91	19.09	6.15	0.97	0.32	1.94	0.97
DE	6.12	1.36	12.59	3.40	0.34	0.68	1.36	2.04
No Answer	-	-	-	-	-	-	-	-

CONTINUED	CURRENT AFFAIRS							Forms
	MAS	RTK	SMSH	UNIV	NONE	No Answer	Totals	
Overall	0.27	4.40	1.19	0.18	29.03	33.42	100.00	1092
AGE BRACKETS								
14 - 17	0.00	2.27	5.68	0.00	40.91	22.73	100.00	88
18 - 30	0.40	0.80	1.61	0.40	32.93	28.92	100.00	249
31 - 50	0.47	4.65	0.70	0.00	25.81	33.02	100.00	430
51 - 65	0.00	7.65	0.55	0.00	27.87	37.70	100.00	183
65 +	0.00	7.04	0.00	0.70	26.06	43.66	100.00	142
No Answer	-	-	-	-	-	-	100.00	0
SEX								
MALE	0.37	3.18	0.94	0.19	25.47	35.77	100.00	534
FEMALE	0.18	5.56	1.43	0.18	32.44	31.18	100.00	558
No Answer	-	-	-	-	-	-	100.00	0
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	1.14	3.41	1.14	0.00	18.18	42.05	100.00	88
WHITE COLLAR	0.00	5.00	1.25	0.00	38.75	35.00	100.00	80
SALESPERSON	0.00	1.72	0.00	0.00	24.14	32.76	100.00	58
SKILLED WORKER	0.00	3.74	1.60	0.00	25.13	30.48	100.00	187
UNSKILLED WORKER	0.00	1.39	2.78	1.39	26.39	34.72	100.00	72
A. FORCES/POLICE	0.00	4.76	0.00	0.00	28.57	38.10	100.00	21
RETIRED	0.00	6.82	0.00	0.76	25.00	41.67	100.00	132
UNEMPLOYED	4.00	0.00	0.00	0.00	24.00	32.00	100.00	25
STUDENT	0.00	2.78	3.70	0.00	38.89	24.07	100.00	108
HOUSEWIFE	0.31	5.92	0.62	0.00	32.09	31.78	100.00	321
No Answer	-	-	-	-	-	-	100.00	0
SOCIO-ECONOMIC GROUP								
AB	0.52	4.69	1.56	0.00	28.12	30.73	100.00	192
C1	0.34	4.04	1.01	0.34	33.67	31.99	100.00	297
C2	0.32	4.53	1.29	0.00	27.83	30.10	100.00	309
DE	0.00	4.42	1.02	0.34	26.19	40.14	100.00	294
No Answer	-	-	-	-	-	-	100.00	0

BASE=ALL

**TABLE A6.1: TV VIEWERS PREFERRING LOCAL NEWS**

Percents	TV - LOCAL NEWS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	69.87	14.74	0.27	0.27	0.27	0.00	0.18	4.21
AGE BRACKETS								
14 - 17	78.41	5.68	0.00	0.00	3.41	0.00	0.00	5.68
18 - 30	71.49	17.27	0.80	0.40	0.00	0.00	0.00	4.02
31 - 50	69.77	14.42	0.23	0.23	0.00	0.00	0.23	4.65
51 - 65	68.31	19.67	0.00	0.55	0.00	0.00	0.55	3.28
65 +	64.08	10.56	0.00	0.00	0.00	0.00	0.00	3.52
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	71.16	14.42	0.37	0.37	0.37	0.00	0.19	3.93
FEMALE	68.64	15.05	0.18	0.18	0.18	0.00	0.18	4.48
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	82.95	5.68	1.14	1.14	0.00	0.00	0.00	4.55
WHITE COLLAR	75.00	12.50	0.00	0.00	0.00	0.00	1.25	3.75
SALESPERSON	77.59	12.07	1.72	0.00	0.00	0.00	0.00	1.72
SKILLED WORKER	67.38	20.32	0.53	0.53	0.00	0.00	0.00	2.14
UNSKILLED WORKER	68.06	20.83	0.00	0.00	1.39	0.00	0.00	2.78
A. FORCES/POLICE	85.71	4.76	0.00	0.00	0.00	0.00	0.00	9.52
RETIRED	58.33	12.88	0.00	0.76	0.00	0.00	0.00	6.06
UNEMPLOYED	32.00	32.00	0.00	0.00	0.00	0.00	0.00	16.00
STUDENT	81.48	5.56	0.00	0.00	1.85	0.00	0.00	5.56
HOUSEWIFE	68.22	16.82	0.00	0.00	0.00	0.00	0.31	3.74
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	79.17	7.29	0.52	0.52	1.04	0.00	0.00	4.69
C1	74.75	10.77	0.00	0.34	0.00	0.00	0.00	5.39
C2	68.28	16.83	0.65	0.00	0.00	0.00	0.32	3.24
DE	60.54	21.43	0.00	0.34	0.34	0.00	0.34	3.74
No Answer	-	-	-	-	-	-	-	-



CONTINUED	TV - LOCAL NEWS		
	No Answer	Totals	Forms
Overall	10.16	100.00	1092
AGE BRACKETS			
14 - 17	6.82	100.00	88
18 - 30	6.02	100.00	249
31 - 50	10.47	100.00	430
51 - 65	7.65	100.00	183
65 +	21.83	100.00	142
No Answer	-	100.00	0
SEX			
MALE	9.18	100.00	534
FEMALE	11.11	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	4.55	100.00	88
WHITE COLLAR	7.50	100.00	80
SALESPERSON	6.90	100.00	58
SKILLED WORKER	9.09	100.00	187
UNSKILLED WORKER	6.94	100.00	72
A. FORCES/POLICE	0.00	100.00	21
RETIRED	21.97	100.00	132
UNEMPLOYED	20.00	100.00	25
STUDENT	5.56	100.00	108
HOUSEWIFE	10.90	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	6.77	100.00	192
C1	8.75	100.00	297
C2	10.68	100.00	309
DE	13.27	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLE A6.2: TV VIEWERS PREFERRING FOREIGN NEWS**

Percents	TV - FOREIGN NEWS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	25.18	10.71	0.18	29.30	9.98	0.37	8.33	5.77
AGE BRACKETS								
14 - 17	26.14	3.41	0.00	28.41	19.32	1.14	6.82	7.95
18 - 30	22.89	14.06	0.40	29.72	10.04	0.00	9.24	6.83
31 - 50	22.79	8.84	0.00	31.16	10.47	0.23	11.16	5.12
51 - 65	28.96	14.75	0.00	30.05	6.01	0.55	7.10	5.46
65 +	30.99	9.86	0.70	22.54	7.75	0.70	0.70	4.93
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	24.16	10.49	0.00	31.09	10.49	0.37	9.55	4.49
FEMALE	26.16	10.93	0.36	27.60	9.50	0.36	7.17	6.99
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	13.64	3.41	0.00	45.45	10.23	0.00	19.32	3.41
WHITE COLLAR	20.00	8.75	0.00	37.50	10.00	1.25	11.25	2.50
SALESPERSON	24.14	12.07	0.00	32.76	5.17	0.00	18.97	1.72
SKILLED WORKER	28.88	11.76	0.53	29.95	9.63	0.00	5.88	4.81
UNSKILLED WORKER	30.56	19.44	0.00	22.22	6.94	0.00	6.94	6.94
A. FORCES/POLICE	19.05	9.52	0.00	33.33	23.81	0.00	0.00	9.52
RETIRED	23.48	9.85	0.00	23.48	7.58	1.52	3.79	7.58
UNEMPLOYED	28.00	16.00	0.00	16.00	4.00	0.00	8.00	8.00
STUDENT	25.93	3.70	0.00	25.00	18.52	0.00	9.26	11.11
HOUSEWIFE	27.10	12.77	0.31	28.04	9.35	0.31	6.54	5.30
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	13.02	5.73	0.00	39.58	12.50	1.56	15.10	4.69
C1	23.91	8.08	0.00	32.32	11.45	0.00	8.42	7.07
C2	28.48	12.30	0.32	26.54	9.71	0.00	6.80	5.83
DE	30.95	14.97	0.34	22.45	7.14	0.34	5.44	5.10
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - FOREIGN NEWS		
	No Answer	Totals	Forms
Overall	10.16	100.00	1092
AGE BRACKETS			
14 - 17	6.82	100.00	88
18 - 30	6.83	100.00	249
31 - 50	10.23	100.00	430
51 - 65	7.10	100.00	183
65 +	21.83	100.00	142
No Answer	-	100.00	0
SEX			
MALE	9.36	100.00	534
FEMALE	10.93	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	4.55	100.00	88
WHITE COLLAR	8.75	100.00	80
SALESPERSON	5.17	100.00	58
SKILLED WORKER	8.56	100.00	187
UNSKILLED WORKER	6.94	100.00	72
A. FORCES/POLICE	4.76	100.00	21
RETIRED	22.73	100.00	132
UNEMPLOYED	20.00	100.00	25
STUDENT	6.48	100.00	108
HOUSEWIFE	10.28	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	7.81	100.00	192
C1	8.75	100.00	297
C2	10.03	100.00	309
DE	13.27	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLE A6.3: TV VIEWERS PREFERRING SPORTS**

Percents	TV - SPORT							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	12.64	6.32	0.64	14.01	8.15	1.74	9.25	32.42
AGE BRACKETS								
14 - 17	10.23	3.41	1.14	23.86	18.18	3.41	12.50	20.45
18 - 30	14.86	6.83	1.20	16.06	10.84	1.61	10.04	29.32
31 - 50	11.16	7.44	0.70	12.09	7.67	2.56	11.16	31.40
51 - 65	14.75	5.46	0.00	13.66	4.92	0.55	7.10	41.53
65 +	11.97	4.93	0.00	10.56	2.82	0.00	2.82	36.62
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	16.29	7.68	0.94	21.16	11.42	1.69	11.05	17.98
FEMALE	9.14	5.02	0.36	7.17	5.02	1.79	7.53	46.24
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	4.55	5.68	1.14	22.73	18.18	3.41	19.32	17.05
WHITE COLLAR	13.75	3.75	1.25	22.50	7.50	2.50	7.50	30.00
SALESPERSON	18.97	6.90	1.72	15.52	12.07	0.00	22.41	17.24
SKILLED WORKER	20.32	9.63	0.53	16.04	9.63	2.14	9.09	20.86
UNSKILLED WORKER	18.06	8.33	0.00	12.50	5.56	1.39	4.17	31.94
A. FORCES/POLICE	14.29	14.29	0.00	14.29	4.76	0.00	9.52	28.57
RETIRED	9.85	3.79	0.00	12.88	3.79	1.52	3.03	37.88
UNEMPLOYED	12.00	12.00	0.00	4.00	4.00	0.00	12.00	32.00
STUDENT	13.89	1.85	0.93	22.22	16.67	1.85	12.96	24.07
HOUSEWIFE	8.41	6.23	0.62	6.85	4.05	1.56	6.85	47.66
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	8.33	5.73	0.52	19.27	13.02	3.65	16.15	22.40
C1	10.44	4.38	1.01	14.48	9.76	1.68	10.77	34.34
C2	17.48	6.80	0.97	12.30	8.41	1.94	7.12	31.07
DE	12.59	8.16	0.00	11.90	3.06	0.34	5.44	38.44
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - SPORT		Forms
	No Answer	Totals	
Overall	14.84	100.00	1092
AGE BRACKETS			
14 - 17	6.82	100.00	88
18 - 30	9.24	100.00	249
31 - 50	15.81	100.00	430
51 - 65	12.02	100.00	183
65 +	30.28	100.00	142
No Answer	-	100.00	0
SEX			
MALE	11.80	100.00	534
FEMALE	17.74	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	7.95	100.00	88
WHITE COLLAR	11.25	100.00	80
SALESPERSON	5.17	100.00	58
SKILLED WORKER	11.76	100.00	187
UNSKILLED WORKER	18.06	100.00	72
A. FORCES/POLICE	14.29	100.00	21
RETIRED	27.27	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	5.56	100.00	108
HOUSEWIFE	17.76	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	10.94	100.00	192
C1	13.13	100.00	297
C2	13.92	100.00	309
DE	20.07	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLE A6.4: TV VIEWERS PREFERRING WEATHER FORECAST**

Percents	TV - WEATHER FORECAST							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	46.89	4.49	0.37	12.82	2.38	0.55	3.66	14.56
AGE BRACKETS								
14 - 17	36.36	1.14	2.27	18.18	5.68	1.14	4.55	22.73
18 - 30	45.78	3.61	0.80	13.65	2.81	0.40	4.42	16.87
31 - 50	45.12	5.35	0.00	14.88	1.63	0.93	4.42	13.02
51 - 65	54.10	5.46	0.00	8.20	3.28	0.00	2.73	14.21
65 +	51.41	4.23	0.00	7.75	0.70	0.00	0.70	10.56
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	45.88	4.31	0.37	15.92	2.25	0.37	3.75	13.30
FEMALE	47.85	4.66	0.36	9.86	2.51	0.72	3.58	15.77
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	37.50	0.00	0.00	27.27	7.95	2.27	9.09	7.95
WHITE COLLAR	43.75	1.25	0.00	16.25	2.50	0.00	5.00	18.75
SALESPERSON	53.45	5.17	1.72	18.97	0.00	0.00	3.45	12.07
SKILLED WORKER	50.27	6.95	0.53	11.23	2.14	0.00	2.67	10.70
UNSKILLED WORKER	45.83	5.56	0.00	13.89	1.39	0.00	0.00	13.89
A. FORCES/POLICE	57.14	0.00	0.00	9.52	0.00	0.00	4.76	19.05
RETIRED	48.48	5.30	0.00	6.82	0.76	0.00	1.52	13.64
UNEMPLOYED	36.00	12.00	0.00	8.00	4.00	0.00	8.00	8.00
STUDENT	37.04	0.93	1.85	16.67	5.56	1.85	4.63	24.07
HOUSEWIFE	50.16	5.30	0.00	9.35	1.25	0.62	3.43	15.58
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	36.98	2.08	0.00	25.00	5.21	2.60	8.33	9.90
C1	49.83	2.02	0.67	12.12	1.68	0.34	2.69	18.86
C2	49.51	5.50	0.32	8.09	2.59	0.00	3.24	15.86
DE	47.62	7.48	0.34	10.54	1.02	0.00	2.04	11.90
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - WEATHER FORECAST		
	No Answer	Totals	Forms
Overall	14.29	100.00	1092
AGE BRACKETS			
14 - 17	7.95	100.00	88
18 - 30	11.65	100.00	249
31 - 50	14.65	100.00	430
51 - 65	12.02	100.00	183
65 +	24.65	100.00	142
No Answer	-	100.00	0
SEX			
MALE	13.86	100.00	534
FEMALE	14.70	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	7.95	100.00	88
WHITE COLLAR	12.50	100.00	80
SALESPERSON	5.17	100.00	58
SKILLED WORKER	15.51	100.00	187
UNSKILLED WORKER	19.44	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	23.48	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	7.41	100.00	108
HOUSEWIFE	14.33	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	9.90	100.00	192
C1	11.78	100.00	297
C2	14.89	100.00	309
DE	19.05	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.5: TV VIEWERS PREFERRING FEATURE FILMS**

Percents	TV - FEATURE FILMS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	8.24	1.28	0.55	9.25	38.64	1.37	9.71	17.49
AGE BRACKETS								
14 - 17	1.14	0.00	1.14	5.68	59.09	2.27	13.64	9.09
18 - 30	4.82	2.01	0.40	7.23	51.41	1.61	9.24	14.46
31 - 50	7.44	0.93	0.70	9.07	37.91	0.70	12.79	16.74
51 - 65	12.02	1.64	0.55	10.38	30.05	2.73	7.10	23.50
65 +	16.20	1.41	0.00	14.08	16.90	0.70	2.11	22.54
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	6.93	1.12	0.75	9.93	40.64	1.69	8.80	17.04
FEMALE	9.50	1.43	0.36	8.60	36.74	1.08	10.57	17.92
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	3.41	0.00	1.14	12.50	37.50	3.41	18.18	15.91
WHITE COLLAR	3.75	0.00	1.25	12.50	46.25	1.25	5.00	18.75
SALESPERSON	1.72	1.72	0.00	10.34	43.10	1.72	22.41	12.07
SKILLED WORKER	10.70	2.14	0.00	10.70	41.71	0.53	6.42	16.58
UNSKILLED WORKER	2.78	2.78	0.00	8.33	50.00	0.00	4.17	12.50
A. FORCES/POLICE	9.52	0.00	0.00	4.76	38.10	0.00	9.52	33.33
RETIRED	12.12	1.52	0.00	9.09	16.67	2.27	4.55	28.03
UNEMPLOYED	4.00	0.00	4.00	4.00	36.00	0.00	12.00	16.00
STUDENT	1.85	0.00	0.93	7.41	58.33	1.85	13.89	9.26
HOUSEWIFE	12.46	1.56	0.62	8.10	34.58	1.25	9.97	17.76
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	4.17	0.52	1.04	14.58	39.06	3.65	15.62	11.98
C1	5.72	0.00	0.67	9.09	44.11	0.67	12.12	17.85
C2	11.33	1.94	0.32	6.15	39.48	0.65	6.15	20.71
DE	10.20	2.38	0.34	9.18	31.97	1.36	7.14	17.35
No Answer	-	-	-	-	-	-	-	-



CONTINUED	TV - FEATURE FILMS		
	No Answer	Totals	Forms
Overall	13.46	100.00	1092
AGE BRACKETS			
14 - 17	7.95	100.00	88
18 - 30	8.84	100.00	249
31 - 50	13.72	100.00	430
51 - 65	12.02	100.00	183
65 +	26.06	100.00	142
No Answer	-	100.00	0
SEX			
MALE	13.11	100.00	534
FEMALE	13.80	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	7.95	100.00	88
WHITE COLLAR	11.25	100.00	80
SALESPERSON	6.90	100.00	58
SKILLED WORKER	11.23	100.00	187
UNSKILLED WORKER	19.44	100.00	72
A. FORCES/POLICE	4.76	100.00	21
RETIRED	25.76	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	6.48	100.00	108
HOUSEWIFE	13.71	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	9.38	100.00	192
C1	9.76	100.00	297
C2	13.27	100.00	309
DE	20.07	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLE A6.6: TV VIEWERS PREFERRING SERIALS/SOAP OPERAS**

Percents	TV - SERIALS/SOAP OPERAS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AGE BRACKETS								
14 - 17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
18 - 30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
31 - 50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
51 - 65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
65 +	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FEMALE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WHITE COLLAR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SALESPERSON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SKILLED WORKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
UNSKILLED WORKER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A. FORCES/POLICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RETIRED	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
UNEMPLOYED	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
STUDENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
HOUSEWIFE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
C1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
C2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
DE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - SERIALS/SOAP		OPERAS
	No Answer	Totals	Forms
Overall	100.00	100.00	1092
AGE BRACKETS			
14 - 17	100.00	100.00	88
18 - 30	100.00	100.00	249
31 - 50	100.00	100.00	430
51 - 65	100.00	100.00	183
65 +	100.00	100.00	142
No Answer	-	100.00	0
SEX			
MALE	100.00	100.00	534
FEMALE	100.00	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	100.00	100.00	88
WHITE COLLAR	100.00	100.00	80
SALESPERSON	100.00	100.00	58
SKILLED WORKER	100.00	100.00	187
UNSKILLED WORKER	100.00	100.00	72
A. FORCES/POLICE	100.00	100.00	21
RETIRED	100.00	100.00	132
UNEMPLOYED	100.00	100.00	25
STUDENT	100.00	100.00	108
HOUSEWIFE	100.00	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	100.00	100.00	192
C1	100.00	100.00	297
C2	100.00	100.00	309
DE	100.00	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.7: TV VIEWERS PREFERRING DOCUMENTARIES**

Percents	TV - DOCUMENTARIES							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	13.83	2.84	0.18	24.18	4.76	0.37	8.70	28.39
<b>AGE BRACKETS</b>								
14 - 17	11.36	2.27	2.27	35.23	3.41	0.00	7.95	21.59
18 - 30	7.63	3.61	0.00	22.49	10.04	0.40	11.24	32.53
31 - 50	15.58	2.79	0.00	26.05	4.19	0.70	10.47	23.49
51 - 65	15.30	1.64	0.00	22.40	1.64	0.00	6.56	38.80
65 +	19.01	3.52	0.00	16.90	2.11	0.00	2.11	26.76
No Answer	-	-	-	-	-	-	-	-
<b>SEX</b>								
MALE	13.48	3.56	0.37	27.72	5.06	0.56	8.99	24.16
FEMALE	14.16	2.15	0.00	20.79	4.48	0.18	8.42	32.44
No Answer	-	-	-	-	-	-	-	-
<b>ECONOMIC ACTIVITY</b>								
PROFESSNL/MANAG	11.36	1.14	0.00	36.36	10.23	1.14	22.73	10.23
WHITE COLLAR	6.25	2.50	0.00	40.00	3.75	1.25	8.75	22.50
SALESPERSON	13.79	6.90	0.00	25.86	1.72	1.72	12.07	24.14
SKILLED WORKER	19.79	3.74	0.00	21.39	5.35	0.00	8.02	25.13
UNSKILLED WORKER	8.33	1.39	0.00	22.22	9.72	0.00	2.78	40.28
A. FORCES/POLICE	14.29	0.00	0.00	28.57	9.52	0.00	4.76	28.57
RETIRED	17.42	3.03	0.00	16.67	3.03	0.00	4.55	29.55
UNEMPLOYED	4.00	4.00	0.00	12.00	8.00	0.00	12.00	32.00
STUDENT	7.41	1.85	1.85	31.48	3.70	0.00	10.19	29.63
HOUSEWIFE	15.58	2.80	0.00	19.94	3.12	0.31	7.17	33.64
No Answer	-	-	-	-	-	-	-	-
<b>SOCIO-ECONOMIC GROUP</b>								
AB	10.42	2.60	0.52	34.38	6.25	0.52	17.19	17.71
C1	12.46	1.35	0.34	29.29	4.04	1.01	7.41	27.61
C2	16.83	3.24	0.00	17.80	4.21	0.00	8.41	32.36
DE	14.29	4.08	0.00	19.05	5.10	0.00	4.76	31.97
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - DOCUMENTARIES		
	No Answer	Totals	Forms
Overall	16.76	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	12.05	100.00	249
31 - 50	16.74	100.00	430
51 - 65	13.66	100.00	183
65 +	29.58	100.00	142
No Answer	-	100.00	0
SEX			
MALE	16.10	100.00	534
FEMALE	17.38	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	6.82	100.00	88
WHITE COLLAR	15.00	100.00	80
SALESPERSON	13.79	100.00	58
SKILLED WORKER	16.58	100.00	187
UNSKILLED WORKER	15.28	100.00	72
A. FORCES/POLICE	14.29	100.00	21
RETIRED	25.76	100.00	132
UNEMPLOYED	28.00	100.00	25
STUDENT	13.89	100.00	108
HOUSEWIFE	17.45	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	10.42	100.00	192
C1	16.50	100.00	297
C2	17.15	100.00	309
DE	20.75	100.00	294
No Answer	-	100.00	0

**BASE=ALL**

**TABLE A6.8: TV VIEWERS PREFERRING CURRENT AFFAIRS**

Percents	TV - CURRENT AFFAIRS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	14.19	2.93	0.46	9.89	3.66	0.37	6.78	42.03
AGE BRACKETS								
14 - 17	13.64	0.00	3.41	13.64	4.55	1.14	4.55	44.32
18 - 30	12.45	2.01	0.00	10.84	6.43	0.40	7.63	45.38
31 - 50	13.95	4.19	0.47	11.16	3.95	0.47	9.77	36.28
51 - 65	18.03	2.19	0.00	8.74	0.55	0.00	4.37	48.09
65 +	13.38	3.52	0.00	3.52	1.41	0.00	0.70	44.37
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	15.54	3.56	0.56	12.17	4.12	0.37	7.49	37.45
FEMALE	12.90	2.33	0.36	7.71	3.23	0.36	6.09	46.42
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	10.23	2.27	1.14	25.00	4.55	0.00	21.59	23.86
WHITE COLLAR	16.25	2.50	1.25	18.75	2.50	0.00	5.00	36.25
SALESPERSON	20.69	3.45	0.00	8.62	3.45	0.00	12.07	36.21
SKILLED WORKER	20.86	3.74	0.53	6.95	3.74	0.00	5.88	38.50
UNSKILLED WORKER	5.56	2.78	0.00	4.17	6.94	1.39	1.39	54.17
A. FORCES/POLICE	9.52	0.00	0.00	14.29	14.29	0.00	4.76	38.10
RETIRED	17.42	3.03	0.00	4.55	1.52	0.00	3.79	40.91
UNEMPLOYED	4.00	4.00	0.00	8.00	0.00	0.00	4.00	56.00
STUDENT	12.96	0.93	1.85	15.74	7.41	0.93	6.48	40.74
HOUSEWIFE	11.84	3.43	0.00	6.85	2.18	0.62	5.61	48.91
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	14.06	2.60	1.56	17.71	4.17	0.52	15.10	30.21
C1	15.15	1.68	0.34	12.12	5.39	0.34	6.06	42.09
C2	16.50	3.24	0.00	6.15	3.56	0.32	5.83	44.34
DE	10.88	4.08	0.34	6.46	1.70	0.34	3.06	47.28
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - CURRENT AFFAIRS		
	No Answer	Totals	Forms
Overall	19.69	100.00	1092
AGE BRACKETS			
14 - 17	14.77	100.00	88
18 - 30	14.86	100.00	249
31 - 50	19.77	100.00	430
51 - 65	18.03	100.00	183
65 +	33.10	100.00	142
No Answer	-	100.00	0
SEX			
MALE	18.73	100.00	534
FEMALE	20.61	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	11.36	100.00	88
WHITE COLLAR	17.50	100.00	80
SALESPERSON	15.52	100.00	58
SKILLED WORKER	19.79	100.00	187
UNSKILLED WORKER	23.61	100.00	72
A. FORCES/POLICE	19.05	100.00	21
RETIRED	28.79	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	12.96	100.00	108
HOUSEWIFE	20.56	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	14.06	100.00	192
C1	16.84	100.00	297
C2	20.06	100.00	309
DE	25.85	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.9: TV VIEWERS PREFERRING DISCUSSIONS**

Percents	TV - DISCUSSIONS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	37.00	8.33	0.09	4.12	3.75	0.09	3.30	26.83
AGE BRACKETS								
14 - 17	35.23	3.41	1.14	7.95	4.55	0.00	4.55	32.95
18 - 30	30.92	8.84	0.00	5.62	6.43	0.00	4.42	30.92
31 - 50	41.40	9.07	0.00	2.79	3.26	0.23	3.95	22.33
51 - 65	40.98	7.65	0.00	3.83	2.73	0.00	1.64	30.05
65 +	30.28	9.15	0.00	3.52	1.41	0.00	0.70	25.35
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	36.14	10.11	0.19	5.43	3.56	0.00	3.18	25.84
FEMALE	37.81	6.63	0.00	2.87	3.94	0.18	3.41	27.78
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	35.23	5.68	0.00	12.50	10.23	0.00	9.09	19.32
WHITE COLLAR	36.25	3.75	0.00	6.25	2.50	0.00	3.75	30.00
SALESPERSON	44.83	10.34	0.00	5.17	3.45	0.00	5.17	20.69
SKILLED WORKER	44.39	10.70	0.00	2.67	1.60	0.00	1.60	22.46
UNSKILLED WORKER	29.17	12.50	0.00	1.39	4.17	0.00	1.39	33.33
A. FORCES/POLICE	42.86	4.76	0.00	0.00	0.00	0.00	4.76	33.33
RETIRED	28.79	7.58	0.00	3.03	1.52	0.00	1.52	30.30
UNEMPLOYED	24.00	12.00	0.00	0.00	0.00	0.00	8.00	32.00
STUDENT	29.63	3.70	0.93	10.19	8.33	0.00	6.48	30.56
HOUSEWIFE	40.19	9.35	0.00	1.56	3.43	0.31	1.87	26.79
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	39.06	4.17	0.00	9.90	7.29	0.52	7.29	21.88
C1	36.70	4.71	0.34	5.72	3.37	0.00	2.36	30.30
C2	36.25	11.00	0.00	0.65	4.53	0.00	2.59	28.16
DE	36.73	11.90	0.00	2.38	1.02	0.00	2.38	25.17
No Answer	-	-	-	-	-	-	-	-



CONTINUED	TV - DISCUSSIONS		
	No Answer	Totals	Forms
Overall	16.48	100.00	1092
AGE BRACKETS			
14 - 17	10.23	100.00	88
18 - 30	12.85	100.00	249
31 - 50	16.98	100.00	430
51 - 65	13.11	100.00	183
65 +	29.58	100.00	142
No Answer	-	100.00	0
SEX			
MALE	15.54	100.00	534
FEMALE	17.38	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	7.95	100.00	88
WHITE COLLAR	17.50	100.00	80
SALESPERSON	10.34	100.00	58
SKILLED WORKER	16.58	100.00	187
UNSKILLED WORKER	18.06	100.00	72
A. FORCES/POLICE	14.29	100.00	21
RETIRED	27.27	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	10.19	100.00	108
HOUSEWIFE	16.51	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	9.90	100.00	192
C1	16.50	100.00	297
C2	16.83	100.00	309
DE	20.41	100.00	294
No Answer	-	100.00	0

Figure 1. BASE=ALL

**TABLE A6.10: TV VIEWERS PREFERRING GAMES/SHOWS/QUIZES**

Percents	TV - SHOWS/GAMES							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	8.33	1.37	0.09	7.97	36.63	1.19	2.56	25.37
AGE BRACKETS								
14 - 17	4.55	0.00	1.14	4.55	50.00	1.14	3.41	19.32
18 - 30	7.63	1.61	0.00	6.83	41.37	0.40	4.82	27.31
31 - 50	7.91	1.16	0.00	9.30	35.81	1.16	2.09	25.35
51 - 65	9.84	1.64	0.00	10.38	35.52	2.19	1.09	26.23
65 +	11.27	2.11	0.00	4.93	23.94	1.41	1.41	24.65
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	6.37	1.12	0.19	8.80	31.65	1.31	1.87	30.52
FEMALE	10.22	1.61	0.00	7.17	41.40	1.08	3.23	20.43
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	1.14	0.00	0.00	12.50	36.36	2.27	6.82	30.68
WHITE COLLAR	1.25	0.00	0.00	10.00	33.75	2.50	1.25	36.25
SALESPERSON	5.17	3.45	0.00	13.79	34.48	1.72	1.72	27.59
SKILLED WORKER	9.09	2.14	0.00	10.16	32.62	0.00	1.60	27.81
UNSKILLED WORKER	9.72	0.00	0.00	2.78	41.67	0.00	0.00	26.39
A. FORCES/POLICE	0.00	0.00	0.00	4.76	47.62	0.00	4.76	28.57
RETIRED	6.82	2.27	0.00	6.82	21.97	1.52	3.03	28.79
UNEMPLOYED	8.00	0.00	0.00	4.00	32.00	4.00	4.00	24.00
STUDENT	6.48	0.00	0.93	2.78	51.85	0.93	5.56	17.59
HOUSEWIFE	13.71	1.87	0.00	7.79	39.56	1.25	1.56	20.25
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	4.17	1.56	0.00	11.98	36.98	1.56	6.25	25.00
C1	4.71	0.34	0.34	8.08	39.39	1.01	2.02	28.62
C2	11.00	1.62	0.00	8.09	38.19	0.65	1.62	23.62
DE	11.90	2.04	0.00	5.10	31.97	1.70	1.70	24.15
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - SHOWS/GAMES		
	No Answer	Totals	Forms
Overall	16.48	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	10.04	100.00	249
31 - 50	17.21	100.00	430
51 - 65	13.11	100.00	183
65 +	30.28	100.00	142
No Answer	-	100.00	0
SEX			
MALE	18.16	100.00	534
FEMALE	14.87	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	10.23	100.00	88
WHITE COLLAR	15.00	100.00	80
SALESPERSON	12.07	100.00	58
SKILLED WORKER	16.58	100.00	187
UNSKILLED WORKER	19.44	100.00	72
A. FORCES/POLICE	14.29	100.00	21
RETIRED	28.79	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	13.89	100.00	108
HOUSEWIFE	14.02	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	12.50	100.00	192
C1	15.49	100.00	297
C2	15.21	100.00	309
DE	21.43	100.00	294
No Answer	-	100.00	0

**BASE=ALL**

**TABLE A6.11: TV VIEWERS PREFERRING MUSIC VIDEO-CLIPS**

Percents	TV - MUSIC VIDEO CLIPS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	9.16	3.66	3.30	3.02	5.31	0.46	10.81	44.78
AGE BRACKETS								
14 - 17	10.23	7.95	4.55	0.00	7.95	2.27	32.95	25.00
18 - 30	15.26	6.43	6.02	1.20	8.84	0.00	15.26	36.14
31 - 50	9.07	3.02	3.02	2.79	5.35	0.70	10.00	44.19
51 - 65	5.46	1.09	1.09	4.37	2.19	0.00	3.83	62.30
65 +	2.82	1.41	1.41	7.04	1.41	0.00	0.70	51.41
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	9.36	5.06	3.37	2.81	5.24	0.56	10.11	44.19
FEMALE	8.96	2.33	3.23	3.23	5.38	0.36	11.47	45.34
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	4.55	0.00	4.55	3.41	7.95	2.27	20.45	37.50
WHITE COLLAR	10.00	6.25	3.75	0.00	8.75	0.00	10.00	42.50
SALESPERSON	12.07	1.72	5.17	3.45	0.00	1.72	15.52	41.38
SKILLED WORKER	12.30	6.42	3.21	2.14	5.35	0.53	8.56	45.45
UNSKILLED WORKER	13.89	6.94	5.56	0.00	5.56	0.00	2.78	43.06
A. FORCES/POLICE	4.76	4.76	0.00	9.52	19.05	0.00	0.00	42.86
RETIRED	1.52	1.52	1.52	5.30	0.76	0.00	1.52	55.30
UNEMPLOYED	8.00	12.00	0.00	12.00	16.00	0.00	16.00	12.00
STUDENT	12.96	5.56	3.70	0.93	5.56	0.93	34.26	28.70
HOUSEWIFE	9.03	1.56	3.12	3.43	4.67	0.00	6.85	51.71
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	7.81	2.08	5.21	4.69	5.73	1.04	18.23	38.54
C1	7.41	3.37	3.70	3.37	5.39	0.67	14.14	44.11
C2	11.65	4.85	2.91	1.29	5.50	0.00	7.44	48.22
DE	9.18	3.74	2.04	3.40	4.76	0.34	6.12	45.92
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - MUSIC VIDEO		CLIPS
	No Answer	Totals	Forms
Overall	19.51	100.00	1092
AGE BRACKETS			
14 - 17	9.09	100.00	88
18 - 30	10.84	100.00	249
31 - 50	21.86	100.00	430
51 - 65	19.67	100.00	183
65 +	33.80	100.00	142
No Answer	-	100.00	0
SEX			
MALE	19.29	100.00	534
FEMALE	19.71	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	19.32	100.00	88
WHITE COLLAR	18.75	100.00	80
SALESPERSON	18.97	100.00	58
SKILLED WORKER	16.04	100.00	187
UNSKILLED WORKER	22.22	100.00	72
A. FORCES/POLICE	19.05	100.00	21
RETIRED	32.58	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	7.41	100.00	108
HOUSEWIFE	19.63	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	16.67	100.00	192
C1	17.85	100.00	297
C2	18.12	100.00	309
DE	24.49	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLE A6.12: TV VIEWERS PREFERRING TV PLAYS**

Percents	TV - PLAYS							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	37.82	0.82	0.09	2.29	1.92	0.09	1.92	37.82
<b>AGE BRACKETS</b>								
14 - 17	22.73	0.00	1.14	2.27	1.14	0.00	3.41	52.27
18 - 30	33.33	1.61	0.00	1.61	3.21	0.40	2.01	44.98
31 - 50	40.00	0.70	0.00	1.16	1.40	0.00	2.09	36.05
51 - 65	48.09	0.55	0.00	3.83	0.55	0.00	2.19	31.15
65 +	35.21	0.70	0.00	4.93	3.52	0.00	0.00	30.28
No Answer	-	-	-	-	-	-	-	-
<b>SEX</b>								
MALE	33.90	0.94	0.19	2.81	2.25	0.00	1.69	41.20
FEMALE	41.58	0.72	0.00	1.79	1.61	0.18	2.15	34.59
No Answer	-	-	-	-	-	-	-	-
<b>ECONOMIC ACTIVITY</b>								
PROFESSNL/MANAG	15.91	1.14	0.00	6.82	6.82	0.00	7.95	46.59
WHITE COLLAR	25.00	1.25	0.00	1.25	0.00	1.25	1.25	50.00
SALESPERSON	39.66	1.72	0.00	1.72	0.00	0.00	1.72	36.21
SKILLED WORKER	43.32	1.07	0.00	1.07	3.21	0.00	0.53	34.22
UNSKILLED WORKER	47.22	0.00	0.00	0.00	1.39	0.00	0.00	34.72
A. FORCES/POLICE	38.10	0.00	0.00	4.76	4.76	0.00	4.76	38.10
RETIRED	35.61	0.76	0.00	3.03	1.52	0.00	1.52	33.33
UNEMPLOYED	40.00	0.00	0.00	0.00	0.00	0.00	0.00	36.00
STUDENT	21.30	0.93	0.93	3.70	0.93	0.00	3.70	52.78
HOUSEWIFE	47.66	0.62	0.00	1.87	1.25	0.00	1.25	32.40
No Answer	-	-	-	-	-	-	-	-
<b>SOCIO-ECONOMIC GROUP</b>								
AB	22.92	1.04	0.00	6.77	3.12	0.00	5.21	46.35
C1	33.33	1.35	0.34	1.01	1.35	0.34	1.35	42.42
C2	46.93	0.32	0.00	0.65	2.27	0.00	0.97	33.33
DE	42.52	0.68	0.00	2.38	1.36	0.00	1.36	32.31
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - PLAYS		Forms
	No Answer	Totals	
Overall	17.22	100.00	1092
AGE BRACKETS			
14 - 17	17.05	100.00	88
18 - 30	12.85	100.00	249
31 - 50	18.60	100.00	430
51 - 65	13.66	100.00	183
65 +	25.35	100.00	142
No Answer	-	100.00	0
SEX			
MALE	17.04	100.00	534
FEMALE	17.38	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	14.77	100.00	88
WHITE COLLAR	20.00	100.00	80
SALESPERSON	18.97	100.00	58
SKILLED WORKER	16.58	100.00	187
UNSKILLED WORKER	16.67	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	24.24	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	15.74	100.00	108
HOUSEWIFE	14.95	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	14.58	100.00	192
C1	18.52	100.00	297
C2	15.53	100.00	309
DE	19.39	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.13: TV VIEWERS PREFERRING ART & CULTURE**

Percents	TV - ART & CULTURE							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	16.30	1.74	0.18	9.71	1.37	0.46	3.85	46.98
AGE BRACKETS								
14 - 17	14.77	1.14	2.27	12.50	2.27	1.14	4.55	45.45
18 - 30	11.24	3.21	0.00	7.63	3.61	0.80	5.62	52.21
31 - 50	18.14	1.16	0.00	8.60	0.23	0.47	4.65	45.81
51 - 65	17.49	1.09	0.00	15.30	0.00	0.00	2.19	48.09
65 +	19.01	2.11	0.00	7.75	2.11	0.00	0.00	40.85
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	13.86	2.25	0.37	10.67	1.31	0.19	3.75	47.75
FEMALE	18.64	1.25	0.00	8.78	1.43	0.72	3.94	46.24
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	12.50	4.55	0.00	23.86	1.14	1.14	15.91	31.82
WHITE COLLAR	11.25	2.50	1.25	15.00	0.00	1.25	1.25	47.50
SALESPERSON	18.97	3.45	0.00	3.45	3.45	0.00	5.17	44.83
SKILLED WORKER	12.83	1.07	0.00	9.09	2.14	0.00	3.21	50.27
UNSKILLED WORKER	8.33	2.78	0.00	4.17	2.78	0.00	0.00	58.33
A. FORCES/POLICE	19.05	0.00	0.00	4.76	0.00	0.00	4.76	47.62
RETIRED	17.42	2.27	0.00	10.61	1.52	0.00	0.00	40.91
UNEMPLOYED	8.00	0.00	0.00	4.00	0.00	0.00	4.00	56.00
STUDENT	15.74	0.00	0.93	12.04	1.85	0.00	6.48	48.15
HOUSEWIFE	22.12	1.25	0.00	6.85	0.62	0.93	2.80	48.29
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	14.06	3.65	0.52	21.35	1.04	1.04	11.46	34.38
C1	14.48	1.35	0.34	10.10	1.68	0.67	4.04	48.15
C2	17.80	0.97	0.00	5.18	1.94	0.32	1.94	52.10
DE	18.03	1.70	0.00	6.46	0.68	0.00	0.68	48.64
No Answer	-	-	-	-	-	-	-	-



CONTINUED	TV - ART & CULTURE		
	No Answer	Totals	Forms
Overall	19.41	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	15.66	100.00	249
31 - 50	20.93	100.00	430
51 - 65	15.85	100.00	183
65 +	28.17	100.00	142
No Answer	-	100.00	0
SEX			
MALE	19.85	100.00	534
FEMALE	19.00	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	9.09	100.00	88
WHITE COLLAR	20.00	100.00	80
SALESPERSON	20.69	100.00	58
SKILLED WORKER	21.39	100.00	187
UNSKILLED WORKER	23.61	100.00	72
A. FORCES/POLICE	23.81	100.00	21
RETIRED	27.27	100.00	132
UNEMPLOYED	28.00	100.00	25
STUDENT	14.81	100.00	108
HOUSEWIFE	17.13	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	12.50	100.00	192
C1	19.19	100.00	297
C2	19.74	100.00	309
DE	23.81	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.14: TV VIEWERS PREFERRING WOMEN'S PROGRAMMES**

Percents	TV - WOMEN'S PROGR.							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	18.32	3.75	0.18	4.30	13.46	0.82	4.21	34.80
<b>AGE BRACKETS</b>								
14 - 17	10.23	0.00	1.14	3.41	21.59	2.27	4.55	40.91
18 - 30	10.44	4.02	0.40	1.61	17.67	0.00	5.62	43.78
31 - 50	20.00	3.72	0.00	5.35	12.56	0.70	4.42	33.26
51 - 65	25.14	6.01	0.00	5.46	9.84	2.19	4.92	28.42
65 +	23.24	2.82	0.00	4.93	8.45	0.00	0.00	28.17
No Answer	-	-	-	-	-	-	-	-
<b>SEX</b>								
MALE	9.93	3.18	0.37	3.93	11.80	1.31	2.62	46.44
FEMALE	26.34	4.30	0.00	4.66	15.05	0.36	5.73	23.66
No Answer	-	-	-	-	-	-	-	-
<b>ECONOMIC ACTIVITY</b>								
PROFESSNL/MANAG	5.68	0.00	0.00	10.23	12.50	2.27	7.95	40.91
WHITE COLLAR	10.00	1.25	0.00	7.50	17.50	1.25	1.25	45.00
SALESPERSON	15.52	1.72	0.00	1.72	13.79	1.72	6.90	37.93
SKILLED WORKER	14.44	3.74	0.53	1.07	18.72	1.07	2.14	41.18
UNSKILLED WORKER	13.89	8.33	0.00	0.00	5.56	0.00	0.00	47.22
A. FORCES/POLICE	9.52	4.76	0.00	9.52	14.29	0.00	0.00	52.38
RETIRED	17.42	3.79	0.00	4.55	9.09	0.00	2.27	32.58
UNEMPLOYED	4.00	8.00	0.00	0.00	12.00	0.00	16.00	32.00
STUDENT	9.26	0.93	0.93	2.78	15.74	1.85	7.41	44.44
HOUSEWIFE	32.71	5.30	0.00	5.61	12.46	0.31	4.67	20.25
No Answer	-	-	-	-	-	-	-	-
<b>SOCIO-ECONOMIC GROUP</b>								
AB	10.94	1.56	0.00	11.46	12.50	1.04	6.77	36.46
C1	17.85	1.35	0.34	4.71	16.50	1.01	3.70	37.37
C2	21.68	1.94	0.32	0.65	16.50	0.65	3.24	34.63
DE	20.07	9.52	0.00	3.06	7.82	0.68	4.08	31.29
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - WOMEN'S PROGR.		
	No Answer	Totals	Forms
Overall	20.15	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	16.47	100.00	249
31 - 50	20.00	100.00	430
51 - 65	18.03	100.00	183
65 +	32.39	100.00	142
No Answer	-	100.00	0
SEX			
MALE	20.41	100.00	534
FEMALE	19.89	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	20.45	100.00	88
WHITE COLLAR	16.25	100.00	80
SALESPERSON	20.69	100.00	58
SKILLED WORKER	17.11	100.00	187
UNSKILLED WORKER	25.00	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	30.30	100.00	132
UNEMPLOYED	28.00	100.00	25
STUDENT	16.67	100.00	108
HOUSEWIFE	18.69	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	19.27	100.00	192
C1	17.17	100.00	297
C2	20.39	100.00	309
DE	23.47	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.15: TV VIEWERS PREFERRING CHILDREN'S PROGRAMMES**

Percents	TV - CHILDREN'S PROG.							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	7.23	1.56	0.46	3.66	18.32	0.92	6.14	40.20
AGE BRACKETS								
14 - 17	5.68	1.14	3.41	2.27	30.68	1.14	7.95	31.82
18 - 30	3.61	1.61	0.40	2.01	22.89	0.40	7.63	43.78
31 - 50	9.30	1.63	0.23	4.88	20.23	1.16	8.37	33.95
51 - 65	10.38	1.64	0.00	2.73	10.38	1.09	2.19	50.82
65 +	4.23	1.41	0.00	4.93	7.04	0.70	0.70	44.37
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	5.06	1.31	0.56	4.31	18.54	1.50	5.24	43.07
FEMALE	9.32	1.79	0.36	3.05	18.10	0.36	6.99	37.46
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	3.41	0.00	0.00	3.41	14.77	2.27	15.91	39.77
WHITE COLLAR	6.25	0.00	1.25	7.50	22.50	1.25	2.50	40.00
SALESPERSON	5.17	1.72	0.00	5.17	17.24	0.00	12.07	36.21
SKILLED WORKER	5.88	2.67	0.53	2.67	26.20	0.53	3.74	40.11
UNSKILLED WORKER	8.33	0.00	0.00	2.78	9.72	2.78	1.39	48.61
A. FORCES/POLICE	14.29	0.00	0.00	4.76	14.29	0.00	0.00	57.14
RETIRED	2.27	1.52	0.00	3.79	7.58	0.76	0.76	50.00
UNEMPLOYED	8.00	4.00	0.00	12.00	16.00	0.00	12.00	28.00
STUDENT	2.78	1.85	1.85	1.85	26.85	0.93	10.19	37.04
HOUSEWIFE	12.46	1.87	0.31	3.12	17.76	0.62	6.54	36.14
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	5.21	0.52	1.04	3.12	19.79	1.04	12.50	36.46
C1	5.39	0.67	0.34	4.38	21.89	0.67	6.06	40.40
C2	8.74	2.27	0.65	2.59	20.71	1.29	4.21	39.16
DE	8.84	2.38	0.00	4.42	11.22	0.68	4.08	43.54
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - CHILDREN'S PROG.		
	No Answer	Totals	Forms
Overall	21.52	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	17.67	100.00	249
31 - 50	20.23	100.00	430
51 - 65	20.77	100.00	183
65 +	36.62	100.00	142
No Answer	-	100.00	0
SEX			
MALE	20.41	100.00	534
FEMALE	22.58	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	20.45	100.00	88
WHITE COLLAR	18.75	100.00	80
SALESPERSON	22.41	100.00	58
SKILLED WORKER	17.65	100.00	187
UNSKILLED WORKER	26.39	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	33.33	100.00	132
UNEMPLOYED	20.00	100.00	25
STUDENT	16.67	100.00	108
HOUSEWIFE	21.18	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	20.31	100.00	192
C1	20.20	100.00	297
C2	20.39	100.00	309
DE	24.83	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.16: TV VIEWERS PREFERRING RELIGIOUS PROGRAMMES**

Percents	TV - RELIGIOUS PROG.							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	36.63	1.28	0.27	4.40	0.55	0.09	0.73	37.09
AGE BRACKETS								
14 - 17	31.82	1.14	1.14	4.55	0.00	0.00	0.00	45.45
18 - 30	26.91	1.61	0.00	4.42	1.20	0.00	1.20	49.00
31 - 50	37.91	1.16	0.00	3.02	0.00	0.23	0.93	37.44
51 - 65	48.09	1.09	0.55	4.92	0.55	0.00	0.55	30.05
65 +	38.03	1.41	0.70	7.75	1.41	0.00	0.00	19.01
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	34.08	1.31	0.19	4.68	0.75	0.19	0.75	40.26
FEMALE	39.07	1.25	0.36	4.12	0.36	0.00	0.72	34.05
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	34.09	0.00	0.00	10.23	1.14	0.00	1.14	39.77
WHITE COLLAR	33.75	1.25	0.00	6.25	0.00	1.25	0.00	42.50
SALESPERSON	29.31	1.72	0.00	5.17	0.00	0.00	1.72	44.83
SKILLED WORKER	35.83	1.07	0.00	3.74	1.07	0.00	1.07	40.11
UNSKILLED WORKER	30.56	1.39	0.00	0.00	0.00	0.00	0.00	45.83
A. FORCES/POLICE	38.10	0.00	0.00	0.00	0.00	0.00	0.00	52.38
RETIRED	42.42	1.52	0.00	6.06	1.52	0.00	0.00	19.70
UNEMPLOYED	32.00	4.00	0.00	8.00	0.00	0.00	4.00	28.00
STUDENT	28.70	0.93	0.93	3.70	0.00	0.00	1.85	47.22
HOUSEWIFE	41.74	1.56	0.62	3.12	0.31	0.00	0.31	33.33
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	31.77	1.04	1.04	8.33	0.00	0.00	1.56	41.67
C1	34.34	0.34	0.34	3.70	0.67	0.34	0.67	42.76
C2	39.48	0.97	0.00	2.27	0.65	0.00	0.97	35.28
DE	39.12	2.72	0.00	4.76	0.68	0.00	0.00	30.27
No Answer	-	-	-	-	-	-	-	-

CONTINUED	TV - RELIGIOUS PROG.		
	No Answer	Totals	Forms
Overall	18.96	100.00	1092
AGE BRACKETS			
14 - 17	15.91	100.00	88
18 - 30	15.66	100.00	249
31 - 50	19.30	100.00	430
51 - 65	14.21	100.00	183
65 +	31.69	100.00	142
No Answer	-	100.00	0
SEX			
MALE	17.79	100.00	534
FEMALE	20.07	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	13.64	100.00	88
WHITE COLLAR	15.00	100.00	80
SALESPERSON	17.24	100.00	58
SKILLED WORKER	17.11	100.00	187
UNSKILLED WORKER	22.22	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	28.79	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	16.67	100.00	108
HOUSEWIFE	19.00	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	14.58	100.00	192
C1	16.84	100.00	297
C2	20.39	100.00	309
DE	22.45	100.00	294
No Answer	-	100.00	0

BASE=ALL

**TABLE A6.17: TV VIEWERS PREFERRING MONEY PROGRAMMES**

Percents	TV - MONEY PROGRAMMES							
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SATELL	NONE
Overall	10.26	1.01	0.09	3.75	1.01	0.09	6.41	55.13
AGE BRACKETS								
14 - 17	14.77	0.00	1.14	3.41	3.41	0.00	2.27	57.95
18 - 30	10.04	0.80	0.00	4.42	1.61	0.00	8.03	56.22
31 - 50	10.47	1.63	0.00	4.19	0.70	0.23	9.77	51.63
51 - 65	9.84	1.09	0.00	3.83	0.55	0.00	2.73	62.84
65 +	7.75	0.00	0.00	1.41	0.00	0.00	0.70	52.11
No Answer	-	-	-	-	-	-	-	-
SEX								
MALE	13.11	1.31	0.19	5.24	1.12	0.00	7.30	50.94
FEMALE	7.53	0.72	0.00	2.33	0.90	0.18	5.56	59.14
No Answer	-	-	-	-	-	-	-	-
ECONOMIC ACTIVITY								
PROFESSNL/MANAG	14.77	0.00	0.00	11.36	2.27	0.00	20.45	35.23
WHITE COLLAR	12.50	1.25	0.00	8.75	0.00	0.00	5.00	51.25
SALESPERSON	17.24	1.72	0.00	6.90	0.00	0.00	12.07	41.38
SKILLED WORKER	12.30	3.21	0.00	3.74	2.14	0.00	6.42	52.41
UNSKILLED WORKER	6.94	0.00	0.00	1.39	0.00	0.00	1.39	65.28
A. FORCES/POLICE	9.52	0.00	0.00	9.52	9.52	0.00	4.76	57.14
RETIRED	9.09	0.00	0.00	2.27	0.00	0.00	0.76	53.79
UNEMPLOYED	8.00	0.00	0.00	0.00	0.00	0.00	12.00	56.00
STUDENT	9.26	0.00	0.93	4.63	1.85	0.00	5.56	59.26
HOUSEWIFE	7.79	0.93	0.00	0.62	0.31	0.31	5.30	62.31
No Answer	-	-	-	-	-	-	-	-
SOCIO-ECONOMIC GROUP								
AB	13.02	1.04	0.00	7.29	2.60	0.00	14.06	43.75
C1	9.43	0.34	0.34	5.39	1.01	0.00	6.06	56.57
C2	12.62	1.29	0.00	1.29	0.65	0.32	5.83	55.66
DE	6.80	1.36	0.00	2.38	0.34	0.00	2.38	60.54
No Answer	-	-	-	-	-	-	-	-



CONTINUED	TV - MONEY PROGRAMMES		
	No Answer	Totals	Forms
Overall	22.25	100.00	1092
AGE BRACKETS			
14 - 17	17.05	100.00	88
18 - 30	18.88	100.00	249
31 - 50	21.40	100.00	430
51 - 65	19.13	100.00	183
65 +	38.03	100.00	142
No Answer	-	100.00	0
SEX			
MALE	20.79	100.00	534
FEMALE	23.66	100.00	558
No Answer	-	100.00	0
ECONOMIC ACTIVITY			
PROFESSNL/MANAG	15.91	100.00	88
WHITE COLLAR	21.25	100.00	80
SALESPERSON	20.69	100.00	58
SKILLED WORKER	19.79	100.00	187
UNSKILLED WORKER	25.00	100.00	72
A. FORCES/POLICE	9.52	100.00	21
RETIRED	34.09	100.00	132
UNEMPLOYED	24.00	100.00	25
STUDENT	18.52	100.00	108
HOUSEWIFE	22.43	100.00	321
No Answer	-	100.00	0
SOCIO-ECONOMIC GROUP			
AB	18.23	100.00	192
C1	20.88	100.00	297
C2	22.33	100.00	309
DE	26.19	100.00	294
No Answer	-	100.00	0

*BASE=ALL*

**TABLES A7.1: PREFERRED RADIO STATION BY LOCATION OF LISTENERSHIP**

Percents	RADIO STATION PREFERRED
SUP1	20.79
RTK	15.37
SMSH	14.20
RM1	8.93
NONE	7.61
101	7.32
ISL	5.56
BAY	5.42
LFM	3.22
RM2	2.93
CALY	2.93
MAS	0.59
UNIV	0.44
No Answer	4.69
Totals	100.00
Forms	683

*BASE=ALL HOME LISTENERS*

Percents	RADIO STATION PREFERRED
SMSH	24.0
SUP1	23.3
101	10.9
ISL	8.5
RM1	6.2
NONE	6.2
RTK	4.7
BAY	3.9
CALY	3.1
LFM	3.1
RM2	2.3
UNIV	0.8
MAS	0.0
No Answer	3.1
Totals	100.0
Forms	129

*BASE=ALL "AT WORK" LISTENERS*

Percents	RADIO STATION PREFERRED
SMSH	22.2
ISL	13.2
SUP1	12.7
BAY	12.7
101	10.4
NONE	7.1
RM1	5.2
RTK	4.2
RM2	3.3
CALY	2.8
LFM	2.8
UNIV	0.5
MAS	0.0
No Answer	2.8
Totals	100.0
Forms	212

*BASE=ALL CAR LISTENERS*

TABLE A7.2: TV CHANNEL PREFERENCE BY LOCATION OF VIEWERSHIP

Percents	PREFERRED TV STATION
BERLUS	29.07
TVM	20.39
SATELL	16.05
RAI	13.88
SUP1	8.03
NONE	6.94
OTHER	0.87
SMSH	0.65
No Answer	4.12
Totals	100.00
Forms	461

Figure 1. BASE=ALL SITTING ROOM VIEWERS

Percents	PREFERRED TV STATION
TVM	30.2
BERLUS	16.3
NONE	16.3
SATELL	11.6
RAI	9.3
SUP1	7.0
SMSH	0.0
OTHER	0.0
No Answer	9.3
Totals	100.0
Forms	43

Figure 2. BASE=ALL "DINING ROOM" VIEWERS

Percents	PREFERRED TV STATION
BERLUS	32.1
TVM	25.8
RAI	11.5
SUP1	10.5
SATELL	9.1
NONE	5.3
SMSH	1.0
OTHER	1.0
No Answer	3.8
Totals	100.0
Forms	209

Figure 3. BASE=ALL "KITCHEN" VIEWERS

Percents	PREFERRED TV STATION
BERLUS	40.2
TVM	18.5
RAI	11.2
SUP1	9.2
SATELL	7.6
NONE	6.4
SMSH	0.4
OTHER	0.4
No Answer	6.0
Totals	100.0
Forms	249

Figure 4. BASE=ALL "BEDROOM" VIEWERS

TABLE A9.1: RADIO AUDIENCE SHARES: MONDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMISH	UNIV	NONE	TOTALS
00.00	0.00	0.00	1.91	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.45	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
04.30	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
05.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	99.36	100.00
06.00	2.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	96.18	100.00
06.30	2.55	0.64	1.91	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.64	0.00	92.99	100.00
07.00	2.55	0.00	3.82	1.27	0.64	0.00	0.00	0.00	0.00	1.91	0.00	0.00	89.81	100.00
07.30	2.55	0.00	5.10	1.27	0.64	0.64	0.00	0.00	0.00	1.91	4.46	0.00	83.44	100.00
08.00	3.18	0.00	7.01	1.27	1.27	0.64	0.64	0.00	0.00	3.18	5.10	0.00	77.71	100.00
08.30	3.18	0.00	7.64	1.91	0.64	0.64	1.91	0.00	0.00	3.18	4.46	0.00	76.43	100.00
09.00	1.91	0.00	8.92	2.55	0.64	0.64	1.27	0.00	0.00	3.18	3.82	0.00	77.07	100.00
09.30	1.91	0.00	7.01	3.18	0.64	0.00	0.64	0.00	0.00	3.82	3.82	0.00	78.98	100.00
10.00	3.82	0.64	6.37	3.18	0.64	0.64	0.64	0.00	0.64	3.82	3.18	0.00	76.43	100.00
10.30	1.91	0.64	6.37	3.18	0.64	0.64	1.27	0.00	0.00	3.82	2.55	0.00	76.96	100.00
11.00	1.91	0.64	6.37	3.18	0.64	0.00	0.64	0.00	0.00	3.82	3.18	0.00	79.62	100.00
11.30	3.18	1.27	7.01	1.27	0.64	0.00	1.27	0.00	0.00	3.82	3.18	0.00	78.34	100.00
12.00	4.46	0.64	6.37	1.27	1.27	0.00	0.00	0.00	0.00	3.82	3.82	0.00	78.34	100.00
12.30	3.82	0.64	5.10	0.64	1.27	0.64	0.00	0.64	0.00	2.55	2.55	0.00	82.17	100.00
13.00	1.27	0.00	5.10	0.64	1.27	1.27	0.64	0.64	0.00	1.91	2.55	0.64	84.08	100.00
13.30	1.27	0.00	5.10	0.64	1.27	0.64	0.00	0.64	0.00	1.91	0.64	0.64	87.26	100.00
14.00	2.55	0.00	5.10	1.27	1.91	0.64	0.00	0.64	0.00	2.55	0.64	0.00	84.71	100.00
14.30	1.91	0.00	5.10	0.64	1.91	0.64	0.64	1.27	0.00	2.55	1.27	0.00	84.06	100.00
15.00	1.91	0.64	6.37	0.64	1.91	0.00	0.00	1.27	0.00	1.91	1.91	0.00	83.44	100.00
15.30	2.55	0.64	5.73	0.64	1.27	0.00	0.00	1.27	0.00	1.91	1.27	0.00	84.71	100.00
16.00	2.55	0.64	5.10	1.27	1.27	0.00	0.00	0.64	0.00	1.91	1.91	0.00	84.71	100.00
16.30	2.55	1.27	7.64	1.91	0.64	0.00	0.00	0.64	0.00	1.27	1.91	0.00	82.17	100.00
17.00	2.55	0.64	7.64	1.91	0.64	0.00	0.00	1.27	0.00	1.27	1.91	0.00	82.17	100.00
17.30	1.27	0.00	5.73	1.27	0.64	0.00	0.00	1.27	0.00	0.64	1.91	0.00	87.26	100.00
18.00	3.18	0.00	4.46	1.27	0.64	0.00	0.00	0.64	0.00	1.91	1.91	0.00	85.99	100.00
18.30	1.91	0.00	3.18	1.27	0.00	0.00	0.64	0.64	0.00	1.27	1.91	0.64	86.54	100.00
19.00	0.64	0.00	2.55	1.27	0.00	0.00	0.00	0.64	0.00	1.91	1.91	0.64	90.45	100.00
19.30	0.64	0.00	2.55	0.00	0.64	0.00	0.64	0.64	0.00	0.64	1.27	0.00	92.99	100.00
20.00	0.64	0.64	3.82	0.00	0.64	0.00	0.64	0.64	0.00	1.27	1.27	0.00	90.45	100.00
20.30	0.64	0.64	2.55	0.64	0.64	0.00	0.00	0.00	0.00	0.64	1.27	0.00	92.99	100.00
21.00	0.64	0.00	2.55	0.64	0.00	0.00	0.64	0.00	0.64	0.64	0.64	0.00	93.63	100.00
21.30	0.64	0.64	2.55	0.64	0.00	0.00	0.64	0.64	0.00	0.64	0.64	0.00	92.99	100.00
22.00	0.64	0.64	3.18	0.64	0.00	0.00	0.64	0.00	0.00	0.64	0.64	0.00	92.99	100.00
22.30	0.64	0.64	3.18	0.00	0.00	0.00	0.64	0.00	0.00	0.64	0.00	0.00	94.27	100.00
23.00	0.64	0.00	2.55	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	96.18	100.00
23.30	0.64	0.00	2.55	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	96.18	100.00
average	1.49	0.25	3.65	0.92	0.53	0.16	0.29	0.35	0.03	1.45	1.43	0.05	89.41	100.00
maximum	4.46	1.27	8.92	3.18	1.91	1.27	1.91	1.27	0.64	3.82	5.10	0.64	100.00	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Tuesday respondents)

TABLE A9.2. RADIO AUDIENCE SHARES: TUESDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.64	0.64	0.00	0.00	0.00	0.64	0.00	0.64	0.64	0.00	96.82	100.00
00.30	0.00	0.00	0.64	0.60	0.00	0.00	0.00	0.64	0.00	0.64	0.64	0.00	97.45	100.00
01.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.00	0.64	0.64	0.00	97.45	100.00
01.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.00	0.64	0.00	0.00	98.09	100.00
02.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
02.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
03.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	98.73	100.00
03.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
04.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
04.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
05.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
05.30	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	97.45	100.00
06.00	0.64	0.00	1.91	0.64	0.00	0.64	0.00	0.00	0.00	0.64	1.27	0.00	94.27	100.00
06.30	1.27	0.00	1.27	0.64	0.00	0.64	0.00	0.00	0.00	0.64	1.27	0.00	94.27	100.00
07.00	0.64	0.64	1.27	1.91	0.64	1.27	0.00	0.00	0.00	1.27	2.55	0.00	89.81	100.00
07.30	0.64	1.27	2.55	3.18	0.00	1.27	0.64	0.00	0.00	1.91	2.55	0.00	85.99	100.00
08.00	0.64	0.64	5.10	3.82	0.64	0.64	1.91	0.64	0.00	0.64	3.82	0.00	81.53	100.00
08.30	0.64	0.00	3.82	4.46	0.64	1.27	1.27	1.91	0.00	1.27	3.18	0.00	81.53	100.00
09.00	0.00	0.00	5.10	3.82	1.27	3.18	0.00	0.64	0.00	2.55	3.82	0.00	79.62	100.00
09.30	0.00	0.00	4.46	4.46	1.27	3.18	1.27	0.00	0.00	3.18	4.46	0.00	77.71	100.00
10.00	1.27	0.64	5.10	3.82	0.64	3.82	1.27	0.64	0.00	3.82	3.82	0.00	75.16	100.00
10.30	1.27	0.64	5.10	3.18	0.64	3.82	1.27	0.00	0.64	4.46	3.82	0.00	75.16	100.00
11.00	1.91	1.27	4.46	2.55	1.27	2.55	1.27	0.00	0.00	4.46	3.82	0.00	76.43	100.00
11.30	1.27	1.27	4.46	2.55	1.27	2.55	0.64	0.00	0.00	4.46	3.18	0.00	78.34	100.00
12.00	2.55	1.27	5.73	2.55	1.27	2.55	0.64	0.00	0.00	4.46	3.18	0.00	75.80	100.00
12.30	1.91	1.91	5.10	3.82	1.27	1.91	1.27	0.00	0.00	1.91	3.82	0.00	77.07	100.00
13.00	0.64	0.64	3.18	2.55	1.91	1.91	1.27	0.00	0.00	1.27	3.82	0.00	82.80	100.00
13.30	0.64	0.64	4.46	1.91	1.91	1.91	1.91	0.00	0.00	1.27	3.82	0.00	81.53	100.00
14.00	0.00	1.91	4.46	1.27	1.27	1.91	1.27	1.27	0.00	0.64	3.18	0.00	82.80	100.00
14.30	0.00	1.91	3.82	1.27	1.91	1.91	0.00	1.91	0.00	1.27	3.18	0.00	82.80	100.00
15.00	1.91	1.27	3.82	1.27	1.27	1.91	0.00	1.91	0.00	0.64	3.82	0.00	82.17	100.00
15.30	1.27	0.64	3.82	1.27	1.27	1.91	0.00	0.64	0.64	1.27	3.82	0.00	83.44	100.00
16.00	0.64	0.64	4.46	1.91	1.27	1.91	0.64	0.64	0.00	1.27	5.73	0.00	80.89	100.00
16.30	0.00	1.27	3.82	1.27	1.27	2.55	0.64	0.64	0.00	1.27	4.46	0.00	82.80	100.00
17.00	0.00	1.27	5.10	2.55	2.55	0.64	1.91	0.00	0.00	1.27	5.10	0.00	79.62	100.00
17.30	0.64	1.91	5.10	2.55	2.55	0.64	0.64	0.00	0.00	1.91	4.46	0.00	79.62	100.00
18.00	0.00	1.27	5.73	3.82	1.27	0.64	2.55	0.00	0.00	1.91	3.82	0.64	78.34	100.00
18.30	0.64	1.27	5.10	3.82	0.64	0.64	3.18	0.00	0.00	1.27	3.18	0.64	79.62	100.00
19.00	0.64	0.64	3.82	2.55	0.64	0.64	3.18	0.00	0.00	0.64	3.82	0.00	83.44	100.00
19.30	0.64	0.64	1.91	1.27	0.00	1.27	1.27	0.00	0.00	1.27	3.82	0.00	87.90	100.00
20.00	0.64	0.00	3.18	0.64	0.00	1.27	1.27	0.00	0.00	1.91	3.18	0.00	87.90	100.00
20.30	0.00	0.00	3.18	0.64	0.00	1.27	1.91	0.00	0.00	0.64	1.27	0.00	91.08	100.00
21.00	0.64	0.00	3.18	0.64	0.00	1.91	1.91	0.00	0.00	0.64	1.27	0.00	89.81	100.00
21.30	0.00	0.00	3.18	1.27	0.64	0.64	1.91	0.00	0.00	0.64	1.91	0.00	89.81	100.00
22.00	0.00	0.00	2.55	1.27	0.00	0.64	1.27	0.64	0.00	0.64	1.27	0.00	91.72	100.00
22.30	0.00	0.00	1.91	0.64	0.00	0.64	0.64	0.64	0.00	0.64	1.27	0.00	93.63	100.00
23.00	0.00	0.00	2.55	0.64	0.00	0.64	1.27	1.27	0.00	0.64	0.64	0.00	92.36	100.00
23.30	0.00	0.00	1.91	0.00	0.00	0.64	0.64	1.27	0.00	0.64	0.64	0.00	94.27	100.00
average	0.49	0.53	3.01	1.61	0.65	1.19	0.85	0.40	0.03	1.29	2.39	0.03	87.54	100.00
maximum	2.55	1.91	5.73	4.46	2.55	3.92	3.18	1.91	0.64	4.46	5.73	0.64	99.36	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Wednesday respondents)

TABLE 00: RADIO AUDIENCE SHARE: WEDNESDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMASH	UNIV	NONE	TOTALS
00.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.65	0.00	96.75	100.00
00.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.70	100.00
01.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
01.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
02.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
02.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
03.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	98.05	100.00
03.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	97.40	100.00
04.00	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	97.40	100.00
04.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	97.40	100.00
05.00	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
05.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	97.40	100.00
06.00	0.65	0.00	3.25	0.65	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	94.16	100.00
06.30	0.00	0.00	4.55	0.65	0.65	0.65	0.00	0.00	0.00	1.30	1.30	0.00	90.91	100.00
07.00	1.30	0.00	6.49	1.95	0.65	0.65	0.65	0.00	0.00	2.60	3.25	0.00	82.47	100.00
07.30	2.60	0.00	5.84	3.25	0.65	0.00	2.60	0.00	0.00	3.25	3.25	0.00	78.57	100.00
08.00	2.60	0.00	7.79	2.60	0.00	0.65	3.25	0.00	0.00	4.55	1.95	0.65	75.97	100.00
08.30	1.30	0.00	8.44	1.95	0.65	0.00	1.95	0.00	0.00	5.84	2.60	0.65	76.62	100.00
09.00	1.30	0.00	9.09	2.60	0.65	0.65	1.95	0.00	0.00	7.14	3.25	0.65	72.73	100.00
09.30	1.95	0.00	9.09	2.60	0.65	0.65	0.65	0.00	0.00	6.49	3.25	0.65	74.03	100.00
10.00	3.25	0.00	9.09	1.95	0.00	0.65	0.65	0.00	0.00	5.19	3.90	1.30	74.03	100.00
10.30	3.90	0.00	9.09	1.65	0.00	0.65	0.65	0.00	0.00	3.90	3.90	0.00	75.97	100.00
11.00	2.60	0.00	7.79	2.60	0.00	1.30	1.30	0.00	0.00	3.90	3.90	0.00	76.62	100.00
11.30	1.30	0.00	7.14	2.60	0.00	1.30	0.65	0.00	0.00	3.25	3.90	0.00	79.87	100.00
12.00	1.95	0.00	9.09	3.25	0.00	0.65	1.30	0.00	0.00	5.84	3.90	0.00	74.03	100.00
12.30	1.30	0.00	7.79	3.25	0.65	0.00	0.65	0.00	0.00	5.19	3.90	0.00	77.27	100.00
13.00	1.30	0.00	7.14	2.60	1.30	0.00	1.30	0.00	0.00	3.90	2.60	0.00	79.87	100.00
13.30	1.30	0.00	4.55	2.60	1.95	0.00	1.30	0.00	0.00	3.25	3.25	0.00	81.62	100.00
14.00	0.65	0.00	4.55	2.60	0.65	0.65	0.65	0.00	0.00	1.95	3.25	0.00	85.06	100.00
14.30	0.65	0.00	5.84	3.25	0.00	0.65	0.00	0.65	0.00	1.30	3.25	0.00	84.42	100.00
15.00	0.65	0.00	5.84	3.90	0.65	0.65	0.65	1.30	0.00	2.60	3.25	0.00	80.52	100.00
15.30	1.30	0.00	5.19	3.25	0.00	1.95	1.30	1.30	0.00	1.30	3.25	0.00	81.17	100.00
16.00	1.95	0.00	5.19	3.25	1.30	1.95	1.30	1.30	0.65	1.95	3.25	0.65	77.27	100.00
16.30	1.95	0.00	6.49	2.60	1.95	1.30	0.65	0.65	0.65	1.95	2.60	0.00	79.22	100.00
17.00	1.95	0.65	4.55	3.25	1.30	1.30	2.60	0.65	0.65	1.95	2.60	0.00	78.57	100.00
17.30	1.95	0.65	3.25	2.60	1.30	1.30	1.95	0.65	0.00	1.30	3.25	0.00	81.62	100.00
18.00	0.65	0.65	3.90	1.30	0.00	0.65	1.95	1.30	0.00	0.00	4.55	0.00	85.06	100.00
18.30	0.65	0.00	4.55	1.95	0.00	0.00	1.95	1.95	0.00	1.30	1.95	0.00	85.71	100.00
19.00	0.65	0.00	3.25	2.60	0.00	0.00	1.95	0.65	0.00	3.25	2.60	0.00	85.06	100.00
19.30	1.30	0.00	3.25	2.60	0.65	0.65	1.30	0.00	0.00	3.25	1.95	0.00	85.06	100.00
20.00	1.30	0.00	2.60	1.30	0.65	0.65	1.30	0.00	0.00	3.90	1.95	0.00	86.36	100.00
20.30	1.30	0.00	2.60	0.00	0.65	0.65	1.30	0.00	0.00	3.90	1.30	0.00	86.31	100.00
21.00	0.65	0.00	1.30	0.00	0.65	0.65	1.30	0.00	0.00	3.90	1.30	0.00	90.26	100.00
21.30	0.00	0.00	1.30	0.00	0.00	0.65	0.65	0.00	0.00	1.95	1.30	0.00	94.16	100.00
22.00	0.00	0.00	2.60	0.65	0.00	0.00	0.65	0.00	0.00	1.30	1.30	0.00	93.51	100.00
22.30	0.00	0.00	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.65	1.30	0.00	95.45	100.00
23.00	0.00	0.00	2.60	0.65	0.00	0.00	0.00	0.00	0.00	0.65	1.30	0.00	94.81	100.00
23.30	0.00	0.00	2.60	0.00	0.65	0.00	0.00	0.00	0.00	0.00	1.30	0.00	95.45	100.00
average	0.96	0.04	4.36	1.52	0.38	0.45	0.84	0.22	0.04	2.23	2.04	0.09	86.84	100.00
maximum	3.90	0.65	9.09	3.90	1.95	1.95	3.25	1.95	0.65	7.14	4.55	1.30	96.70	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Thursday respondents)



TABLE A9.4: RADIO AUDIENCE SHARES: THURSDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.00	98.67	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	99.33	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.67	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67	0.00	97.33	100.00
06.30	1.33	0.67	1.33	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67	0.00	95.33	100.00
07.00	2.00	0.00	2.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	93.33	100.00
07.30	1.33	0.00	1.33	0.67	0.67	0.00	0.00	0.00	0.00	0.67	2.67	0.00	92.67	100.00
08.00	2.00	0.67	2.67	2.67	1.33	0.00	2.00	0.67	0.00	1.33	2.67	0.00	84.00	100.00
08.30	0.67	0.67	2.00	2.67	1.33	0.00	2.00	0.67	0.00	1.33	3.33	0.00	85.33	100.00
09.00	1.33	0.67	1.33	2.67	0.67	0.00	2.00	0.67	0.00	2.67	4.00	0.00	84.00	100.00
09.30	2.00	0.67	1.33	2.00	0.67	0.00	2.67	0.00	0.00	3.33	3.33	0.00	84.00	100.00
10.00	6.00	0.67	3.33	3.33	0.67	0.67	2.00	0.00	0.00	2.00	3.33	0.00	78.00	100.00
10.30	4.00	0.67	2.67	3.33	1.33	0.00	2.67	0.00	0.00	2.00	3.33	0.00	80.00	100.00
11.00	3.33	0.67	2.67	2.00	0.67	0.00	2.00	0.67	0.00	3.33	2.67	0.00	82.00	100.00
11.30	2.67	0.67	2.67	2.00	0.67	0.00	2.00	0.67	0.00	4.00	2.67	0.00	82.00	100.00
12.00	4.67	0.67	2.00	2.00	0.67	0.67	1.33	0.67	0.00	3.33	2.67	0.00	81.33	100.00
12.30	2.00	0.67	1.33	1.33	0.67	0.67	1.33	0.67	0.00	0.67	2.67	0.00	86.00	100.00
13.00	0.67	0.00	2.00	2.00	0.67	0.00	0.00	0.00	0.00	0.67	3.33	0.00	90.67	100.00
13.30	0.67	0.00	1.33	0.67	0.67	0.00	0.67	0.00	0.00	1.33	4.00	0.00	90.67	100.00
14.00	1.33	0.00	1.33	0.00	0.67	1.33	0.00	0.67	0.67	0.67	3.33	0.00	90.00	100.00
14.30	1.33	0.00	1.33	0.00	1.33	0.67	0.00	0.67	0.67	0.67	4.00	0.67	88.67	100.00
15.00	1.33	0.00	0.67	1.33	0.67	0.67	0.00	2.00	0.67	0.67	4.00	0.00	88.00	100.00
15.30	1.33	0.00	0.67	1.33	0.67	0.67	0.00	2.00	0.67	0.67	3.33	0.00	88.67	100.00
16.00	3.33	0.00	0.67	2.00	0.67	0.00	0.67	0.67	0.67	0.67	2.67	0.00	88.00	100.00
16.30	2.00	0.00	0.67	1.33	0.67	0.67	1.33	1.33	0.00	0.67	3.33	0.00	86.00	100.00
17.00	2.00	0.00	0.67	1.33	0.67	0.67	2.00	1.33	0.67	0.67	4.00	0.00	86.00	100.00
17.30	2.67	0.00	1.33	0.67	0.67	0.67	2.00	0.67	0.00	0.67	3.33	0.00	87.33	100.00
18.00	2.00	0.00	1.33	0.67	1.33	0.67	2.00	0.67	0.67	0.67	3.33	0.00	86.67	100.00
18.30	2.00	0.00	1.33	0.67	1.33	0.67	2.00	0.67	0.00	0.00	4.00	0.00	87.33	100.00
19.00	1.33	0.00	0.67	0.67	1.33	0.00	2.00	0.67	0.00	1.33	3.33	0.00	88.67	100.00
19.30	0.67	0.00	2.00	0.00	1.33	0.00	0.67	0.67	0.00	1.33	3.33	0.00	90.00	100.00
20.00	0.67	0.00	0.67	1.33	1.33	0.00	0.00	0.67	0.00	1.33	2.67	0.00	91.33	100.00
20.30	0.00	0.00	0.67	0.67	2.00	0.00	0.00	0.67	0.00	0.67	2.00	0.00	93.33	100.00
21.00	0.00	0.00	0.00	0.67	1.33	0.67	0.00	0.00	0.00	0.00	2.00	0.00	95.33	100.00
21.30	0.00	0.00	0.00	0.00	1.33	0.00	0.67	0.00	0.00	0.00	2.67	0.00	95.33	100.00
22.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.67	0.00	0.67	0.67	0.00	97.33	100.00
22.30	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.67	0.00	0.67	1.33	0.00	96.67	100.00
23.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.67	0.00	0.00	1.33	0.00	97.33	100.00
23.30	0.00	0.00	0.67	0.00	0.67	0.00	0.00	0.67	0.00	0.00	1.33	0.00	96.67	100.00
average	1.21	0.15	0.96	0.85	0.63	0.21	0.71	0.43	0.14	0.81	2.10	0.01	91.81	100.00
maximum	6.00	0.67	3.33	3.33	2.00	1.33	2.67	2.00	0.67	4.00	4.00	0.67	100.00	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Friday respondents)

TABLE A9.5: RADIO AUDIENCE SHARES: FRIDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.65	0.00	98.70	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.65	0.00	98.70	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.65	0.00	98.70	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.65	0.00	98.70	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
05.30	0.00	0.00	0.65	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.65	0.00	98.05	100.00
06.00	1.30	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	97.40	100.00
06.30	1.30	0.00	1.30	0.00	0.65	0.65	1.30	0.00	0.00	1.30	1.30	0.00	92.21	100.00
07.00	1.95	0.00	3.25	0.65	1.95	0.65	0.65	0.65	0.00	1.95	3.25	0.00	85.06	100.00
07.30	1.95	0.00	2.60	0.65	1.30	0.00	0.65	0.65	0.00	2.60	3.90	0.65	85.06	100.00
08.00	2.60	0.65	3.90	1.30	1.30	1.30	1.95	0.65	0.00	3.90	3.90	0.65	77.92	100.00
08.30	1.95	0.65	4.55	1.95	0.65	0.65	1.30	0.65	0.00	2.60	3.90	0.65	80.52	100.00
09.00	1.95	0.65	5.84	3.25	0.00	0.65	2.60	0.65	0.00	2.60	3.90	0.00	77.92	100.00
09.30	1.95	0.00	4.55	3.25	0.00	0.00	1.30	1.30	0.00	2.60	3.25	0.00	81.82	100.00
10.00	2.60	0.65	5.84	3.25	1.30	0.00	1.95	1.30	0.00	3.25	3.25	0.00	76.62	100.00
10.30	2.60	0.00	5.84	2.60	1.95	0.65	1.95	1.95	0.00	2.60	3.90	0.00	75.97	100.00
11.00	1.95	0.00	5.84	1.95	0.65	1.30	1.30	1.95	0.00	1.95	3.25	0.00	79.87	100.00
11.30	1.30	0.00	5.84	1.95	0.00	0.65	1.30	1.95	0.00	2.60	3.25	0.65	80.52	100.00
12.00	0.65	0.00	5.19	1.95	0.00	1.95	1.30	1.30	0.00	1.95	3.90	0.65	81.17	100.00
12.30	0.00	0.00	5.84	1.95	0.00	0.65	1.30	0.65	0.00	1.95	3.90	0.65	83.12	100.00
13.00	0.65	0.65	4.55	2.60	0.00	1.30	1.30	0.65	0.00	1.30	2.60	0.00	84.42	100.00
13.30	0.65	0.65	4.55	1.30	0.65	1.95	1.30	0.00	0.00	1.30	3.25	0.00	84.42	100.00
14.00	0.65	0.65	3.90	1.30	0.65	1.30	1.95	0.65	0.00	0.00	2.60	0.00	86.36	100.00
14.30	0.00	0.65	3.90	1.30	1.30	0.65	0.65	0.00	0.00	1.30	3.25	0.00	87.01	100.00
15.00	0.00	0.00	3.90	1.30	0.00	1.95	1.30	0.00	0.00	1.30	5.84	0.00	84.42	100.00
15.30	0.65	0.00	4.55	1.95	0.00	0.00	0.00	0.00	0.00	1.30	6.49	0.00	85.06	100.00
16.00	0.65	0.00	4.55	2.60	1.30	0.00	1.95	0.00	0.00	1.95	6.49	0.00	80.52	100.00
16.30	0.65	0.65	3.25	1.95	0.65	0.00	2.60	0.00	0.00	2.60	4.55	0.00	83.12	100.00
17.00	0.65	0.65	3.25	1.30	3.25	0.00	1.95	0.00	0.00	3.25	4.55	0.00	81.17	100.00
17.30	1.30	0.00	2.60	1.30	3.25	0.00	2.60	0.65	0.00	2.60	2.60	0.00	83.12	100.00
18.00	1.30	0.65	2.60	1.30	1.95	0.00	2.60	0.65	0.00	2.60	2.60	0.00	83.77	100.00
18.30	1.30	0.65	1.95	1.30	1.30	0.65	1.30	0.65	0.00	1.30	2.60	0.00	87.01	100.00
19.00	0.65	0.65	2.60	1.95	1.95	0.00	1.30	0.65	0.00	1.30	4.55	0.00	84.42	100.00
19.30	0.65	0.00	1.95	1.95	1.30	0.00	0.65	0.00	0.00	0.65	3.25	0.00	89.61	100.00
20.00	0.00	0.65	1.95	0.65	1.30	0.65	0.00	0.00	0.00	0.65	1.95	0.00	92.21	100.00
20.30	0.00	0.00	1.30	0.00	1.30	0.00	0.65	0.00	0.00	0.65	1.95	0.00	94.16	100.00
21.00	0.00	0.00	0.00	0.00	1.95	0.00	0.65	0.65	0.65	0.00	1.95	0.00	94.16	100.00
21.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.65	0.00	1.95	0.00	96.75	100.00
22.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.65	0.00	1.95	0.00	96.75	100.00
22.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	1.95	0.00	97.40	100.00
23.00	0.00	0.00	0.00	0.00	1.30	0.00	0.65	0.00	0.00	0.00	1.30	0.00	96.75	100.00
23.30	0.00	0.00	0.00	0.00	1.30	0.00	0.65	0.00	0.00	0.00	1.30	0.00	96.75	100.00
average	0.70	0.19	2.35	1.01	0.76	0.39	0.92	0.38	0.04	1.18	2.56	0.08	89.43	100.00
maximum	2.60	0.65	5.84	3.25	3.25	1.95	2.60	1.95	0.65	3.90	6.49	0.65	96.35	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Saturday respondents)



TABLE A9 6: RADIO AUDIENCE SHARES: SATURDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SM5H	UNIV	NONE	TOTALS
00.00	0.63	0.00	0.00	0.63	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	98.10	100.00
00.30	0.63	0.00	0.00	0.63	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	98.10	100.00
01.00	0.63	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
01.30	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.37	100.00
02.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.37	100.00
02.30	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.37	100.00
03.00	0.63	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	98.73	100.00
05.30	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	98.73	100.00
06.00	0.63	0.00	0.63	0.00	0.00	0.00	0.00	0.63	0.00	1.90	0.63	0.00	95.57	100.00
06.30	1.27	0.00	1.90	0.63	0.00	0.00	0.00	0.00	0.00	1.90	0.63	0.00	93.67	100.00
07.00	0.63	0.00	2.53	0.63	0.00	0.00	0.00	0.00	0.00	1.90	0.63	0.00	93.67	100.00
07.30	0.63	0.00	1.90	0.00	0.00	0.00	0.00	0.00	0.00	2.53	0.63	0.00	94.30	100.00
08.00	1.27	0.00	5.06	0.63	0.63	0.63	0.63	0.00	0.00	1.90	1.27	0.00	87.97	100.00
08.30	1.27	0.00	4.43	1.27	0.63	0.00	1.90	0.00	0.00	1.90	1.90	0.00	86.71	100.00
09.00	2.53	0.00	5.70	1.27	0.63	0.00	1.27	0.00	0.63	2.53	2.53	0.00	82.91	100.00
09.30	3.80	0.00	6.33	1.27	0.63	0.00	1.27	0.63	0.63	2.53	2.53	0.00	80.38	100.00
10.00	3.80	0.00	6.33	1.90	1.90	0.00	1.27	0.63	0.00	2.53	5.06	0.00	76.58	100.00
10.30	1.90	0.00	5.06	1.90	1.27	0.00	1.90	0.63	0.00	3.16	5.06	0.00	79.11	100.00
11.00	1.90	0.00	4.43	2.53	1.90	0.63	1.90	0.63	0.00	3.80	5.06	0.00	77.22	100.00
11.30	1.90	0.00	4.43	1.27	1.27	0.00	1.90	0.63	0.00	3.80	4.43	0.00	80.38	100.00
12.00	1.90	0.00	5.70	1.27	1.27	0.63	1.27	1.27	0.00	2.53	4.43	0.00	79.75	100.00
12.30	0.63	0.00	3.16	0.63	1.27	0.00	2.53	0.63	0.00	1.90	4.43	0.00	84.81	100.00
13.00	0.00	0.00	3.80	0.00	1.27	1.27	1.27	0.63	0.00	1.27	3.80	0.00	86.71	100.00
13.30	0.00	0.00	3.16	0.00	1.27	0.63	0.63	0.63	0.00	1.27	3.80	0.00	88.61	100.00
14.00	0.00	0.00	3.16	1.27	1.90	0.63	1.27	0.63	0.00	1.90	5.06	0.00	84.18	100.00
14.30	0.00	0.63	1.90	0.63	2.53	1.27	0.63	0.00	0.00	0.63	5.06	0.00	86.71	100.00
15.00	0.00	0.63	1.90	0.63	1.90	0.63	0.63	0.00	0.00	1.27	5.06	0.00	87.34	100.00
15.30	0.63	0.00	2.53	0.63	0.63	0.00	0.63	0.00	0.00	0.63	5.06	0.00	89.24	100.00
16.00	0.63	0.00	1.90	2.53	1.27	0.00	1.27	0.63	0.00	0.63	4.43	0.00	86.71	100.00
16.30	0.00	0.63	1.90	1.27	0.63	0.00	1.90	0.63	0.00	1.27	3.80	0.00	87.97	100.00
17.00	0.00	0.63	2.53	1.27	0.63	0.00	1.90	1.90	0.00	0.00	4.43	0.00	86.71	100.00
17.30	0.00	0.63	3.16	1.90	0.63	0.00	1.27	1.90	0.00	0.00	3.16	0.00	87.34	100.00
18.00	1.27	0.00	4.43	0.63	0.00	0.00	0.63	1.90	0.00	0.00	2.53	0.00	88.61	100.00
18.30	1.27	0.63	3.80	0.63	1.27	0.63	0.63	1.27	0.00	0.00	1.27	0.00	88.61	100.00
19.00	0.63	0.63	3.16	0.63	0.63	0.63	1.27	0.63	0.00	0.00	1.90	0.00	89.87	100.00
19.30	0.00	0.63	3.80	0.63	0.63	0.63	0.63	0.00	0.00	0.00	1.90	0.00	91.14	100.00
20.00	0.00	0.63	4.43	0.63	2.53	0.63	1.27	0.63	0.00	0.00	1.90	0.00	87.34	100.00
20.30	0.00	0.00	2.53	0.63	1.90	0.63	0.63	0.63	0.00	0.00	1.27	0.00	91.77	100.00
21.00	0.00	0.00	2.53	0.00	1.27	0.63	0.63	0.63	0.00	0.63	0.63	0.00	93.04	100.00
21.30	0.00	0.00	1.27	0.00	0.00	0.63	0.63	0.63	0.00	0.63	1.27	0.00	94.94	100.00
22.00	0.00	0.00	1.27	1.27	0.00	0.63	0.00	1.27	0.00	0.00	1.27	0.00	94.30	100.00
22.30	0.00	0.00	0.63	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	97.47	100.00
23.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	98.10	100.00
23.30	0.00	0.00	0.63	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	98.10	100.00
average	0.65	0.13	2.33	0.78	0.67	0.24	0.70	0.45	0.03	0.95	2.10	0.00	90.98	100.00
maximum	3.80	0.63	6.33	2.53	2.53	1.27	2.53	1.90	0.63	3.80	5.06	0.00	100.00	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Sunday respondents)

TABLE A9.7. RADIO AUDIENCE SHARES, SUNDAY (A)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.62	0.00	0.62	0.00	98.15	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.77	100.00
06.30	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	96.15	100.00
07.00	0.62	0.00	0.62	0.62	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	97.53	100.00
07.30	0.00	0.00	1.23	1.23	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	96.91	100.00
08.00	1.23	0.00	1.23	0.62	0.62	0.00	0.00	1.23	0.62	1.23	0.62	0.00	92.59	100.00
08.30	1.85	0.62	1.23	0.00	0.00	0.00	0.00	1.23	0.62	1.23	0.62	0.62	91.98	100.00
09.00	0.62	1.23	2.47	0.00	0.62	0.00	0.00	1.23	0.62	1.23	1.23	0.62	90.12	100.00
09.30	0.62	1.23	3.70	0.00	0.62	0.00	0.62	0.62	0.00	1.85	0.62	0.62	89.51	100.00
10.00	2.47	1.85	3.70	1.23	1.23	0.00	0.62	0.62	0.00	2.47	0.00	0.62	85.19	100.00
10.30	3.09	0.62	3.70	1.23	0.00	0.00	0.00	0.62	0.00	3.09	0.00	0.62	87.04	100.00
11.00	3.09	0.62	3.70	1.23	0.00	0.00	1.23	1.23	0.00	3.09	0.00	0.62	85.19	100.00
11.30	1.85	0.62	2.47	1.23	0.00	0.00	1.23	0.62	0.00	1.85	0.00	0.62	89.51	100.00
12.00	3.70	1.23	2.47	1.23	0.00	0.00	0.62	0.62	0.00	1.85	0.00	0.62	87.65	100.00
12.30	4.32	1.23	1.85	1.85	0.00	0.00	0.00	0.00	0.00	1.23	0.00	0.00	89.51	100.00
13.00	3.09	0.62	1.23	1.85	0.62	0.00	0.00	0.00	0.00	1.23	0.00	0.00	91.36	100.00
13.30	2.47	0.62	1.23	1.85	0.62	0.00	0.00	0.00	0.00	1.23	0.62	0.00	91.36	100.00
14.00	3.09	0.62	1.85	0.62	0.62	0.62	0.00	0.62	0.00	0.62	2.47	0.00	88.89	100.00
14.30	1.85	0.62	1.85	0.62	1.23	0.62	0.00	0.62	0.00	0.00	2.47	0.00	90.12	100.00
15.00	1.85	1.23	1.85	0.62	2.47	0.62	1.85	0.00	0.00	0.00	3.09	0.00	86.42	100.00
15.30	1.85	1.23	1.23	0.00	2.47	0.62	1.23	0.62	0.00	0.00	3.09	0.00	87.65	100.00
16.00	2.47	1.23	1.23	0.00	1.85	0.00	0.62	0.62	0.00	0.00	2.47	0.00	89.51	100.00
16.30	1.85	1.85	0.62	0.00	1.85	0.00	0.00	0.62	0.00	0.00	2.47	0.00	90.74	100.00
17.00	2.47	1.85	0.62	0.00	0.62	0.00	0.00	0.62	0.00	0.00	1.85	0.00	91.98	100.00
17.30	2.47	1.23	0.62	0.00	0.00	0.00	0.62	0.00	0.00	0.00	1.23	0.00	93.83	100.00
18.00	3.09	0.62	1.23	0.00	0.62	0.00	0.62	0.00	0.00	0.00	1.23	0.00	92.59	100.00
18.30	2.47	0.62	0.00	0.62	0.62	0.00	0.62	0.00	0.00	0.00	1.23	0.00	93.83	100.00
19.00	1.85	0.62	1.23	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.85	0.00	93.83	100.00
19.30	1.23	0.62	1.23	0.62	1.23	0.00	0.00	0.00	0.00	0.00	1.23	0.00	93.83	100.00
20.00	0.62	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.23	0.00	97.53	100.00
20.30	1.23	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.85	0.00	95.68	100.00
21.00	1.23	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.23	0.00	96.30	100.00
21.30	0.62	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.23	0.00	96.91	100.00
22.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.62	0.62	0.00	1.23	0.00	96.91	100.00
22.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.62	0.62	0.00	96.15	100.00
23.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.62	0.62	0.00	0.00	98.15	100.00
23.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	99.38	100.00
average	1.26	0.48	1.00	0.36	0.45	0.05	0.22	0.28	0.08	0.53	0.76	0.10	94.43	100.00
maximum	4.32	1.85	3.70	1.85	2.47	0.62	1.85	1.23	0.62	3.09	3.09	0.62	100.00	100.00

Note: (A) data are based on "yesterday" recollections. (Base=all Monday respondents)

TABLE A9.8: RADIO AUDIENCE SHARES: MONDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SM5H	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64	0.00	0.00	0.64	0.00	0.00	97.45	100.00
00.30	0.00	0.00	0.64	0.64	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	96.09	100.00
01.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	98.73	100.00
01.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	98.73	100.00
02.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
02.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
03.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
03.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
04.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
04.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	96.73	100.00
05.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	98.09	100.00
05.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	98.73	100.00
06.00	0.64	0.00	1.91	0.00	0.00	0.64	0.00	0.00	0.00	0.64	0.64	0.00	95.54	100.00
06.30	1.27	0.00	1.91	0.00	0.00	0.64	0.00	0.00	0.00	1.27	1.91	0.00	92.99	100.00
07.00	1.91	0.64	2.55	1.91	0.64	0.64	0.00	0.00	0.00	1.91	1.91	0.00	87.90	100.00
07.30	1.27	1.27	2.55	2.55	0.00	0.00	1.27	0.00	0.00	1.91	2.55	0.00	86.62	100.00
08.00	0.64	1.27	2.55	3.18	0.64	0.64	1.91	0.00	0.00	1.27	3.82	0.00	84.08	100.00
08.30	0.64	0.64	3.18	3.18	0.64	1.27	1.91	0.00	0.00	1.91	2.55	0.00	84.08	100.00
09.00	0.64	0.64	5.73	3.18	1.27	1.91	1.27	0.00	0.00	2.55	3.82	0.00	78.98	100.00
09.30	0.64	0.64	7.01	3.18	1.27	1.91	1.27	0.00	0.00	3.18	3.18	0.00	77.71	100.00
10.00	0.64	0.64	9.55	4.46	1.27	3.82	0.64	0.64	0.00	5.10	1.91	0.00	71.34	100.00
10.30	0.64	0.64	7.64	4.46	1.27	3.82	1.27	0.64	0.00	5.10	1.91	0.00	72.61	100.00
11.00	0.64	0.64	7.01	2.55	2.55	3.18	1.27	0.64	0.00	4.46	2.55	0.00	74.52	100.00
11.30	1.27	0.64	7.64	2.55	2.55	3.82	1.27	0.64	0.00	3.18	2.55	0.00	73.69	100.00
12.00	1.27	1.27	7.01	2.55	1.91	3.18	1.91	0.64	0.00	3.18	1.91	0.00	75.16	100.00
12.30	1.27	1.27	5.10	1.91	1.91	1.91	1.27	0.64	0.00	0.64	3.18	0.00	80.89	100.00
13.00	0.64	1.27	5.10	1.27	1.91	1.91	1.91	0.00	0.00	0.64	3.82	0.00	81.53	100.00
13.30	0.64	1.27	5.73	1.27	0.64	1.91	1.91	0.00	0.00	0.64	3.18	0.00	82.80	100.00
14.00	0.64	1.27	5.10	1.27	1.27	1.91	1.27	0.00	0.00	0.64	2.55	0.00	84.08	100.00
14.30	0.64	0.64	4.46	1.27	1.27	2.55	1.27	0.00	0.00	0.64	2.55	0.00	84.71	100.00
15.00	1.27	0.64	4.46	1.27	1.27	1.91	1.91	0.64	0.00	0.64	2.55	0.00	83.44	100.00
15.30	0.64	0.64	3.82	1.27	1.27	1.91	1.27	0.64	0.00	0.64	2.55	0.00	85.35	100.00
16.00	0.64	0.64	3.82	1.91	1.91	1.91	1.27	0.64	0.00	0.64	3.82	0.00	82.80	100.00
16.30	0.64	1.27	4.46	1.91	1.27	3.18	0.64	0.00	0.00	0.64	4.46	0.00	81.53	100.00
17.00	0.64	1.27	7.01	2.55	1.91	1.27	2.55	0.00	0.00	1.27	3.18	0.00	78.34	100.00
17.30	0.64	1.91	5.10	3.18	1.27	0.64	1.27	0.00	0.00	1.27	3.82	0.00	80.69	100.00
18.00	1.27	1.91	4.46	2.55	0.64	1.27	1.91	0.00	0.00	1.91	3.82	0.00	80.25	100.00
18.30	1.27	2.55	4.46	2.55	0.00	1.27	1.91	0.00	0.00	1.27	2.55	0.00	82.17	100.00
19.00	1.27	0.64	4.46	1.27	0.00	1.27	1.27	0.00	0.00	1.91	2.55	0.00	85.35	100.00
19.30	1.27	0.64	5.10	0.64	0.00	0.64	1.27	0.00	0.00	0.64	1.91	0.00	87.90	100.00
20.00	0.64	0.00	4.46	1.27	0.00	0.64	1.27	0.00	0.00	1.27	1.91	0.00	88.54	100.00
20.30	0.00	0.00	3.18	1.27	0.00	0.64	1.27	0.00	0.00	1.27	1.27	0.00	91.06	100.00
21.00	0.00	0.00	3.18	1.27	0.00	0.64	1.27	0.00	0.00	0.64	0.64	0.00	92.36	100.00
21.30	0.00	0.00	2.55	0.00	0.00	0.64	1.27	0.00	0.00	1.91	0.64	0.00	92.99	100.00
22.00	0.00	0.00	2.55	0.00	0.00	0.64	0.64	0.00	0.00	2.55	0.64	0.00	92.99	100.00
22.30	0.00	0.00	2.55	0.00	0.00	0.64	0.00	0.00	0.00	2.55	0.64	0.00	93.63	100.00
23.00	0.00	0.00	2.55	0.64	0.00	0.64	0.00	0.00	0.00	1.91	1.27	0.00	92.99	100.00
23.30	0.00	0.00	2.55	0.00	0.00	0.00	0.64	0.00	0.00	1.91	1.27	0.00	93.63	100.00
average	0.54	0.56	3.54	1.37	0.64	1.15	0.92	0.12	0.00	1.38	1.84	0.00	87.94	100.00
maximum	1.91	2.55	9.55	4.46	2.55	3.82	2.55	0.64	0.00	5.10	4.46	0.00	99.36	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Wednesday respondents)



TABLE A9.9. RADIO AUDIENCE SHARES: TUESDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SM5H	UNIV	NONE	TOTALS
00.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
00.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
01.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
01.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
02.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
02.30	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
03.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
03.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
04.00	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
04.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
05.00	0.00	0.00	1.95	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	97.40	100.00
05.30	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
06.00	1.30	0.00	1.95	0.65	0.00	0.00	0.00	0.00	0.00	1.30	0.65	0.00	94.16	100.00
06.30	0.00	0.00	5.84	0.65	0.00	0.65	0.65	0.00	0.00	1.95	1.30	0.00	86.96	100.00
07.00	1.30	0.00	5.19	1.30	0.65	0.65	1.95	0.00	0.00	2.60	1.95	0.00	84.42	100.00
07.30	1.95	0.00	3.90	0.65	1.30	0.00	1.95	0.00	0.00	3.90	1.95	0.00	84.42	100.00
08.00	1.95	0.00	5.19	1.30	1.30	0.00	3.25	0.00	0.00	5.19	3.25	0.00	78.57	100.00
08.30	0.65	0.00	7.14	1.30	0.00	0.65	1.95	0.00	0.00	5.84	2.60	0.00	79.87	100.00
09.00	0.65	0.00	7.79	1.30	0.00	0.65	1.30	0.00	0.00	5.84	3.25	0.00	79.22	100.00
09.30	1.30	0.00	7.79	0.65	0.00	0.65	0.65	0.00	0.00	5.19	3.25	0.00	80.52	100.00
10.00	1.30	0.00	6.49	0.65	0.00	0.65	0.00	0.00	0.00	5.19	4.55	0.00	81.17	100.00
10.30	1.30	0.00	6.49	0.65	0.00	0.65	0.00	0.00	0.00	5.19	3.90	0.00	81.82	100.00
11.00	0.65	0.00	5.19	1.30	0.65	0.65	0.00	0.00	0.00	3.90	3.90	0.00	83.77	100.00
11.30	0.65	0.00	5.19	1.30	0.65	0.65	0.00	0.00	0.00	3.25	1.95	0.00	86.96	100.00
12.00	1.30	0.00	6.49	1.95	0.00	0.65	0.65	0.00	1.30	4.55	1.95	0.00	81.17	100.00
12.30	1.95	0.00	5.84	0.65	0.65	0.00	0.65	0.00	1.30	2.60	1.30	0.00	85.06	100.00
13.00	1.95	0.00	4.55	0.00	0.65	0.00	0.65	0.00	1.30	1.30	0.65	0.00	88.96	100.00
13.30	1.95	0.00	3.90	0.00	0.65	0.00	0.65	0.00	1.30	0.00	1.95	0.00	89.61	100.00
14.00	1.30	0.00	3.90	0.65	0.00	1.30	0.65	0.00	1.30	0.65	2.60	0.00	87.66	100.00
14.30	0.65	0.00	5.84	0.00	0.00	1.30	0.65	0.00	0.00	0.00	2.60	0.00	88.96	100.00
15.00	0.65	0.00	5.84	1.95	0.00	0.65	0.65	0.00	0.00	1.30	3.25	0.00	85.71	100.00
15.30	0.65	0.00	4.55	1.30	1.30	0.65	1.30	0.65	0.00	1.30	3.25	0.00	85.06	100.00
16.00	1.95	0.00	4.55	2.60	0.00	1.95	1.95	0.65	0.00	1.30	3.25	0.00	81.82	100.00
16.30	2.60	0.00	5.19	1.95	0.00	0.65	1.30	0.65	0.00	0.65	1.30	0.00	85.71	100.00
17.00	2.60	0.00	3.90	3.90	0.00	0.65	1.30	1.95	0.00	2.60	1.30	0.00	81.82	100.00
17.30	2.60	0.65	1.95	3.90	0.00	0.65	1.95	0.65	0.00	2.60	1.30	0.00	83.77	100.00
18.00	1.95	0.00	4.55	3.25	0.00	0.65	1.30	0.65	0.00	0.65	1.95	0.00	85.06	100.00
18.30	1.95	0.00	5.19	1.30	0.00	0.65	0.65	0.65	0.00	1.30	1.30	0.00	87.01	100.00
19.00	1.30	0.00	5.19	1.30	0.00	0.65	0.65	0.00	0.00	1.95	1.95	0.00	87.01	100.00
19.30	1.30	0.00	5.84	1.30	1.30	0.65	0.65	0.00	0.00	1.30	1.30	0.00	86.96	100.00
20.00	0.65	0.00	3.90	0.65	1.30	0.65	0.65	0.00	0.65	1.30	1.30	0.00	88.96	100.00
20.30	0.00	0.00	3.90	0.65	1.30	0.65	0.65	0.00	0.65	1.30	0.65	0.00	90.26	100.00
21.00	0.65	0.00	1.95	0.00	0.65	0.65	0.65	0.65	0.65	1.30	0.65	0.00	92.21	100.00
21.30	0.00	0.65	1.30	0.00	0.00	0.00	0.00	0.65	0.00	0.65	0.65	0.00	96.10	100.00
22.00	0.00	0.65	1.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.65	0.00	96.75	100.00
22.30	0.00	0.65	1.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.65	0.00	96.75	100.00
23.00	0.00	0.65	1.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.65	0.00	96.75	100.00
23.30	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.65	0.00	98.05	100.00
average	0.85	0.07	3.75	0.81	0.26	0.39	0.62	0.20	0.18	1.62	1.45	0.00	89.80	100.00
maximum	2.60	0.65	7.79	3.90	1.30	1.95	3.25	1.95	1.30	5.84	4.55	0.00	98.70	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Thursday respondents)

TABLE A9.10: RADIO AUDIENCE SHARES: WEDNESDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMASH	UNIV	NONE	TOTALS
00.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67	0.00	98.00	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.33	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.33	100.00
06.00	0.00	0.00	0.67	0.00	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.00	98.00	100.00
06.30	0.00	0.67	0.67	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.67	0.00	97.33	100.00
07.00	0.67	0.00	1.33	0.67	0.67	0.67	0.00	0.67	0.00	0.00	0.67	0.00	94.67	100.00
07.30	0.00	0.00	1.33	1.33	0.67	0.00	0.00	0.67	0.00	0.00	2.00	0.00	94.00	100.00
08.00	0.00	0.00	2.67	2.67	1.33	0.00	2.67	0.67	0.00	0.00	4.00	0.00	86.00	100.00
08.30	1.33	0.00	2.00	3.33	1.33	0.00	0.67	0.00	0.00	0.00	4.67	0.00	86.67	100.00
09.00	0.67	0.00	2.00	4.67	0.67	0.00	1.33	0.67	0.00	2.67	5.33	0.00	82.00	100.00
09.30	0.67	0.00	2.00	5.33	0.67	0.00	2.00	0.67	0.00	4.00	2.67	0.00	82.00	100.00
10.00	2.00	0.00	4.00	5.33	0.67	0.00	2.67	0.00	0.67	4.00	2.67	0.00	78.00	100.00
10.30	0.67	0.00	4.00	3.33	1.33	0.00	1.33	0.67	0.00	4.00	2.67	0.00	82.00	100.00
11.00	0.67	0.00	4.00	3.33	0.67	0.67	1.33	0.67	0.00	3.33	3.33	0.00	82.00	100.00
11.30	0.00	0.00	3.33	2.00	0.67	0.00	2.00	0.67	0.00	3.33	2.67	0.00	85.33	100.00
12.00	1.33	0.00	3.33	1.33	0.67	0.00	2.00	0.67	0.00	2.00	2.67	0.00	86.00	100.00
12.30	0.00	0.00	1.33	1.33	0.67	0.00	1.33	0.67	0.00	0.67	2.67	0.00	91.33	100.00
13.00	0.00	0.00	2.00	0.67	0.67	0.00	0.67	1.33	0.00	1.33	3.33	0.00	90.00	100.00
13.30	0.67	0.00	1.33	0.00	0.67	0.00	0.67	0.00	0.00	2.00	2.67	0.00	92.00	100.00
14.00	0.67	0.00	1.33	0.67	0.67	0.00	0.67	0.00	0.67	2.00	2.67	0.00	90.67	100.00
14.30	0.67	0.00	0.67	0.00	1.33	0.00	0.00	0.67	0.67	1.33	2.67	0.00	92.00	100.00
15.00	0.67	0.00	0.67	0.67	0.67	0.67	0.00	1.33	0.67	2.00	2.67	0.00	90.00	100.00
15.30	0.67	0.00	0.67	0.67	0.67	0.00	0.67	2.00	0.67	0.67	2.67	0.00	90.67	100.00
16.00	2.00	0.00	0.67	0.67	0.67	0.00	1.33	2.67	0.00	1.33	3.33	0.00	87.33	100.00
16.30	0.67	0.00	0.67	0.67	0.67	0.00	1.33	2.00	0.00	2.00	3.33	0.00	88.67	100.00
17.00	1.33	0.00	0.67	0.67	0.67	0.00	2.00	1.33	0.00	2.00	3.33	0.00	88.00	100.00
17.30	2.00	0.00	0.67	0.67	0.67	0.00	1.33	0.67	0.00	2.00	2.00	0.00	90.00	100.00
18.00	0.67	0.00	1.33	0.00	0.67	0.00	1.33	0.67	0.00	1.33	3.33	0.00	90.67	100.00
18.30	0.00	0.00	1.33	0.00	1.33	0.00	1.33	0.67	0.00	1.33	3.33	0.00	90.67	100.00
19.00	0.00	0.00	0.00	0.67	1.33	0.00	1.33	0.67	0.00	0.67	4.00	0.00	91.33	100.00
19.30	0.00	0.00	0.67	0.00	1.33	0.00	0.00	0.67	0.00	0.67	2.00	0.00	94.67	100.00
20.00	0.67	0.00	0.67	0.00	1.33	0.00	0.00	0.67	0.00	0.00	1.33	0.00	95.33	100.00
20.30	0.00	0.00	1.33	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.67	0.00	96.67	100.00
21.00	0.00	0.00	0.67	0.00	1.33	0.00	0.00	0.00	0.00	0.67	0.67	0.00	96.67	100.00
21.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.67	0.00	98.67	100.00
22.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67	0.67	0.00	98.00	100.00
22.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67	1.33	0.00	97.33	100.00
23.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	2.00	0.00	97.33	100.00
23.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	1.33	0.00	98.00	100.00
average	0.40	0.01	1.00	0.88	0.54	0.07	0.63	0.54	0.08	0.97	1.83	0.00	93.04	100.00
maximum	2.00	0.67	4.00	5.33	1.33	1.33	2.67	2.67	0.67	4.00	5.33	0.00	100.00	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Friday respondents)

TABLE 9.11: RADIO AUDIENCE SHARE: THURSDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.65	0.00	0.65	0.00	0.00	0.00	0.65	0.00	98.05	100.00
00.30	0.00	0.00	0.00	0.00	0.65	0.00	0.65	0.00	0.00	0.00	0.65	0.00	98.05	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	99.35	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
05.30	0.65	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.70	100.00
06.00	1.30	0.00	0.65	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	97.40	100.00
06.30	1.30	0.00	1.65	0.00	0.00	0.00	1.30	0.00	0.00	0.65	0.00	0.00	94.81	100.00
07.00	1.30	0.00	3.25	1.30	0.65	0.00	1.30	0.65	0.00	1.30	2.60	0.00	87.66	100.00
07.30	1.65	0.00	2.60	1.30	0.65	0.00	0.65	1.30	0.00	1.95	3.25	0.00	86.36	100.00
08.00	1.95	0.65	3.90	1.30	0.65	0.00	1.30	1.30	0.00	2.60	3.90	0.00	82.47	100.00
08.30	1.30	1.30	5.64	1.30	0.65	0.00	0.65	1.30	0.00	3.25	1.95	0.65	81.82	100.00
09.00	2.60	0.65	7.79	1.30	0.65	0.65	1.30	0.65	0.00	3.90	1.95	0.00	78.57	100.00
09.30	2.60	0.65	6.49	1.95	0.00	0.65	0.65	0.65	0.00	4.55	1.95	0.00	79.67	100.00
10.00	1.95	0.65	5.84	1.30	1.30	0.65	1.30	2.60	0.00	3.90	1.95	0.00	78.57	100.00
10.30	1.95	0.65	5.64	1.95	0.65	1.30	1.30	2.60	0.00	3.90	1.95	0.00	77.92	100.00
11.00	1.95	0.65	5.19	1.95	0.00	0.00	1.30	1.95	0.00	3.90	1.95	0.00	81.17	100.00
11.30	1.95	0.65	4.55	1.95	0.00	0.00	0.65	1.95	0.00	3.90	1.95	0.00	82.47	100.00
12.00	0.65	0.65	5.19	1.95	0.00	0.00	1.30	0.65	0.65	3.90	1.95	0.00	83.12	100.00
12.30	0.65	0.00	3.90	1.30	0.65	0.00	1.30	0.65	0.00	3.90	0.65	0.65	86.36	100.00
13.00	0.65	0.00	3.90	0.65	0.00	0.00	0.65	0.00	0.00	2.60	1.30	0.00	90.26	100.00
13.30	0.65	0.00	3.25	0.65	0.00	0.65	0.00	0.00	0.00	2.60	2.60	0.65	88.96	100.00
14.00	0.65	0.00	2.60	0.65	0.00	0.65	1.30	0.65	0.00	1.95	3.25	0.00	88.31	100.00
14.30	0.00	0.65	1.30	1.30	0.65	0.00	0.65	0.00	0.00	3.25	2.60	0.00	89.61	100.00
15.00	0.00	0.65	3.25	1.30	1.30	0.00	0.65	0.65	0.65	1.30	2.60	0.00	87.66	100.00
15.30	0.00	0.00	3.25	2.60	0.65	0.00	0.65	0.65	0.00	0.65	2.60	0.00	88.96	100.00
16.00	0.00	0.00	3.25	2.60	0.65	1.30	1.95	0.00	0.00	0.65	4.55	0.00	85.06	100.00
16.30	0.00	0.65	2.60	1.95	1.95	1.95	0.65	0.00	0.00	0.00	3.25	0.00	87.01	100.00
17.00	0.00	0.65	2.60	1.95	1.95	1.95	1.95	0.00	0.00	0.65	3.90	0.00	84.42	100.00
17.30	0.65	0.00	1.30	2.60	1.30	1.30	1.30	0.65	0.00	0.65	4.55	0.00	85.71	100.00
18.00	0.65	0.00	1.95	1.95	0.65	0.65	1.95	0.65	0.00	0.65	5.19	0.00	85.71	100.00
18.30	0.65	0.65	0.65	1.95	0.65	0.65	1.30	0.65	0.00	0.65	3.90	0.00	88.31	100.00
19.00	1.30	0.00	0.65	1.95	0.65	0.00	1.95	0.65	0.00	1.95	2.60	0.00	88.31	100.00
19.30	0.00	0.65	0.65	1.95	0.65	0.00	0.65	0.00	0.00	1.95	2.60	0.00	90.91	100.00
20.00	0.00	0.00	0.65	0.00	1.30	0.00	0.00	0.00	0.00	1.95	0.65	0.00	95.45	100.00
20.30	0.00	0.00	0.65	0.00	1.30	0.00	0.00	0.00	0.00	1.30	1.30	0.00	95.45	100.00
21.00	0.00	0.00	0.00	0.00	1.95	0.00	0.65	0.65	0.00	1.30	1.30	0.00	94.16	100.00
21.30	0.65	0.00	0.00	0.65	0.65	0.00	0.00	0.65	0.00	0.00	0.65	0.00	96.75	100.00
22.00	0.00	0.00	0.00	0.65	0.65	0.00	0.00	0.65	0.00	0.00	0.00	0.00	98.05	100.00
22.30	0.00	0.00	0.00	0.00	0.65	0.00	1.30	0.00	0.00	0.00	0.00	0.00	98.05	100.00
23.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.65	0.00	98.05	100.00
23.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.35	100.00
average	0.62	0.22	2.00	0.92	0.55	0.26	0.70	0.47	0.03	1.39	1.69	0.04	91.10	100.00
maximum	2.60	1.30	7.79	2.60	1.95	1.95	1.95	2.60	0.65	4.55	5.19	0.65	100.00	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Saturday respondents)



TABLE 9.12: RADIO AUDIENCE SHARES: FRIDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	98.73	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.37	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	98.73	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	99.37	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	99.37	100.00
06.00	0.63	0.00	1.27	0.00	0.00	0.63	0.00	0.00	0.00	3.16	0.63	0.00	93.67	100.00
06.30	1.27	0.00	2.53	0.00	0.00	0.00	0.00	0.00	0.00	2.53	0.63	0.00	93.04	100.00
07.00	0.63	0.00	3.16	0.00	0.63	0.00	0.00	0.00	0.00	2.53	1.27	0.00	91.77	100.00
07.30	0.63	0.00	3.16	0.63	0.00	0.00	0.00	0.63	0.00	3.80	0.00	0.00	91.14	100.00
08.00	0.63	0.63	6.96	1.90	1.90	0.63	0.63	0.63	0.00	3.16	0.63	0.00	82.28	100.00
08.30	0.63	0.63	5.70	3.16	1.90	0.00	1.27	0.63	0.00	3.16	1.27	0.00	81.65	100.00
09.00	1.27	0.00	5.70	3.16	1.90	0.00	1.27	0.63	0.00	1.90	1.27	0.00	82.91	100.00
09.30	1.27	0.00	5.70	1.90	1.27	0.00	1.27	0.63	0.00	2.53	1.27	0.00	84.18	100.00
10.00	1.90	0.63	5.06	1.90	2.53	0.00	1.27	0.63	0.00	2.53	1.90	0.00	81.65	100.00
10.30	2.53	0.00	5.70	1.27	1.27	0.00	1.27	0.63	0.00	3.16	2.53	0.00	81.65	100.00
11.00	3.16	0.00	5.70	1.27	1.90	0.00	1.27	0.63	0.00	3.16	3.16	0.00	79.75	100.00
11.30	3.16	0.00	4.43	0.63	0.63	0.00	1.27	0.63	0.00	2.53	2.53	0.63	83.54	100.00
12.00	3.16	0.00	5.06	1.27	0.63	0.00	1.27	0.63	0.00	4.43	2.53	0.00	81.01	100.00
12.30	0.00	0.63	3.16	0.00	0.63	0.00	0.63	0.63	0.00	0.63	1.90	0.00	91.77	100.00
13.00	0.00	0.63	4.43	0.00	1.90	0.00	0.00	0.63	0.00	0.63	1.90	0.63	89.24	100.00
13.30	0.00	0.63	2.53	0.00	1.27	0.00	0.00	0.63	0.00	1.27	2.53	0.00	91.14	100.00
14.00	0.00	0.00	1.90	0.63	1.27	0.63	0.00	1.27	0.00	0.00	2.53	0.00	91.77	100.00
14.30	0.00	0.00	1.27	0.63	1.27	0.63	0.00	0.63	0.00	0.63	2.53	0.00	92.41	100.00
15.00	0.00	0.00	3.16	0.63	1.27	0.63	1.27	1.27	0.00	0.63	1.90	0.00	89.24	100.00
15.30	0.00	0.00	3.16	0.63	0.63	0.00	0.63	1.27	0.00	0.63	1.90	0.00	91.14	100.00
16.00	0.00	0.00	2.53	0.63	0.63	0.00	1.27	1.90	0.00	0.63	2.53	0.00	89.87	100.00
16.30	0.00	0.00	3.16	0.63	0.63	0.00	1.27	1.27	0.00	1.90	2.53	0.00	88.61	100.00
17.00	0.00	0.00	3.16	1.27	0.00	1.27	1.90	1.27	0.00	1.27	3.16	0.00	86.71	100.00
17.30	0.00	0.00	1.90	1.90	0.63	0.63	1.90	1.90	0.00	0.00	1.90	0.00	89.24	100.00
18.00	0.63	0.00	3.16	1.27	2.53	1.90	1.90	1.90	0.00	0.00	1.27	0.00	85.44	100.00
18.30	0.00	0.00	2.53	0.63	1.90	1.27	1.90	1.27	0.00	1.27	1.27	0.00	87.97	100.00
19.00	0.00	0.00	3.16	1.27	1.27	1.90	3.16	0.63	0.00	1.27	1.27	0.00	86.08	100.00
19.30	0.00	0.00	2.53	1.27	3.16	0.63	1.27	0.00	0.00	0.63	1.27	0.00	89.24	100.00
20.00	0.00	0.00	1.90	1.90	2.53	0.63	0.63	0.00	0.00	0.63	1.27	0.00	90.51	100.00
20.30	0.00	0.00	1.27	1.90	0.63	1.27	1.27	0.00	0.00	0.63	0.63	0.00	92.41	100.00
21.00	0.00	0.00	0.63	1.90	0.63	1.27	1.27	0.00	0.00	0.00	0.63	0.00	93.67	100.00
21.30	0.00	0.00	0.63	1.27	0.00	0.63	0.00	0.00	0.00	0.00	0.63	0.00	95.64	100.00
22.00	0.00	0.00	0.63	1.27	0.00	0.63	0.00	0.00	0.00	0.63	1.90	0.00	94.94	100.00
22.30	0.00	0.00	1.27	1.27	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	95.57	100.00
23.00	0.00	0.00	1.27	1.27	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	96.20	100.00
23.30	0.00	0.00	1.27	1.27	0.00	0.00	0.00	0.00	0.00	0.63	0.63	0.00	96.20	100.00
average	0.45	0.08	2.32	0.86	0.78	0.32	0.65	0.50	0.00	1.12	1.24	0.03	91.67	100.00
maximum	3.16	0.63	6.96	3.16	3.16	1.90	3.16	1.90	0.00	4.43	3.16	0.63	100.00	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Sunday respondents)

TABLE 9.13: RADIO AUDIENCE SHARES: SATURDAY (B)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SM5H	UNIV	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	99.38	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	99.38	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
06.00	1.23	0.62	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	97.53	100.00
06.30	1.23	0.62	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	96.91	100.00
07.00	1.85	1.23	1.23	0.00	0.00	0.62	0.00	0.00	0.00	0.62	0.62	0.00	93.83	100.00
07.30	1.85	1.23	0.62	0.62	0.00	1.23	0.62	0.00	0.00	1.23	0.62	0.00	91.66	100.00
08.00	3.70	1.23	1.23	1.23	2.47	1.23	1.23	0.62	0.00	1.85	3.09	0.00	82.10	100.00
08.30	3.70	1.23	2.47	1.23	3.09	0.62	0.62	0.62	0.00	3.09	3.09	0.00	80.25	100.00
09.00	4.32	1.23	2.47	1.23	2.47	0.62	0.00	0.62	0.00	3.70	3.09	0.00	80.25	100.00
09.30	5.56	1.23	3.09	1.23	2.47	0.62	0.00	0.62	0.00	4.94	1.23	0.00	79.01	100.00
10.00	4.32	1.23	3.70	1.85	2.47	1.85	0.00	1.23	0.00	4.94	1.85	0.00	76.54	100.00
10.30	3.70	1.23	3.70	1.85	2.47	1.85	0.00	1.23	0.00	4.32	2.47	0.00	77.16	100.00
11.00	2.47	1.23	3.09	1.85	2.47	1.85	0.00	1.23	0.00	4.94	1.85	0.00	79.01	100.00
11.30	2.47	1.23	3.09	1.85	2.47	1.85	0.00	0.62	0.00	4.94	1.85	0.00	79.63	100.00
12.00	4.32	1.23	3.09	1.23	2.47	1.23	0.00	0.62	0.00	3.09	1.85	0.00	80.86	100.00
12.30	3.09	1.23	1.23	0.62	1.23	0.62	0.00	0.00	0.00	1.85	0.62	0.00	89.51	100.00
13.00	1.85	0.62	0.62	0.62	1.23	0.00	0.00	0.00	0.00	1.85	0.62	0.00	92.59	100.00
13.30	1.85	0.62	0.62	0.00	1.23	0.00	0.00	0.00	0.00	1.85	0.00	0.00	93.83	100.00
14.00	2.47	0.62	1.23	0.62	1.23	0.00	0.62	0.00	0.00	0.00	0.00	0.00	93.21	100.00
14.30	2.47	0.62	1.23	0.62	1.23	0.00	1.23	0.00	0.00	0.00	0.00	0.00	92.59	100.00
15.00	1.85	0.62	2.47	0.62	1.23	0.62	1.85	0.00	0.00	0.00	1.23	0.00	89.51	100.00
15.30	1.23	0.62	1.85	0.62	1.23	0.62	1.85	0.00	0.00	0.00	1.23	0.00	90.74	100.00
16.00	1.23	0.62	1.85	1.23	1.85	1.23	0.62	0.00	0.00	0.00	1.85	0.00	89.51	100.00
16.30	1.23	0.62	1.85	1.23	1.23	1.23	0.62	0.00	0.00	0.00	1.85	0.00	90.12	100.00
17.00	2.47	0.62	1.85	1.23	1.23	0.62	0.62	0.00	0.00	0.62	1.23	0.00	89.51	100.00
17.30	2.47	0.62	1.85	0.62	1.23	0.62	0.62	0.00	0.00	0.62	0.00	0.00	91.56	100.00
18.00	2.47	0.62	1.23	1.23	1.23	0.62	0.62	0.62	0.00	0.62	0.00	0.00	90.74	100.00
18.30	2.47	0.62	0.62	1.23	0.62	0.00	0.62	0.62	0.00	0.00	0.00	0.00	93.21	100.00
19.00	3.09	0.00	1.85	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	93.83	100.00
19.30	1.85	0.00	1.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	0.00	95.06	100.00
20.00	1.85	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.62	1.23	0.00	95.06	100.00
20.30	1.23	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.62	1.23	0.00	95.68	100.00
21.00	1.23	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.62	1.23	0.00	96.30	100.00
21.30	0.62	0.00	0.62	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.23	0.00	96.91	100.00
22.00	1.23	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.62	0.00	97.53	100.00
22.30	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96.77	100.00
23.00	0.62	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.62	0.00	0.00	0.00	98.15	100.00
23.30	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	98.77	100.00
average	1.70	0.50	1.09	0.53	0.87	0.42	0.28	0.19	0.01	0.98	0.80	0.00	92.62	100.00
maximum	5.56	1.23	3.70	1.85	3.09	1.85	1.85	1.23	0.62	4.94	3.09	0.00	100.00	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Monday respondents)

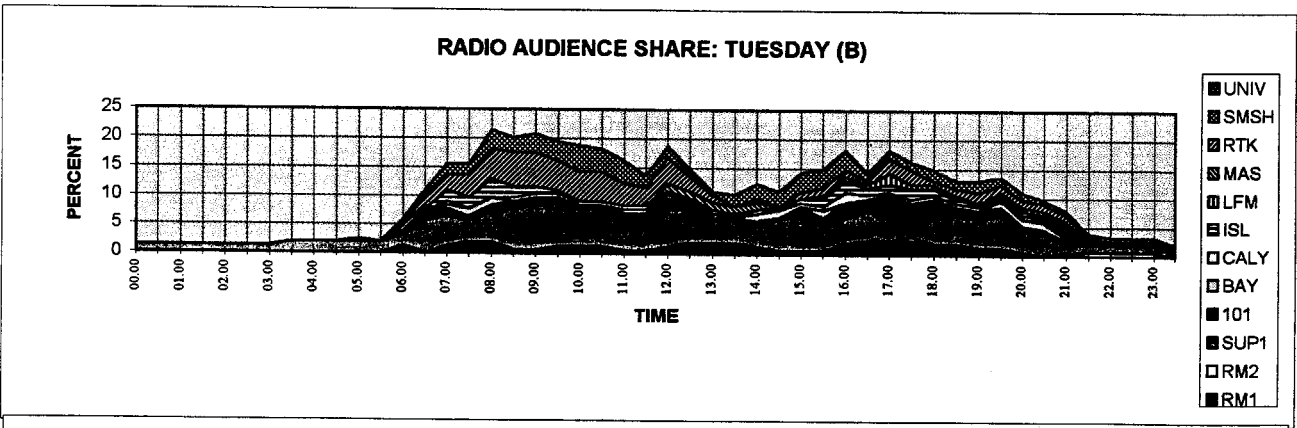
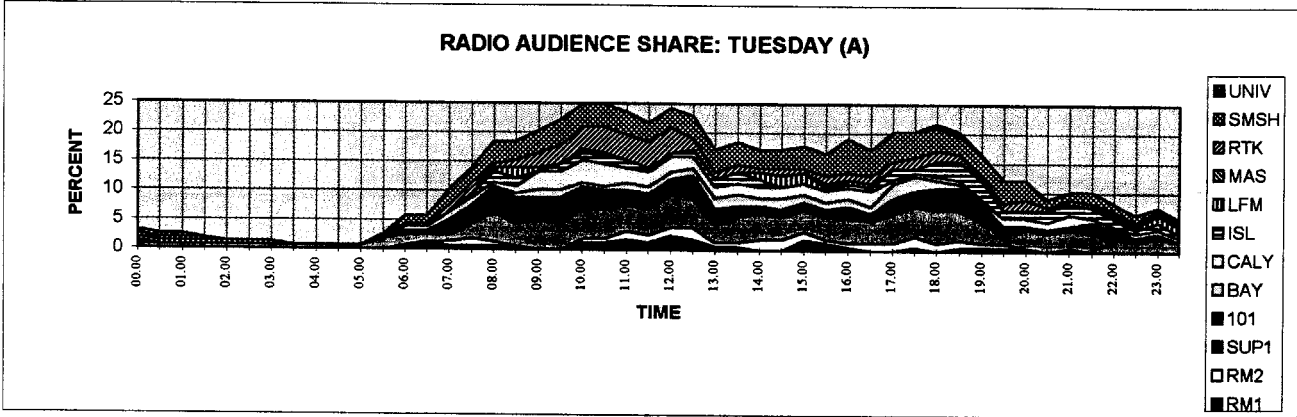
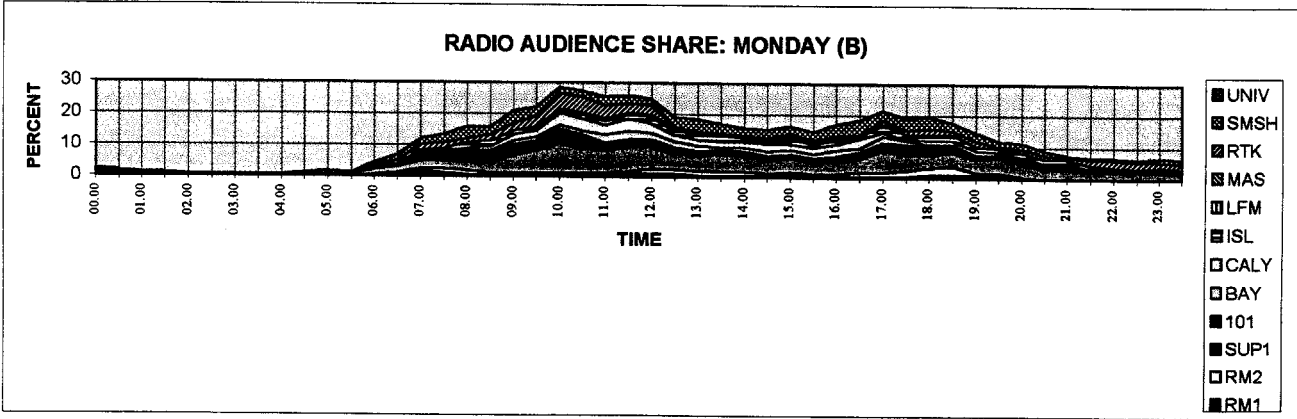
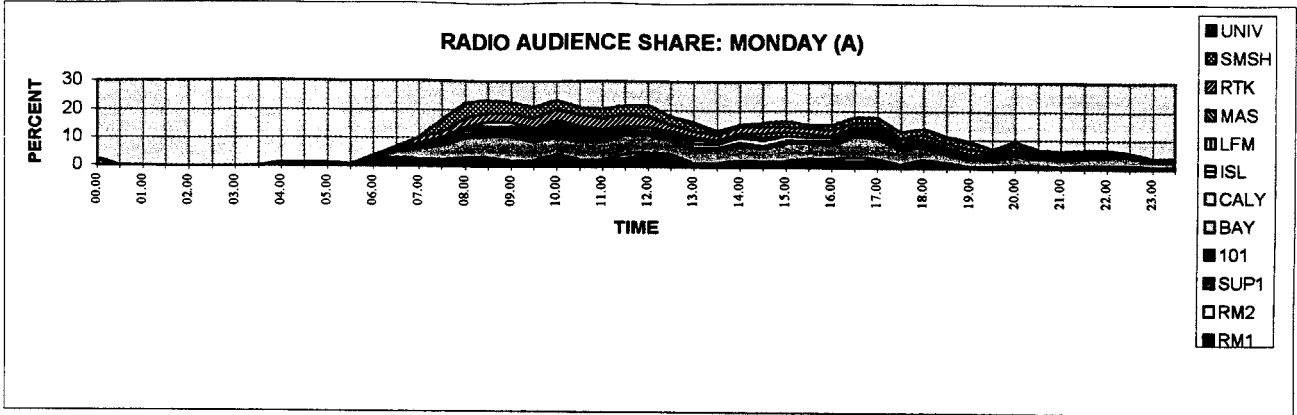


TABLE 9.14: RADIO AUDIENCE SHARES: SUNDAY (B)

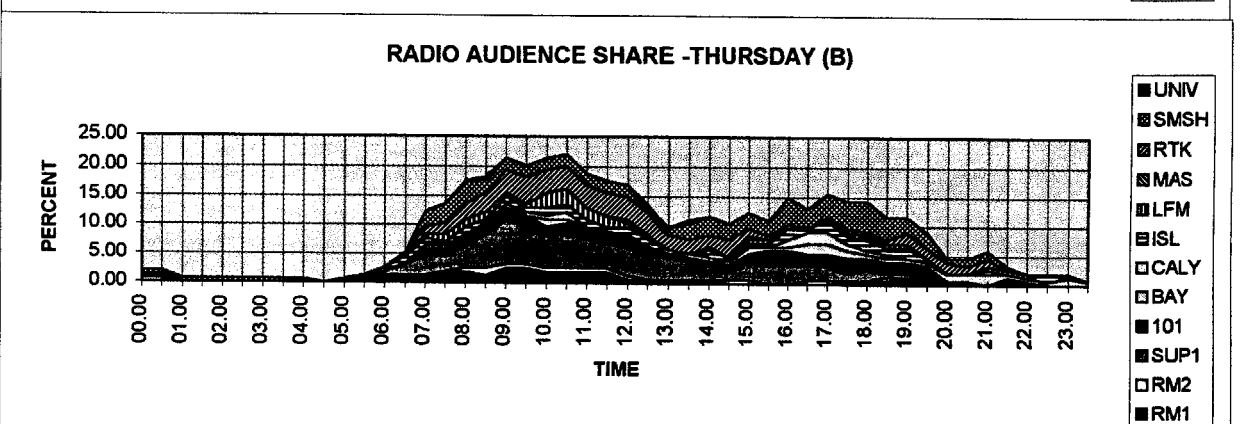
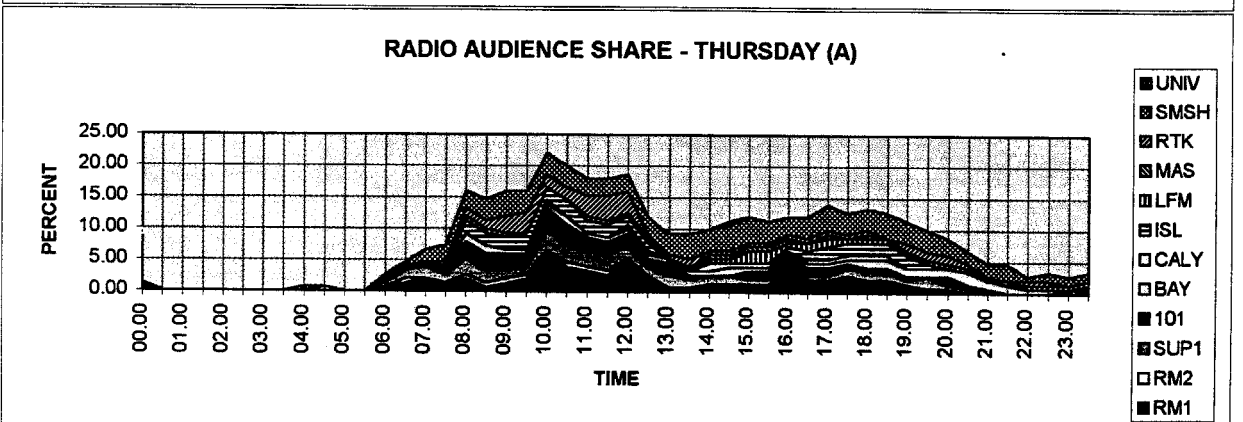
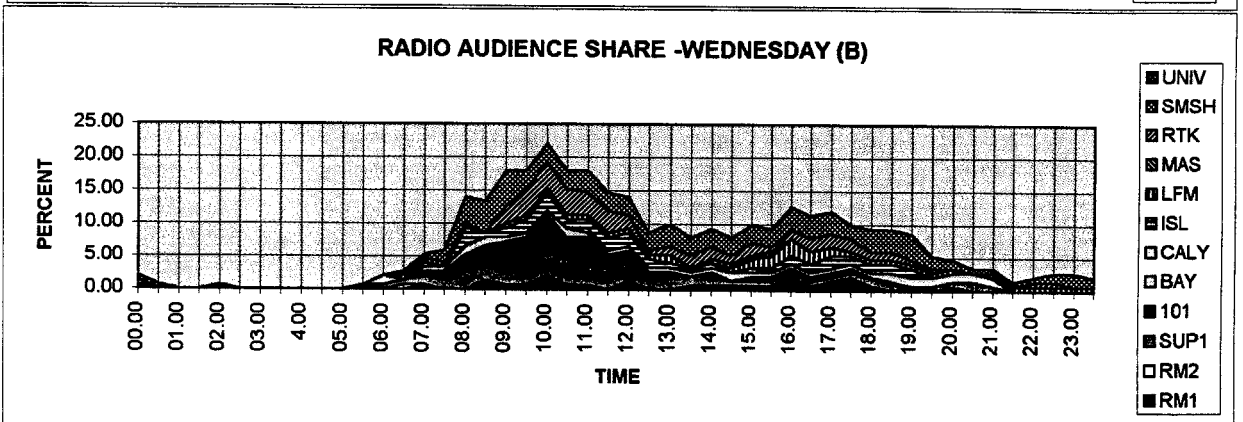
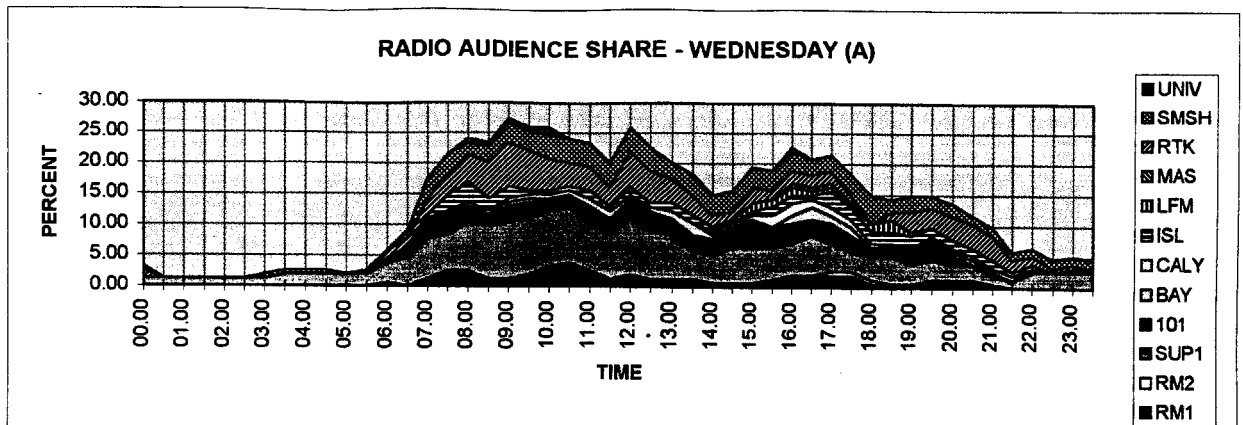
TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
00.30	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
02.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
02.30	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
03.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
04.30	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
05.00	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.09	100.00
05.30	0.00	0.00	1.91	0.00	0.00	0.64	0.64	0.00	0.00	0.00	0.00	0.00	96.82	100.00
06.00	0.64	0.00	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	96.18	100.00
06.30	0.00	0.00	3.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.91	0.00	94.90	100.00
07.00	0.64	0.64	3.82	0.64	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.64	92.36	100.00
07.30	0.00	0.00	3.18	0.64	0.00	0.00	0.00	0.64	0.00	1.91	0.64	0.64	92.36	100.00
08.00	0.00	0.64	4.46	0.64	0.00	0.64	0.00	0.64	0.00	1.91	0.64	0.00	90.45	100.00
08.30	0.00	0.00	5.10	1.91	0.00	0.64	1.27	0.64	0.00	2.55	0.64	0.00	87.26	100.00
09.00	0.64	0.00	5.10	2.55	0.64	0.64	0.64	0.00	0.00	3.18	1.27	0.00	85.35	100.00
09.30	0.64	0.00	5.73	1.91	1.27	0.00	1.27	0.00	0.00	3.82	1.27	0.00	84.08	100.00
10.00	1.27	0.00	5.10	2.55	1.27	0.00	0.64	0.00	0.00	3.82	1.27	0.00	84.08	100.00
10.30	0.64	0.00	5.73	3.18	0.64	0.00	0.64	0.00	0.00	3.18	0.64	0.00	85.35	100.00
11.00	1.91	0.00	5.10	2.55	0.64	0.00	0.64	0.00	0.00	3.18	1.27	0.00	84.71	100.00
11.30	1.91	0.00	5.10	3.82	1.27	0.00	0.64	0.00	0.00	1.91	0.64	0.00	84.71	100.00
12.00	4.46	0.00	5.73	1.91	1.27	0.00	0.00	0.00	0.00	1.27	1.27	0.00	84.08	100.00
12.30	2.55	0.64	5.10	0.64	0.64	0.00	0.00	0.00	0.00	0.64	0.64	0.64	86.54	100.00
13.00	1.27	0.64	2.55	0.64	0.64	0.00	0.00	0.00	0.00	0.64	0.64	0.64	92.36	100.00
13.30	0.64	0.64	2.55	0.64	0.64	0.00	0.00	0.00	0.00	0.64	0.64	0.64	92.36	100.00
14.00	1.27	0.64	3.18	1.27	0.64	1.27	0.00	0.64	0.00	0.64	0.64	0.00	89.81	100.00
14.30	1.27	0.00	3.18	1.27	0.00	1.27	0.00	0.00	0.00	0.64	1.27	0.00	81.08	100.00
15.00	1.91	0.00	3.82	1.91	0.64	1.27	0.00	0.64	0.00	0.00	1.27	0.00	88.54	100.00
15.30	1.91	0.00	3.82	1.91	0.64	0.64	0.00	0.64	0.00	0.00	1.27	0.00	89.17	100.00
16.00	2.55	0.00	2.55	1.27	0.64	0.00	0.00	0.00	0.00	0.64	0.64	0.64	91.08	100.00
16.30	1.27	0.00	3.18	1.27	0.64	0.00	0.00	0.64	0.00	1.27	0.64	0.00	91.08	100.00
17.00	1.91	0.64	3.18	1.27	0.64	0.00	0.00	1.27	0.00	1.27	1.27	0.00	88.54	100.00
17.30	1.27	0.00	3.82	0.00	0.64	0.00	0.00	1.27	0.00	0.00	1.27	0.64	91.08	100.00
18.00	2.55	0.00	3.82	0.00	0.00	0.00	0.64	0.64	0.00	0.00	1.27	0.00	91.08	100.00
18.30	0.64	0.00	1.91	0.00	0.00	0.00	0.00	1.27	0.00	0.00	0.64	0.00	95.54	100.00
19.00	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	96.82	100.00
19.30	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	97.45	100.00
20.00	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.09	100.00
20.30	0.00	0.64	1.91	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	96.82	100.00
21.00	0.00	0.64	1.27	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.64	0.00	96.82	100.00
21.30	0.00	0.64	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.09	100.00
22.00	0.00	0.64	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.09	100.00
22.30	0.00	0.64	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
23.00	0.64	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
23.30	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.73	100.00
average	0.77	0.16	2.59	0.72	0.29	0.16	0.15	0.20	0.00	0.72	0.56	0.09	93.60	100.00
maximum	4.46	0.64	5.73	3.82	1.27	1.27	1.27	1.27	0.00	3.82	1.91	0.64	100.00	100.00

Note: (B) data are based on "day before yesterday" recollections. (Base=all Tuesday respondents)

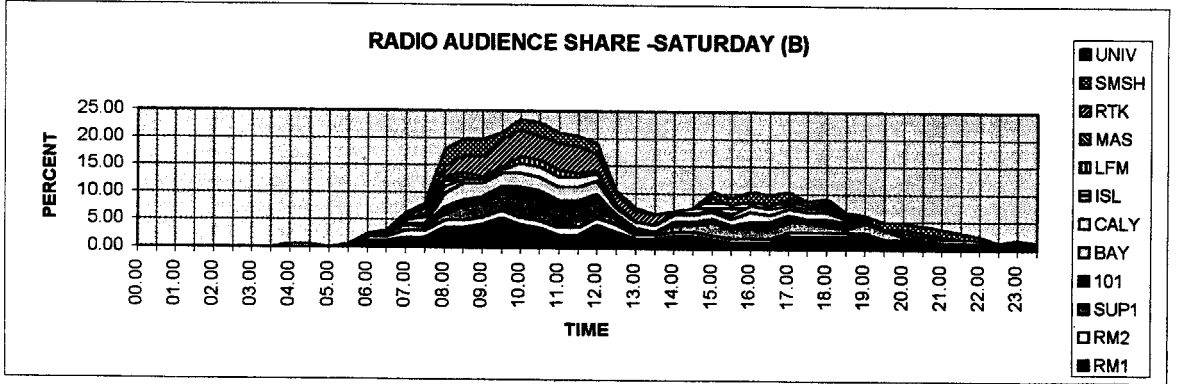
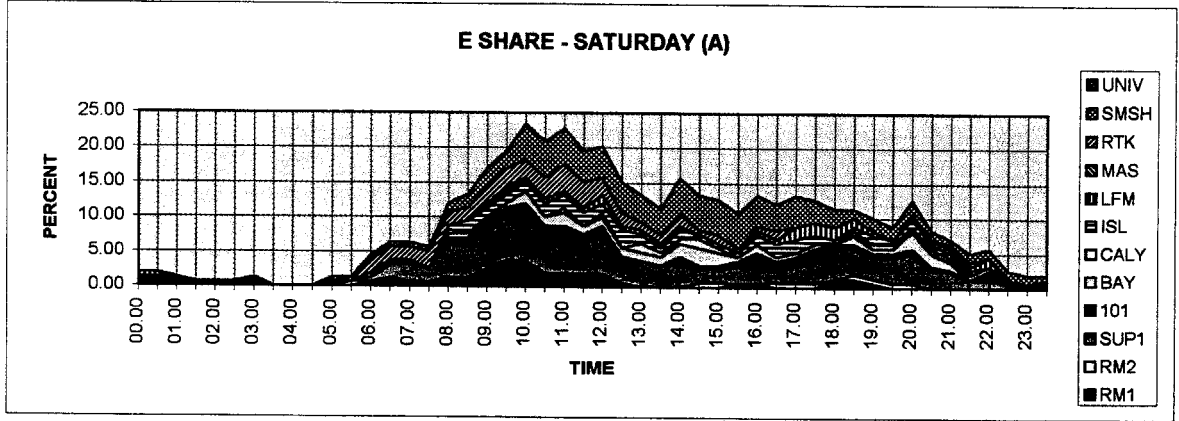
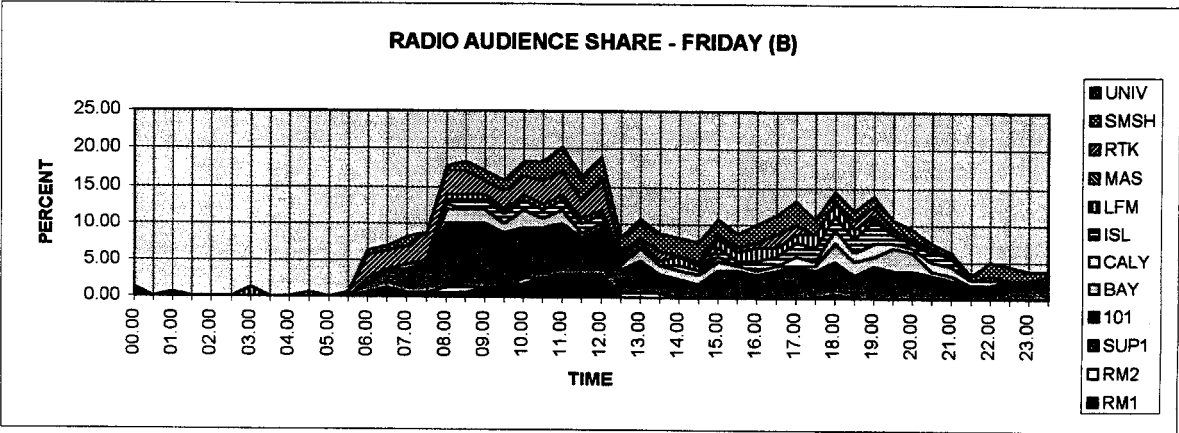
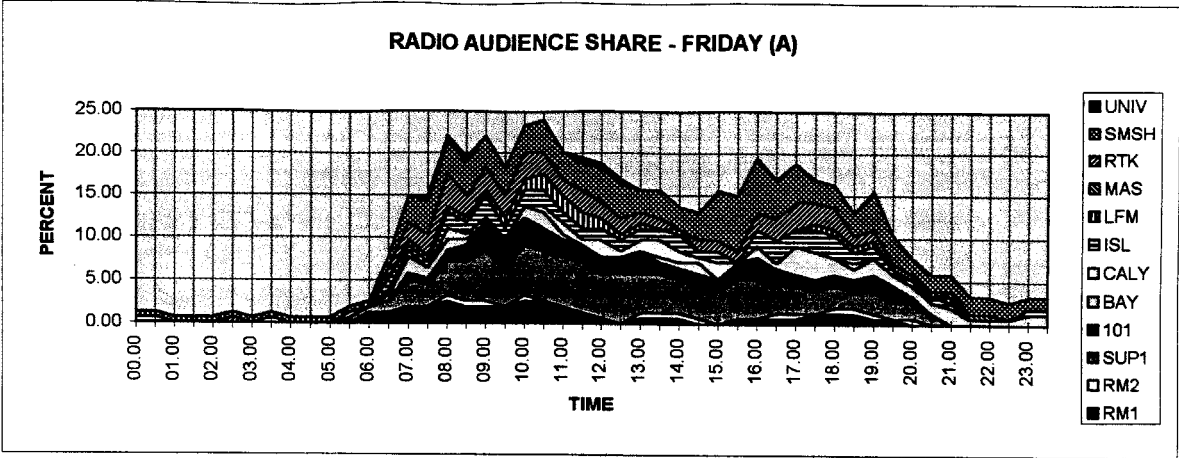
Charts (A) and (B) for Radio Audiences  
(based on Tables A9.1 - A9.14)



Charts (A) and (B) for Radio Audiences  
(based on Tables A9.1 - A9.14)



Charts (A) and (B) for Radio Audiences  
(based on Tables A9.1 - A9.14)



Charts (A) and (B) for Radio Audiences  
(based on Tables A9.1 - A9.14)

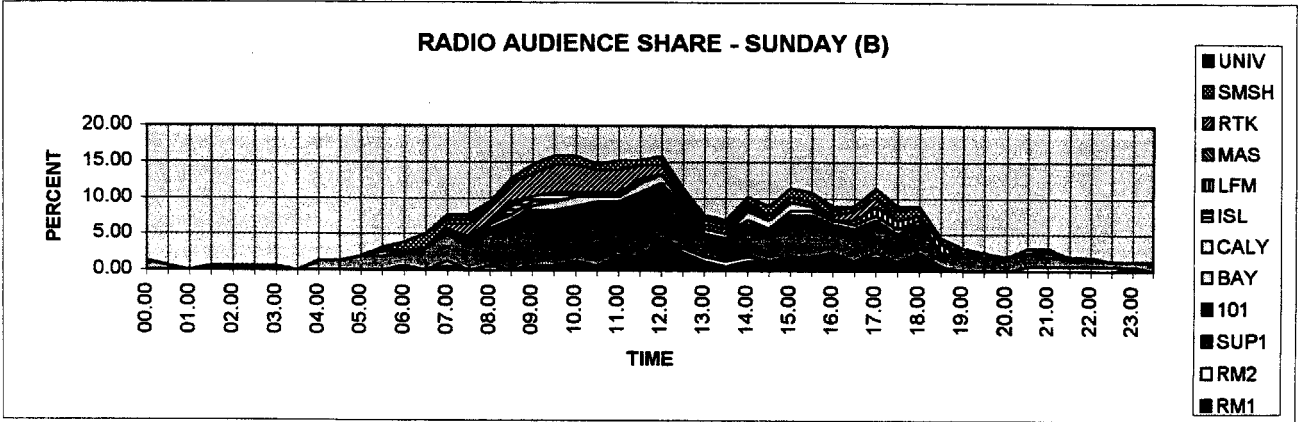
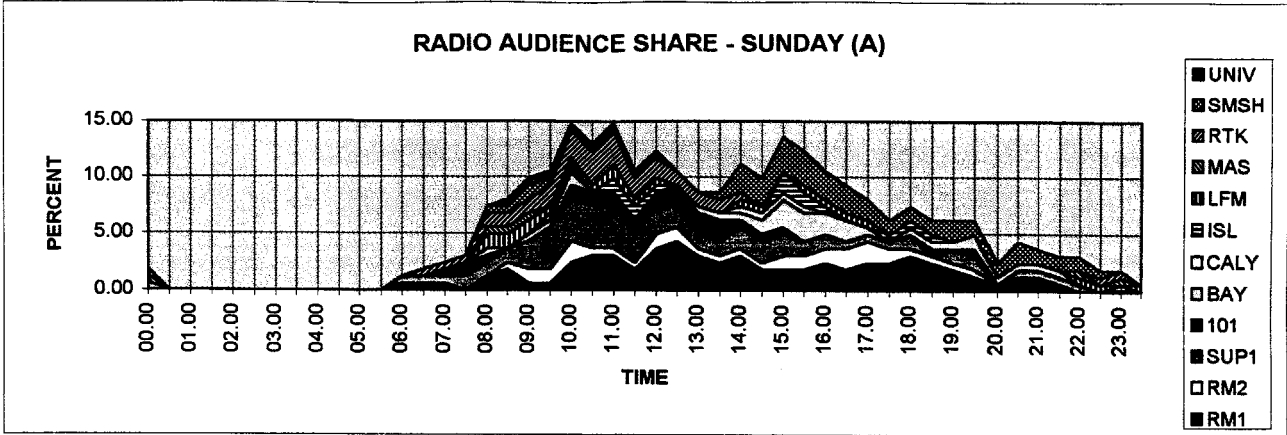


TABLE A10.1 : TV AUDIENCE SHARES: MONDAY (A)									
(percent)									
TIME	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	99.36	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.64	0.00	0.00	0.00	0.00	0.64	0.64	98.09	100.00
06.30	0.00	0.00	0.00	0.00	0.64	0.00	1.27	98.09	100.00
07.00	0.64	0.00	0.00	0.64	0.00	0.00	1.27	97.45	100.00
07.30	0.64	0.00	0.00	0.00	0.64	0.64	1.27	96.82	100.00
08.00	1.27	0.00	0.00	0.00	0.00	0.00	1.91	96.82	100.00
08.30	0.00	0.00	0.00	0.64	0.00	0.00	1.27	98.09	100.00
09.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27	98.73	100.00
09.30	0.00	0.00	0.00	0.00	1.27	0.00	1.27	97.45	100.00
10.00	0.64	0.00	0.00	0.00	0.64	0.00	1.27	97.45	100.00
10.30	0.64	0.00	0.00	0.00	0.00	0.00	1.27	98.09	100.00
11.00	0.64	0.00	0.00	0.00	0.00	0.00	1.27	98.09	100.00
11.30	0.64	0.00	0.00	0.00	0.00	0.00	1.27	98.09	100.00
12.00	0.64	0.00	0.00	0.64	0.64	0.00	0.64	97.45	100.00
12.30	0.64	0.00	0.00	0.64	0.64	0.00	0.64	97.45	100.00
13.00	0.64	0.00	0.00	0.64	1.91	0.00	0.64	96.18	100.00
13.30	0.64	0.00	0.00	0.64	1.91	0.00	1.27	95.54	100.00
14.00	0.00	0.00	0.00	0.64	2.55	0.00	0.64	96.18	100.00
14.30	0.64	0.64	0.00	0.64	1.91	0.00	1.27	94.90	100.00
15.00	1.27	0.64	0.00	0.64	1.91	0.00	0.64	94.90	100.00
15.30	0.64	0.00	0.00	0.64	2.55	0.00	0.64	95.54	100.00
16.00	0.00	0.64	0.00	0.64	1.91	0.64	1.27	94.90	100.00
16.30	0.00	0.64	0.00	0.64	1.27	0.64	1.27	95.54	100.00
17.00	5.10	0.64	0.00	0.64	0.00	0.64	1.27	91.72	100.00
17.30	5.10	0.64	0.00	0.64	0.00	0.64	1.27	91.72	100.00
18.00	6.37	0.64	0.00	0.00	3.18	0.00	1.91	87.90	100.00
18.30	3.18	0.64	0.00	0.00	3.18	0.00	1.27	91.72	100.00
19.00	3.18	1.27	0.00	0.64	5.73	0.64	1.91	86.62	100.00
19.30	7.64	3.82	0.00	0.64	5.10	0.00	1.27	81.53	100.00
20.00	21.02	3.82	0.00	1.91	3.82	0.64	1.91	66.88	100.00
20.30	21.66	5.10	0.00	7.01	15.29	0.64	3.82	46.50	100.00
21.00	12.10	5.10	0.00	7.64	17.20	0.64	5.10	52.23	100.00
21.30	9.55	3.82	0.00	5.73	19.11	0.64	5.73	55.41	100.00
22.00	6.37	2.55	0.00	3.18	15.92	0.64	4.46	66.88	100.00
22.30	3.82	1.27	0.00	3.18	10.83	0.64	2.55	77.71	100.00
23.00	1.27	0.64	0.64	0.64	6.37	1.27	2.55	86.62	100.00
23.30	1.27	0.64	0.00	0.00	1.91	0.64	1.91	93.63	100.00
AVERAGE	2.47	0.69	0.03	0.82	2.67	0.21	1.27	91.84	100.00
MAXIMUM	21.66	5.10	0.64	7.64	19.11	1.27	5.73	100.00	100.00

*Note: (A) data is based on "yesterday" recollections. (Base=all Tuesday respondents).*

TABLE A10.2: TV AUDIENCE SHARES: TUESDAY (A)									
(percent)									
TIME	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	99.36	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.64	99.36	100.00
07.00	0.64	0.00	0.00	0.00	0.00	0.00	0.64	98.73	100.00
07.30	0.64	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
08.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	99.36	100.00
08.30	0.64	0.00	0.00	0.00	0.00	0.00	0.00	99.36	100.00
09.00	0.64	0.64	0.00	0.00	0.00	0.00	0.00	98.73	100.00
09.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
10.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
10.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
11.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	99.36	100.00
11.30	0.00	0.00	0.00	0.00	0.64	0.00	0.00	99.36	100.00
12.00	1.27	0.00	0.00	1.27	0.64	0.00	0.00	96.82	100.00
12.30	0.64	0.00	0.00	1.27	0.64	0.00	0.00	97.45	100.00
13.00	1.27	0.00	0.00	1.27	2.55	0.00	0.00	94.90	100.00
13.30	0.64	0.00	0.00	1.27	1.91	0.00	0.00	96.18	100.00
14.00	0.00	0.00	0.00	0.64	3.82	0.00	0.00	95.54	100.00
14.30	0.00	0.00	0.00	0.64	3.82	0.00	0.00	95.54	100.00
15.00	0.64	0.00	0.00	0.64	2.55	0.64	0.64	94.90	100.00
15.30	0.64	0.00	0.00	1.91	0.64	0.64	0.64	95.54	100.00
16.00	0.64	0.00	0.00	0.64	3.18	0.64	0.64	94.27	100.00
16.30	0.64	0.00	0.00	0.64	3.82	0.64	0.00	94.27	100.00
17.00	0.64	0.00	0.00	0.00	5.73	0.64	1.27	91.72	100.00
17.30	0.64	0.00	0.00	0.64	5.10	0.64	1.27	91.72	100.00
18.00	3.82	0.64	0.00	1.91	3.82	0.00	1.27	88.54	100.00
18.30	2.55	1.91	0.00	1.91	4.46	0.00	1.91	87.26	100.00
19.00	3.18	3.18	0.00	3.82	3.82	0.00	1.91	84.08	100.00
19.30	11.46	7.64	0.00	0.64	5.73	0.00	1.91	72.61	100.00
20.00	32.48	5.10	0.00	0.64	3.82	1.27	2.55	54.14	100.00
20.30	32.48	7.01	0.00	4.46	9.55	2.55	3.18	40.76	100.00
21.00	21.66	1.91	0.64	8.28	13.38	3.18	4.46	46.50	100.00
21.30	18.47	1.91	0.00	8.28	16.56	3.82	5.10	45.86	100.00
22.00	14.01	1.91	0.00	7.64	18.47	1.91	5.10	50.96	100.00
22.30	7.01	0.00	0.00	7.01	14.01	2.55	5.10	64.33	100.00
23.00	3.18	0.00	0.00	1.91	9.55	1.91	3.18	80.25	100.00
23.30	1.27	0.00	0.00	1.91	3.82	0.64	0.64	91.72	100.00
AVERAGE	3.38	0.66	0.01	1.25	2.99	0.45	0.88	90.38	100.00
MAXIMUM	32.48	7.64	0.64	8.28	18.47	3.82	5.10	100.00	100.00

Note: (A) data is based on "yesterday" recollections. (Base=all Wednesday respondents)



TABLE AA10.3: TV AUDIENCE SHARES: WEDNESDAY (A)

TIME	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
	(percent)								
00.00	0.00	0.00	0.00	0.00	0.65	0.00	0.65	98.70	100.00
00.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
01.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
01.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
02.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
02.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.00	0.65	0.00	0.00	0.00	0.00	0.00	0.65	98.70	100.00
07.30	0.65	0.65	0.00	0.00	0.00	0.00	0.65	98.05	100.00
08.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	98.05	100.00
08.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
09.00	0.65	0.00	0.00	0.00	1.95	0.00	0.00	97.40	100.00
09.30	0.00	0.00	0.00	0.00	1.95	0.00	0.00	98.05	100.00
10.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	98.70	100.00
10.30	0.00	0.00	0.00	0.00	1.30	0.00	0.00	98.70	100.00
11.00	0.65	0.00	0.00	0.65	0.65	0.00	0.00	98.05	100.00
11.30	0.65	0.00	0.00	0.65	1.30	0.00	0.65	96.75	100.00
12.00	0.65	0.00	0.00	0.65	0.65	0.00	1.30	96.75	100.00
12.30	0.65	0.65	0.00	0.00	1.30	1.30	0.65	95.45	100.00
13.00	0.65	0.65	0.00	0.00	1.95	1.30	0.65	94.81	100.00
13.30	0.00	0.00	0.00	0.00	2.60	1.30	1.30	94.81	100.00
14.00	0.00	0.00	0.00	0.65	3.90	1.30	0.65	93.51	100.00
14.30	0.00	0.00	0.00	0.65	4.55	0.65	0.65	93.51	100.00
15.00	0.00	0.00	0.00	0.65	3.25	0.65	1.30	94.16	100.00
15.30	0.00	0.00	0.00	1.30	3.25	0.65	0.65	94.16	100.00
16.00	1.30	0.00	0.65	0.00	4.55	0.65	1.30	91.56	100.00
16.30	0.65	0.00	0.00	0.65	4.55	0.65	1.30	92.21	100.00
17.00	1.95	0.65	0.00	0.65	4.55	0.65	1.30	90.26	100.00
17.30	3.90	1.30	0.00	0.65	3.25	1.30	0.65	88.96	100.00
18.00	5.84	2.60	0.00	0.65	5.84	0.00	1.30	83.77	100.00
18.30	2.60	1.30	0.65	1.30	6.49	0.65	0.00	87.01	100.00
19.00	4.55	3.90	0.00	3.90	7.14	1.30	0.00	79.22	100.00
19.30	11.04	7.79	0.00	3.25	5.84	0.65	1.30	70.13	100.00
20.00	33.77	5.84	0.00	0.65	7.79	1.95	0.65	49.35	100.00
20.30	31.17	5.84	0.65	5.19	14.29	3.25	3.90	35.71	100.00
21.00	19.48	3.25	0.00	9.09	18.83	1.95	6.49	40.91	100.00
21.30	13.64	1.95	0.00	11.04	19.48	1.95	6.49	45.45	100.00
22.00	9.74	2.60	0.00	9.09	16.23	1.95	6.49	53.90	100.00
22.30	3.25	1.30	0.00	4.55	9.74	2.60	5.84	72.73	100.00
23.00	0.65	0.65	0.00	3.90	4.55	1.30	3.25	85.71	100.00
23.30	0.65	0.00	0.00	0.00	1.95	1.30	1.30	94.81	100.00
AVERAGE	3.15	0.85	0.04	1.24	3.53	0.61	1.07	89.50	100.00
MAXIMUM	33.77	7.79	0.65	11.04	19.48	3.25	6.49	100.00	100.00

Note: (A) data is based on "yesterday" recollections. (Base=all Thursday respondents).



TABLE A10.4: TV AUDIENCE SHARES: THURSDAY (A)

TIME	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	99.33	100.00
02.30	0.00	0.00	0.67	0.00	0.00	0.00	0.00	99.33	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.67	0.00	0.00	0.00	99.33	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	99.33	100.00
07.30	0.00	0.00	0.00	0.00	0.67	0.00	0.00	99.33	100.00
08.00	1.33	0.00	0.00	0.67	2.00	0.00	0.00	96.00	100.00
08.30	1.33	0.00	0.00	0.00	2.00	0.00	0.00	96.67	100.00
09.00	0.00	0.00	0.00	0.00	1.33	0.00	0.00	98.67	100.00
09.30	0.00	0.00	0.00	0.00	1.33	0.00	0.67	98.00	100.00
10.00	0.67	0.00	0.00	0.67	1.33	0.00	0.67	96.67	100.00
10.30	0.67	0.00	0.00	0.00	2.00	0.00	0.00	97.33	100.00
11.00	0.67	0.00	0.00	0.00	2.67	0.67	0.00	96.00	100.00
11.30	0.67	0.00	0.00	0.00	2.00	0.00	0.67	96.67	100.00
12.00	0.00	0.00	0.00	1.33	1.33	0.00	0.00	97.33	100.00
12.30	0.67	0.00	0.67	0.67	0.67	0.00	0.00	97.33	100.00
13.00	0.00	0.67	0.00	1.33	4.00	0.00	0.67	93.33	100.00
13.30	0.67	0.00	0.00	1.33	6.00	0.00	0.67	91.33	100.00
14.00	0.00	0.00	0.67	0.00	7.33	0.00	0.67	91.33	100.00
14.30	0.00	0.00	0.67	0.67	6.67	0.00	0.00	92.00	100.00
15.00	0.00	0.00	0.67	0.67	6.67	0.00	0.67	91.33	100.00
15.30	0.00	0.00	0.67	0.67	4.67	0.00	2.00	92.00	100.00
16.00	0.00	0.00	0.00	0.00	4.67	0.00	2.00	93.33	100.00
16.30	0.00	0.00	0.67	0.67	5.33	0.00	2.00	91.33	100.00
17.00	0.67	0.67	0.00	0.00	4.00	0.00	2.67	92.00	100.00
17.30	0.67	0.67	0.00	1.33	3.33	0.00	3.33	90.67	100.00
18.00	5.33	0.67	0.00	1.33	3.33	0.67	3.33	85.33	100.00
18.30	5.33	0.67	0.00	1.33	1.33	0.67	2.67	88.00	100.00
19.00	7.33	0.00	0.67	2.00	2.67	0.00	2.67	84.67	100.00
19.30	10.67	2.00	0.67	1.33	5.33	0.00	2.67	77.33	100.00
20.00	28.67	2.67	0.00	2.67	6.00	0.00	2.00	58.00	100.00
20.30	24.67	3.33	0.00	4.00	11.33	0.67	2.00	54.00	100.00
21.00	21.33	3.33	0.00	7.33	16.67	1.33	4.00	46.00	100.00
21.30	16.00	2.67	0.00	8.67	20.00	0.00	4.00	48.67	100.00
22.00	12.67	1.33	0.00	6.67	21.33	0.67	4.00	53.33	100.00
22.30	6.67	0.67	0.00	6.00	16.00	0.00	4.67	66.00	100.00
23.00	5.33	0.00	0.00	3.33	11.33	0.00	2.67	77.33	100.00
23.30	2.67	0.00	0.00	0.67	6.00	0.00	0.67	90.00	100.00
AVERAGE	3.22	0.40	0.13	1.17	4.00	0.17	1.08	89.83	100.00
MAXIMUM	28.67	3.33	0.67	8.67	21.33	1.33	4.67	100.00	100.00

Note: (A) data is based on "yesterday" recollections. (Base=all Friday respondents).

TABLE A10.5: TV AUDIENCE SHARES: FRIDAY (A)

TIME	(percent)								TOTALS
	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	0.00	0.00	0.00	0.00	0.65	0.00	0.65	98.70	100.00
00.30	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
08.00	1.33	0.00	0.00	0.67	2.00	0.00	0.00	96.00	100.00
08.30	1.33	0.00	0.00	0.00	2.00	0.00	0.00	96.67	100.00
09.00	0.00	0.00	0.00	0.00	1.33	0.00	0.00	98.67	100.00
09.30	0.00	0.00	0.00	0.00	1.33	0.00	0.67	98.00	100.00
10.00	0.67	0.00	0.00	0.67	1.33	0.00	0.67	96.67	100.00
10.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
11.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
11.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
12.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	99.35	100.00
12.30	0.00	0.00	0.00	0.65	1.30	0.00	0.00	98.05	100.00
13.00	0.65	0.00	0.00	0.65	2.60	0.00	0.00	96.10	100.00
13.30	0.00	0.00	0.00	1.30	3.25	0.00	1.30	94.16	100.00
14.00	0.00	0.00	0.67	0.00	7.33	0.00	0.67	91.33	100.00
14.30	0.00	0.00	0.67	0.67	6.67	0.00	0.00	92.00	100.00
15.00	0.00	0.00	0.67	0.67	6.67	0.00	0.67	91.33	100.00
15.30	0.00	0.00	0.67	0.67	4.67	0.00	2.00	92.00	100.00
16.00	0.00	0.00	0.00	0.00	4.67	0.00	2.00	93.33	100.00
16.30	0.00	0.00	0.67	0.67	5.33	0.00	2.00	91.33	100.00
17.00	0.67	0.67	0.00	0.00	4.00	0.00	2.67	92.00	100.00
17.30	0.67	0.67	0.00	1.33	3.33	0.00	3.33	90.67	100.00
18.00	5.33	0.67	0.00	1.33	3.33	0.67	3.33	85.33	100.00
18.30	5.33	0.67	0.00	1.33	1.33	0.67	2.67	88.00	100.00
19.00	7.33	0.00	0.67	2.00	2.67	0.00	2.67	84.67	100.00
19.30	10.67	2.00	0.67	1.33	5.33	0.00	2.67	77.33	100.00
20.00	28.67	2.67	0.00	2.67	6.00	0.00	2.00	58.00	100.00
20.30	24.67	3.33	0.00	4.00	11.33	0.67	2.00	54.00	100.00
21.00	21.33	3.33	0.00	7.33	16.67	1.33	4.00	46.00	100.00
21.30	16.00	2.67	0.00	8.67	20.00	0.00	4.00	48.67	100.00
22.00	12.67	1.33	0.00	6.67	21.33	0.67	4.00	53.33	100.00
22.30	6.67	0.67	0.00	6.00	16.00	0.00	4.67	66.00	100.00
23.00	5.33	0.00	0.00	3.33	11.33	0.00	2.67	77.33	100.00
23.30	0.65	0.00	0.00	1.30	2.60	0.00	0.65	94.81	100.00
<b>AVERAGE</b>	<b>3.12</b>	<b>0.39</b>	<b>0.10</b>	<b>1.12</b>	<b>3.70</b>	<b>0.08</b>	<b>1.08</b>	<b>90.40</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>28.67</b>	<b>3.33</b>	<b>0.67</b>	<b>8.67</b>	<b>21.33</b>	<b>1.33</b>	<b>4.67</b>	<b>100.00</b>	<b>100.00</b>

Note: (A) data is based on "yesterday" recollections. (Base=all Saturday respondents)

TABLE A10.6: TV AUDIENCE SHARES: SATURDAY (A)

TIME	(percent)								TOTALS
	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	0.63	0.00	0.00	0.63	1.27	0.63	0.00	96.84	100.00
00.30	0.63	0.00	0.00	0.63	0.63	0.63	0.00	97.47	100.00
01.00	0.00	0.00	0.00	0.63	0.63	0.63	0.00	98.10	100.00
01.30	3.80	0.00	0.00	0.63	3.80	0.00	0.63	91.14	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
07.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
08.00	2.53	0.00	0.00	0.00	0.00	0.00	0.00	97.47	100.00
08.30	0.00	0.63	0.00	0.00	0.00	0.00	0.00	99.37	100.00
09.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
09.30	0.00	0.00	0.00	0.00	0.63	0.00	0.00	99.37	100.00
10.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	99.37	100.00
10.30	0.00	0.00	0.00	0.00	0.63	0.00	0.00	99.37	100.00
11.00	0.00	0.00	0.00	1.27	0.63	0.00	0.00	98.10	100.00
11.30	0.63	0.00	0.00	1.27	0.00	0.00	0.00	98.10	100.00
12.00	0.63	0.00	0.00	1.27	1.27	0.00	0.00	96.84	100.00
12.30	1.27	0.00	0.00	0.63	1.27	0.00	0.63	96.20	100.00
13.00	1.90	0.00	0.00	1.27	1.27	0.00	0.00	95.57	100.00
13.30	3.16	0.00	0.00	0.63	1.90	0.00	1.27	93.04	100.00
14.00	6.33	0.00	0.00	0.00	3.80	0.00	1.90	87.97	100.00
14.30	0.00	0.00	0.00	0.00	0.63	0.63	0.00	98.73	100.00
15.00	4.43	0.00	0.00	0.00	3.16	0.00	0.63	91.77	100.00
15.30	4.43	0.63	0.63	0.00	2.53	0.00	1.27	90.51	100.00
16.00	3.16	0.63	0.63	0.00	1.90	0.00	1.27	92.41	100.00
16.30	3.80	0.63	0.63	0.00	1.27	0.00	1.90	91.77	100.00
17.00	1.90	0.63	0.63	0.63	1.27	0.00	1.90	93.04	100.00
17.30	2.53	0.00	0.63	1.27	1.27	0.00	1.90	92.41	100.00
18.00	3.16	0.63	0.63	1.90	5.06	0.00	0.63	87.97	100.00
18.30	2.53	0.00	0.00	1.27	5.06	0.63	0.63	89.87	100.00
19.00	3.16	1.90	0.00	1.27	4.43	1.27	0.63	87.34	100.00
19.30	6.33	1.90	0.00	0.63	4.43	1.27	0.00	85.44	100.00
20.00	16.46	1.27	0.00	4.43	5.70	1.27	1.27	69.62	100.00
20.30	13.29	2.53	0.63	8.86	12.03	1.27	1.90	59.49	100.00
21.00	7.59	0.63	0.63	10.76	13.29	0.63	2.53	63.92	100.00
21.30	5.70	1.27	0.63	7.59	12.66	0.63	1.90	69.62	100.00
22.00	3.80	1.90	0.63	8.86	8.86	0.00	1.90	74.05	100.00
22.30	1.90	0.63	0.63	6.96	8.23	0.00	1.90	79.75	100.00
23.00	1.27	1.27	0.63	3.80	6.96	0.00	1.27	84.81	100.00
23.30	2.53	0.00	0.00	2.53	6.96	0.63	1.27	86.08	100.00
<b>AVERAGE</b>	<b>2.28</b>	<b>0.36</b>	<b>0.16</b>	<b>1.45</b>	<b>2.58</b>	<b>0.21</b>	<b>0.61</b>	<b>92.35</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>16.46</b>	<b>2.53</b>	<b>0.63</b>	<b>10.76</b>	<b>13.29</b>	<b>1.27</b>	<b>2.53</b>	<b>100.00</b>	<b>100.00</b>

Note: (A) data is based on "yesterday" recollections. (Base=all Sunday respondents).

TABLE A10.7: TV AUDIENCE SHARES: SUNDAY (A)									
TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
03.30	0.62	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
04.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
04.30	0.62	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
05.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	99.38	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.62	99.38	100.00
06.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	99.38	100.00
06.30	0.00	0.00	0.00	0.00	0.00	0.00	0.62	99.38	100.00
07.00	0.00	0.00	0.00	0.00	0.62	0.00	0.62	98.77	100.00
07.30	0.00	0.00	0.00	0.00	0.62	0.00	0.00	99.38	100.00
08.00	0.00	0.00	0.00	0.00	0.62	0.00	0.62	98.77	100.00
08.30	0.00	0.00	0.00	0.00	1.23	0.00	0.62	98.15	100.00
09.00	1.23	0.00	0.00	0.00	1.85	0.00	0.00	96.91	100.00
09.30	1.85	0.00	0.00	0.00	1.23	0.00	0.00	96.91	100.00
10.00	1.23	0.00	0.00	0.00	1.23	0.00	0.00	97.53	100.00
10.30	0.62	0.00	0.00	0.00	1.23	0.00	0.00	98.15	100.00
11.00	0.62	0.00	0.00	0.62	0.62	0.00	0.00	98.15	100.00
11.30	0.62	0.00	0.00	0.62	1.23	0.00	0.00	97.53	100.00
12.00	0.62	0.00	0.00	1.23	1.23	0.00	0.00	96.91	100.00
12.30	0.62	1.23	0.00	1.23	1.85	0.00	0.00	95.06	100.00
13.00	1.23	1.23	0.00	2.47	1.85	0.00	0.00	93.21	100.00
13.30	2.47	1.23	0.00	3.09	1.85	0.00	0.00	91.36	100.00
14.00	1.85	1.23	0.00	4.94	2.47	0.62	0.00	88.89	100.00
14.30	1.85	1.23	0.00	3.70	3.09	0.00	0.00	90.12	100.00
15.00	2.47	1.23	0.00	3.70	3.09	0.00	0.00	89.51	100.00
15.30	2.47	1.23	0.00	2.47	3.09	0.00	0.00	90.74	100.00
16.00	2.47	0.62	0.00	1.85	3.09	0.62	0.00	91.36	100.00
16.30	1.85	1.23	0.00	1.85	3.70	0.62	0.00	90.74	100.00
17.00	1.23	1.85	0.00	1.85	4.32	0.00	0.62	90.12	100.00
17.30	1.23	1.85	0.00	2.47	5.56	0.00	0.62	88.27	100.00
18.00	3.70	1.23	0.62	4.94	6.79	0.00	1.23	81.48	100.00
18.30	3.70	0.62	0.00	4.94	6.79	0.00	1.23	82.72	100.00
19.00	5.56	0.62	0.00	4.94	5.56	0.00	1.85	81.48	100.00
19.30	10.49	1.23	0.62	2.47	4.32	0.62	1.85	78.40	100.00
20.00	17.28	0.62	0.00	3.70	5.56	0.62	1.85	70.37	100.00
20.30	22.22	1.85	0.00	4.94	6.79	1.23	1.23	61.73	100.00
21.00	29.01	1.85	0.00	4.94	8.02	1.23	1.85	53.09	100.00
21.30	25.31	1.23	0.62	4.32	7.41	1.23	0.62	59.26	100.00
22.00	19.75	1.85	0.00	4.94	9.26	1.85	0.62	61.73	100.00
22.30	4.32	0.62	0.00	3.70	7.41	3.09	1.23	79.63	100.00
23.00	1.23	0.00	0.00	3.09	5.56	1.85	1.85	86.42	100.00
23.30	0.00	0.00	0.00	3.09	1.85	0.62	0.62	93.83	100.00
<b>AVERAGE</b>	<b>3.59</b>	<b>0.54</b>	<b>0.04</b>	<b>1.71</b>	<b>2.52</b>	<b>0.30</b>	<b>0.44</b>	<b>90.87</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>29.01</b>	<b>1.85</b>	<b>0.62</b>	<b>4.94</b>	<b>9.26</b>	<b>3.09</b>	<b>1.85</b>	<b>100.00</b>	<b>100.00</b>
Note: (A) data is based on "yesterday" recollections. (Base=all Monday respondents).									

TABLE A10.8: TV AUDIENCE SHARES: MONDAY (B)

TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	00.64	00.00	00.00	00.64	00.00	00.00	00.00	98.73	100.00
00.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
01.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
01.30	00.00	00.64	00.00	00.00	00.00	00.00	00.00	99.36	100.00
02.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.00	00.64	99.36	100.00
04.00	00.00	00.00	00.00	00.00	00.00	00.00	00.64	99.36	100.00
04.30	00.00	00.00	00.00	00.00	00.00	00.00	00.64	99.36	100.00
05.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.30	00.00	00.00	00.00	00.00	00.00	00.00	00.64	99.36	100.00
07.00	00.00	00.00	00.00	00.00	00.00	00.00	00.64	99.36	100.00
07.30	01.91	00.00	00.00	00.00	00.00	00.00	00.00	98.09	100.00
08.00	01.27	00.00	00.00	00.00	00.00	00.00	00.00	98.73	100.00
08.30	01.27	00.64	00.00	00.00	00.00	00.00	00.00	98.09	100.00
09.00	00.64	01.27	00.00	00.00	00.00	00.00	00.00	98.09	100.00
09.30	00.64	00.64	00.00	00.00	00.00	00.00	00.00	98.73	100.00
10.00	00.64	00.64	00.00	00.00	00.00	00.00	00.00	98.73	100.00
10.30	00.64	00.00	00.00	00.00	00.00	00.00	00.00	99.36	100.00
11.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
11.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
12.00	00.64	00.00	00.00	00.64	00.00	00.00	00.00	98.73	100.00
12.30	00.64	00.64	00.00	00.00	00.64	00.00	00.00	98.09	100.00
13.00	00.64	00.00	00.00	00.00	01.27	00.00	00.00	98.09	100.00
13.30	00.64	00.00	00.00	00.64	01.27	00.00	00.00	97.45	100.00
14.00	00.64	00.00	00.00	00.00	03.18	00.00	00.00	96.18	100.00
14.30	00.64	00.00	00.00	00.00	04.46	00.00	00.00	94.90	100.00
15.00	00.00	00.00	00.00	01.91	01.91	00.00	00.00	96.18	100.00
15.30	00.00	00.00	00.00	00.64	02.55	00.00	00.64	96.18	100.00
16.00	00.64	00.00	00.00	01.91	02.55	00.00	00.64	94.27	100.00
16.30	00.64	00.00	00.00	00.64	03.82	00.00	00.00	94.90	100.00
17.00	00.64	00.00	00.00	00.00	01.91	00.00	00.64	96.82	100.00
17.30	01.27	00.00	00.00	00.00	01.27	00.00	00.64	96.82	100.00
18.00	03.82	00.00	00.00	01.27	01.27	00.00	00.64	92.99	100.00
18.30	01.91	01.91	00.00	00.64	03.82	00.64	00.64	90.45	100.00
19.00	02.55	04.46	00.00	00.64	03.18	00.00	00.64	88.54	100.00
19.30	12.10	05.10	00.00	01.91	03.18	00.00	00.64	77.07	100.00
20.00	26.75	04.46	00.64	01.27	04.46	00.00	01.27	61.15	100.00
20.30	24.20	05.73	00.00	03.82	07.64	00.64	02.55	55.41	100.00
21.00	12.10	05.10	00.64	05.73	10.83	00.64	06.37	58.60	100.00
21.30	05.73	03.82	00.64	08.92	13.38	01.27	05.73	60.51	100.00
22.00	03.18	03.18	00.00	08.92	14.65	00.64	05.73	63.69	100.00
22.30	01.27	01.91	00.00	06.37	12.10	01.27	05.10	71.97	100.00
23.00	01.27	00.64	00.00	03.18	09.55	00.64	03.82	80.89	100.00
23.30	00.64	00.64	00.00	00.64	02.55	00.00	00.64	94.90	100.00
AVERAGE	2.30	0.86	0.04	1.05	2.32	0.12	0.82	92.49	100.00
MAXIMUM	26.75	5.73	0.64	8.92	14.65	1.27	6.37	100.00	100.00

Note: (B) data is based on "day before yesterday" recollections. (Base=all Wednesday respondents)



TABLE A10.9: TV AUDIENCE SHARES: TUESDAY (B)

TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	00.00	00.00	00.00	00.00	00.00	01.30	00.00	98.70	100.00
00.30	00.00	00.00	00.00	00.00	00.00	01.30	00.00	98.70	100.00
01.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
01.30	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
02.00	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.00	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
04.30	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
05.00	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
05.30	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
06.00	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
06.30	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
07.00	01.30	00.00	00.00	00.00	01.30	00.00	00.00	97.40	100.00
07.30	01.30	00.00	00.00	00.00	00.65	00.00	00.00	98.05	100.00
08.00	00.65	00.00	00.00	00.00	00.65	00.00	00.00	98.70	100.00
08.30	00.65	00.00	00.00	00.65	00.65	00.00	00.00	98.05	100.00
09.00	01.30	00.00	00.00	00.00	00.65	00.00	00.00	98.05	100.00
09.30	01.30	00.00	00.00	00.00	01.30	00.00	00.00	97.40	100.00
10.00	00.65	00.00	00.00	00.00	01.30	00.00	00.00	98.05	100.00
10.30	01.30	00.00	00.00	00.00	01.30	00.00	00.00	97.40	100.00
11.00	00.00	00.65	00.00	00.65	00.00	00.00	00.00	98.70	100.00
11.30	00.00	00.65	00.00	00.65	00.65	00.00	00.00	98.05	100.00
12.00	00.00	00.00	00.00	01.30	00.65	00.00	00.65	97.40	100.00
12.30	00.00	00.00	00.00	00.00	01.30	00.65	00.00	98.05	100.00
13.00	00.00	00.00	00.00	00.00	01.30	00.65	00.00	98.05	100.00
13.30	00.00	00.00	00.00	00.65	01.95	00.65	00.00	96.75	100.00
14.00	00.00	00.00	00.00	01.30	03.25	00.65	00.00	94.81	100.00
14.30	00.00	00.00	00.00	01.95	03.25	00.65	00.00	94.16	100.00
15.00	00.65	00.00	00.00	01.95	02.60	00.65	00.00	94.16	100.00
15.30	00.00	00.00	00.00	01.95	03.25	00.65	00.00	94.16	100.00
16.00	00.00	00.00	00.65	00.65	03.25	01.30	01.30	92.86	100.00
16.30	00.65	00.65	00.00	00.65	03.25	01.30	01.95	91.56	100.00
17.00	00.65	01.95	00.00	01.30	02.60	01.30	01.30	90.91	100.00
17.30	01.30	03.25	00.00	00.65	02.60	01.95	00.65	89.61	100.00
18.00	03.25	01.30	01.30	00.00	03.90	01.30	00.65	88.31	100.00
18.30	02.60	01.95	00.00	01.95	03.25	00.65	01.30	88.31	100.00
19.00	03.90	01.30	00.00	02.60	03.90	01.30	01.30	85.71	100.00
19.30	09.74	03.90	00.00	01.95	04.55	00.00	01.95	77.92	100.00
20.00	29.87	03.25	00.00	02.60	07.14	01.30	00.00	55.84	100.00
20.30	28.57	04.55	00.00	04.55	11.04	00.65	01.95	48.70	100.00
21.00	13.64	03.90	00.00	09.74	14.94	01.95	04.55	51.30	100.00
21.30	10.39	02.60	00.65	08.44	18.18	01.30	03.25	55.19	100.00
22.00	06.49	00.65	00.65	06.49	18.18	02.60	02.60	62.34	100.00
22.30	03.25	00.00	00.00	04.55	12.34	00.65	02.60	76.62	100.00
23.00	01.30	00.00	00.00	01.30	05.19	01.95	02.60	87.66	100.00
23.30	00.00	00.00	00.00	00.00	00.65	01.30	01.95	96.10	100.00
<b>AVERAGE</b>	<b>2.60</b>	<b>0.64</b>	<b>0.07</b>	<b>1.22</b>	<b>3.04</b>	<b>0.58</b>	<b>0.64</b>	<b>91.22</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>29.87</b>	<b>4.55</b>	<b>1.30</b>	<b>9.74</b>	<b>18.18</b>	<b>2.60</b>	<b>4.55</b>	<b>100.00</b>	<b>100.00</b>

Note: (B) data is based on "day before yesterday" recollections. (Base=all Thursday respondents).

TABLE A10.10: TV AUDIENCE SHARES: WEDNESDAY (B)									
(percent)									
TIME	TVM	SUP1	SM5H	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
00.30	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
01.00	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
01.30	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
02.00	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.00	00.67	00.00	00.00	00.00	00.00	00.00	00.00	99.33	100.00
06.30	00.67	00.00	00.00	00.00	00.00	00.00	00.00	99.33	100.00
07.00	00.67	00.00	00.00	00.00	00.00	00.00	00.00	99.33	100.00
07.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
08.00	00.67	00.00	00.00	00.00	00.00	00.00	00.00	99.33	100.00
08.30	00.67	00.00	00.00	00.00	00.00	00.00	00.00	99.33	100.00
09.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
09.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
10.00	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
10.30	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
11.00	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
11.30	00.00	00.00	00.00	00.00	00.00	00.00	00.67	99.33	100.00
12.00	00.67	00.00	00.00	00.67	00.00	00.00	00.67	98.00	100.00
12.30	00.67	00.00	00.00	00.00	00.00	00.00	01.33	98.00	100.00
13.00	00.67	00.00	00.00	00.67	04.00	00.00	01.33	93.33	100.00
13.30	01.33	00.00	00.00	01.33	04.00	00.00	01.33	92.00	100.00
14.00	00.67	00.00	00.00	00.00	06.00	00.00	01.33	92.00	100.00
14.30	00.67	00.00	00.00	00.00	06.67	00.00	00.00	92.67	100.00
15.00	00.67	00.00	00.00	00.67	05.33	00.00	00.00	93.33	100.00
15.30	00.00	00.67	00.00	00.67	04.00	00.67	00.67	93.33	100.00
16.00	00.00	00.00	00.67	00.67	02.00	00.67	00.67	95.33	100.00
16.30	00.00	00.00	00.00	00.67	02.67	00.67	00.67	95.33	100.00
17.00	00.00	00.00	00.67	00.00	00.67	00.67	00.67	97.33	100.00
17.30	00.67	00.00	00.00	00.67	00.67	00.67	00.67	96.67	100.00
18.00	02.67	00.00	00.00	00.67	00.67	01.33	01.33	93.33	100.00
18.30	03.33	00.67	00.00	00.67	00.67	01.33	01.33	92.00	100.00
19.00	02.00	00.67	00.00	02.67	00.00	00.00	02.00	92.67	100.00
19.30	05.33	03.33	00.00	00.67	01.33	00.00	02.00	87.33	100.00
20.00	20.67	02.67	00.00	02.00	04.67	00.00	01.33	68.67	100.00
20.30	20.00	03.33	00.00	04.67	15.33	00.00	02.00	54.67	100.00
21.00	12.00	03.33	00.00	08.67	18.00	00.67	05.33	52.00	100.00
21.30	08.00	02.67	00.00	10.00	20.00	00.00	06.00	53.33	100.00
22.00	04.67	00.67	00.00	08.67	20.00	00.00	06.00	60.00	100.00
22.30	02.67	00.00	00.00	06.67	15.33	00.00	04.00	71.33	100.00
23.00	00.67	00.00	00.00	01.33	10.00	00.00	02.67	85.33	100.00
23.30	00.67	00.00	00.00	01.33	03.33	00.00	01.33	93.33	100.00
<b>AVERAGE</b>	<b>1.92</b>	<b>0.38</b>	<b>0.03</b>	<b>1.13</b>	<b>3.03</b>	<b>0.14</b>	<b>1.06</b>	<b>92.33</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>20.67</b>	<b>3.33</b>	<b>0.67</b>	<b>10.00</b>	<b>20.00</b>	<b>1.33</b>	<b>6.00</b>	<b>100.00</b>	<b>100.00</b>
Note: (B) data is based on "day before yesterday" recollections. (Base=all Friday respondents).									

TABLE A10.11: TV AUDIENCE SHARES : THURSDAY (B)

TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	00.65	00.00	00.00	00.00	01.30	00.00	00.00	98.05	100.00
00.30	00.65	00.00	00.00	00.00	00.65	00.00	00.00	98.70	100.00
01.00	00.65	00.00	00.00	00.00	00.00	00.00	00.00	99.35	100.00
01.30	00.65	00.00	00.00	00.00	00.00	00.00	00.00	99.35	100.00
02.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.30	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
07.00	00.00	00.00	00.00	00.00	00.65	00.00	00.00	99.35	100.00
07.30	00.00	00.00	00.00	00.65	00.65	00.00	00.00	98.70	100.00
08.00	00.65	00.00	00.00	00.65	00.65	00.00	00.00	98.05	100.00
08.30	00.65	00.00	00.00	01.30	00.65	00.00	00.00	97.40	100.00
09.00	00.00	00.00	00.00	01.95	01.30	00.00	00.00	96.75	100.00
09.30	00.00	00.00	00.00	01.30	01.30	00.00	00.00	97.40	100.00
10.00	00.00	00.00	00.00	00.65	01.30	00.00	01.30	96.75	100.00
10.30	00.00	00.00	00.00	00.00	00.00	00.00	01.30	98.70	100.00
11.00	00.00	00.00	00.00	00.65	00.00	00.00	01.30	98.05	100.00
11.30	00.00	00.00	00.00	00.65	00.65	00.00	01.95	96.75	100.00
12.00	00.00	00.00	00.00	01.30	01.30	00.00	00.65	96.75	100.00
12.30	00.00	00.00	00.00	01.95	01.30	00.65	01.30	94.81	100.00
13.00	00.00	00.00	00.00	00.65	01.30	00.65	00.65	96.75	100.00
13.30	00.00	00.00	00.00	00.65	01.95	00.65	01.30	95.45	100.00
14.00	00.00	00.00	00.00	00.00	02.60	01.30	00.65	95.45	100.00
14.30	00.00	00.00	00.00	00.00	01.95	01.30	00.65	96.10	100.00
15.00	00.65	00.00	00.00	00.00	02.60	00.00	01.95	94.81	100.00
15.30	00.65	00.00	00.00	00.00	01.30	00.00	00.65	97.40	100.00
16.00	00.65	00.00	00.00	00.00	01.95	00.65	00.65	96.10	100.00
16.30	00.65	00.00	00.00	00.00	00.65	01.30	00.65	96.75	100.00
17.00	00.65	00.00	00.00	00.00	01.95	00.65	00.00	96.75	100.00
17.30	01.30	00.00	00.00	00.00	02.60	00.65	00.00	95.45	100.00
18.00	01.30	00.65	00.00	00.65	03.25	01.30	00.00	92.86	100.00
18.30	01.30	01.30	00.00	01.30	02.60	01.30	00.00	92.21	100.00
19.00	03.25	01.95	00.00	01.30	02.60	01.30	00.00	89.61	100.00
19.30	06.49	05.19	00.00	01.30	03.90	01.30	00.65	81.17	100.00
20.00	29.87	01.95	00.00	02.60	03.25	00.65	01.95	59.74	100.00
20.30	28.57	01.95	00.00	03.90	12.34	00.65	01.30	51.30	100.00
21.00	17.53	01.95	00.00	03.90	16.88	00.65	01.30	57.79	100.00
21.30	11.04	01.30	00.00	03.25	19.48	00.00	01.95	62.99	100.00
22.00	05.19	00.65	00.00	03.90	19.48	00.00	02.60	68.18	100.00
22.30	03.90	00.00	00.00	01.95	13.64	00.00	03.25	77.27	100.00
23.00	01.30	00.00	00.00	00.65	09.74	00.00	00.00	88.31	100.00
23.30	00.65	00.00	00.00	00.65	03.90	00.00	00.00	94.81	100.00
<b>AVERAGE</b>	<b>2.48</b>	<b>0.35</b>	<b>0.00</b>	<b>0.78</b>	<b>2.96</b>	<b>0.31</b>	<b>0.58</b>	<b>92.53</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>29.87</b>	<b>5.19</b>	<b>0.00</b>	<b>3.90</b>	<b>19.48</b>	<b>1.30</b>	<b>3.25</b>	<b>100.00</b>	<b>100.00</b>

Note: (B) data is based on "day before yesterday" recollections. (Base=all Saturday respondents).



TABLE A10.12: TV AUDIENCE SHARES: FRIDAY (B)

TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	00.00	00.00	00.00	01.27	01.27	00.63	00.00	96.84	100.00
00.30	00.00	00.00	00.00	00.00	00.63	00.63	00.00	98.73	100.00
01.00	00.00	00.00	00.00	00.00	00.63	00.63	00.00	98.73	100.00
01.30	00.00	00.00	00.00	00.00	00.63	00.63	00.00	98.73	100.00
02.00	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
04.00	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
04.30	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
05.00	00.00	00.00	00.00	00.00	00.00	00.63	00.00	99.37	100.00
05.30	00.63	00.00	00.00	00.00	00.00	00.63	00.00	98.73	100.00
06.00	00.63	00.00	00.00	00.00	00.00	00.63	00.00	98.73	100.00
06.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
07.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
07.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
08.00	00.00	00.00	00.00	00.63	00.63	00.00	00.00	98.73	100.00
08.30	00.00	00.00	00.00	00.63	01.27	00.00	00.00	98.10	100.00
09.00	00.63	00.00	00.00	00.63	01.27	00.00	00.00	97.47	100.00
09.30	00.63	00.00	00.00	01.27	01.27	00.00	00.00	96.84	100.00
10.00	00.63	00.00	00.00	01.27	00.63	00.00	00.00	97.47	100.00
10.30	00.63	00.00	00.00	00.63	00.63	00.00	00.00	98.10	100.00
11.00	00.63	00.00	00.00	00.63	00.63	00.00	00.00	98.10	100.00
11.30	00.63	00.00	00.00	00.63	00.63	00.00	00.00	98.10	100.00
12.00	00.63	00.00	00.00	00.63	00.63	00.00	00.00	98.10	100.00
12.30	00.63	00.00	00.00	00.63	00.63	00.00	00.00	98.10	100.00
13.00	00.63	00.00	00.00	00.00	01.90	00.00	00.00	97.47	100.00
13.30	00.63	00.00	00.00	00.00	03.16	00.00	00.00	96.20	100.00
14.00	01.27	00.00	00.00	00.00	04.43	00.00	00.63	93.67	100.00
14.30	01.90	00.00	00.00	01.27	02.53	00.00	00.00	94.30	100.00
15.00	01.90	00.63	00.00	00.63	02.53	00.00	00.00	94.30	100.00
15.30	02.53	00.00	00.00	01.27	01.27	00.00	00.00	94.94	100.00
16.00	02.53	00.00	00.00	01.27	01.27	00.00	00.63	94.30	100.00
16.30	02.53	00.00	00.00	00.00	00.63	00.00	00.63	96.20	100.00
17.00	04.43	00.00	00.63	00.00	03.16	00.00	00.63	91.14	100.00
17.30	05.06	00.63	00.00	00.63	02.53	00.00	00.63	90.51	100.00
18.00	05.06	00.00	00.00	00.63	04.43	00.00	01.27	88.61	100.00
18.30	01.27	00.00	00.00	01.27	03.80	00.00	00.63	93.04	100.00
19.00	01.90	02.53	00.63	01.90	04.43	00.00	01.27	87.34	100.00
19.30	05.70	03.16	00.63	00.63	02.53	00.00	01.27	86.08	100.00
20.00	18.35	01.27	00.63	00.00	06.96	00.00	01.27	71.52	100.00
20.30	14.56	03.16	01.27	04.43	14.56	00.00	01.90	60.13	100.00
21.00	08.23	01.90	01.27	03.16	15.82	00.00	01.27	68.35	100.00
21.30	03.16	01.90	01.27	02.53	15.82	00.00	01.27	74.05	100.00
22.00	01.90	01.90	01.27	01.90	16.46	00.00	01.90	74.68	100.00
22.30	00.63	00.63	01.27	01.90	12.03	00.00	01.27	82.28	100.00
23.00	01.27	00.00	01.27	01.90	05.06	00.00	00.63	89.87	100.00
23.30	00.63	00.00	00.63	00.00	04.43	00.63	00.00	93.67	100.00
<b>AVERAGE</b>	1.93	0.37	0.22	0.71	2.94	0.18	0.36	93.29	100.00
<b>MAXIMUM</b>	18.35	3.16	1.27	4.43	16.46	0.63	1.90	100.00	100.00

Note: (B) data is based on "day before yesterday" recollections. (Base=all Sunday respondents)

TABLE A10.13: TV AUDIENCE SHARES: SATURDAY (B)  
(percent)

TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
00.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
01.00	00.00	00.00	00.00	00.00	00.00	00.00	00.62	99.38	100.00
01.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
02.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
02.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
03.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
04.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
05.00	00.00	00.00	00.00	00.00	00.00	00.62	00.00	99.38	100.00
05.30	00.00	00.00	00.00	00.00	00.00	00.62	00.00	99.38	100.00
06.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
06.30	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
07.00	00.62	00.00	00.00	00.00	00.00	00.00	00.00	99.38	100.00
07.30	00.62	00.00	00.00	00.00	00.00	00.00	00.00	99.38	100.00
08.00	00.00	00.00	00.00	00.00	00.62	00.00	00.00	99.38	100.00
08.30	00.00	00.00	00.00	00.00	01.85	00.00	00.00	98.15	100.00
09.00	00.62	00.00	00.00	00.00	01.85	00.00	00.00	97.53	100.00
09.30	00.62	00.00	00.00	00.62	01.23	00.62	00.00	96.91	100.00
10.00	01.23	00.00	00.00	00.62	01.23	00.62	00.00	96.30	100.00
10.30	00.62	00.62	00.00	00.62	01.85	00.62	00.00	95.68	100.00
11.00	00.00	00.00	00.62	00.62	01.85	00.00	00.00	96.91	100.00
11.30	00.00	00.00	00.00	00.62	01.85	00.00	00.00	97.53	100.00
12.00	00.00	00.00	00.00	00.62	02.47	00.00	00.00	96.91	100.00
12.30	00.00	00.00	00.00	01.23	02.47	00.62	00.62	95.06	100.00
13.00	00.62	00.00	00.00	02.47	03.09	00.62	00.62	92.59	100.00
13.30	03.09	00.00	00.62	01.23	01.85	00.00	00.62	92.59	100.00
14.00	06.79	00.00	00.62	00.62	04.94	00.00	00.00	87.04	100.00
14.30	06.79	00.00	00.62	01.23	05.56	00.00	00.00	85.80	100.00
15.00	08.02	00.00	00.62	00.00	06.79	00.00	00.62	83.95	100.00
15.30	04.32	00.00	00.62	00.00	05.56	00.00	00.62	88.89	100.00
16.00	03.70	00.00	00.62	00.00	06.17	00.00	01.85	87.65	100.00
16.30	02.47	00.00	00.00	00.62	06.17	00.00	01.85	88.89	100.00
17.00	03.70	00.00	00.00	00.00	03.70	00.00	01.85	90.74	100.00
17.30	03.09	00.00	00.00	00.00	03.09	00.00	01.23	92.59	100.00
18.00	06.17	00.00	00.00	00.00	04.32	00.00	01.23	88.27	100.00
18.30	03.70	00.62	00.00	00.00	06.17	00.00	00.00	89.51	100.00
19.00	03.09	00.62	00.00	01.23	06.79	00.00	00.62	87.65	100.00
19.30	06.17	01.85	00.62	01.23	06.79	00.00	00.62	82.72	100.00
20.00	12.96	02.47	00.00	03.09	07.41	00.00	00.62	73.46	100.00
20.30	15.43	02.47	00.00	06.79	10.49	00.00	01.23	63.58	100.00
21.00	07.41	01.85	00.62	06.17	12.35	00.62	01.85	69.14	100.00
21.30	04.94	01.23	01.23	06.17	11.73	01.23	02.47	70.99	100.00
22.00	03.70	00.62	01.23	09.26	08.64	01.23	02.47	72.84	100.00
22.30	02.47	00.00	00.00	06.17	04.32	01.23	02.47	83.33	100.00
23.00	00.62	00.00	00.00	04.32	04.94	00.62	02.47	87.04	100.00
23.30	00.00	00.00	00.00	01.85	02.47	00.00	00.62	95.06	100.00
<b>AVERAGE</b>	<b>02.37</b>	<b>00.26</b>	<b>00.17</b>	<b>01.20</b>	<b>03.14</b>	<b>00.19</b>	<b>00.57</b>	<b>92.12</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>15.43</b>	<b>02.47</b>	<b>01.23</b>	<b>09.26</b>	<b>12.35</b>	<b>01.23</b>	<b>02.47</b>	<b>100.00</b>	<b>100.00</b>

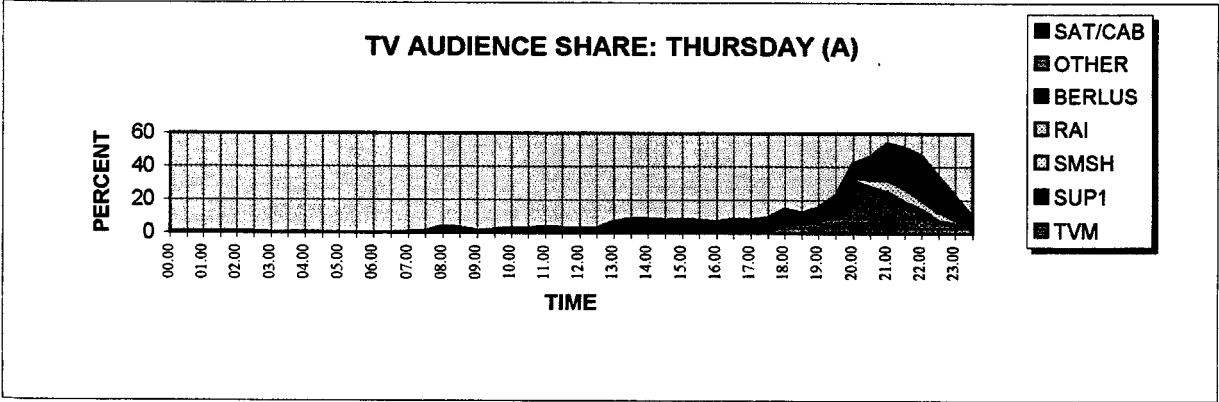
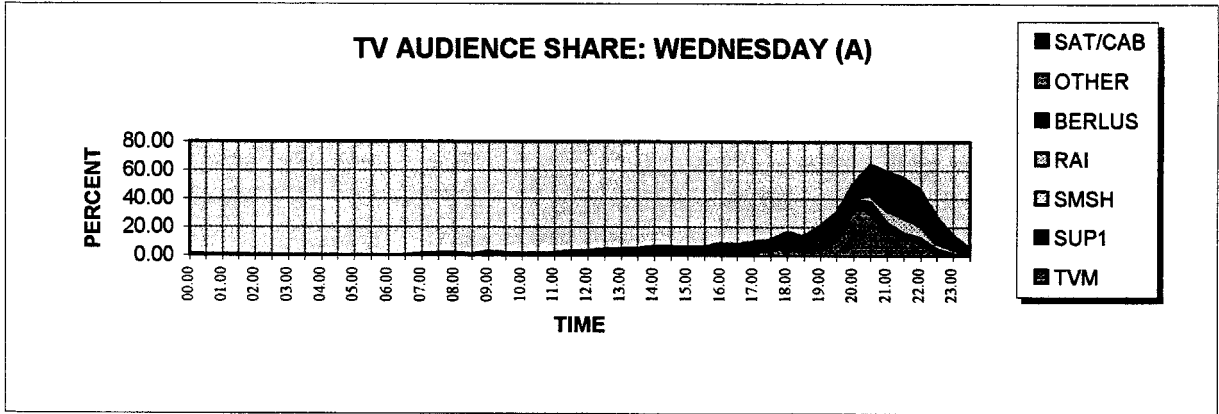
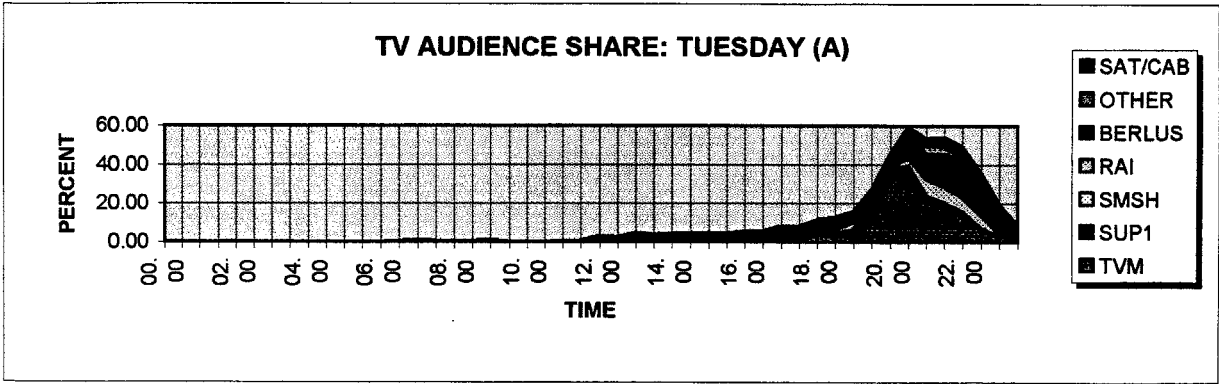
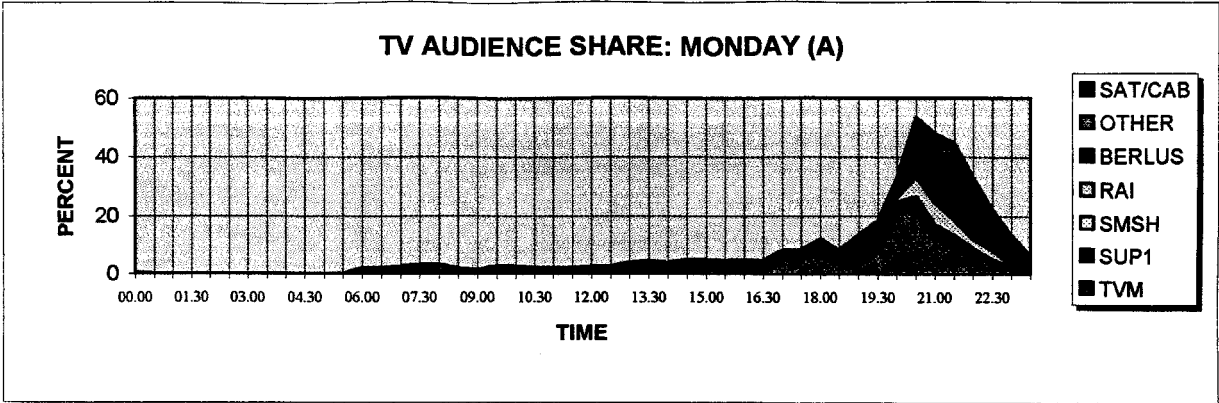
Note: (B) data is based on "day before yesterday" recollections. (Base=all Monday respondents).

TABLE 10.14: TV AUDIENCE SHARES: SUNDAY (B)

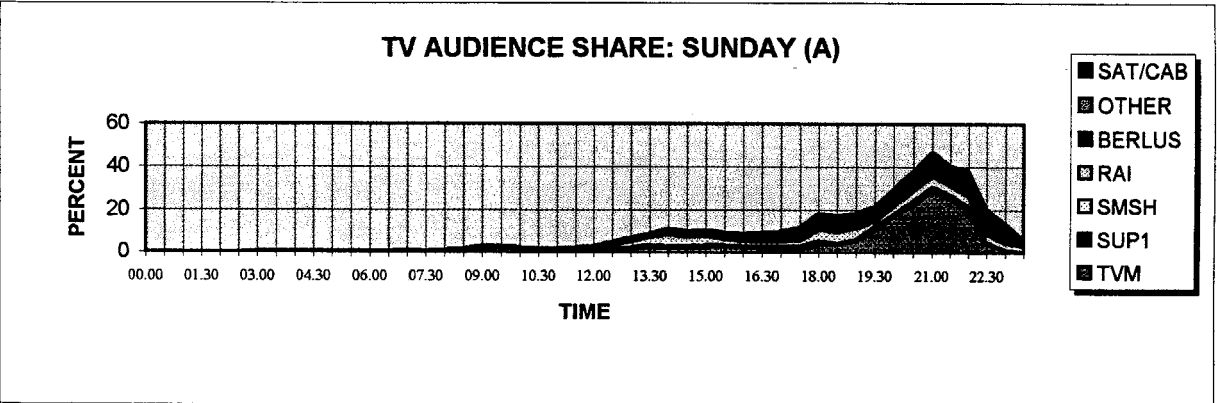
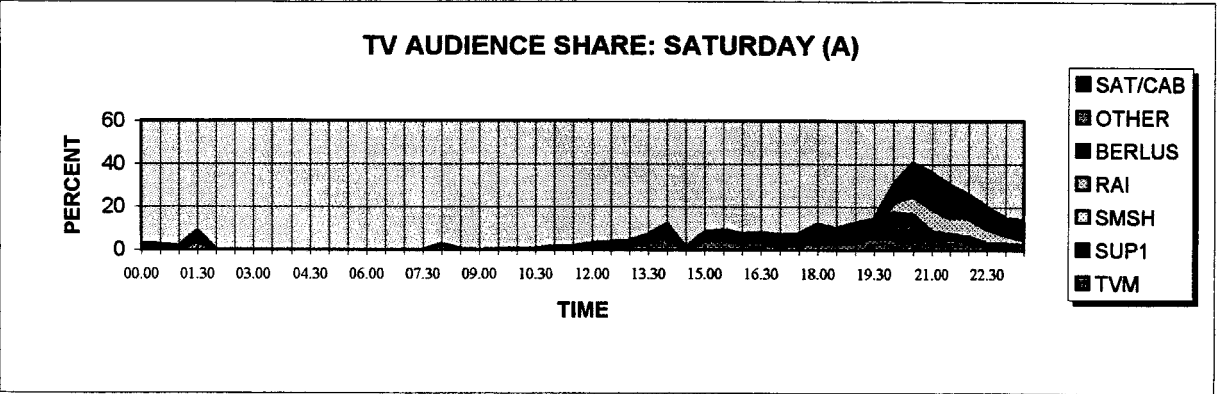
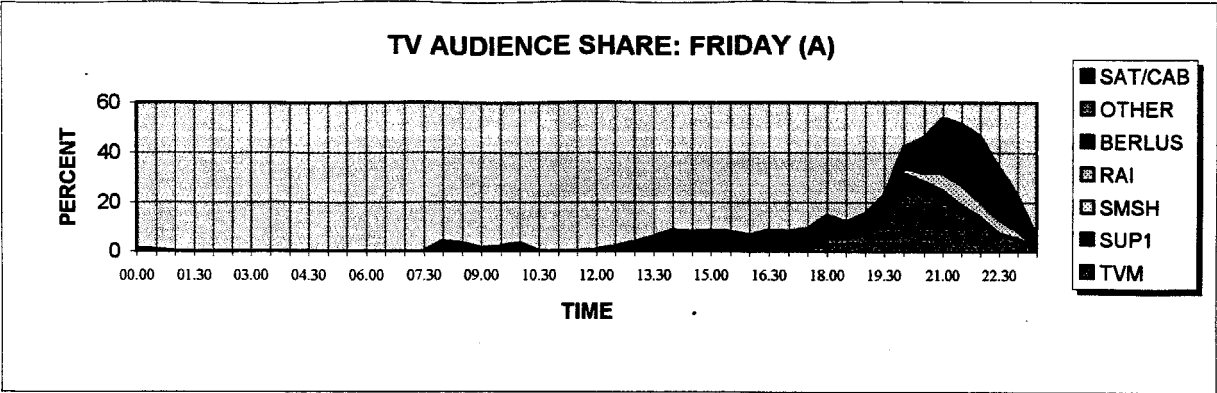
TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	00.00	00.00	00.00	00.00	00.64	00.00	00.64	98.73	100.00
00.30	00.00	00.00	00.00	00.00	00.64	00.00	00.00	99.36	100.00
01.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	100.00	100.00
01.30	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
02.00	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
02.30	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
03.00	00.00	00.00	00.00	00.64	00.00	00.00	00.64	98.73	100.00
03.30	00.00	00.00	00.00	00.64	00.00	00.00	00.64	98.73	100.00
04.00	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
04.30	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
05.00	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
05.30	00.00	00.00	00.00	00.64	00.00	00.00	00.00	99.36	100.00
06.00	00.00	00.00	00.00	00.64	00.00	00.00	00.64	98.73	100.00
06.30	00.00	00.00	00.00	00.00	00.00	00.00	01.27	98.73	100.00
07.00	00.00	00.00	00.00	00.64	00.00	00.00	00.64	98.73	100.00
07.30	00.00	00.00	00.00	00.00	00.64	00.00	00.64	98.73	100.00
08.00	00.00	00.00	00.00	00.64	00.00	00.00	01.27	98.09	100.00
08.30	00.00	00.00	00.00	00.00	00.64	00.00	00.64	98.73	100.00
09.00	00.00	00.00	00.00	00.64	00.00	00.00	00.64	98.73	100.00
09.30	00.64	00.00	00.00	00.64	00.64	00.00	00.64	97.45	100.00
10.00	02.55	00.00	00.00	00.00	00.64	00.00	00.64	96.18	100.00
10.30	02.55	00.00	00.00	00.00	00.64	00.00	00.64	96.18	100.00
11.00	01.27	00.00	00.00	01.27	00.64	00.00	00.64	96.18	100.00
11.30	00.64	00.00	00.00	01.27	00.64	00.00	00.64	96.82	100.00
12.00	01.27	00.00	00.00	01.91	00.64	00.00	00.64	95.54	100.00
12.30	00.00	00.00	00.00	01.91	00.64	00.00	00.64	96.82	100.00
13.00	00.00	00.64	00.00	02.55	00.64	00.00	01.27	94.90	100.00
13.30	00.64	00.64	00.00	00.64	00.64	00.00	00.64	96.82	100.00
14.00	01.27	01.91	00.00	01.27	03.18	00.00	00.64	91.72	100.00
14.30	01.27	01.91	00.00	01.91	02.55	00.00	00.64	91.72	100.00
15.00	01.27	01.91	00.00	02.55	03.18	00.00	00.64	90.45	100.00
15.30	00.64	01.91	00.00	01.91	03.18	00.00	01.27	91.08	100.00
16.00	00.00	01.91	00.00	02.55	01.91	00.00	01.91	91.72	100.00
16.30	00.00	01.91	00.00	02.55	02.55	00.00	01.91	91.08	100.00
17.00	01.27	01.91	00.00	00.64	02.55	00.00	01.91	91.72	100.00
17.30	01.27	01.91	00.00	01.27	01.91	00.00	01.91	91.72	100.00
18.00	04.46	01.27	00.00	01.91	03.18	00.00	01.27	87.90	100.00
18.30	03.18	01.27	00.00	01.27	02.55	00.00	01.27	90.45	100.00
19.00	03.18	01.27	00.00	01.91	04.46	00.00	01.91	87.26	100.00
19.30	10.19	00.64	00.00	01.91	03.82	00.00	01.27	82.17	100.00
20.00	22.93	00.64	00.00	01.91	02.55	00.00	01.27	70.70	100.00
20.30	26.11	00.64	00.64	01.91	05.73	00.64	03.82	60.51	100.00
21.00	24.84	00.64	00.00	03.82	08.28	00.64	04.46	57.32	100.00
21.30	20.38	01.27	00.00	01.91	10.19	01.91	05.10	59.24	100.00
22.00	15.92	00.00	00.00	01.91	10.19	01.27	04.46	66.24	100.00
22.30	03.18	00.64	00.00	01.27	07.64	00.64	02.55	84.08	100.00
23.00	02.55	00.00	00.00	01.27	05.73	00.64	00.64	89.17	100.00
23.30	00.00	00.64	00.00	00.00	01.27	00.00	01.27	96.82	100.00
<b>AVERAGE</b>	<b>03.20</b>	<b>00.53</b>	<b>00.01</b>	<b>01.13</b>	<b>01.98</b>	<b>00.12</b>	<b>01.13</b>	<b>91.91</b>	<b>100.00</b>
<b>MAXIMUM</b>	<b>26.11</b>	<b>01.91</b>	<b>00.64</b>	<b>03.82</b>	<b>10.19</b>	<b>01.91</b>	<b>05.10</b>	<b>100.00</b>	<b>100.00</b>

Note: ((B) data is based on "day before yesterday" recollections. (Base=all Tuesday respondents).

Charts (A) for Television Audiences  
(based on Tables A10.1 - A10.7)



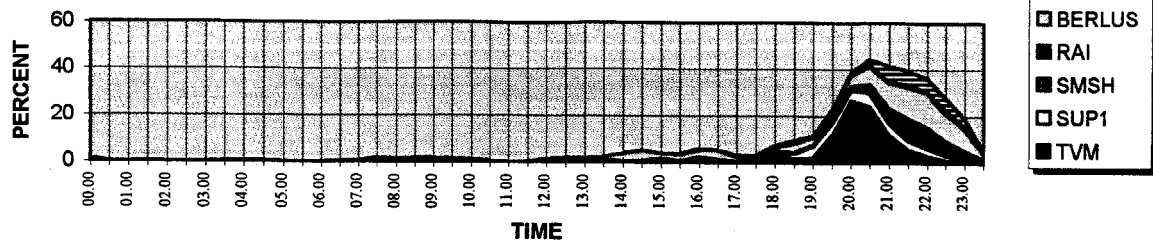
Charts (A) for Television Audiences  
(based on Tables A10.1 - A10.7)



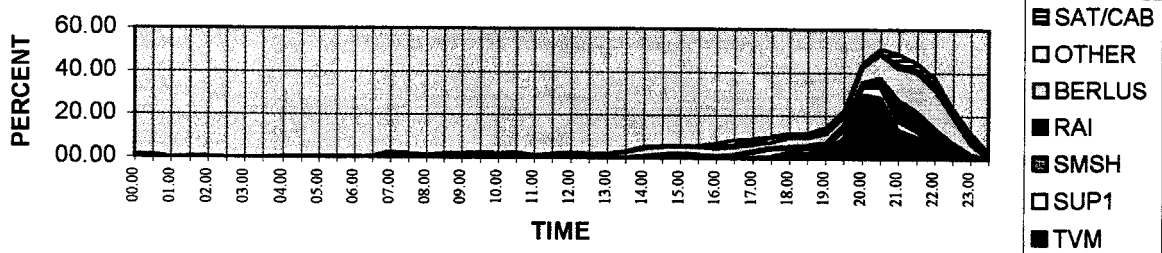


# CHARTS (B) FOR TELEVISION AUDIENCES

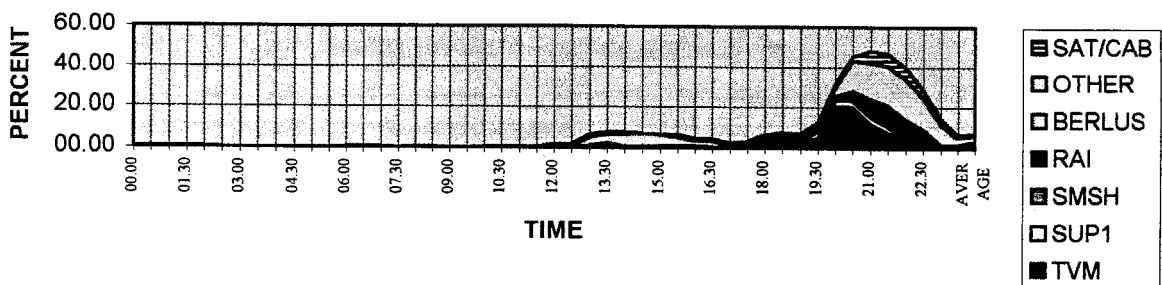
## TV AUDIENCE SHARES: MONDAY (B)



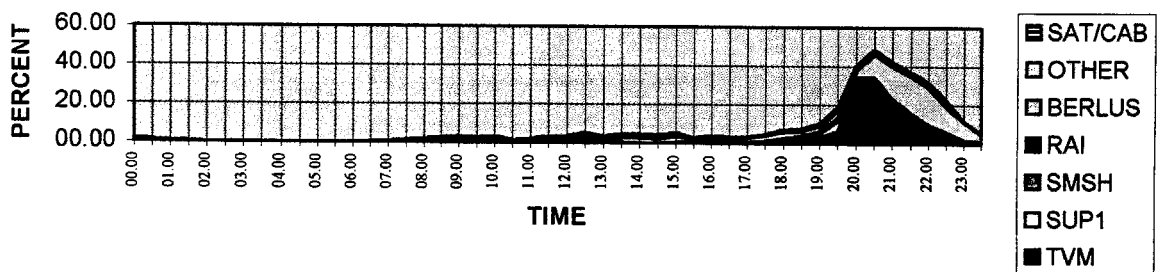
## TV AUDIENCE SHARES: TUESDAY (B)



## TV AUDIENCE SHARES: WEDNESDAY (B)

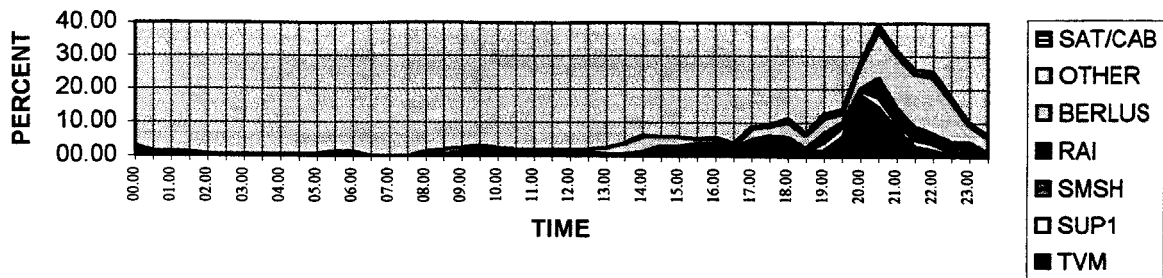


## TV AUDIENCE SHARES: THURSDAY (B)

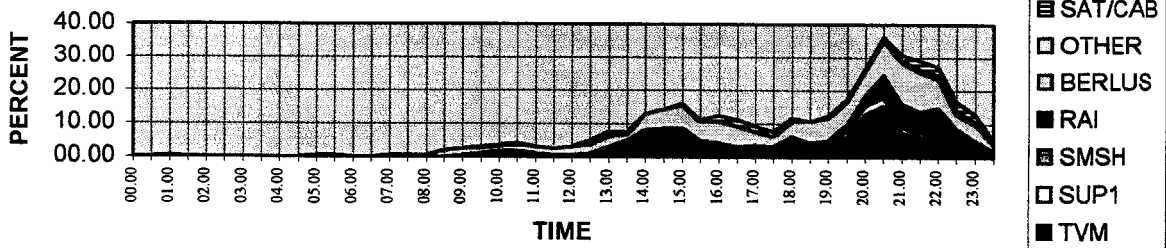


CHARTS (B) FOR TELEVISION AUDIENCES

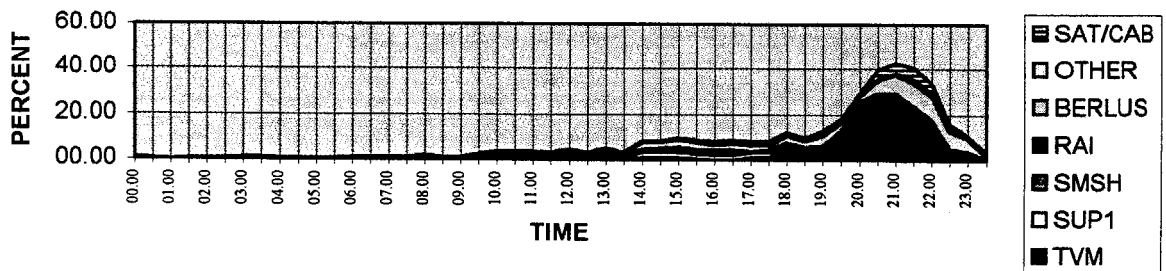
TV AUDIENCE SHARES: FRIDAY (B)



TV AUDIENCE SHARES: SATURDAY (B)



TV AUDIENCE SHARES: SUNDAY (B)



**Table A12:: What other programmes would you like to see or hear on the broadcasting media? (Raw data from the first 240 forms)**

[15] Drammi ... [5] Tejatrini ... [4] Teledrammi ... [3] TV. plays bil Malti. ... [3] TV. plays. ... [3] Modern Films ... [3] ... [2] Varjeta ... [2] Iktar Sports ... [2] Drammi u tejatrini ... [2] Aktar Teledrammi ... [2] More Discussions ... [2] Comedies ... [2] Maltese Programmes ... [2] Iktar Dokumentarji ... Dossiers ... Dokumentarji ... On Education ... More films on tv ... Radio - Bir-rispett kollu! ... Soap Operas ... Inqas reklami ... Ligi ... Sports ... tv Bidla għida kompleta tal-programmi radio, jingħalqu hafna minnhomk ... SKY TV ... 1 ... Plays ... Nature programmes on birds ... Children Programmes ... Music on TV ... programmi Religjużi ... Biology programmes ... Ta' l-ghana ... Festi ta' rhula ... War Films ... Aktar Musika ... Maltese Songs on TV ... Aktar liberta Religjuza ... Ghana on Radio ... tv iktar disco, sahha. ... Programme bil Malti ... love stories, dallas, dynasty, ... Radio Music Programmes. ... Plays bil Malti. wild life. ... Programmi għal mara... Radju diski,... għal mara. ... Better News. ... Tell the whole story as it actually happened. ... TV.Romantic Films. ... TV. O.K. ... TV. DOCUMENTARIES. ... RADIO more of Mons. Azzopardi. ... T.V. Plays. Radio Plays. ... TV plays...Radio Dun Victor Grech.. ... TV.Teledrammi bil Malti. ... TV.Verita.. Courage. ... Plays Bil Malti. ... TV. Plays, Radio Musika tan-1960. ... TV. Youth Programmes Radio Iktar ahbarijiet ta' Malta. ... TV.Action films. ... TV. Plays. Radio more news. ... TV. More Maltese Plays. ... TV. Programmi għan-nisa Films. ... TV. From Abroad. ... TV. Plays. Radio Talk Shows. ... TV. Recent Films.Radio Music. ... TV. Modern Films Variety Plays. ... TV. No Violent Films. ... TV.Plays Bil Malti. ... films 60's and 70's.. war films ... rescue casualty ... Dallas, Dynasty, Drammi ... war films. ... 50's films. ... Nehhu Gallarija/ Iktar teledrammi ... Programmi Kulturali. ... Diskussjonijiet ... Westerns. ... Drama, Documentaries ... Drammi ta' kwalita. ... Diskussjonijiet u Varjeta ... Thrillers ... Drammi Moderni ... Aktar Films Antiki ... Concerts ... Drammi bil-Malti ... Aktar Drammi ... More Educational and informative programmes ... Varjeta' ... Animal Documentaries ... Iktar Musika ... More Romantic films and less violence ... Drammi,...Films, ... Sports Programmes ... Documentaries ... Aktar ghaz-zaghzagħ ... Ghana u Drammi ... Rock Operas ... Drammi u Dokumentarji ... Phone ins and drammi ... Agrikoltura Edukattiva ... Films Moderni u Onesti - Drammi bil-Malti - quizzes ... Westerns ... Live Sports ... Quizzes ... Education programmes on Health issues ... Teledrammi and live sports ... Drammi bil Malti ... Kacca u Drammi ... Drammi and nature documentaries ... Aktar Dokumentarji ... Korsa sports ... Iktar Drammi u Comedies ... Live sports - football games ... Aktar Quizzes interessanti ... Teledrammi u Kacca ... Kacca Sports and Drammi ... Teledrammi - (Wenzu u Rozi) ... Aktar films u sports ... Films Moderni ... Korsa ... Drammi Maltin ... Basketball and tv Seriels ... Varjeta like (Qawsalla) ... Drammi u Diskussjonijiet ... More Interesting Programmes For Youths. Radio Good. ... TV. Plays. Radio. ... TV. Classic Films. ... TV. Variety Shows. ... Radio Good. ... TV.More Films. Radio Good. ... tv. Serials.. Diskussjoniet..-Dun Victor Grech. ... TV. programmi Sbieh. ... TV.Drammi Diskussjonijiet fuq id-dar. ... Plays bil-Malti ... Aktar films Romantici ... No political discussions, more plays... Moda, ricetti, u iktar fuq il-familja bil-Malti ... TV seriels and Musical shows ... Iktar shows li jinvolvu n-nies ... Radio - Fuq ix-xjuħ ... Inqas reklami u aktar films tajbin ... Maltese comedies ... Maltese Plays and Aerobics ... Tisjir u phone ins. ... Maltese Films ... Environment programmes ... Cookery Programmes ... Aktar Diskussjonijiet fuq oqsma soċjali ... More English Football ... Izjed Diskussjonijiet ... Izjed Musica Antika ... Aktar Sports u Musika ... Aerobics ... Films Antiki, - Dallas, Sports - Sparar ... Aktar Films ...



**Table A12 (continued)**

Change in local films. ... Feature films and drama. ... tv Classic films, radju - good plays. ... TV. More educational programmes: Radio More educational programmes ... Teleserials. ... Iktar films. ... TV Inehhu daww il-films antiki...Radju Programmi iktar specifici. ... Music programmes. ... TV Bayside school. ... TV Series Radio More interesting discussion programmes ... Yes. ... Maltese Plays eg.Wenzu u Rozi ... Natura ... American Comedies ... Less censorship.. ... Good English Films. radio:Less talking, more music classical and current ... British Drama and Comedy ... Religious programmes ... Chronicles ... Cobra Investigations ... Nature Programmes ... Edukattivi ghat-tfal ... Maltese Channel - 24 hours ... More Foreign Culture ... Love Stories ... Quizes ... war films, and westerns ... Teleserials bil-Malti u films ... Teatrini ta'Gemma Portelli ... More Nature Documentaries ... Livell izjed gholi ... Documentary programmes ... Balanced programmes ... More Films and Tiritombola ... Educational programmes for students and GCE,... Debates ... Serials on TVM ... Teatrini ... Educational programmes ... Bird Documentaries ... a stereo cable system, freedom on choice of cable programmes ... plays bil-malti speċjalment il-Hadd ... more golf on tv/ more diversification & variety in music on radio ... more good decent films on tv/ iktar musika ... iktar films/ iktar musika ... better reception for tv/ more classical music, bad reception for radio malti ... more soap operas on tv/ ... TV. More candid-camera shows. ... TV. decent films. no neighbours. radio more variety in music.. ... iktar drammi, radio iktar stejjer u rumanzi ... more soap operas ... sex, better weather forecast with maps/ radio weather forecast more frequent ... better weather forecast for fishermen on tv and radios ... more educational programmes and more comedies ... more documentaries & comedies, ... radio iktar stejjer ... iktar drammi bil-malti ... Films ricenti.dokumentarji u professionalism. ... Iktar ghana. ... health, home economics crafts, info on public services ... programmi fuq is-sajd, programmi religjużi, aktar teatrin ... ibdlu kolloxx, iktar films, cartoons etc super 1 reception hazina ... dokumentarju u films antiki fuq ir-rumani ... dokumentarji fuq l-animazzjoni ... smash on wireless not cable ... family programmes, u fuq is-sajd, bir-rispett kollu jieqaf ... radio iktar rock ... radju- iktar fuq sewqan, safety etc ... iktar professjonalita, u reklamati films mhux slides, radju fuq ahbarijiet kurrenti ... jwaqqfu l-plays u jaghmlu affarijiet serji. ezercizzi ghaz zaghzagh ... iktar dokumentarji, radju inqas paroli u aktar rave dance music etc ... iktar fuq is-sajd, dokumentarji, temp ahjar.