

*Report*

*on a Study of*

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

*(Part III — Tables: TV Audiences)*

*prepared for the*

**Broadcasting Authority**

*by the*

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**MALTA UNIVERSITY SERVICES Ltd.**

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BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF TVM

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF BERLUSCONI STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

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BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF SATELLITE STATIONS

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BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF TVM

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

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BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF SATELLITE STATIONS

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BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF RAI STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF BERLUSCONI STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF SATELLITE STATIONS

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BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF TVM

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BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF RAI STATIONS

TABLE 5-3: BERLUSCONI STATIONS AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF BERLUSCONI STATIONS

TABLE 5-4: OTHER ITALIAN TV STATIONS AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

TABLE 5-5: SATELLITE STATIONS AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF SATELLITE STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF TVM

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BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF RAI STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF BERLUSCONI STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF SATELLITE STATIONS

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BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF TVM

TABLE 7-2: RAI AUDIENCE: SUNDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF RAI STATIONS

TABLE 7-3: BERLUSCONI STATIONS AUDIENCE: SUNDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF BERLUSCONI STATIONS

TABLE 7-4: OTHER ITALIAN TV STATIONS AUDIENCE: SUNDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF OTHER ITALIAN TV STATIONS

TABLE 7-5: SATELLITE STATIONS AUDIENCE: SUNDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF SATELLITE STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 1-1: TVM AUDIENCE: MONDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 40                   | 113 | 74  | 73   |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0600 HRS.....    | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0   | 0   | 1    |
| .....            | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0% | .0% | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-1: TVM AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 0700 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 0730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 0800 HRS..... | 7              | 1      | 6          | 0          | 1          | 2          | 2          | 2          | 1                    | 3    | 1    | 2    |
| .....         | 2.3%           | .7%    | 3.9%       | .0%        | 1.3%       | 1.8%       | 3.7%       | 5.6%       | 2.5%                 | 2.7% | 1.4% | 2.7% |
| 0830 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | 1.4% | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1030 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 1100 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 1130 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-1: TVM AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1400 HRS..... | 2              | 2      | 0          | 0          | 1          | 0          | 0          | 1          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | 1.8%  | .0%   | .0%   |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1600 HRS..... | 2              | 1      | 1          | 1          | 0          | 0          | 0          | 1          | 0                    | 0     | 2     | 0     |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 2.7%  | .0%   |
| 1630 HRS..... | 2              | 1      | 1          | 1          | 0          | 0          | 0          | 1          | 0                    | 0     | 2     | 0     |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 2.7%  | .0%   |
| 1700 HRS..... | 2              | 1      | 1          | 1          | 0          | 0          | 0          | 1          | 0                    | 0     | 2     | 0     |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 2.7%  | .0%   |
| 1730 HRS..... | 3              | 1      | 2          | 1          | 1          | 0          | 0          | 1          | 0                    | 0     | 3     | 0     |
| .....         | 1.0%           | .7%    | 1.3%       | 4.5%       | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 4.1%  | .0%   |
| 1800 HRS..... | 9              | 4      | 5          | 1          | 2          | 3          | 0          | 3          | 0                    | 3     | 2     | 4     |
| .....         | 3.0%           | 2.7%   | 3.2%       | 4.5%       | 2.6%       | 2.7%       | .0%        | 8.3%       | .0%                  | 2.7%  | 2.7%  | 5.5%  |
| 1830 HRS..... | 7              | 4      | 3          | 1          | 3          | 1          | 0          | 2          | 0                    | 2     | 3     | 2     |
| .....         | 2.3%           | 2.7%   | 1.9%       | 4.5%       | 3.8%       | .9%        | .0%        | 5.6%       | .0%                  | 1.8%  | 4.1%  | 2.7%  |
| 1900 HRS..... | 11             | 5      | 6          | 1          | 2          | 2          | 2          | 4          | 0                    | 4     | 4     | 3     |
| .....         | 3.7%           | 3.4%   | 3.9%       | 4.5%       | 2.6%       | 1.8%       | 3.7%       | 11.1%      | .0%                  | 3.5%  | 5.4%  | 4.1%  |
| 1930 HRS..... | 12             | 5      | 7          | 1          | 2          | 2          | 3          | 4          | 0                    | 4     | 4     | 4     |
| .....         | 4.0%           | 3.4%   | 4.5%       | 4.5%       | 2.6%       | 1.8%       | 5.6%       | 11.1%      | .0%                  | 3.5%  | 5.4%  | 5.5%  |
| 2000 HRS..... | 145            | 64     | 81         | 4          | 30         | 61         | 29         | 21         | 16                   | 54    | 36    | 39    |
| .....         | 48.3%          | 43.8%  | 52.6%      | 18.2%      | 38.5%      | 55.5%      | 53.7%      | 58.3%      | 40.0%                | 47.8% | 48.6% | 53.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-1: TVM AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 89             | 43     | 46         | 3          | 21         | 37         | 19         | 9          | 12                   | 37    | 19    | 21    |
| .....                              | 29.7%          | 29.5%  | 29.9%      | 13.6%      | 26.9%      | 33.6%      | 35.2%      | 25.0%      | 30.0%                | 32.7% | 25.7% | 28.8% |
| 2100 HRS.....                      | 36             | 19     | 17         | 0          | 6          | 17         | 7          | 6          | 7                    | 16    | 6     | 7     |
| .....                              | 12.0%          | 13.0%  | 11.0%      | .0%        | 7.7%       | 15.5%      | 13.0%      | 16.7%      | 17.5%                | 14.2% | 8.1%  | 9.6%  |
| 2130 HRS.....                      | 27             | 11     | 16         | 0          | 2          | 12         | 8          | 5          | 7                    | 11    | 3     | 6     |
| .....                              | 9.0%           | 7.5%   | 10.4%      | .0%        | 2.6%       | 10.9%      | 14.8%      | 13.9%      | 17.5%                | 9.7%  | 4.1%  | 8.2%  |
| 2200 HRS.....                      | 18             | 7      | 11         | 0          | 1          | 8          | 5          | 4          | 5                    | 8     | 1     | 4     |
| .....                              | 6.0%           | 4.8%   | 7.1%       | .0%        | 1.3%       | 7.3%       | 9.3%       | 11.1%      | 12.5%                | 7.1%  | 1.4%  | 5.5%  |
| 2230 HRS.....                      | 11             | 5      | 6          | 0          | 1          | 5          | 3          | 2          | 3                    | 6     | 0     | 2     |
| .....                              | 3.7%           | 3.4%   | 3.9%       | .0%        | 1.3%       | 4.5%       | 5.6%       | 5.6%       | 7.5%                 | 5.3%  | .0%   | 2.7%  |
| 2300 HRS.....                      | 7              | 3      | 4          | 0          | 1          | 2          | 2          | 2          | 2                    | 3     | 0     | 2     |
| .....                              | 2.3%           | 2.1%   | 2.6%       | .0%        | 1.3%       | 1.8%       | 3.7%       | 5.6%       | 5.0%                 | 2.7%  | .0%   | 2.7%  |
| 2330 HRS.....                      | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1     | 0     | 0     |
| .....                              | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%   | .0%   | .0%   |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 133            | 68     | 65         | 17         | 43         | 41         | 21         | 11         | 19                   | 54    | 33    | 27    |
| .....                              | 44.3%          | 46.6%  | 42.2%      | 77.3%      | 55.1%      | 37.3%      | 38.9%      | 30.6%      | 47.5%                | 47.8% | 44.6% | 37.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-2: RAI AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 40                   | 113 | 74   | 73  |
| MIDNIGHT.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0% |
| 0030 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0% |
| 0100 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0% |
| 0130 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-2: RAI AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1000 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0%  |
| 1030 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0%  |
| 1100 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0%  |
| 1130 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.4% | .0%  |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1300 HRS..... | 2              | 0      | 2          | 1          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | 4.5%       | 1.3%       | .0%        | .0%        | .0%        | 2.5%                 | .0% | .0%  | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-2: RAI AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 4              | 1      | 3          | 1          | 1          | 2          | 0          | 0          | 2                    | 1    | 0    | 1    |
| .....         | 1.3%           | .7%    | 1.9%       | 4.5%       | 1.3%       | 1.8%       | .0%        | .0%        | 5.0%                 | .9%  | .0%  | 1.4% |
| 1400 HRS..... | 2              | 0      | 2          | 1          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | 4.5%       | 1.3%       | .0%        | .0%        | .0%        | 2.5%                 | .0%  | .0%  | 1.4% |
| 1430 HRS..... | 2              | 0      | 2          | 1          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 2    |
| .....         | .7%            | .0%    | 1.3%       | 4.5%       | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 2.7% |
| 1500 HRS..... | 3              | 1      | 2          | 1          | 2          | 0          | 0          | 0          | 0                    | 1    | 0    | 2    |
| .....         | 1.0%           | .7%    | 1.3%       | 4.5%       | 2.6%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 2.7% |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1700 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 0          | 1          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | .0%                  | 1.8% | 1.4% | .0%  |
| 1730 HRS..... | 3              | 1      | 2          | 0          | 0          | 2          | 0          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | 1.4% |
| 1800 HRS..... | 3              | 1      | 2          | 0          | 0          | 2          | 0          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | 1.4% |
| 1830 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 1900 HRS..... | 3              | 2      | 1          | 0          | 0          | 0          | 2          | 1          | 1                    | 2    | 0    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | .0%        | .0%        | 3.7%       | 2.8%       | 2.5%                 | 1.8% | .0%  | .0%  |
| 1930 HRS..... | 5              | 4      | 1          | 0          | 0          | 1          | 3          | 1          | 1                    | 3    | 1    | 0    |
| .....         | 1.7%           | 2.7%   | .6%        | .0%        | .0%        | .9%        | 5.6%       | 2.8%       | 2.5%                 | 2.7% | 1.4% | .0%  |
| 2000 HRS..... | 5              | 4      | 1          | 0          | 1          | 2          | 2          | 0          | 1                    | 2    | 2    | 0    |
| .....         | 1.7%           | 2.7%   | .6%        | .0%        | 1.3%       | 1.8%       | 3.7%       | .0%        | 2.5%                 | 1.8% | 2.7% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-2: RAI AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 17             | 7      | 10         | 0          | 5          | 9          | 1          | 2          | 5                    | 5     | 3     | 4     |
| .....                                             | 5.7%           | 4.8%   | 6.5%       | .0%        | 6.4%       | 8.2%       | 1.9%       | 5.6%       | 12.5%                | 4.4%  | 4.1%  | 5.5%  |
| 2100 HRS.....                                     | 24             | 11     | 13         | 0          | 6          | 12         | 5          | 1          | 4                    | 5     | 5     | 10    |
| .....                                             | 8.0%           | 7.5%   | 8.4%       | .0%        | 7.7%       | 10.9%      | 9.3%       | 2.8%       | 10.0%                | 4.4%  | 6.8%  | 13.7% |
| 2130 HRS.....                                     | 23             | 10     | 13         | 0          | 6          | 11         | 4          | 2          | 5                    | 6     | 4     | 8     |
| .....                                             | 7.7%           | 6.8%   | 8.4%       | .0%        | 7.7%       | 10.0%      | 7.4%       | 5.6%       | 12.5%                | 5.3%  | 5.4%  | 11.0% |
| 2200 HRS.....                                     | 18             | 9      | 9          | 0          | 5          | 8          | 4          | 1          | 2                    | 7     | 3     | 6     |
| .....                                             | 6.0%           | 6.2%   | 5.8%       | .0%        | 6.4%       | 7.3%       | 7.4%       | 2.8%       | 5.0%                 | 6.2%  | 4.1%  | 8.2%  |
| 2230 HRS.....                                     | 9              | 5      | 4          | 0          | 4          | 3          | 2          | 0          | 1                    | 6     | 0     | 2     |
| .....                                             | 3.0%           | 3.4%   | 2.6%       | .0%        | 5.1%       | 2.7%       | 3.7%       | .0%        | 2.5%                 | 5.3%  | .0%   | 2.7%  |
| 2300 HRS.....                                     | 7              | 4      | 3          | 0          | 3          | 2          | 2          | 0          | 0                    | 5     | 0     | 2     |
| .....                                             | 2.3%           | 2.7%   | 1.9%       | .0%        | 3.8%       | 1.8%       | 3.7%       | .0%        | .0%                  | 4.4%  | .0%   | 2.7%  |
| 2330 HRS.....                                     | 3              | 1      | 2          | 0          | 2          | 0          | 1          | 0          | 0                    | 3     | 0     | 0     |
| .....                                             | 1.0%           | .7%    | 1.3%       | .0%        | 2.6%       | .0%        | 1.9%       | .0%        | .0%                  | 2.7%  | .0%   | .0%   |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 255            | 124    | 131        | 19         | 67         | 91         | 47         | 31         | 31                   | 101   | 64    | 59    |
| .....                                             | 85.0%          | 84.9%  | 85.1%      | 86.4%      | 85.9%      | 82.7%      | 87.0%      | 86.1%      | 77.5%                | 89.4% | 86.5% | 80.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF RAI STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-3: BERLUSCONI STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 40                   | 113 | 74  | 73  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-3: BERLUSCONI STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |
| 0700 HRS..... | 3              | 2      | 1      | 0          | 0          | 1          | 0          | 2          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | .0%        | .9%        | .0%        | 5.6%       | .0%                  | 1.8% | 1.4% | .0%  |
| 0730 HRS..... | 2              | 1      | 1      | 0          | 0          | 1          | 0          | 1          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%    | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | .0%  |
| 0800 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 0830 HRS..... | 3              | 2      | 1      | 0          | 3          | 0          | 0          | 0          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 3.8%       | .0%        | .0%        | .0%        | .0%                  | .9%  | 1.4% | 1.4% |
| 0900 HRS..... | 4              | 3      | 1      | 0          | 4          | 0          | 0          | 0          | 0                    | 2    | 1    | 1    |
| .....         | 1.3%           | 2.1%   | .6%    | .0%        | 5.1%       | .0%        | .0%        | .0%        | .0%                  | 1.8% | 1.4% | 1.4% |
| 0930 HRS..... | 3              | 2      | 1      | 0          | 3          | 0          | 0          | 0          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 3.8%       | .0%        | .0%        | .0%        | .0%                  | .9%  | 1.4% | 1.4% |
| 1000 HRS..... | 3              | 2      | 1      | 0          | 2          | 0          | 0          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 2.6%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | 1.4% |
| 1030 HRS..... | 2              | 1      | 1      | 0          | 1          | 0          | 0          | 1          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | .0%  |
| 1100 HRS..... | 3              | 2      | 1      | 0          | 1          | 0          | 0          | 2          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 1.3%       | .0%        | .0%        | 5.6%       | .0%                  | 1.8% | 1.4% | .0%  |
| 1130 HRS..... | 2              | 1      | 1      | 0          | 1          | 0          | 0          | 1          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | .0%  |
| NOON.....     | 3              | 1      | 2      | 0          | 2          | 0          | 0          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | 2.6%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | 1.4% |
| 1230 HRS..... | 5              | 1      | 4      | 0          | 2          | 1          | 0          | 2          | 0                    | 3    | 1    | 1    |
| .....         | 1.7%           | .7%    | 2.6%   | .0%        | 2.6%       | .9%        | .0%        | 5.6%       | .0%                  | 2.7% | 1.4% | 1.4% |
| 1300 HRS..... | 7              | 3      | 4      | 0          | 2          | 2          | 0          | 3          | 0                    | 5    | 1    | 1    |
| .....         | 2.3%           | 2.1%   | 2.6%   | .0%        | 2.6%       | 1.8%       | .0%        | 8.3%       | .0%                  | 4.4% | 1.4% | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-3: BERLUSCONI STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 5              | 1      | 4          | 0          | 2          | 2          | 0          | 1          | 0                    | 2     | 1     | 2     |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 2.6%       | 1.8%       | .0%        | 2.8%       | .0%                  | 1.8%  | 1.4%  | 2.7%  |
| 1400 HRS..... | 11             | 2      | 9          | 1          | 4          | 5          | 0          | 1          | 0                    | 5     | 4     | 2     |
| .....         | 3.7%           | 1.4%   | 5.8%       | 4.5%       | 5.1%       | 4.5%       | .0%        | 2.8%       | .0%                  | 4.4%  | 5.4%  | 2.7%  |
| 1430 HRS..... | 13             | 3      | 10         | 1          | 4          | 6          | 0          | 2          | 0                    | 6     | 4     | 3     |
| .....         | 4.3%           | 2.1%   | 6.5%       | 4.5%       | 5.1%       | 5.5%       | .0%        | 5.6%       | .0%                  | 5.3%  | 5.4%  | 4.1%  |
| 1500 HRS..... | 14             | 2      | 12         | 1          | 5          | 6          | 1          | 1          | 1                    | 5     | 5     | 3     |
| .....         | 4.7%           | 1.4%   | 7.8%       | 4.5%       | 6.4%       | 5.5%       | 1.9%       | 2.8%       | 2.5%                 | 4.4%  | 6.8%  | 4.1%  |
| 1530 HRS..... | 10             | 2      | 8          | 0          | 4          | 5          | 0          | 1          | 1                    | 4     | 2     | 3     |
| .....         | 3.3%           | 1.4%   | 5.2%       | .0%        | 5.1%       | 4.5%       | .0%        | 2.8%       | 2.5%                 | 3.5%  | 2.7%  | 4.1%  |
| 1600 HRS..... | 14             | 3      | 11         | 3          | 5          | 4          | 1          | 1          | 1                    | 8     | 3     | 2     |
| .....         | 4.7%           | 2.1%   | 7.1%       | 13.6%      | 6.4%       | 3.6%       | 1.9%       | 2.8%       | 2.5%                 | 7.1%  | 4.1%  | 2.7%  |
| 1630 HRS..... | 13             | 4      | 9          | 3          | 3          | 4          | 1          | 2          | 1                    | 8     | 2     | 2     |
| .....         | 4.3%           | 2.7%   | 5.8%       | 13.6%      | 3.8%       | 3.6%       | 1.9%       | 5.6%       | 2.5%                 | 7.1%  | 2.7%  | 2.7%  |
| 1700 HRS..... | 12             | 3      | 9          | 2          | 3          | 4          | 1          | 2          | 1                    | 7     | 2     | 2     |
| .....         | 4.0%           | 2.1%   | 5.8%       | 9.1%       | 3.8%       | 3.6%       | 1.9%       | 5.6%       | 2.5%                 | 6.2%  | 2.7%  | 2.7%  |
| 1730 HRS..... | 14             | 5      | 9          | 3          | 3          | 3          | 2          | 3          | 0                    | 7     | 3     | 4     |
| .....         | 4.7%           | 3.4%   | 5.8%       | 13.6%      | 3.8%       | 2.7%       | 3.7%       | 8.3%       | .0%                  | 6.2%  | 4.1%  | 5.5%  |
| 1800 HRS..... | 20             | 8      | 12         | 4          | 3          | 7          | 3          | 3          | 2                    | 7     | 7     | 4     |
| .....         | 6.7%           | 5.5%   | 7.8%       | 18.2%      | 3.8%       | 6.4%       | 5.6%       | 8.3%       | 5.0%                 | 6.2%  | 9.5%  | 5.5%  |
| 1830 HRS..... | 23             | 9      | 14         | 4          | 2          | 10         | 5          | 2          | 2                    | 10    | 7     | 4     |
| .....         | 7.7%           | 6.2%   | 9.1%       | 18.2%      | 2.6%       | 9.1%       | 9.3%       | 5.6%       | 5.0%                 | 8.8%  | 9.5%  | 5.5%  |
| 1900 HRS..... | 36             | 16     | 20         | 5          | 6          | 13         | 7          | 5          | 3                    | 19    | 8     | 6     |
| .....         | 12.0%          | 11.0%  | 13.0%      | 22.7%      | 7.7%       | 11.8%      | 13.0%      | 13.9%      | 7.5%                 | 16.8% | 10.8% | 8.2%  |
| 1930 HRS..... | 37             | 14     | 23         | 4          | 7          | 13         | 8          | 5          | 3                    | 19    | 7     | 8     |
| .....         | 12.3%          | 9.6%   | 14.9%      | 18.2%      | 9.0%       | 11.8%      | 14.8%      | 13.9%      | 7.5%                 | 16.8% | 9.5%  | 11.0% |
| 2000 HRS..... | 26             | 10     | 16         | 3          | 7          | 6          | 7          | 3          | 1                    | 14    | 7     | 4     |
| .....         | 8.7%           | 6.8%   | 10.4%      | 13.6%      | 9.0%       | 5.5%       | 13.0%      | 8.3%       | 2.5%                 | 12.4% | 9.5%  | 5.5%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-3: BERLUSCONI STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 67             | 30     | 37     | 6          | 19         | 21         | 15         | 6          | 8                    | 26    | 19    | 14    |
| .....                                                       | 22.3%          | 20.5%  | 24.0%  | 27.3%      | 24.4%      | 19.1%      | 27.8%      | 16.7%      | 20.0%                | 23.0% | 25.7% | 19.2% |
| 2100 HRS.....                                               | 87             | 41     | 46     | 8          | 22         | 30         | 20         | 7          | 9                    | 36    | 24    | 18    |
| .....                                                       | 29.0%          | 28.1%  | 29.9%  | 36.4%      | 28.2%      | 27.3%      | 37.0%      | 19.4%      | 22.5%                | 31.9% | 32.4% | 24.7% |
| 2130 HRS.....                                               | 85             | 42     | 43     | 8          | 23         | 28         | 19         | 7          | 7                    | 35    | 25    | 18    |
| .....                                                       | 28.3%          | 28.8%  | 27.9%  | 36.4%      | 29.5%      | 25.5%      | 35.2%      | 19.4%      | 17.5%                | 31.0% | 33.8% | 24.7% |
| 2200 HRS.....                                               | 65             | 35     | 30     | 5          | 20         | 21         | 14         | 5          | 6                    | 29    | 20    | 10    |
| .....                                                       | 21.7%          | 24.0%  | 19.5%  | 22.7%      | 25.6%      | 19.1%      | 25.9%      | 13.9%      | 15.0%                | 25.7% | 27.0% | 13.7% |
| 2230 HRS.....                                               | 37             | 20     | 17     | 4          | 14         | 12         | 4          | 3          | 3                    | 19    | 10    | 5     |
| .....                                                       | 12.3%          | 13.7%  | 11.0%  | 18.2%      | 17.9%      | 10.9%      | 7.4%       | 8.3%       | 7.5%                 | 16.8% | 13.5% | 6.8%  |
| 2300 HRS.....                                               | 11             | 9      | 2      | 1          | 5          | 3          | 1          | 1          | 1                    | 6     | 3     | 1     |
| .....                                                       | 3.7%           | 6.2%   | 1.3%   | 4.5%       | 6.4%       | 2.7%       | 1.9%       | 2.8%       | 2.5%                 | 5.3%  | 4.1%  | 1.4%  |
| 2330 HRS.....                                               | 3              | 2      | 1      | 0          | 1          | 1          | 0          | 1          | 1                    | 1     | 1     | 0     |
| .....                                                       | 1.0%           | 1.4%   | .6%    | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | 2.5%                 | .9%   | 1.4%  | .0%   |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 155            | 78     | 77     | 5          | 40         | 62         | 26         | 22         | 26                   | 50    | 36    | 43    |
| .....                                                       | 51.7%          | 53.4%  | 50.0%  | 22.7%      | 51.3%      | 56.4%      | 48.1%      | 61.1%      | 65.0%                | 44.2% | 48.6% | 58.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 1-4 OTHER ITALIAN STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | A8                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 40                   | 113 | 74  | 73  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 1-4 OTHER ITALIAN STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-4 OTHER ITALIAN STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1730 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| 1800 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| 1830 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| 1900 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0%  |
| 1930 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0%  |
| 2000 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-4 OTHER ITALIAN STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 4              | 4      | 0      | 0          | 1          | 2          | 1          | 0          | 0                    | 2     | 1     | 1     |
| .....                                                          | 1.3%           | 2.7%   | .0%    | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | .0%                  | 1.8%  | 1.4%  | 1.4%  |
| 2100 HRS.....                                                  | 6              | 5      | 1      | 0          | 0          | 3          | 3          | 0          | 0                    | 5     | 1     | 0     |
| .....                                                          | 2.0%           | 3.4%   | .6%    | .0%        | .0%        | 2.7%       | 5.6%       | .0%        | .0%                  | 4.4%  | 1.4%  | .0%   |
| 2130 HRS.....                                                  | 7              | 6      | 1      | 0          | 1          | 3          | 3          | 0          | 0                    | 6     | 1     | 0     |
| .....                                                          | 2.3%           | 4.1%   | .6%    | .0%        | 1.3%       | 2.7%       | 5.6%       | .0%        | .0%                  | 5.3%  | 1.4%  | .0%   |
| 2200 HRS.....                                                  | 6              | 6      | 0      | 0          | 1          | 2          | 3          | 0          | 0                    | 5     | 1     | 0     |
| .....                                                          | 2.0%           | 4.1%   | .0%    | .0%        | 1.3%       | 1.8%       | 5.6%       | .0%        | .0%                  | 4.4%  | 1.4%  | .0%   |
| 2230 HRS.....                                                  | 5              | 5      | 0      | 0          | 2          | 1          | 2          | 0          | 0                    | 4     | 0     | 1     |
| .....                                                          | 1.7%           | 3.4%   | .0%    | .0%        | 2.6%       | .9%        | 3.7%       | .0%        | .0%                  | 3.5%  | .0%   | 1.4%  |
| 2300 HRS.....                                                  | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                          | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 2330 HRS.....                                                  | 2              | 2      | 0      | 0          | 1          | 1          | 0          | 0          | 0                    | 0     | 1     | 1     |
| .....                                                          | .7%            | 1.4%   | .0%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%   | 1.4%  | 1.4%  |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 287            | 135    | 152    | 20         | 74         | 106        | 51         | 36         | 40                   | 106   | 72    | 69    |
| .....                                                          | 95.7%          | 92.5%  | 98.7%  | 90.9%      | 94.9%      | 96.4%      | 94.4%      | 100%       | 100%                 | 93.8% | 97.3% | 94.5% |

PERCENTAGES = COLUMN PERCENTAGES

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-5: SATELLITE STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 40                   | 113 | 74  | 73  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-5: SATELLITE STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0830 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.5%                 | .0%  | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1000 HRS..... | 3              | 0      | 3          | 1          | 1          | 0          | 1          | 0          | 2                    | 1    | 0   | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | 4.5%       | 1.3%       | .0%        | 1.9%       | .0%        | 5.0%                 | .9%  | .0% | .0% |
| 1030 HRS..... | 4              | 1      | 3          | 2          | 1          | 0          | 1          | 0          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | 9.1%       | 1.3%       | .0%        | 1.9%       | .0%        | 5.0%                 | 1.8% | .0% | .0% |
| 1100 HRS..... | 4              | 1      | 3          | 2          | 1          | 0          | 1          | 0          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | 9.1%       | 1.3%       | .0%        | 1.9%       | .0%        | 5.0%                 | 1.8% | .0% | .0% |
| 1130 HRS..... | 4              | 1      | 3          | 2          | 1          | 0          | 1          | 0          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | 9.1%       | 1.3%       | .0%        | 1.9%       | .0%        | 5.0%                 | 1.8% | .0% | .0% |
| NOON.....     | 4              | 1      | 3          | 1          | 1          | 1          | 1          | 0          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | 4.5%       | 1.3%       | .9%        | 1.9%       | .0%        | 5.0%                 | 1.8% | .0% | .0% |
| 1230 HRS..... | 3              | 1      | 2          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0   | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | 1.8% | .0% | .0% |
| 1300 HRS..... | 3              | 1      | 2          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0   | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | 1.8% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 1-5: SATELLITE STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE  |
| 1330 HRS..... | 3              | 1      | 2          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0    | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | 1.8% | .0%  | .0% |
| 1400 HRS..... | 3              | 1      | 2          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0    | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | 1.8% | .0%  | .0% |
| 1430 HRS..... | 4              | 1      | 3          | 0          | 1          | 2          | 1          | 0          | 1                    | 2    | 1    | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.5%                 | 1.8% | 1.4% | .0% |
| 1500 HRS..... | 5              | 1      | 4          | 0          | 1          | 3          | 1          | 0          | 2                    | 2    | 1    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | 5.0%                 | 1.8% | 1.4% | .0% |
| 1530 HRS..... | 5              | 1      | 4          | 0          | 1          | 3          | 1          | 0          | 2                    | 2    | 1    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | 5.0%                 | 1.8% | 1.4% | .0% |
| 1600 HRS..... | 5              | 1      | 4          | 0          | 1          | 3          | 1          | 0          | 2                    | 2    | 1    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | 5.0%                 | 1.8% | 1.4% | .0% |
| 1630 HRS..... | 3              | 1      | 2          | 0          | 0          | 2          | 1          | 0          | 0                    | 2    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | .0%                  | 1.8% | 1.4% | .0% |
| 1700 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 1    | 1    | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%  | 1.4% | .0% |
| 1730 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 1    | 1    | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%  | 1.4% | .0% |
| 1800 HRS..... | 3              | 0      | 3          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | .9%  | 1.4% | .0% |
| 1830 HRS..... | 3              | 0      | 3          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.5%                 | .9%  | 1.4% | .0% |
| 1900 HRS..... | 5              | 1      | 4          | 0          | 1          | 2          | 2          | 0          | 2                    | 1    | 2    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 1.8%       | 3.7%       | .0%        | 5.0%                 | .9%  | 2.7% | .0% |
| 1930 HRS..... | 5              | 1      | 4          | 0          | 1          | 2          | 2          | 0          | 2                    | 1    | 2    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 1.8%       | 3.7%       | .0%        | 5.0%                 | .9%  | 2.7% | .0% |
| 2000 HRS..... | 6              | 2      | 4          | 0          | 1          | 3          | 2          | 0          | 3                    | 2    | 1    | 0   |
| .....         | 2.0%           | 1.4%   | 2.6%       | .0%        | 1.3%       | 2.7%       | 3.7%       | .0%        | 7.5%                 | 1.8% | 1.4% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 1-5: SATELLITE STATIONS AUDIENCE: MONDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |      |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE   |
| 2030 HRS.....                                              | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 1     | 1     | 0    |
| .....                                                      | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%   | 1.4%  | .0%  |
| 2100 HRS.....                                              | 3              | 0      | 3          | 1          | 0          | 1          | 1          | 0          | 1                    | 1     | 1     | 0    |
| .....                                                      | 1.0%           | .0%    | 1.9%       | 4.5%       | .0%        | .9%        | 1.9%       | .0%        | 2.5%                 | .9%   | 1.4%  | .0%  |
| 2130 HRS.....                                              | 2              | 0      | 2          | 1          | 0          | 0          | 1          | 0          | 1                    | 1     | 0     | 0    |
| .....                                                      | .7%            | .0%    | 1.3%       | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | 2.5%                 | .9%   | .0%   | .0%  |
| 2200 HRS.....                                              | 2              | 0      | 2          | 1          | 0          | 0          | 1          | 0          | 1                    | 1     | 0     | 0    |
| .....                                                      | .7%            | .0%    | 1.3%       | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | 2.5%                 | .9%   | .0%   | .0%  |
| 2230 HRS.....                                              | 2              | 0      | 2          | 1          | 0          | 0          | 1          | 0          | 1                    | 1     | 0     | 0    |
| .....                                                      | .7%            | .0%    | 1.3%       | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | 2.5%                 | .9%   | .0%   | .0%  |
| 2300 HRS.....                                              | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0     | 0     | 0    |
| .....                                                      | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.5%                 | .0%   | .0%   | .0%  |
| 2330 HRS.....                                              | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0     | 0     | 0    |
| .....                                                      | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.5%                 | .0%   | .0%   | .0%  |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 289            | 142    | 147        | 20         | 77         | 104        | 52         | 36         | 35                   | 109   | 72    | 73   |
| .....                                                      | 96.3%          | 97.3%  | 95.5%      | 90.9%      | 98.7%      | 94.5%      | 96.3%      | 100%       | 87.5%                | 96.5% | 97.3% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF SATELLITE STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-1: TVM AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 42                   | 113 | 69  | 76  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-1: TVM AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE  |
| 0630 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0   |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.4%                 | .9%  | .0%  | .0% |
| 0700 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0   |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.4%                 | .9%  | .0%  | .0% |
| 0730 HRS..... | 2              | 2      | 0          | 0          | 0          | 1          | 0          | 1          | 0                    | 1    | 1    | 0   |
| .....         | .7%            | 1.4%   | .0%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .9%  | 1.4% | .0% |
| 0800 HRS..... | 4              | 3      | 1          | 0          | 1          | 0          | 2          | 1          | 1                    | 1    | 2    | 0   |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | .0%        | 3.7%       | 2.8%       | 2.4%                 | .9%  | 2.9% | .0% |
| 0830 HRS..... | 3              | 2      | 1          | 0          | 1          | 0          | 1          | 1          | 0                    | 1    | 2    | 0   |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .0%        | 1.9%       | 2.8%       | .0%                  | .9%  | 2.9% | .0% |
| 0900 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0%  | .0%  | .0% |
| 0930 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0%  | .0%  | .0% |
| 1000 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0%  | .0%  | .0% |
| 1030 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0%  | .0%  | .0% |
| 1100 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | 4.8%                 | .0%  | .0%  | .0% |
| 1130 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | 4.8%                 | .0%  | .0%  | .0% |
| NOON.....     | 5              | 0      | 5          | 0          | 1          | 3          | 1          | 0          | 3                    | 2    | 0    | 0   |
| .....         | 1.7%           | .0%    | 3.2%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | 7.1%                 | 1.8% | .0%  | .0% |
| 1230 HRS..... | 4              | 0      | 4          | 0          | 0          | 3          | 1          | 0          | 2                    | 2    | 0    | 0   |
| .....         | 1.3%           | .0%    | 2.6%       | .0%        | .0%        | 2.7%       | 1.9%       | .0%        | 4.8%                 | 1.8% | .0%  | .0% |
| 1300 HRS..... | 4              | 1      | 3          | 0          | 0          | 2          | 2          | 0          | 2                    | 2    | 0    | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | .0%        | 1.8%       | 3.7%       | .0%        | 4.8%                 | 1.8% | .0%  | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-1: TVM AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1530 HRS..... | 2              | 2      | 0          | 0          | 0          | 0          | 1          | 1          | 1                    | 0     | 1     | 0     |
| .....         | .7%            | 1.4%   | .0%        | .0%        | .0%        | .0%        | 1.9%       | 2.8%       | 2.4%                 | .0%   | 1.4%  | .0%   |
| 1600 HRS..... | 2              | 2      | 0          | 0          | 0          | 0          | 1          | 1          | 1                    | 0     | 1     | 0     |
| .....         | .7%            | 1.4%   | .0%        | .0%        | .0%        | .0%        | 1.9%       | 2.8%       | 2.4%                 | .0%   | 1.4%  | .0%   |
| 1630 HRS..... | 3              | 2      | 1          | 0          | 0          | 0          | 2          | 1          | 1                    | 1     | 1     | 0     |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | .0%        | .0%        | 3.7%       | 2.8%       | 2.4%                 | .9%   | 1.4%  | .0%   |
| 1700 HRS..... | 4              | 2      | 2          | 0          | 1          | 0          | 2          | 1          | 1                    | 2     | 1     | 0     |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 1.3%       | .0%        | 3.7%       | 2.8%       | 2.4%                 | 1.8%  | 1.4%  | .0%   |
| 1730 HRS..... | 4              | 2      | 2          | 0          | 2          | 0          | 1          | 1          | 1                    | 1     | 2     | 0     |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 2.6%       | .0%        | 1.9%       | 2.8%       | 2.4%                 | .9%   | 2.9%  | .0%   |
| 1800 HRS..... | 15             | 5      | 10         | 2          | 3          | 3          | 3          | 4          | 4                    | 2     | 4     | 5     |
| .....         | 5.0%           | 3.4%   | 6.5%       | 9.1%       | 3.8%       | 2.7%       | 5.6%       | 11.1%      | 9.5%                 | 1.8%  | 5.8%  | 6.6%  |
| 1830 HRS..... | 13             | 5      | 8          | 2          | 2          | 2          | 3          | 4          | 1                    | 2     | 5     | 5     |
| .....         | 4.3%           | 3.4%   | 5.2%       | 9.1%       | 2.6%       | 1.8%       | 5.6%       | 11.1%      | 2.4%                 | 1.8%  | 7.2%  | 6.6%  |
| 1900 HRS..... | 15             | 5      | 10         | 1          | 3          | 4          | 4          | 3          | 1                    | 4     | 5     | 5     |
| .....         | 5.0%           | 3.4%   | 6.5%       | 4.5%       | 3.8%       | 3.6%       | 7.4%       | 8.3%       | 2.4%                 | 3.5%  | 7.2%  | 6.6%  |
| 1930 HRS..... | 18             | 6      | 12         | 1          | 3          | 4          | 5          | 5          | 1                    | 5     | 6     | 6     |
| .....         | 6.0%           | 4.1%   | 7.8%       | 4.5%       | 3.8%       | 3.6%       | 9.3%       | 13.9%      | 2.4%                 | 4.4%  | 8.7%  | 7.9%  |
| 2000 HRS..... | 123            | 51     | 72         | 5          | 21         | 45         | 31         | 21         | 18                   | 47    | 26    | 32    |
| .....         | 41.0%          | 34.9%  | 46.8%      | 22.7%      | 26.9%      | 40.9%      | 57.4%      | 58.3%      | 42.9%                | 41.6% | 37.7% | 42.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-1: TVM AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 105            | 47     | 58     | 4          | 19         | 42         | 22         | 18         | 15                   | 38    | 28    | 24    |
| .....                              | 35.0%          | 32.2%  | 37.7%  | 18.2%      | 24.4%      | 38.2%      | 40.7%      | 50.0%      | 35.7%                | 33.6% | 40.6% | 31.6% |
| 2100 HRS.....                      | 70             | 35     | 35     | 2          | 14         | 30         | 16         | 8          | 11                   | 32    | 18    | 9     |
| .....                              | 23.3%          | 24.0%  | 22.7%  | 9.1%       | 17.9%      | 27.3%      | 29.6%      | 22.2%      | 26.2%                | 28.3% | 26.1% | 11.8% |
| 2130 HRS.....                      | 78             | 36     | 42     | 2          | 21         | 34         | 15         | 6          | 13                   | 39    | 16    | 10    |
| .....                              | 26.0%          | 24.7%  | 27.3%  | 9.1%       | 26.9%      | 30.9%      | 27.8%      | 16.7%      | 31.0%                | 34.5% | 23.2% | 13.2% |
| 2200 HRS.....                      | 64             | 33     | 31     | 0          | 17         | 27         | 16         | 4          | 12                   | 34    | 12    | 6     |
| .....                              | 21.3%          | 22.6%  | 20.1%  | .0%        | 21.8%      | 24.5%      | 29.6%      | 11.1%      | 28.6%                | 30.1% | 17.4% | 7.9%  |
| 2230 HRS.....                      | 52             | 25     | 27     | 0          | 14         | 23         | 12         | 3          | 12                   | 26    | 11    | 3     |
| .....                              | 17.3%          | 17.1%  | 17.5%  | .0%        | 17.9%      | 20.9%      | 22.2%      | 8.3%       | 28.6%                | 23.0% | 15.9% | 3.9%  |
| 2300 HRS.....                      | 25             | 14     | 11     | 0          | 7          | 9          | 7          | 2          | 7                    | 12    | 5     | 1     |
| .....                              | 8.3%           | 9.6%   | 7.1%   | .0%        | 9.0%       | 8.2%       | 13.0%      | 5.6%       | 16.7%                | 10.6% | 7.2%  | 1.3%  |
| 2330 HRS.....                      | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                              | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 117            | 61     | 56     | 15         | 36         | 44         | 15         | 7          | 8                    | 47    | 29    | 33    |
| .....                              | 39.0%          | 41.8%  | 36.4%  | 68.2%      | 46.2%      | 40.0%      | 27.8%      | 19.4%      | 19.0%                | 41.6% | 42.0% | 43.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-2: RAI AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 42                   | 113 | 69  | 76  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-2: RAI AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0930 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0% | 1.4% | .0%  |
| 1000 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0% | 1.4% | .0%  |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| NOON.....     | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.3% |
| 1230 HRS..... | 2              | 0      | 2      | 0          | 2          | 0          | 0          | 0          | 0                    | 0   | 0    | 2    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 2.6%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 2.6% |
| 1300 HRS..... | 2              | 0      | 2      | 0          | 2          | 0          | 0          | 0          | 0                    | 0   | 0    | 2    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 2.6%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 2.6% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-2: RAI AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 5              | 2      | 3          | 0          | 2          | 3          | 0          | 0          | 1                    | 2    | 0    | 2    |
| .....         | 1.7%           | 1.4%   | 1.9%       | .0%        | 2.6%       | 2.7%       | .0%        | .0%        | 2.4%                 | 1.8% | .0%  | 2.6% |
| 1400 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 1                    | 0    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.4%                 | .0%  | .0%  | 1.3% |
| 1430 HRS..... | 3              | 2      | 1          | 0          | 2          | 0          | 1          | 0          | 0                    | 1    | 0    | 2    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 2.6%       | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0%  | 2.6% |
| 1500 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |
| 1800 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 0          | 1          | 0                    | 0    | 1    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | 1.3% |
| 1830 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.3% |
| 1900 HRS..... | 6              | 2      | 4          | 0          | 1          | 2          | 2          | 1          | 2                    | 2    | 1    | 1    |
| .....         | 2.0%           | 1.4%   | 2.6%       | .0%        | 1.3%       | 1.8%       | 3.7%       | 2.8%       | 4.8%                 | 1.8% | 1.4% | 1.3% |
| 1930 HRS..... | 9              | 5      | 4          | 0          | 1          | 5          | 2          | 1          | 3                    | 3    | 2    | 1    |
| .....         | 3.0%           | 3.4%   | 2.6%       | .0%        | 1.3%       | 4.5%       | 3.7%       | 2.8%       | 7.1%                 | 2.7% | 2.9% | 1.3% |
| 2000 HRS..... | 10             | 7      | 3          | 0          | 3          | 3          | 3          | 1          | 1                    | 3    | 3    | 3    |
| .....         | 3.3%           | 4.8%   | 1.9%       | .0%        | 3.8%       | 2.7%       | 5.6%       | 2.8%       | 2.4%                 | 2.7% | 4.3% | 3.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-2: RAI AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 10             | 8      | 2      | 0          | 4          | 3          | 3          | 0          | 1                    | 5     | 1     | 3     |
| .....                                             | 3.3%           | 5.5%   | 1.3%   | .0%        | 5.1%       | 2.7%       | 5.6%       | .0%        | 2.4%                 | 4.4%  | 1.4%  | 3.9%  |
| 2100 HRS.....                                     | 18             | 13     | 5      | 0          | 6          | 10         | 2          | 0          | 4                    | 8     | 3     | 3     |
| .....                                             | 6.0%           | 8.9%   | 3.2%   | .0%        | 7.7%       | 9.1%       | 3.7%       | .0%        | 9.5%                 | 7.1%  | 4.3%  | 3.9%  |
| 2130 HRS.....                                     | 17             | 11     | 6      | 0          | 4          | 10         | 2          | 1          | 4                    | 8     | 3     | 2     |
| .....                                             | 5.7%           | 7.5%   | 3.9%   | .0%        | 5.1%       | 9.1%       | 3.7%       | 2.8%       | 9.5%                 | 7.1%  | 4.3%  | 2.6%  |
| 2200 HRS.....                                     | 11             | 8      | 3      | 0          | 3          | 6          | 1          | 1          | 2                    | 6     | 1     | 2     |
| .....                                             | 3.7%           | 5.5%   | 1.9%   | .0%        | 3.8%       | 5.5%       | 1.9%       | 2.8%       | 4.8%                 | 5.3%  | 1.4%  | 2.6%  |
| 2230 HRS.....                                     | 8              | 5      | 3      | 0          | 0          | 7          | 1          | 0          | 2                    | 5     | 0     | 1     |
| .....                                             | 2.7%           | 3.4%   | 1.9%   | .0%        | .0%        | 6.4%       | 1.9%       | .0%        | 4.8%                 | 4.4%  | .0%   | 1.3%  |
| 2300 HRS.....                                     | 4              | 3      | 1      | 0          | 0          | 3          | 1          | 0          | 2                    | 2     | 0     | 0     |
| .....                                             | 1.3%           | 2.1%   | .6%    | .0%        | .0%        | 2.7%       | 1.9%       | .0%        | 4.8%                 | 1.8%  | .0%   | .0%   |
| 2330 HRS.....                                     | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0     |
| .....                                             | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%   | .0%   | .0%   |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 257            | 120    | 137    | 22         | 67         | 89         | 49         | 30         | 31                   | 96    | 61    | 69    |
| .....                                             | 85.7%          | 82.2%  | 89.0%  | 100%       | 85.9%      | 80.9%      | 90.7%      | 83.3%      | 73.8%                | 85.0% | 88.4% | 90.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF RAI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 2-3: BERLUSCONI STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 42                   | 113 | 69  | 76  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 0430 HRS.....    | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-3: BERLUSCONI STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0700 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .9%  | .0%  | .0%  |
| 0730 HRS..... | 1              | 0      | 1      | 1          | 0          | 0          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 0800 HRS..... | 2              | 1      | 1      | 1          | 0          | 0          | 0          | 1          | 0                    | 0    | 2    | 0    |
| .....         | .7%            | .7%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 2.9% | .0%  |
| 0830 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |
| 0900 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1130 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .9%  | .0%  | .0%  |
| NOON.....     | 2              | 0      | 2      | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.3% |
| 1230 HRS..... | 3              | 0      | 3      | 0          | 1          | 1          | 0          | 1          | 0                    | 2    | 0    | 1    |
| .....         | 1.0%           | .0%    | 1.9%   | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | .0%                  | 1.8% | .0%  | 1.3% |
| 1300 HRS..... | 5              | 1      | 4      | 0          | 1          | 2          | 0          | 2          | 0                    | 3    | 1    | 1    |
| .....         | 1.7%           | .7%    | 2.6%   | .0%        | 1.3%       | 1.8%       | .0%        | 5.6%       | .0%                  | 2.7% | 1.4% | 1.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-3: BERLUSCONI STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE   |
| 1330 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 0                    | 0     | 1     | 1    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%   | 1.4%  | 1.3% |
| 1400 HRS..... | 5              | 0      | 5          | 0          | 1          | 3          | 1          | 0          | 0                    | 2     | 2     | 1    |
| .....         | 1.7%           | .0%    | 3.2%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | .0%                  | 1.8%  | 2.9%  | 1.3% |
| 1430 HRS..... | 7              | 0      | 7          | 0          | 1          | 3          | 1          | 2          | 0                    | 2     | 2     | 3    |
| .....         | 2.3%           | .0%    | 4.5%       | .0%        | 1.3%       | 2.7%       | 1.9%       | 5.6%       | .0%                  | 1.8%  | 2.9%  | 3.9% |
| 1500 HRS..... | 12             | 1      | 11         | 1          | 2          | 6          | 1          | 2          | 1                    | 5     | 2     | 4    |
| .....         | 4.0%           | .7%    | 7.1%       | 4.5%       | 2.6%       | 5.5%       | 1.9%       | 5.6%       | 2.4%                 | 4.4%  | 2.9%  | 5.3% |
| 1530 HRS..... | 12             | 1      | 11         | 1          | 2          | 6          | 1          | 2          | 1                    | 5     | 2     | 4    |
| .....         | 4.0%           | .7%    | 7.1%       | 4.5%       | 2.6%       | 5.5%       | 1.9%       | 5.6%       | 2.4%                 | 4.4%  | 2.9%  | 5.3% |
| 1600 HRS..... | 15             | 1      | 14         | 3          | 3          | 5          | 2          | 2          | 1                    | 4     | 5     | 5    |
| .....         | 5.0%           | .7%    | 9.1%       | 13.6%      | 3.8%       | 4.5%       | 3.7%       | 5.6%       | 2.4%                 | 3.5%  | 7.2%  | 6.6% |
| 1630 HRS..... | 10             | 1      | 9          | 2          | 2          | 4          | 1          | 1          | 1                    | 3     | 3     | 3    |
| .....         | 3.3%           | .7%    | 5.8%       | 9.1%       | 2.6%       | 3.6%       | 1.9%       | 2.8%       | 2.4%                 | 2.7%  | 4.3%  | 3.9% |
| 1700 HRS..... | 8              | 1      | 7          | 1          | 2          | 3          | 1          | 1          | 1                    | 3     | 1     | 3    |
| .....         | 2.7%           | .7%    | 4.5%       | 4.5%       | 2.6%       | 2.7%       | 1.9%       | 2.8%       | 2.4%                 | 2.7%  | 1.4%  | 3.9% |
| 1730 HRS..... | 7              | 2      | 5          | 2          | 2          | 3          | 0          | 0          | 0                    | 3     | 1     | 3    |
| .....         | 2.3%           | 1.4%   | 3.2%       | 9.1%       | 2.6%       | 2.7%       | .0%        | .0%        | .0%                  | 2.7%  | 1.4%  | 3.9% |
| 1800 HRS..... | 13             | 6      | 7          | 2          | 3          | 6          | 2          | 0          | 1                    | 4     | 5     | 3    |
| .....         | 4.3%           | 4.1%   | 4.5%       | 9.1%       | 3.8%       | 5.5%       | 3.7%       | .0%        | 2.4%                 | 3.5%  | 7.2%  | 3.9% |
| 1830 HRS..... | 18             | 8      | 10         | 2          | 4          | 7          | 4          | 1          | 1                    | 7     | 5     | 5    |
| .....         | 6.0%           | 5.5%   | 6.5%       | 9.1%       | 5.1%       | 6.4%       | 7.4%       | 2.8%       | 2.4%                 | 6.2%  | 7.2%  | 6.6% |
| 1900 HRS..... | 30             | 9      | 21         | 1          | 5          | 10         | 10         | 4          | 4                    | 12    | 8     | 6    |
| .....         | 10.0%          | 6.2%   | 13.6%      | 4.5%       | 6.4%       | 9.1%       | 18.5%      | 11.1%      | 9.5%                 | 10.6% | 11.6% | 7.9% |
| 1930 HRS..... | 27             | 9      | 18         | 2          | 4          | 8          | 9          | 4          | 3                    | 12    | 6     | 6    |
| .....         | 9.0%           | 6.2%   | 11.7%      | 9.1%       | 5.1%       | 7.3%       | 16.7%      | 11.1%      | 7.1%                 | 10.6% | 8.7%  | 7.9% |
| 2000 HRS..... | 22             | 8      | 14         | 4          | 4          | 9          | 4          | 1          | 1                    | 9     | 5     | 7    |
| .....         | 7.3%           | 5.5%   | 9.1%       | 18.2%      | 5.1%       | 8.2%       | 7.4%       | 2.8%       | 2.4%                 | 8.0%  | 7.2%  | 9.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-3: BERLUSCONI STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 49             | 24     | 25     | 7          | 11         | 19         | 7          | 5          | 4                    | 17    | 13    | 15    |
| .....                                                       | 16.3%          | 16.4%  | 16.2%  | 31.8%      | 14.1%      | 17.3%      | 13.0%      | 13.9%      | 9.5%                 | 15.0% | 18.8% | 19.7% |
| 2100 HRS.....                                               | 55             | 23     | 32     | 7          | 9          | 22         | 8          | 9          | 5                    | 18    | 14    | 18    |
| .....                                                       | 18.3%          | 15.8%  | 20.8%  | 31.8%      | 11.5%      | 20.0%      | 14.8%      | 25.0%      | 11.9%                | 15.9% | 20.3% | 23.7% |
| 2130 HRS.....                                               | 51             | 22     | 29     | 6          | 10         | 22         | 6          | 7          | 6                    | 14    | 13    | 18    |
| .....                                                       | 17.0%          | 15.1%  | 18.8%  | 27.3%      | 12.8%      | 20.0%      | 11.1%      | 19.4%      | 14.3%                | 12.4% | 18.8% | 23.7% |
| 2200 HRS.....                                               | 44             | 24     | 20     | 5          | 10         | 20         | 4          | 5          | 8                    | 14    | 12    | 10    |
| .....                                                       | 14.7%          | 16.4%  | 13.0%  | 22.7%      | 12.8%      | 18.2%      | 7.4%       | 13.9%      | 19.0%                | 12.4% | 17.4% | 13.2% |
| 2230 HRS.....                                               | 27             | 16     | 11     | 3          | 7          | 10         | 4          | 3          | 4                    | 10    | 10    | 3     |
| .....                                                       | 9.0%           | 11.0%  | 7.1%   | 13.6%      | 9.0%       | 9.1%       | 7.4%       | 8.3%       | 9.5%                 | 8.8%  | 14.5% | 3.9%  |
| 2300 HRS.....                                               | 15             | 12     | 3      | 0          | 6          | 5          | 1          | 3          | 2                    | 5     | 5     | 3     |
| .....                                                       | 5.0%           | 8.2%   | 1.9%   | .0%        | 7.7%       | 4.5%       | 1.9%       | 8.3%       | 4.8%                 | 4.4%  | 7.2%  | 3.9%  |
| 2330 HRS.....                                               | 5              | 5      | 0      | 0          | 1          | 2          | 0          | 2          | 0                    | 2     | 2     | 1     |
| .....                                                       | 1.7%           | 3.4%   | .0%    | .0%        | 1.3%       | 1.8%       | .0%        | 5.6%       | .0%                  | 1.8%  | 2.9%  | 1.3%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 184            | 98     | 86     | 9          | 52         | 66         | 35         | 22         | 28                   | 73    | 40    | 43    |
| .....                                                       | 61.3%          | 67.1%  | 55.8%  | 40.9%      | 66.7%      | 60.0%      | 64.8%      | 61.1%      | 66.7%                | 64.6% | 58.0% | 56.6% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 2-4 OTHER ITALIAN STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154    | 22         | 78         | 110        | 54         | 36         | 42                   | 113 | 69  | 76  |
| MIDNIGHT.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 2-4 OTHER ITALIAN STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0% | .0% |
| 0730 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-4 OTHER ITALIAN STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-----|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE   |
| 1330 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1400 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1430 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1500 HRS..... | 1              | 1      | 0      | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0   | 1    |
| .....         | .3%            | .7%    | .0%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | 1.3% |
| 1530 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1600 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1730 HRS..... | 1              | 1      | 0      | 1          | 0          | 0          | 0          | 0          | 0                    | 1    | 0   | 0    |
| .....         | .3%            | .7%    | .0%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9%  | .0% | .0%  |
| 1800 HRS..... | 2              | 2      | 0      | 2          | 0          | 0          | 0          | 0          | 0                    | 2    | 0   | 0    |
| .....         | .7%            | 1.4%   | .0%    | 9.1%       | .0%        | .0%        | .0%        | .0%        | .0%                  | 1.8% | .0% | .0%  |
| 1830 HRS..... | 2              | 2      | 0      | 2          | 0          | 0          | 0          | 0          | 0                    | 2    | 0   | 0    |
| .....         | .7%            | 1.4%   | .0%    | 9.1%       | .0%        | .0%        | .0%        | .0%        | .0%                  | 1.8% | .0% | .0%  |
| 1900 HRS..... | 2              | 0      | 2      | 0          | 1          | 0          | 0          | 1          | 0                    | 2    | 0   | 0    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | 1.8% | .0% | .0%  |
| 1930 HRS..... | 2              | 0      | 2      | 0          | 1          | 0          | 0          | 1          | 0                    | 2    | 0   | 0    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | 1.8% | .0% | .0%  |
| 2000 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0   | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .9%  | .0% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-4 OTHER ITALIAN STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 12             | 8      | 4      | 3          | 3          | 2          | 2          | 2          | 0                    | 5     | 2     | 5     |
| .....                                                          | 4.0%           | 5.5%   | 2.6%   | 13.6%      | 3.8%       | 1.8%       | 3.7%       | 5.6%       | .0%                  | 4.4%  | 2.9%  | 6.6%  |
| 2100 HRS.....                                                  | 14             | 8      | 6      | 2          | 3          | 4          | 3          | 2          | 1                    | 7     | 2     | 4     |
| .....                                                          | 4.7%           | 5.5%   | 3.9%   | 9.1%       | 3.8%       | 3.6%       | 5.6%       | 5.6%       | 2.4%                 | 6.2%  | 2.9%  | 5.3%  |
| 2130 HRS.....                                                  | 13             | 8      | 5      | 2          | 3          | 4          | 2          | 2          | 1                    | 6     | 2     | 4     |
| .....                                                          | 4.3%           | 5.5%   | 3.2%   | 9.1%       | 3.8%       | 3.6%       | 3.7%       | 5.6%       | 2.4%                 | 5.3%  | 2.9%  | 5.3%  |
| 2200 HRS.....                                                  | 9              | 6      | 3      | 2          | 3          | 2          | 1          | 1          | 0                    | 5     | 1     | 3     |
| .....                                                          | 3.0%           | 4.1%   | 1.9%   | 9.1%       | 3.8%       | 1.8%       | 1.9%       | 2.8%       | .0%                  | 4.4%  | 1.4%  | 3.9%  |
| 2230 HRS.....                                                  | 5              | 4      | 1      | 0          | 3          | 0          | 1          | 1          | 0                    | 3     | 1     | 1     |
| .....                                                          | 1.7%           | 2.7%   | .6%    | .0%        | 3.8%       | .0%        | 1.9%       | 2.8%       | .0%                  | 2.7%  | 1.4%  | 1.3%  |
| 2300 HRS.....                                                  | 6              | 5      | 1      | 0          | 4          | 1          | 1          | 0          | 0                    | 4     | 1     | 1     |
| .....                                                          | 2.0%           | 3.4%   | .6%    | .0%        | 5.1%       | .9%        | 1.9%       | .0%        | .0%                  | 3.5%  | 1.4%  | 1.3%  |
| 2330 HRS.....                                                  | 6              | 5      | 1      | 0          | 4          | 1          | 1          | 0          | 0                    | 4     | 1     | 1     |
| .....                                                          | 2.0%           | 3.4%   | .6%    | .0%        | 5.1%       | .9%        | 1.9%       | .0%        | .0%                  | 3.5%  | 1.4%  | 1.3%  |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 274            | 129    | 145    | 18         | 68         | 105        | 50         | 33         | 41                   | 99    | 66    | 68    |
| .....                                                          | 91.3%          | 88.4%  | 94.2%  | 81.8%      | 87.2%      | 95.5%      | 92.6%      | 91.7%      | 97.6%                | 87.6% | 95.7% | 89.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 2-5: SATELLITE STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 42                   | 113 | 69  | 76  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-5: SATELLITE STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1000 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 2                    | 0   | 0    | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | 4.8%                 | .0% | .0%  | .0% |
| 1030 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0%  | .0% |
| 1100 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0%  | .0% |
| 1130 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0%  | .0% |
| NOON.....     | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0%  | .0% |
| 1230 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.4%                 | .0% | .0%  | .0% |
| 1300 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 1   | 1    | 0   |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.4%                 | .9% | 1.4% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-5: SATELLITE STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.4%                 | .9%  | 1.4% | .0%  |
| 1400 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.4%                 | .9%  | 1.4% | .0%  |
| 1430 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.4%                 | .9%  | 1.4% | .0%  |
| 1500 HRS..... | 4              | 2      | 2          | 0          | 1          | 2          | 1          | 0          | 2                    | 1    | 1    | 0    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | 4.8%                 | .9%  | 1.4% | .0%  |
| 1530 HRS..... | 4              | 2      | 2          | 0          | 1          | 2          | 1          | 0          | 2                    | 1    | 1    | 0    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | 4.8%                 | .9%  | 1.4% | .0%  |
| 1600 HRS..... | 5              | 3      | 2          | 0          | 2          | 2          | 1          | 0          | 2                    | 2    | 1    | 0    |
| .....         | 1.7%           | 2.1%   | 1.3%       | .0%        | 2.6%       | 1.8%       | 1.9%       | .0%        | 4.8%                 | 1.8% | 1.4% | .0%  |
| 1630 HRS..... | 3              | 3      | 0          | 0          | 1          | 1          | 1          | 0          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 2.1%   | .0%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | .0%                  | 1.8% | 1.4% | .0%  |
| 1700 HRS..... | 3              | 3      | 0          | 0          | 1          | 1          | 1          | 0          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 2.1%   | .0%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | .0%                  | 1.8% | 1.4% | .0%  |
| 1730 HRS..... | 2              | 2      | 0          | 0          | 1          | 0          | 1          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .0%        | 1.9%       | .0%        | .0%                  | .9%  | 1.4% | .0%  |
| 1800 HRS..... | 4              | 2      | 2          | 0          | 2          | 0          | 2          | 0          | 1                    | 2    | 1    | 0    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 2.6%       | .0%        | 3.7%       | .0%        | 2.4%                 | 1.8% | 1.4% | .0%  |
| 1830 HRS..... | 4              | 2      | 2          | 0          | 2          | 0          | 2          | 0          | 1                    | 2    | 1    | 0    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 2.6%       | .0%        | 3.7%       | .0%        | 2.4%                 | 1.8% | 1.4% | .0%  |
| 1900 HRS..... | 5              | 2      | 3          | 0          | 2          | 1          | 2          | 0          | 1                    | 3    | 1    | 0    |
| .....         | 1.7%           | 1.4%   | 1.9%       | .0%        | 2.6%       | .9%        | 3.7%       | .0%        | 2.4%                 | 2.7% | 1.4% | .0%  |
| 1930 HRS..... | 4              | 1      | 3          | 0          | 1          | 1          | 2          | 0          | 1                    | 2    | 1    | 0    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | .9%        | 3.7%       | .0%        | 2.4%                 | 1.8% | 1.4% | .0%  |
| 2000 HRS..... | 8              | 2      | 6          | 0          | 3          | 3          | 2          | 0          | 1                    | 5    | 1    | 1    |
| .....         | 2.7%           | 1.4%   | 3.9%       | .0%        | 3.8%       | 2.7%       | 3.7%       | .0%        | 2.4%                 | 4.4% | 1.4% | 1.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 2-5: SATELLITE STATIONS AUDIENCE: TUESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 5              | 1      | 4          | 0          | 1          | 1          | 3          | 0          | 0                    | 4     | 1     | 0     |
| .....                                                      | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | .9%        | 5.6%       | .0%        | .0%                  | 3.5%  | 1.4%  | .0%   |
| 2100 HRS.....                                              | 6              | 2      | 4          | 0          | 1          | 2          | 3          | 0          | 0                    | 5     | 1     | 0     |
| .....                                                      | 2.0%           | 1.4%   | 2.6%       | .0%        | 1.3%       | 1.8%       | 5.6%       | .0%        | .0%                  | 4.4%  | 1.4%  | .0%   |
| 2130 HRS.....                                              | 2              | 1      | 1          | 0          | 0          | 1          | 1          | 0          | 0                    | 2     | 0     | 0     |
| .....                                                      | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | 1.8%  | .0%   | .0%   |
| 2200 HRS.....                                              | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0     |
| .....                                                      | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%   | .0%   | .0%   |
| 2230 HRS.....                                              | 2              | 1      | 1          | 0          | 0          | 1          | 1          | 0          | 0                    | 2     | 0     | 0     |
| .....                                                      | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | 1.8%  | .0%   | .0%   |
| 2300 HRS.....                                              | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0     |
| .....                                                      | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%   | .0%   | .0%   |
| 2330 HRS.....                                              | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0     |
| .....                                                      | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%   | .0%   | .0%   |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 287            | 142    | 145        | 22         | 74         | 104        | 51         | 36         | 39                   | 105   | 68    | 75    |
| .....                                                      | 95.7%          | 97.3%  | 94.2%      | 100%       | 94.9%      | 94.5%      | 94.4%      | 100%       | 92.9%                | 92.9% | 98.6% | 98.7% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY VIEWERSHIP OF SATELLITE STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-1: TVM AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 44                   | 117 | 60  | 79  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.3%                 | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-1: TVM AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 0630 HRS..... | 4              | 3      | 1          | 0          | 1          | 1          | 1          | 1          | 3                    | 1    | 0   | 0   |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | 6.8%                 | .9%  | .0% | .0% |
| 0700 HRS..... | 4              | 3      | 1          | 0          | 1          | 2          | 0          | 1          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | 1.8%       | .0%        | 2.8%       | 4.5%                 | 1.7% | .0% | .0% |
| 0730 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 2    | 0   | 0   |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | 1.7% | .0% | .0% |
| 0800 HRS..... | 2              | 1      | 1          | 0          | 0          | 0          | 1          | 1          | 1                    | 1    | 0   | 0   |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | 2.8%       | 2.3%                 | .9%  | .0% | .0% |
| 0830 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 1                    | 1    | 0   | 0   |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | 2.3%                 | .9%  | .0% | .0% |
| 0900 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 1                    | 1    | 0   | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | 2.3%                 | .9%  | .0% | .0% |
| 0930 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 1                    | 1    | 0   | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | 2.3%                 | .9%  | .0% | .0% |
| 1000 HRS..... | 3              | 0      | 3          | 0          | 1          | 1          | 0          | 1          | 1                    | 2    | 0   | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | 2.3%                 | 1.7% | .0% | .0% |
| 1030 HRS..... | 3              | 0      | 3          | 0          | 1          | 1          | 0          | 1          | 1                    | 2    | 0   | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | 2.3%                 | 1.7% | .0% | .0% |
| 1100 HRS..... | 3              | 0      | 3          | 0          | 1          | 1          | 0          | 1          | 1                    | 2    | 0   | 0   |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | 2.3%                 | 1.7% | .0% | .0% |
| 1130 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 1                    | 1    | 0   | 0   |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | 2.3%                 | .9%  | .0% | .0% |
| NOON.....     | 3              | 1      | 2          | 0          | 1          | 0          | 1          | 1          | 2                    | 1    | 0   | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .0%        | 1.9%       | 2.8%       | 4.5%                 | .9%  | .0% | .0% |
| 1230 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 2    | 0   | 0   |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | 1.7% | .0% | .0% |
| 1300 HRS..... | 3              | 1      | 2          | 0          | 0          | 2          | 0          | 1          | 0                    | 3    | 0   | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | 2.6% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-1: TVM AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 2              | 0      | 2      | 0          | 0          | 1          | 0          | 1          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | 1.7%  | .0%   | .0%   |
| 1400 HRS..... | 2              | 0      | 2      | 0          | 0          | 1          | 0          | 1          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | 1.7%  | .0%   | .0%   |
| 1430 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 0          | 1          | 0                    | 1     | 0     | 0     |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .9%   | .0%   | .0%   |
| 1500 HRS..... | 2              | 0      | 2      | 0          | 0          | 1          | 0          | 1          | 1                    | 1     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .9%        | .0%        | 2.8%       | 2.3%                 | .9%   | .0%   | .0%   |
| 1530 HRS..... | 2              | 0      | 2      | 0          | 0          | 1          | 0          | 1          | 1                    | 1     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .9%        | .0%        | 2.8%       | 2.3%                 | .9%   | .0%   | .0%   |
| 1600 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 0          | 1          | 0                    | 1     | 0     | 0     |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .9%   | .0%   | .0%   |
| 1630 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 1          | 1          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .0%        | 1.9%       | 2.8%       | .0%                  | 1.7%  | .0%   | .0%   |
| 1700 HRS..... | 5              | 0      | 5      | 1          | 0          | 1          | 2          | 1          | 1                    | 3     | 1     | 0     |
| .....         | 1.7%           | .0%    | 3.2%   | 4.5%       | .0%        | .9%        | 3.7%       | 2.8%       | 2.3%                 | 2.6%  | 1.7%  | .0%   |
| 1730 HRS..... | 7              | 2      | 5      | 0          | 0          | 4          | 2          | 1          | 0                    | 5     | 2     | 0     |
| .....         | 2.3%           | 1.4%   | 3.2%   | .0%        | .0%        | 3.6%       | 3.7%       | 2.8%       | .0%                  | 4.3%  | 3.3%  | .0%   |
| 1800 HRS..... | 14             | 2      | 12     | 0          | 2          | 3          | 5          | 4          | 0                    | 7     | 2     | 5     |
| .....         | 4.7%           | 1.4%   | 7.8%   | .0%        | 2.6%       | 2.7%       | 9.3%       | 11.1%      | .0%                  | 6.0%  | 3.3%  | 6.3%  |
| 1830 HRS..... | 11             | 3      | 8      | 0          | 3          | 3          | 3          | 2          | 0                    | 5     | 1     | 5     |
| .....         | 3.7%           | 2.1%   | 5.2%   | .0%        | 3.8%       | 2.7%       | 5.6%       | 5.6%       | .0%                  | 4.3%  | 1.7%  | 6.3%  |
| 1900 HRS..... | 15             | 1      | 14     | 0          | 4          | 5          | 4          | 2          | 2                    | 7     | 1     | 5     |
| .....         | 5.0%           | .7%    | 9.1%   | .0%        | 5.1%       | 4.5%       | 7.4%       | 5.6%       | 4.5%                 | 6.0%  | 1.7%  | 6.3%  |
| 1930 HRS..... | 13             | 1      | 12     | 0          | 4          | 3          | 3          | 3          | 2                    | 5     | 0     | 6     |
| .....         | 4.3%           | .7%    | 7.8%   | .0%        | 5.1%       | 2.7%       | 5.6%       | 8.3%       | 4.5%                 | 4.3%  | .0%   | 7.6%  |
| 2000 HRS..... | 151            | 71     | 80     | 2          | 35         | 62         | 33         | 19         | 25                   | 52    | 32    | 42    |
| .....         | 50.3%          | 48.6%  | 51.9%  | 9.1%       | 44.9%      | 56.4%      | 61.1%      | 52.8%      | 56.8%                | 44.4% | 53.3% | 53.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-1: TVM AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 110            | 51     | 59     | 4          | 18         | 43         | 27         | 18         | 19                   | 33    | 25    | 33    |
| .....                              | 36.7%          | 34.9%  | 38.3%  | 18.2%      | 23.1%      | 39.1%      | 50.0%      | 50.0%      | 43.2%                | 28.2% | 41.7% | 41.8% |
| 2100 HRS.....                      | 53             | 25     | 28     | 2          | 7          | 22         | 13         | 9          | 8                    | 17    | 11    | 17    |
| .....                              | 17.7%          | 17.1%  | 18.2%  | 9.1%       | 9.0%       | 20.0%      | 24.1%      | 25.0%      | 18.2%                | 14.5% | 18.3% | 21.5% |
| 2130 HRS.....                      | 47             | 21     | 26     | 4          | 6          | 18         | 12         | 7          | 9                    | 15    | 10    | 13    |
| .....                              | 15.7%          | 14.4%  | 16.9%  | 18.2%      | 7.7%       | 16.4%      | 22.2%      | 19.4%      | 20.5%                | 12.8% | 16.7% | 16.5% |
| 2200 HRS.....                      | 29             | 17     | 12     | 0          | 6          | 10         | 9          | 4          | 5                    | 8     | 9     | 7     |
| .....                              | 9.7%           | 11.6%  | 7.8%   | .0%        | 7.7%       | 9.1%       | 16.7%      | 11.1%      | 11.4%                | 6.8%  | 15.0% | 8.9%  |
| 2230 HRS.....                      | 17             | 9      | 8      | 0          | 5          | 8          | 3          | 1          | 3                    | 6     | 4     | 4     |
| .....                              | 5.7%           | 6.2%   | 5.2%   | .0%        | 6.4%       | 7.3%       | 5.6%       | 2.8%       | 6.8%                 | 5.1%  | 6.7%  | 5.1%  |
| 2300 HRS.....                      | 10             | 8      | 2      | 0          | 3          | 5          | 1          | 1          | 3                    | 2     | 1     | 4     |
| .....                              | 3.3%           | 5.5%   | 1.3%   | .0%        | 3.8%       | 4.5%       | 1.9%       | 2.8%       | 6.8%                 | 1.7%  | 1.7%  | 5.1%  |
| 2330 HRS.....                      | 3              | 3      | 0      | 0          | 1          | 2          | 0          | 0          | 1                    | 0     | 1     | 1     |
| .....                              | 1.0%           | 2.1%   | .0%    | .0%        | 1.3%       | 1.8%       | .0%        | .0%        | 2.3%                 | .0%   | 1.7%  | 1.3%  |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 119            | 63     | 56     | 17         | 37         | 38         | 15         | 12         | 14                   | 55    | 20    | 30    |
| .....                              | 39.7%          | 43.2%  | 36.4%  | 77.3%      | 47.4%      | 34.5%      | 27.8%      | 33.3%      | 31.8%                | 47.0% | 33.3% | 38.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-2: RAI AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 44                   | 117 | 60  | 79  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-2: RAI AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-2: RAI AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.3%                 | .0%  | .0%  | .0%  |
| 1430 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1800 HRS..... | 5              | 4      | 1          | 1          | 0          | 2          | 2          | 0          | 0                    | 3    | 1    | 1    |
| .....         | 1.7%           | 2.7%   | .6%        | 4.5%       | .0%        | 1.8%       | 3.7%       | .0%        | .0%                  | 2.6% | 1.7% | 1.3% |
| 1830 HRS..... | 5              | 3      | 2          | 1          | 0          | 2          | 0          | 2          | 0                    | 5    | 0    | 0    |
| .....         | 1.7%           | 2.1%   | 1.3%       | 4.5%       | .0%        | 1.8%       | .0%        | 5.6%       | .0%                  | 4.3% | .0%  | .0%  |
| 1900 HRS..... | 7              | 3      | 4          | 0          | 1          | 2          | 1          | 3          | 2                    | 4    | 1    | 0    |
| .....         | 2.3%           | 2.1%   | 2.6%       | .0%        | 1.3%       | 1.8%       | 1.9%       | 8.3%       | 4.5%                 | 3.4% | 1.7% | .0%  |
| 1930 HRS..... | 4              | 1      | 3          | 0          | 1          | 2          | 1          | 0          | 1                    | 2    | 1    | 0    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.3%                 | 1.7% | 1.7% | .0%  |
| 2000 HRS..... | 7              | 4      | 3          | 0          | 1          | 3          | 2          | 1          | 1                    | 4    | 0    | 2    |
| .....         | 2.3%           | 2.7%   | 1.9%       | .0%        | 1.3%       | 2.7%       | 3.7%       | 2.8%       | 2.3%                 | 3.4% | .0%  | 2.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF RAI STATIONS

(continued)

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TABLE 3-2: RAI AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 24             | 14     | 10         | 1          | 8          | 8          | 4          | 3          | 4                    | 13    | 2     | 5     |
| .....                                             | 8.0%           | 9.6%   | 6.5%       | 4.5%       | 10.3%      | 7.3%       | 7.4%       | 8.3%       | 9.1%                 | 11.1% | 3.3%  | 6.3%  |
| 2100 HRS.....                                     | 26             | 13     | 13         | 1          | 9          | 9          | 4          | 3          | 5                    | 15    | 2     | 4     |
| .....                                             | 8.7%           | 8.9%   | 8.4%       | 4.5%       | 11.5%      | 8.2%       | 7.4%       | 8.3%       | 11.4%                | 12.8% | 3.3%  | 5.1%  |
| 2130 HRS.....                                     | 28             | 16     | 12         | 1          | 9          | 12         | 3          | 3          | 5                    | 15    | 2     | 6     |
| .....                                             | 9.3%           | 11.0%  | 7.8%       | 4.5%       | 11.5%      | 10.9%      | 5.6%       | 8.3%       | 11.4%                | 12.8% | 3.3%  | 7.6%  |
| 2200 HRS.....                                     | 23             | 13     | 10         | 1          | 6          | 12         | 1          | 3          | 4                    | 12    | 1     | 6     |
| .....                                             | 7.7%           | 8.9%   | 6.5%       | 4.5%       | 7.7%       | 10.9%      | 1.9%       | 8.3%       | 9.1%                 | 10.3% | 1.7%  | 7.6%  |
| 2230 HRS.....                                     | 13             | 5      | 8          | 0          | 3          | 9          | 1          | 0          | 3                    | 6     | 0     | 4     |
| .....                                             | 4.3%           | 3.4%   | 5.2%       | .0%        | 3.8%       | 8.2%       | 1.9%       | .0%        | 6.8%                 | 5.1%  | .0%   | 5.1%  |
| 2300 HRS.....                                     | 5              | 1      | 4          | 0          | 1          | 3          | 1          | 0          | 2                    | 2     | 0     | 1     |
| .....                                             | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | 4.5%                 | 1.7%  | .0%   | 1.3%  |
| 2330 HRS.....                                     | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 0     | 0     | 1     |
| .....                                             | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%   | .0%   | 1.3%  |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 252            | 118    | 134        | 20         | 67         | 87         | 48         | 30         | 37                   | 92    | 55    | 68    |
| .....                                             | 84.0%          | 80.8%  | 87.0%      | 90.9%      | 85.9%      | 79.1%      | 88.9%      | 83.3%      | 84.1%                | 78.6% | 91.7% | 86.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF RAI STATIONS

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TABLE 3-3: BERLUSCONI STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 44                   | 117 | 60  | 79   |
| MIDNIGHT.....    | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 0                    | 1   | 0   | 1    |
| .....            | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9% | .0% | 1.3% |
| 0030 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0    |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0%  |
| 0100 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0    |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0%  |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-3: BERLUSCONI STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0700 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0%  | .0%  |
| 0730 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0%  | .0%  |
| 0800 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1130 HRS..... | 3              | 0      | 3          | 0          | 0          | 2          | 1          | 0          | 1                    | 1   | 1    | 0    |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 2.3%                 | .9% | 1.7% | .0%  |
| NOON.....     | 5              | 1      | 4          | 1          | 0          | 3          | 1          | 0          | 1                    | 1   | 1    | 2    |
| .....         | 1.7%           | .7%    | 2.6%       | 4.5%       | .0%        | 2.7%       | 1.9%       | .0%        | 2.3%                 | .9% | 1.7% | 2.5% |
| 1230 HRS..... | 4              | 1      | 3          | 1          | 0          | 2          | 1          | 0          | 1                    | 1   | 0    | 2    |
| .....         | 1.3%           | .7%    | 1.9%       | 4.5%       | .0%        | 1.8%       | 1.9%       | .0%        | 2.3%                 | .9% | .0%  | 2.5% |
| 1300 HRS..... | 3              | 1      | 2          | 1          | 0          | 2          | 0          | 0          | 0                    | 1   | 0    | 2    |
| .....         | 1.0%           | .7%    | 1.3%       | 4.5%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .9% | .0%  | 2.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

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TABLE 3-3: BERLUSCONI STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 3              | 1      | 2          | 1          | 0          | 2          | 0          | 0          | 0                    | 1     | 0     | 2     |
| .....         | 1.0%           | .7%    | 1.3%       | 4.5%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .9%   | .0%   | 2.5%  |
| 1400 HRS..... | 6              | 2      | 4          | 1          | 0          | 4          | 1          | 0          | 0                    | 3     | 0     | 3     |
| .....         | 2.0%           | 1.4%   | 2.6%       | 4.5%       | .0%        | 3.6%       | 1.9%       | .0%        | .0%                  | 2.6%  | .0%   | 3.8%  |
| 1430 HRS..... | 7              | 2      | 5          | 1          | 1          | 2          | 2          | 1          | 0                    | 5     | 0     | 2     |
| .....         | 2.3%           | 1.4%   | 3.2%       | 4.5%       | 1.3%       | 1.8%       | 3.7%       | 2.8%       | .0%                  | 4.3%  | .0%   | 2.5%  |
| 1500 HRS..... | 10             | 2      | 8          | 2          | 1          | 4          | 2          | 1          | 1                    | 6     | 0     | 3     |
| .....         | 3.3%           | 1.4%   | 5.2%       | 9.1%       | 1.3%       | 3.6%       | 3.7%       | 2.8%       | 2.3%                 | 5.1%  | .0%   | 3.8%  |
| 1530 HRS..... | 8              | 1      | 7          | 2          | 1          | 3          | 1          | 1          | 2                    | 4     | 0     | 2     |
| .....         | 2.7%           | .7%    | 4.5%       | 9.1%       | 1.3%       | 2.7%       | 1.9%       | 2.8%       | 4.5%                 | 3.4%  | .0%   | 2.5%  |
| 1600 HRS..... | 11             | 2      | 9          | 4          | 2          | 3          | 1          | 1          | 2                    | 6     | 1     | 2     |
| .....         | 3.7%           | 1.4%   | 5.8%       | 18.2%      | 2.6%       | 2.7%       | 1.9%       | 2.8%       | 4.5%                 | 5.1%  | 1.7%  | 2.5%  |
| 1630 HRS..... | 10             | 1      | 9          | 2          | 4          | 3          | 0          | 1          | 1                    | 9     | 0     | 0     |
| .....         | 3.3%           | .7%    | 5.8%       | 9.1%       | 5.1%       | 2.7%       | .0%        | 2.8%       | 2.3%                 | 7.7%  | .0%   | .0%   |
| 1700 HRS..... | 12             | 2      | 10         | 3          | 4          | 3          | 1          | 1          | 1                    | 10    | 0     | 1     |
| .....         | 4.0%           | 1.4%   | 6.5%       | 13.6%      | 5.1%       | 2.7%       | 1.9%       | 2.8%       | 2.3%                 | 8.5%  | .0%   | 1.3%  |
| 1730 HRS..... | 12             | 4      | 8          | 4          | 4          | 3          | 1          | 0          | 1                    | 8     | 1     | 2     |
| .....         | 4.0%           | 2.7%   | 5.2%       | 18.2%      | 5.1%       | 2.7%       | 1.9%       | .0%        | 2.3%                 | 6.8%  | 1.7%  | 2.5%  |
| 1800 HRS..... | 15             | 4      | 11         | 2          | 3          | 5          | 3          | 2          | 2                    | 6     | 4     | 3     |
| .....         | 5.0%           | 2.7%   | 7.1%       | 9.1%       | 3.8%       | 4.5%       | 5.6%       | 5.6%       | 4.5%                 | 5.1%  | 6.7%  | 3.8%  |
| 1830 HRS..... | 22             | 5      | 17         | 3          | 4          | 8          | 3          | 4          | 3                    | 8     | 7     | 4     |
| .....         | 7.3%           | 3.4%   | 11.0%      | 13.6%      | 5.1%       | 7.3%       | 5.6%       | 11.1%      | 6.8%                 | 6.8%  | 11.7% | 5.1%  |
| 1900 HRS..... | 33             | 10     | 23         | 4          | 5          | 11         | 9          | 4          | 5                    | 11    | 9     | 8     |
| .....         | 11.0%          | 6.8%   | 14.9%      | 18.2%      | 6.4%       | 10.0%      | 16.7%      | 11.1%      | 11.4%                | 9.4%  | 15.0% | 10.1% |
| 1930 HRS..... | 30             | 9      | 21         | 4          | 5          | 9          | 7          | 5          | 5                    | 12    | 7     | 6     |
| .....         | 10.0%          | 6.2%   | 13.6%      | 18.2%      | 6.4%       | 8.2%       | 13.0%      | 13.9%      | 11.4%                | 10.3% | 11.7% | 7.6%  |
| 2000 HRS..... | 23             | 10     | 13         | 5          | 3          | 6          | 6          | 3          | 1                    | 9     | 8     | 5     |
| .....         | 7.7%           | 6.8%   | 8.4%       | 22.7%      | 3.8%       | 5.5%       | 11.1%      | 8.3%       | 2.3%                 | 7.7%  | 13.3% | 6.3%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-3: BERLUSCONI STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 56             | 28     | 28     | 9          | 16         | 17         | 8          | 6          | 8                    | 22    | 14    | 12    |
| .....                                                       | 18.7%          | 19.2%  | 18.2%  | 40.9%      | 20.5%      | 15.5%      | 14.8%      | 16.7%      | 18.2%                | 18.8% | 23.3% | 15.2% |
| 2100 HRS.....                                               | 82             | 41     | 41     | 9          | 26         | 25         | 16         | 6          | 11                   | 27    | 24    | 20    |
| .....                                                       | 27.3%          | 28.1%  | 26.6%  | 40.9%      | 33.3%      | 22.7%      | 29.6%      | 16.7%      | 25.0%                | 23.1% | 40.0% | 25.3% |
| 2130 HRS.....                                               | 86             | 43     | 43     | 9          | 29         | 25         | 17         | 6          | 11                   | 29    | 26    | 20    |
| .....                                                       | 28.7%          | 29.5%  | 27.9%  | 40.9%      | 37.2%      | 22.7%      | 31.5%      | 16.7%      | 25.0%                | 24.8% | 43.3% | 25.3% |
| 2200 HRS.....                                               | 76             | 40     | 36     | 7          | 27         | 24         | 14         | 4          | 8                    | 26    | 25    | 17    |
| .....                                                       | 25.3%          | 27.4%  | 23.4%  | 31.8%      | 34.6%      | 21.8%      | 25.9%      | 11.1%      | 18.2%                | 22.2% | 41.7% | 21.5% |
| 2230 HRS.....                                               | 48             | 24     | 24     | 4          | 19         | 16         | 7          | 2          | 6                    | 17    | 12    | 13    |
| .....                                                       | 16.0%          | 16.4%  | 15.6%  | 18.2%      | 24.4%      | 14.5%      | 13.0%      | 5.6%       | 13.6%                | 14.5% | 20.0% | 16.5% |
| 2300 HRS.....                                               | 24             | 14     | 10     | 2          | 11         | 6          | 4          | 1          | 4                    | 8     | 6     | 6     |
| .....                                                       | 8.0%           | 9.6%   | 6.5%   | 9.1%       | 14.1%      | 5.5%       | 7.4%       | 2.8%       | 9.1%                 | 6.8%  | 10.0% | 7.6%  |
| 2330 HRS.....                                               | 11             | 6      | 5      | 1          | 7          | 3          | 0          | 0          | 0                    | 3     | 3     | 5     |
| .....                                                       | 3.7%           | 4.1%   | 3.2%   | 4.5%       | 9.0%       | 2.7%       | .0%        | .0%        | .0%                  | 2.6%  | 5.0%  | 6.3%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 161            | 84     | 77     | 6          | 41         | 64         | 28         | 22         | 26                   | 64    | 26    | 45    |
| .....                                                       | 53.7%          | 57.5%  | 50.0%  | 27.3%      | 52.6%      | 58.2%      | 51.9%      | 61.1%      | 59.1%                | 54.7% | 43.3% | 57.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 3-4 OTHER ITALIAN STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 44                   | 117 | 60  | 79  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-4 OTHER ITALIAN STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0930 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | 2.3%                 | .0% | .0% | .0%  |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| NOON.....     | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1230 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1300 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-4 OTHER ITALIAN STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.3% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 2              | 2      | 0          | 2          | 0          | 0          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | 9.1%       | .0%        | .0%        | .0%        | .0%        | .0%                  | 1.7% | .0%  | .0%  |
| 1730 HRS..... | 2              | 2      | 0          | 2          | 0          | 0          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | 9.1%       | .0%        | .0%        | .0%        | .0%        | .0%                  | 1.7% | .0%  | .0%  |
| 1800 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1830 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1900 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1930 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.3% |
| 2000 HRS..... | 4              | 1      | 3          | 0          | 1          | 2          | 0          | 1          | 0                    | 2    | 1    | 1    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | 1.8%       | .0%        | 2.8%       | .0%                  | 1.7% | 1.7% | 1.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

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TABLE 3-4 OTHER ITALIAN STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 13             | 6      | 7          | 1          | 4          | 6          | 1          | 1          | 1                    | 5     | 3     | 4     |
| .....                                                          | 4.3%           | 4.1%   | 4.5%       | 4.5%       | 5.1%       | 5.5%       | 1.9%       | 2.8%       | 2.3%                 | 4.3%  | 5.0%  | 5.1%  |
| 2100 HRS.....                                                  | 11             | 6      | 5          | 0          | 3          | 5          | 1          | 2          | 1                    | 5     | 1     | 4     |
| .....                                                          | 3.7%           | 4.1%   | 3.2%       | .0%        | 3.8%       | 4.5%       | 1.9%       | 5.6%       | 2.3%                 | 4.3%  | 1.7%  | 5.1%  |
| 2130 HRS.....                                                  | 5              | 0      | 5          | 0          | 1          | 3          | 1          | 0          | 0                    | 2     | 1     | 2     |
| .....                                                          | 1.7%           | .0%    | 3.2%       | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | .0%                  | 1.7%  | 1.7%  | 2.5%  |
| 2200 HRS.....                                                  | 5              | 0      | 5          | 0          | 2          | 2          | 1          | 0          | 0                    | 2     | 1     | 2     |
| .....                                                          | 1.7%           | .0%    | 3.2%       | .0%        | 2.6%       | 1.8%       | 1.9%       | .0%        | .0%                  | 1.7%  | 1.7%  | 2.5%  |
| 2230 HRS.....                                                  | 4              | 1      | 3          | 0          | 2          | 1          | 1          | 0          | 0                    | 2     | 1     | 1     |
| .....                                                          | 1.3%           | .7%    | 1.9%       | .0%        | 2.6%       | .9%        | 1.9%       | .0%        | .0%                  | 1.7%  | 1.7%  | 1.3%  |
| 2300 HRS.....                                                  | 4              | 1      | 3          | 0          | 2          | 1          | 1          | 0          | 0                    | 2     | 1     | 1     |
| .....                                                          | 1.3%           | .7%    | 1.9%       | .0%        | 2.6%       | .9%        | 1.9%       | .0%        | .0%                  | 1.7%  | 1.7%  | 1.3%  |
| 2330 HRS.....                                                  | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                          | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 279            | 134    | 145        | 19         | 71         | 102        | 53         | 34         | 42                   | 109   | 56    | 72    |
| .....                                                          | 93.0%          | 91.8%  | 94.2%      | 86.4%      | 91.0%      | 92.7%      | 98.1%      | 94.4%      | 95.5%                | 93.2% | 93.3% | 91.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

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TABLE 3-5: SATELLITE STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 44                   | 117 | 60  | 79  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-5: SATELLITE STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|------|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| NOON.....     | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1230 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 1300 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 0   | 1    | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0% | 1.7% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-5: SATELLITE STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1400 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1430 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1700 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.7% | .0%  |
| 1800 HRS..... | 3              | 2      | 1          | 0          | 1          | 0          | 1          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .0%        | 1.9%       | 2.8%       | .0%                  | .9%  | 1.7% | 1.3% |
| 1830 HRS..... | 4              | 2      | 2          | 0          | 1          | 1          | 1          | 1          | 0                    | 1    | 1    | 2    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | .9%  | 1.7% | 2.5% |
| 1900 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 1          | 1          | 0                    | 0    | 1    | 2    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | 2.8%       | .0%                  | .0%  | 1.7% | 2.5% |
| 1930 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 1          | 1          | 0                    | 0    | 1    | 2    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | 2.8%       | .0%                  | .0%  | 1.7% | 2.5% |
| 2000 HRS..... | 3              | 1      | 2          | 0          | 1          | 0          | 2          | 0          | 0                    | 3    | 0    | 0    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | 1.3%       | .0%        | 3.7%       | .0%        | .0%                  | 2.6% | .0%  | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 3-5: SATELLITE STATIONS AUDIENCE: WEDNESDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 4              | 2      | 2      | 0          | 2          | 0          | 2          | 0          | 0                    | 4     | 0     | 0     |
| .....                                                      | 1.3%           | 1.4%   | 1.3%   | .0%        | 2.6%       | .0%        | 3.7%       | .0%        | .0%                  | 3.4%  | .0%   | .0%   |
| 2100 HRS.....                                              | 5              | 2      | 3      | 0          | 2          | 1          | 1          | 1          | 0                    | 4     | 0     | 1     |
| .....                                                      | 1.7%           | 1.4%   | 1.9%   | .0%        | 2.6%       | .9%        | 1.9%       | 2.8%       | .0%                  | 3.4%  | .0%   | 1.3%  |
| 2130 HRS.....                                              | 4              | 2      | 2      | 0          | 1          | 1          | 1          | 1          | 0                    | 3     | 0     | 1     |
| .....                                                      | 1.3%           | 1.4%   | 1.3%   | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | 2.6%  | .0%   | 1.3%  |
| 2200 HRS.....                                              | 4              | 2      | 2      | 0          | 1          | 1          | 1          | 1          | 0                    | 3     | 0     | 1     |
| .....                                                      | 1.3%           | 1.4%   | 1.3%   | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | 2.6%  | .0%   | 1.3%  |
| 2230 HRS.....                                              | 3              | 2      | 1      | 0          | 1          | 0          | 1          | 1          | 0                    | 2     | 0     | 1     |
| .....                                                      | 1.0%           | 1.4%   | .6%    | .0%        | 1.3%       | .0%        | 1.9%       | 2.8%       | .0%                  | 1.7%  | .0%   | 1.3%  |
| 2300 HRS.....                                              | 2              | 2      | 0      | 0          | 1          | 0          | 1          | 0          | 0                    | 2     | 0     | 0     |
| .....                                                      | .7%            | 1.4%   | .0%    | .0%        | 1.3%       | .0%        | 1.9%       | .0%        | .0%                  | 1.7%  | .0%   | .0%   |
| 2330 HRS.....                                              | 1              | 1      | 0      | 0          | 1          | 0          | 0          | 0          | 0                    | 1     | 0     | 0     |
| .....                                                      | .3%            | .7%    | .0%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%   | .0%   | .0%   |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 291            | 142    | 149    | 22         | 75         | 108        | 51         | 35         | 44                   | 111   | 59    | 77    |
| .....                                                      | 97.0%          | 97.3%  | 96.8%  | 100%       | 96.2%      | 98.2%      | 94.4%      | 97.2%      | 100%                 | 94.9% | 98.3% | 97.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY VIEWERSHIP OF SATELLITE STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-1: TVM AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 38                   | 113 | 68  | 81  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-1: TVM AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-1: TVM AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 0          | 1          | 0                    | 1     | 1     | 0     |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .9%   | 1.5%  | .0%   |
| 1400 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 0          | 1          | 0                    | 1     | 1     | 0     |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .9%   | 1.5%  | .0%   |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1500 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 1                    | 0     | 0     | 0     |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.6%                 | .0%   | .0%   | .0%   |
| 1530 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 1                    | 0     | 0     | 0     |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.6%                 | .0%   | .0%   | .0%   |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1630 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | 1.8%  | .0%   | .0%   |
| 1700 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 2     | 0     | 0     |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | 1.8%  | .0%   | .0%   |
| 1730 HRS..... | 4              | 0      | 4          | 0          | 0          | 2          | 1          | 1          | 1                    | 2     | 1     | 0     |
| .....         | 1.3%           | .0%    | 2.6%       | .0%        | .0%        | 1.8%       | 1.9%       | 2.8%       | 2.6%                 | 1.8%  | 1.5%  | .0%   |
| 1800 HRS..... | 12             | 3      | 9          | 0          | 2          | 8          | 1          | 1          | 1                    | 4     | 1     | 6     |
| .....         | 4.0%           | 2.1%   | 5.8%       | .0%        | 2.6%       | 7.3%       | 1.9%       | 2.8%       | 2.6%                 | 3.5%  | 1.5%  | 7.4%  |
| 1830 HRS..... | 8              | 2      | 6          | 0          | 3          | 5          | 0          | 0          | 1                    | 3     | 0     | 4     |
| .....         | 2.7%           | 1.4%   | 3.9%       | .0%        | 3.8%       | 4.5%       | .0%        | .0%        | 2.6%                 | 2.7%  | .0%   | 4.9%  |
| 1900 HRS..... | 12             | 2      | 10         | 1          | 2          | 8          | 0          | 1          | 1                    | 7     | 0     | 4     |
| .....         | 4.0%           | 1.4%   | 6.5%       | 4.5%       | 2.6%       | 7.3%       | .0%        | 2.8%       | 2.6%                 | 6.2%  | .0%   | 4.9%  |
| 1930 HRS..... | 18             | 6      | 12         | 1          | 5          | 10         | 1          | 1          | 1                    | 10    | 2     | 5     |
| .....         | 6.0%           | 4.1%   | 7.8%       | 4.5%       | 6.4%       | 9.1%       | 1.9%       | 2.8%       | 2.6%                 | 8.8%  | 2.9%  | 6.2%  |
| 2000 HRS..... | 160            | 78     | 82         | 6          | 32         | 63         | 33         | 26         | 21                   | 49    | 43    | 47    |
| .....         | 53.3%          | 53.4%  | 53.2%      | 27.3%      | 41.0%      | 57.3%      | 61.1%      | 72.2%      | 55.3%                | 43.4% | 63.2% | 58.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-1: TVM AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 114            | 54     | 60     | 5          | 25         | 41         | 24         | 19         | 18                   | 37    | 28    | 31    |
| .....                              | 38.0%          | 37.0%  | 39.0%  | 22.7%      | 32.1%      | 37.3%      | 44.4%      | 52.8%      | 47.4%                | 32.7% | 41.2% | 38.3% |
| 2100 HRS.....                      | 43             | 20     | 23     | 1          | 10         | 16         | 9          | 7          | 4                    | 14    | 12    | 13    |
| .....                              | 14.3%          | 13.7%  | 14.9%  | 4.5%       | 12.8%      | 14.5%      | 16.7%      | 19.4%      | 10.5%                | 12.4% | 17.6% | 16.0% |
| 2130 HRS.....                      | 34             | 15     | 19     | 0          | 8          | 15         | 7          | 4          | 4                    | 12    | 9     | 9     |
| .....                              | 11.3%          | 10.3%  | 12.3%  | .0%        | 10.3%      | 13.6%      | 13.0%      | 11.1%      | 10.5%                | 10.6% | 13.2% | 11.1% |
| 2200 HRS.....                      | 18             | 10     | 8      | 0          | 5          | 9          | 3          | 1          | 3                    | 6     | 5     | 4     |
| .....                              | 6.0%           | 6.8%   | 5.2%   | .0%        | 6.4%       | 8.2%       | 5.6%       | 2.8%       | 7.9%                 | 5.3%  | 7.4%  | 4.9%  |
| 2230 HRS.....                      | 15             | 9      | 6      | 0          | 5          | 7          | 2          | 1          | 3                    | 5     | 5     | 2     |
| .....                              | 5.0%           | 6.2%   | 3.9%   | .0%        | 6.4%       | 6.4%       | 3.7%       | 2.8%       | 7.9%                 | 4.4%  | 7.4%  | 2.5%  |
| 2300 HRS.....                      | 10             | 7      | 3      | 0          | 4          | 4          | 2          | 0          | 2                    | 3     | 4     | 1     |
| .....                              | 3.3%           | 4.8%   | 1.9%   | .0%        | 5.1%       | 3.6%       | 3.7%       | .0%        | 5.3%                 | 2.7%  | 5.9%  | 1.2%  |
| 2330 HRS.....                      | 3              | 3      | 0      | 0          | 1          | 1          | 1          | 0          | 2                    | 1     | 0     | 0     |
| .....                              | 1.0%           | 2.1%   | .0%    | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 5.3%                 | .9%   | .0%   | .0%   |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 124            | 63     | 61     | 16         | 40         | 40         | 18         | 10         | 16                   | 56    | 23    | 29    |
| .....                              | 41.3%          | 43.2%  | 39.6%  | 72.7%      | 51.3%      | 36.4%      | 33.3%      | 27.8%      | 42.1%                | 49.6% | 33.8% | 35.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-2: RAI AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECONOMIC GROUP

|                  | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154    | 22         | 78         | 110        | 54         | 36         | 38                   | 113 | 68  | 81  |
| MIDNIGHT.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-2: RAI AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.6%                 | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-2: RAI AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.2% |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1530 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1800 HRS..... | 4              | 1      | 3          | 0          | 1          | 0          | 3          | 0          | 1                    | 1    | 2    | 0    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | .0%        | 5.6%       | .0%        | 2.6%                 | .9%  | 2.9% | .0%  |
| 1830 HRS..... | 5              | 1      | 4          | 0          | 2          | 0          | 3          | 0          | 1                    | 2    | 2    | 0    |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 2.6%       | .0%        | 5.6%       | .0%        | 2.6%                 | 1.8% | 2.9% | .0%  |
| 1900 HRS..... | 7              | 5      | 2          | 0          | 1          | 2          | 4          | 0          | 1                    | 3    | 3    | 0    |
| .....         | 2.3%           | 3.4%   | 1.3%       | .0%        | 1.3%       | 1.8%       | 7.4%       | .0%        | 2.6%                 | 2.7% | 4.4% | .0%  |
| 1930 HRS..... | 8              | 5      | 3          | 0          | 1          | 2          | 5          | 0          | 1                    | 4    | 3    | 0    |
| .....         | 2.7%           | 3.4%   | 1.9%       | .0%        | 1.3%       | 1.8%       | 9.3%       | .0%        | 2.6%                 | 3.5% | 4.4% | .0%  |
| 2000 HRS..... | 10             | 6      | 4          | 0          | 2          | 6          | 0          | 2          | 3                    | 5    | 2    | 0    |
| .....         | 3.3%           | 4.1%   | 2.6%       | .0%        | 2.6%       | 5.5%       | .0%        | 5.6%       | 7.9%                 | 4.4% | 2.9% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF RAI STATIONS

(continued)

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TABLE 4-2: RAI AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 19             | 11     | 8          | 0          | 5          | 9          | 3          | 2          | 2                    | 8     | 4     | 5     |
| .....                                             | 6.3%           | 7.5%   | 5.2%       | .0%        | 6.4%       | 8.2%       | 5.6%       | 5.6%       | 5.3%                 | 7.1%  | 5.9%  | 6.2%  |
| 2100 HRS.....                                     | 24             | 15     | 9          | 1          | 7          | 9          | 5          | 2          | 6                    | 8     | 5     | 5     |
| .....                                             | 8.0%           | 10.3%  | 5.8%       | 4.5%       | 9.0%       | 8.2%       | 9.3%       | 5.6%       | 15.8%                | 7.1%  | 7.4%  | 6.2%  |
| 2130 HRS.....                                     | 25             | 14     | 11         | 1          | 7          | 8          | 6          | 3          | 7                    | 8     | 4     | 6     |
| .....                                             | 8.3%           | 9.6%   | 7.1%       | 4.5%       | 9.0%       | 7.3%       | 11.1%      | 8.3%       | 18.4%                | 7.1%  | 5.9%  | 7.4%  |
| 2200 HRS.....                                     | 24             | 16     | 8          | 1          | 6          | 8          | 6          | 3          | 7                    | 7     | 3     | 7     |
| .....                                             | 8.0%           | 11.0%  | 5.2%       | 4.5%       | 7.7%       | 7.3%       | 11.1%      | 8.3%       | 18.4%                | 6.2%  | 4.4%  | 8.6%  |
| 2230 HRS.....                                     | 11             | 7      | 4          | 0          | 3          | 6          | 2          | 0          | 4                    | 4     | 1     | 2     |
| .....                                             | 3.7%           | 4.8%   | 2.6%       | .0%        | 3.8%       | 5.5%       | 3.7%       | .0%        | 10.5%                | 3.5%  | 1.5%  | 2.5%  |
| 2300 HRS.....                                     | 4              | 2      | 2          | 0          | 2          | 1          | 1          | 0          | 2                    | 1     | 1     | 0     |
| .....                                             | 1.3%           | 1.4%   | 1.3%       | .0%        | 2.6%       | .9%        | 1.9%       | .0%        | 5.3%                 | .9%   | 1.5%  | .0%   |
| 2330 HRS.....                                     | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1     | 0     | 0     |
| .....                                             | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.6%                 | .9%   | .0%   | .0%   |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 258            | 122    | 136        | 21         | 65         | 96         | 44         | 32         | 28                   | 97    | 61    | 72    |
| .....                                             | 86.0%          | 83.6%  | 88.3%      | 95.5%      | 83.3%      | 87.3%      | 81.5%      | 88.9%      | 73.7%                | 85.8% | 89.7% | 88.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF RAI STATIONS

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TABLE 4-3: BERLUSCONI STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 38                   | 113 | 68   | 81   |
| MIDNIGHT.....    | 3              | 3      | 0          | 0          | 2          | 1          | 0          | 0          | 0                    | 0   | 1    | 2    |
| .....            | 1.0%           | 2.1%   | .0%        | .0%        | 2.6%       | .9%        | .0%        | .0%        | .0%                  | .0% | 1.5% | 2.5% |
| 0030 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.2% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0500 HRS.....    | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 0    |
| .....            | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | .0%  |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 4-3: BERLUSCONI STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 1130 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0% |
| NOON.....     | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0% |
| 1230 HRS..... | 4              | 1      | 3          | 0          | 1          | 2          | 1          | 0          | 1                    | 2    | 1    | 0   |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.6%                 | 1.8% | 1.5% | .0% |
| 1300 HRS..... | 5              | 1      | 4          | 0          | 2          | 2          | 1          | 0          | 1                    | 3    | 1    | 0   |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 2.6%       | 1.8%       | 1.9%       | .0%        | 2.6%                 | 2.7% | 1.5% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF BERLUSCONI STATIONS

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TABLE 4-3: BERLUSCONI STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |       |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-------|-------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE    |
| 1330 HRS..... | 6              | 1      | 5      | 0          | 2          | 3          | 1          | 0          | 1                    | 4    | 1     | 0     |
| .....         | 2.0%           | .7%    | 3.2%   | .0%        | 2.6%       | 2.7%       | 1.9%       | .0%        | 2.6%                 | 3.5% | 1.5%  | .0%   |
| 1400 HRS..... | 10             | 2      | 8      | 0          | 2          | 4          | 3          | 1          | 2                    | 5    | 2     | 1     |
| .....         | 3.3%           | 1.4%   | 5.2%   | .0%        | 2.6%       | 3.6%       | 5.6%       | 2.8%       | 5.3%                 | 4.4% | 2.9%  | 1.2%  |
| 1430 HRS..... | 12             | 2      | 10     | 0          | 2          | 5          | 4          | 1          | 2                    | 6    | 2     | 2     |
| .....         | 4.0%           | 1.4%   | 6.5%   | .0%        | 2.6%       | 4.5%       | 7.4%       | 2.8%       | 5.3%                 | 5.3% | 2.9%  | 2.5%  |
| 1500 HRS..... | 10             | 1      | 9      | 0          | 1          | 4          | 4          | 1          | 2                    | 6    | 1     | 1     |
| .....         | 3.3%           | .7%    | 5.8%   | .0%        | 1.3%       | 3.6%       | 7.4%       | 2.8%       | 5.3%                 | 5.3% | 1.5%  | 1.2%  |
| 1530 HRS..... | 10             | 1      | 9      | 0          | 2          | 4          | 3          | 1          | 2                    | 6    | 1     | 1     |
| .....         | 3.3%           | .7%    | 5.8%   | .0%        | 2.6%       | 3.6%       | 5.6%       | 2.8%       | 5.3%                 | 5.3% | 1.5%  | 1.2%  |
| 1600 HRS..... | 12             | 4      | 8      | 2          | 3          | 2          | 4          | 1          | 2                    | 6    | 2     | 2     |
| .....         | 4.0%           | 2.7%   | 5.2%   | 9.1%       | 3.8%       | 1.8%       | 7.4%       | 2.8%       | 5.3%                 | 5.3% | 2.9%  | 2.5%  |
| 1630 HRS..... | 12             | 3      | 9      | 3          | 3          | 1          | 3          | 2          | 1                    | 6    | 3     | 2     |
| .....         | 4.0%           | 2.1%   | 5.8%   | 13.6%      | 3.8%       | .9%        | 5.6%       | 5.6%       | 2.6%                 | 5.3% | 4.4%  | 2.5%  |
| 1700 HRS..... | 10             | 2      | 8      | 2          | 3          | 1          | 2          | 2          | 1                    | 3    | 3     | 3     |
| .....         | 3.3%           | 1.4%   | 5.2%   | 9.1%       | 3.8%       | .9%        | 3.7%       | 5.6%       | 2.6%                 | 2.7% | 4.4%  | 3.7%  |
| 1730 HRS..... | 12             | 3      | 9      | 2          | 3          | 1          | 5          | 1          | 2                    | 2    | 3     | 5     |
| .....         | 4.0%           | 2.1%   | 5.8%   | 9.1%       | 3.8%       | .9%        | 9.3%       | 2.8%       | 5.3%                 | 1.8% | 4.4%  | 6.2%  |
| 1800 HRS..... | 25             | 5      | 20     | 4          | 2          | 6          | 9          | 4          | 3                    | 7    | 7     | 8     |
| .....         | 8.3%           | 3.4%   | 13.0%  | 18.2%      | 2.6%       | 5.5%       | 16.7%      | 11.1%      | 7.9%                 | 6.2% | 10.3% | 9.9%  |
| 1830 HRS..... | 28             | 9      | 19     | 4          | 4          | 6          | 10         | 4          | 3                    | 8    | 10    | 7     |
| .....         | 9.3%           | 6.2%   | 12.3%  | 18.2%      | 5.1%       | 5.5%       | 18.5%      | 11.1%      | 7.9%                 | 7.1% | 14.7% | 8.6%  |
| 1900 HRS..... | 39             | 17     | 22     | 4          | 6          | 12         | 12         | 5          | 6                    | 10   | 11    | 12    |
| .....         | 13.0%          | 11.6%  | 14.3%  | 18.2%      | 7.7%       | 10.9%      | 22.2%      | 13.9%      | 15.8%                | 8.8% | 16.2% | 14.8% |
| 1930 HRS..... | 34             | 17     | 17     | 2          | 5          | 11         | 11         | 5          | 6                    | 8    | 9     | 11    |
| .....         | 11.3%          | 11.6%  | 11.0%  | 9.1%       | 6.4%       | 10.0%      | 20.4%      | 13.9%      | 15.8%                | 7.1% | 13.2% | 13.6% |
| 2000 HRS..... | 32             | 14     | 18     | 5          | 10         | 11         | 5          | 1          | 4                    | 10   | 7     | 11    |
| .....         | 10.7%          | 9.6%   | 11.7%  | 22.7%      | 12.8%      | 10.0%      | 9.3%       | 2.8%       | 10.5%                | 8.8% | 10.3% | 13.6% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF BERLUSCONI STATIONS

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TABLE 4-3: BERLUSCONI STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 66             | 31     | 35     | 8          | 19         | 25         | 10         | 4          | 7                    | 26    | 16    | 17    |
| .....                                                       | 22.0%          | 21.2%  | 22.7%  | 36.4%      | 24.4%      | 22.7%      | 18.5%      | 11.1%      | 18.4%                | 23.0% | 23.5% | 21.0% |
| 2100 HRS.....                                               | 100            | 51     | 49     | 12         | 30         | 34         | 16         | 8          | 13                   | 41    | 21    | 25    |
| .....                                                       | 33.3%          | 34.9%  | 31.8%  | 54.5%      | 38.5%      | 30.9%      | 29.6%      | 22.2%      | 34.2%                | 36.3% | 30.9% | 30.9% |
| 2130 HRS.....                                               | 98             | 53     | 45     | 10         | 29         | 37         | 15         | 7          | 12                   | 42    | 23    | 21    |
| .....                                                       | 32.7%          | 36.3%  | 29.2%  | 45.5%      | 37.2%      | 33.6%      | 27.8%      | 19.4%      | 31.6%                | 37.2% | 33.8% | 25.9% |
| 2200 HRS.....                                               | 84             | 48     | 36     | 9          | 26         | 32         | 11         | 6          | 11                   | 36    | 19    | 18    |
| .....                                                       | 28.0%          | 32.9%  | 23.4%  | 40.9%      | 33.3%      | 29.1%      | 20.4%      | 16.7%      | 28.9%                | 31.9% | 27.9% | 22.2% |
| 2230 HRS.....                                               | 53             | 34     | 19     | 8          | 16         | 20         | 6          | 3          | 8                    | 20    | 11    | 14    |
| .....                                                       | 17.7%          | 23.3%  | 12.3%  | 36.4%      | 20.5%      | 18.2%      | 11.1%      | 8.3%       | 21.1%                | 17.7% | 16.2% | 17.3% |
| 2300 HRS.....                                               | 33             | 20     | 13     | 5          | 11         | 11         | 5          | 1          | 7                    | 13    | 5     | 8     |
| .....                                                       | 11.0%          | 13.7%  | 8.4%   | 22.7%      | 14.1%      | 10.0%      | 9.3%       | 2.8%       | 18.4%                | 11.5% | 7.4%  | 9.9%  |
| 2330 HRS.....                                               | 15             | 9      | 6      | 2          | 7          | 4          | 2          | 0          | 2                    | 5     | 3     | 5     |
| .....                                                       | 5.0%           | 6.2%   | 3.9%   | 9.1%       | 9.0%       | 3.6%       | 3.7%       | .0%        | 5.3%                 | 4.4%  | 4.4%  | 6.2%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 142            | 72     | 70     | 5          | 38         | 57         | 22         | 20         | 18                   | 53    | 33    | 38    |
| .....                                                       | 47.3%          | 49.3%  | 45.5%  | 22.7%      | 48.7%      | 51.8%      | 40.7%      | 55.6%      | 47.4%                | 46.9% | 48.5% | 46.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF BERLUSCONI STATIONS

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TABLE 4-4 OTHER ITALIAN STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 38                   | 113 | 68  | 81  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

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TABLE 4-4 OTHER ITALIAN STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1100 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.2% |
| 1130 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.2% |
| NOON.....     | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.2% |
| 1230 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.2% |
| 1300 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

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TABLE 4-4 OTHER ITALIAN STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1400 HRS..... | 2              | 0      | 2          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.2% |
| 1430 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1500 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1530 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.2% |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | 1.8% | .0%  | .0%  |
| 1730 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | 1.8% | .0%  | .0%  |
| 1800 HRS..... | 5              | 2      | 3          | 2          | 0          | 3          | 0          | 0          | 0                    | 5    | 0    | 0    |
| .....         | 1.7%           | 1.4%   | 1.9%       | 9.1%       | .0%        | 2.7%       | .0%        | .0%        | .0%                  | 4.4% | .0%  | .0%  |
| 1830 HRS..... | 5              | 2      | 3          | 2          | 0          | 3          | 0          | 0          | 0                    | 4    | 0    | 1    |
| .....         | 1.7%           | 1.4%   | 1.9%       | 9.1%       | .0%        | 2.7%       | .0%        | .0%        | .0%                  | 3.5% | .0%  | 1.2% |
| 1900 HRS..... | 6              | 2      | 4          | 1          | 1          | 4          | 0          | 0          | 0                    | 4    | 0    | 2    |
| .....         | 2.0%           | 1.4%   | 2.6%       | 4.5%       | 1.3%       | 3.6%       | .0%        | .0%        | .0%                  | 3.5% | .0%  | 2.5% |
| 1930 HRS..... | 7              | 3      | 4          | 1          | 2          | 4          | 0          | 0          | 0                    | 4    | 1    | 2    |
| .....         | 2.3%           | 2.1%   | 2.6%       | 4.5%       | 2.6%       | 3.6%       | .0%        | .0%        | .0%                  | 3.5% | 1.5% | 2.5% |
| 2000 HRS..... | 8              | 5      | 3          | 1          | 3          | 3          | 0          | 1          | 0                    | 5    | 2    | 1    |
| .....         | 2.7%           | 3.4%   | 1.9%       | 4.5%       | 3.8%       | 2.7%       | .0%        | 2.8%       | .0%                  | 4.4% | 2.9% | 1.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

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TABLE 4-4 OTHER ITALIAN STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 16             | 10     | 6      | 2          | 5          | 7          | 0          | 2          | 1                    | 8     | 4     | 3     |
| .....                                                          | 5.3%           | 6.8%   | 3.9%   | 9.1%       | 6.4%       | 6.4%       | .0%        | 5.6%       | 2.6%                 | 7.1%  | 5.9%  | 3.7%  |
| 2100 HRS.....                                                  | 16             | 10     | 6      | 3          | 4          | 6          | 0          | 3          | 1                    | 8     | 5     | 2     |
| .....                                                          | 5.3%           | 6.8%   | 3.9%   | 13.6%      | 5.1%       | 5.5%       | .0%        | 8.3%       | 2.6%                 | 7.1%  | 7.4%  | 2.5%  |
| 2130 HRS.....                                                  | 10             | 4      | 6      | 3          | 2          | 4          | 0          | 1          | 1                    | 6     | 3     | 0     |
| .....                                                          | 3.3%           | 2.7%   | 3.9%   | 13.6%      | 2.6%       | 3.6%       | .0%        | 2.8%       | 2.6%                 | 5.3%  | 4.4%  | .0%   |
| 2200 HRS.....                                                  | 8              | 3      | 5      | 1          | 2          | 3          | 1          | 1          | 0                    | 5     | 3     | 0     |
| .....                                                          | 2.7%           | 2.1%   | 3.2%   | 4.5%       | 2.6%       | 2.7%       | 1.9%       | 2.8%       | .0%                  | 4.4%  | 4.4%  | .0%   |
| 2230 HRS.....                                                  | 8              | 5      | 3      | 0          | 4          | 2          | 1          | 1          | 0                    | 6     | 2     | 0     |
| .....                                                          | 2.7%           | 3.4%   | 1.9%   | .0%        | 5.1%       | 1.8%       | 1.9%       | 2.8%       | .0%                  | 5.3%  | 2.9%  | .0%   |
| 2300 HRS.....                                                  | 6              | 3      | 3      | 0          | 4          | 0          | 1          | 1          | 0                    | 5     | 1     | 0     |
| .....                                                          | 2.0%           | 2.1%   | 1.9%   | .0%        | 5.1%       | .0%        | 1.9%       | 2.8%       | .0%                  | 4.4%  | 1.5%  | .0%   |
| 2330 HRS.....                                                  | 4              | 2      | 2      | 0          | 2          | 0          | 1          | 1          | 0                    | 4     | 0     | 0     |
| .....                                                          | 1.3%           | 1.4%   | 1.3%   | .0%        | 2.6%       | .0%        | 1.9%       | 2.8%       | .0%                  | 3.5%  | .0%   | .0%   |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 270            | 130    | 140    | 17         | 69         | 98         | 53         | 33         | 37                   | 94    | 63    | 76    |
| .....                                                          | 90.0%          | 89.0%  | 90.9%  | 77.3%      | 88.5%      | 89.1%      | 98.1%      | 91.7%      | 97.4%                | 83.2% | 92.6% | 93.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

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TABLE 4-5: SATELLITE STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 38                   | 113 | 68  | 81  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-5: SATELLITE STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-5: SATELLITE STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1400 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1430 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1500 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1530 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1600 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1630 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1700 HRS..... | 1              | 1      | 0      | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1730 HRS..... | 1              | 1      | 0      | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1800 HRS..... | 2              | 1      | 1      | 0          | 1          | 0          | 0          | 1          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | .0%  | 1.2% |
| 1830 HRS..... | 3              | 2      | 1      | 0          | 2          | 0          | 0          | 1          | 0                    | 1    | 0    | 2    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 2.6%       | .0%        | .0%        | 2.8%       | .0%                  | .9%  | .0%  | 2.5% |
| 1900 HRS..... | 4              | 3      | 1      | 0          | 2          | 1          | 0          | 1          | 0                    | 1    | 1    | 2    |
| .....         | 1.3%           | 2.1%   | .6%    | .0%        | 2.6%       | .9%        | .0%        | 2.8%       | .0%                  | .9%  | 1.5% | 2.5% |
| 1930 HRS..... | 3              | 2      | 1      | 0          | 1          | 1          | 0          | 1          | 0                    | 1    | 1    | 1    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 1.3%       | .9%        | .0%        | 2.8%       | .0%                  | .9%  | 1.5% | 1.2% |
| 2000 HRS..... | 4              | 4      | 0      | 0          | 2          | 1          | 1          | 0          | 0                    | 2    | 1    | 1    |
| .....         | 1.3%           | 2.7%   | .0%    | .0%        | 2.6%       | .9%        | 1.9%       | .0%        | .0%                  | 1.8% | 1.5% | 1.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 4-5: SATELLITE STATIONS AUDIENCE: THURSDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 4              | 3      | 1          | 0          | 1          | 1          | 2          | 0          | 0                    | 2     | 2     | 0     |
| .....                                                      | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | .9%        | 3.7%       | .0%        | .0%                  | 1.8%  | 2.9%  | .0%   |
| 2100 HRS.....                                              | 7              | 4      | 3          | 0          | 1          | 3          | 2          | 1          | 0                    | 3     | 2     | 2     |
| .....                                                      | 2.3%           | 2.7%   | 1.9%       | .0%        | 1.3%       | 2.7%       | 3.7%       | 2.8%       | .0%                  | 2.7%  | 2.9%  | 2.5%  |
| 2130 HRS.....                                              | 8              | 5      | 3          | 0          | 1          | 4          | 2          | 1          | 0                    | 3     | 3     | 2     |
| .....                                                      | 2.7%           | 3.4%   | 1.9%       | .0%        | 1.3%       | 3.6%       | 3.7%       | 2.8%       | .0%                  | 2.7%  | 4.4%  | 2.5%  |
| 2200 HRS.....                                              | 7              | 4      | 3          | 0          | 0          | 4          | 2          | 1          | 0                    | 2     | 3     | 2     |
| .....                                                      | 2.3%           | 2.7%   | 1.9%       | .0%        | .0%        | 3.6%       | 3.7%       | 2.8%       | .0%                  | 1.8%  | 4.4%  | 2.5%  |
| 2230 HRS.....                                              | 8              | 5      | 3          | 0          | 0          | 5          | 2          | 1          | 0                    | 2     | 3     | 3     |
| .....                                                      | 2.7%           | 3.4%   | 1.9%       | .0%        | .0%        | 4.5%       | 3.7%       | 2.8%       | .0%                  | 1.8%  | 4.4%  | 3.7%  |
| 2300 HRS.....                                              | 5              | 5      | 0          | 0          | 1          | 3          | 1          | 0          | 0                    | 2     | 1     | 2     |
| .....                                                      | 1.7%           | 3.4%   | .0%        | .0%        | 1.3%       | 2.7%       | 1.9%       | .0%        | .0%                  | 1.8%  | 1.5%  | 2.5%  |
| 2330 HRS.....                                              | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 0                    | 1     | 0     | 1     |
| .....                                                      | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .9%   | .0%   | 1.2%  |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 289            | 138    | 151        | 22         | 75         | 105        | 52         | 35         | 38                   | 109   | 65    | 77    |
| .....                                                      | 96.3%          | 94.5%  | 98.1%      | 100%       | 96.2%      | 95.5%      | 96.3%      | 97.2%      | 100%                 | 96.5% | 95.6% | 95.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY VIEWERSHIP OF SATELLITE STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-1: TVM AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 34                   | 105 | 72  | 89  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-1: TVM AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0700 HRS..... | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0800 HRS..... | 2              | 0      | 2      | 0          | 2          | 0          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 2.6%       | .0%        | .0%        | .0%        | .0%                  | 1.0% | .0%  | 1.1% |
| 0830 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 0900 HRS..... | 2              | 0      | 2      | 0          | 1          | 1          | 0          | 0          | 0                    | 0    | 0    | 2    |
| .....         | .7%            | .0%    | 1.3%   | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 2.2% |
| 0930 HRS..... | 3              | 0      | 3      | 0          | 1          | 2          | 0          | 0          | 1                    | 0    | 0    | 2    |
| .....         | 1.0%           | .0%    | 1.9%   | .0%        | 1.3%       | 1.8%       | .0%        | .0%        | 2.9%                 | .0%  | .0%  | 2.2% |
| 1000 HRS..... | 5              | 1      | 4      | 0          | 1          | 2          | 2          | 0          | 1                    | 1    | 0    | 3    |
| .....         | 1.7%           | .7%    | 2.6%   | .0%        | 1.3%       | 1.8%       | 3.7%       | .0%        | 2.9%                 | 1.0% | .0%  | 3.4% |
| 1030 HRS..... | 4              | 1      | 3      | 0          | 0          | 2          | 2          | 0          | 1                    | 1    | 0    | 2    |
| .....         | 1.3%           | .7%    | 1.9%   | .0%        | .0%        | 1.8%       | 3.7%       | .0%        | 2.9%                 | 1.0% | .0%  | 2.2% |
| 1100 HRS..... | 2              | 1      | 1      | 0          | 0          | 0          | 2          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | .0%        | .0%        | .0%        | 3.7%       | .0%        | .0%                  | 1.0% | .0%  | 1.1% |
| 1130 HRS..... | 2              | 1      | 1      | 0          | 1          | 0          | 1          | 0          | 1                    | 0    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .0%        | 1.9%       | .0%        | 2.9%                 | .0%  | .0%  | 1.1% |
| NOON.....     | 3              | 1      | 2      | 0          | 2          | 1          | 0          | 0          | 1                    | 0    | 0    | 2    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | 2.6%       | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | 2.2% |
| 1230 HRS..... | 3              | 1      | 2      | 0          | 2          | 1          | 0          | 0          | 1                    | 0    | 0    | 2    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | 2.6%       | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | 2.2% |
| 1300 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 0          | 1          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%  | 1.4% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-1: TVM AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 0     | 1     | 0     |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0%   | 1.4%  | .0%   |
| 1800 HRS..... | 20             | 6      | 14         | 0          | 1          | 10         | 4          | 5          | 1                    | 6     | 6     | 7     |
| .....         | 6.7%           | 4.1%   | 9.1%       | .0%        | 1.3%       | 9.1%       | 7.4%       | 13.9%      | 2.9%                 | 5.7%  | 8.3%  | 7.9%  |
| 1830 HRS..... | 16             | 7      | 9          | 0          | 2          | 7          | 3          | 4          | 0                    | 7     | 5     | 4     |
| .....         | 5.3%           | 4.8%   | 5.8%       | .0%        | 2.6%       | 6.4%       | 5.6%       | 11.1%      | .0%                  | 6.7%  | 6.9%  | 4.5%  |
| 1900 HRS..... | 24             | 7      | 17         | 0          | 1          | 10         | 5          | 8          | 2                    | 8     | 6     | 8     |
| .....         | 8.0%           | 4.8%   | 11.0%      | .0%        | 1.3%       | 9.1%       | 9.3%       | 22.2%      | 5.9%                 | 7.6%  | 8.3%  | 9.0%  |
| 1930 HRS..... | 27             | 7      | 20         | 1          | 1          | 10         | 8          | 7          | 2                    | 10    | 6     | 9     |
| .....         | 9.0%           | 4.8%   | 13.0%      | 4.5%       | 1.3%       | 9.1%       | 14.8%      | 19.4%      | 5.9%                 | 9.5%  | 8.3%  | 10.1% |
| 2000 HRS..... | 152            | 75     | 77         | 5          | 33         | 57         | 33         | 24         | 21                   | 51    | 38    | 42    |
| .....         | 50.7%          | 51.4%  | 50.0%      | 22.7%      | 42.3%      | 51.8%      | 61.1%      | 66.7%      | 61.8%                | 48.6% | 52.8% | 47.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-1: TVM AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 104            | 50     | 54     | 3          | 21         | 45         | 20         | 15         | 7                    | 39    | 29    | 29    |
| .....                              | 34.7%          | 34.2%  | 35.1%  | 13.6%      | 26.9%      | 40.9%      | 37.0%      | 41.7%      | 20.6%                | 37.1% | 40.3% | 32.6% |
| 2100 HRS.....                      | 39             | 21     | 18     | 1          | 10         | 14         | 9          | 5          | 4                    | 12    | 10    | 13    |
| .....                              | 13.0%          | 14.4%  | 11.7%  | 4.5%       | 12.8%      | 12.7%      | 16.7%      | 13.9%      | 11.8%                | 11.4% | 13.9% | 14.6% |
| 2130 HRS.....                      | 24             | 12     | 12     | 1          | 8          | 8          | 3          | 4          | 3                    | 6     | 7     | 8     |
| .....                              | 8.0%           | 8.2%   | 7.8%   | 4.5%       | 10.3%      | 7.3%       | 5.6%       | 11.1%      | 8.8%                 | 5.7%  | 9.7%  | 9.0%  |
| 2200 HRS.....                      | 20             | 10     | 10     | 1          | 7          | 7          | 2          | 3          | 3                    | 6     | 4     | 7     |
| .....                              | 6.7%           | 6.8%   | 6.5%   | 4.5%       | 9.0%       | 6.4%       | 3.7%       | 8.3%       | 8.8%                 | 5.7%  | 5.6%  | 7.9%  |
| 2230 HRS.....                      | 15             | 9      | 6      | 0          | 5          | 8          | 1          | 1          | 2                    | 3     | 4     | 6     |
| .....                              | 5.0%           | 6.2%   | 3.9%   | .0%        | 6.4%       | 7.3%       | 1.9%       | 2.8%       | 5.9%                 | 2.9%  | 5.6%  | 6.7%  |
| 2300 HRS.....                      | 10             | 7      | 3      | 0          | 3          | 5          | 1          | 1          | 0                    | 2     | 4     | 4     |
| .....                              | 3.3%           | 4.8%   | 1.9%   | .0%        | 3.8%       | 4.5%       | 1.9%       | 2.8%       | .0%                  | 1.9%  | 5.6%  | 4.5%  |
| 2330 HRS.....                      | 1              | 1      | 0      | 0          | 1          | 0          | 0          | 0          | 0                    | 0     | 0     | 1     |
| .....                              | .3%            | .7%    | .0%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | 1.1%  |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 126            | 59     | 67     | 17         | 41         | 39         | 17         | 12         | 12                   | 46    | 30    | 38    |
| .....                              | 42.0%          | 40.4%  | 43.5%  | 77.3%      | 52.6%      | 35.5%      | 31.5%      | 33.3%      | 35.3%                | 43.8% | 41.7% | 42.7% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-2: RAI AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | A8                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154    | 22         | 78         | 110        | 54         | 36         | 34                   | 105 | 72  | 89  |
| MIDNIGHT.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-2: RAI AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.9%                 | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-2: RAI AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1700 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1800 HRS..... | 3              | 2      | 1          | 0          | 1          | 0          | 2          | 0          | 1                    | 0    | 2    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .0%        | 3.7%       | .0%        | 2.9%                 | .0%  | 2.8% | .0%  |
| 1830 HRS..... | 7              | 4      | 3          | 0          | 3          | 1          | 3          | 0          | 1                    | 2    | 3    | 1    |
| .....         | 2.3%           | 2.7%   | 1.9%       | .0%        | 3.8%       | .9%        | 5.6%       | .0%        | 2.9%                 | 1.9% | 4.2% | 1.1% |
| 1900 HRS..... | 10             | 8      | 2          | 0          | 3          | 3          | 4          | 0          | 2                    | 2    | 3    | 3    |
| .....         | 3.3%           | 5.5%   | 1.3%       | .0%        | 3.8%       | 2.7%       | 7.4%       | .0%        | 5.9%                 | 1.9% | 4.2% | 3.4% |
| 1930 HRS..... | 10             | 8      | 2          | 0          | 2          | 5          | 2          | 1          | 0                    | 4    | 3    | 3    |
| .....         | 3.3%           | 5.5%   | 1.3%       | .0%        | 2.6%       | 4.5%       | 3.7%       | 2.8%       | .0%                  | 3.8% | 4.2% | 3.4% |
| 2000 HRS..... | 11             | 8      | 3          | 0          | 3          | 5          | 0          | 3          | 1                    | 4    | 1    | 5    |
| .....         | 3.7%           | 5.5%   | 1.9%       | .0%        | 3.8%       | 4.5%       | .0%        | 8.3%       | 2.9%                 | 3.8% | 1.4% | 5.6% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-2: RAI AUDIENCE: FRIDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 16             | 10     | 6      | 2          | 5          | 6          | 1          | 2          | 3                    | 5     | 3     | 5     |
| .....                                             | 5.3%           | 6.8%   | 3.9%   | 9.1%       | 6.4%       | 5.5%       | 1.9%       | 5.6%       | 8.8%                 | 4.8%  | 4.2%  | 5.6%  |
| 2100 HRS.....                                     | 24             | 13     | 11     | 3          | 7          | 6          | 5          | 3          | 4                    | 11    | 4     | 5     |
| .....                                             | 8.0%           | 8.9%   | 7.1%   | 13.6%      | 9.0%       | 5.5%       | 9.3%       | 8.3%       | 11.8%                | 10.5% | 5.6%  | 5.6%  |
| 2130 HRS.....                                     | 24             | 15     | 9      | 3          | 6          | 7          | 5          | 3          | 3                    | 11    | 4     | 6     |
| .....                                             | 8.0%           | 10.3%  | 5.8%   | 13.6%      | 7.7%       | 6.4%       | 9.3%       | 8.3%       | 8.8%                 | 10.5% | 5.6%  | 6.7%  |
| 2200 HRS.....                                     | 21             | 13     | 8      | 3          | 5          | 5          | 5          | 3          | 4                    | 10    | 3     | 4     |
| .....                                             | 7.0%           | 8.9%   | 5.2%   | 13.6%      | 6.4%       | 4.5%       | 9.3%       | 8.3%       | 11.8%                | 9.5%  | 4.2%  | 4.5%  |
| 2230 HRS.....                                     | 13             | 6      | 7      | 1          | 3          | 2          | 5          | 2          | 3                    | 7     | 1     | 2     |
| .....                                             | 4.3%           | 4.1%   | 4.5%   | 4.5%       | 3.8%       | 1.8%       | 9.3%       | 5.6%       | 8.8%                 | 6.7%  | 1.4%  | 2.2%  |
| 2300 HRS.....                                     | 5              | 2      | 3      | 0          | 1          | 1          | 2          | 1          | 1                    | 3     | 0     | 1     |
| .....                                             | 1.7%           | 1.4%   | 1.9%   | .0%        | 1.3%       | .9%        | 3.7%       | 2.8%       | 2.9%                 | 2.9%  | .0%   | 1.1%  |
| 2330 HRS.....                                     | 2              | 0      | 2      | 0          | 1          | 0          | 1          | 0          | 1                    | 1     | 0     | 0     |
| .....                                             | .7%            | .0%    | 1.3%   | .0%        | 1.3%       | .0%        | 1.9%       | .0%        | 2.9%                 | 1.0%  | .0%   | .0%   |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 257            | 120    | 137    | 19         | 65         | 98         | 44         | 31         | 27                   | 86    | 65    | 79    |
| .....                                             | 85.7%          | 82.2%  | 89.0%  | 86.4%      | 83.3%      | 89.1%      | 81.5%      | 86.1%      | 79.4%                | 81.9% | 90.3% | 88.8% |

PERCENTAGES = COLUMN PERCENTAGES

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TABLE 5-3: BERLUSCONI STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 34                   | 105 | 72  | 89  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.9%                 | .0% | .0% | .0% |
| 0130 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.9%                 | .0% | .0% | .0% |
| 0200 HRS.....    | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.9%                 | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-3: BERLUSCONI STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0930 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | .0%  |
| 1000 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | .0%  |
| 1030 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | .0%  |
| 1100 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 0    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | 1.1% |
| 1130 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| NOON.....     | 4              | 2      | 2          | 0          | 0          | 2          | 2          | 0          | 0                    | 2    | 0    | 2    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | .0%        | 1.8%       | 3.7%       | .0%        | .0%                  | 1.9% | .0%  | 2.2% |
| 1230 HRS..... | 6              | 2      | 4          | 0          | 1          | 3          | 2          | 0          | 0                    | 3    | 1    | 2    |
| .....         | 2.0%           | 1.4%   | 2.6%       | .0%        | 1.3%       | 2.7%       | 3.7%       | .0%        | .0%                  | 2.9% | 1.4% | 2.2% |
| 1300 HRS..... | 9              | 2      | 7          | 0          | 2          | 3          | 3          | 1          | 0                    | 4    | 1    | 4    |
| .....         | 3.0%           | 1.4%   | 4.5%       | .0%        | 2.6%       | 2.7%       | 5.6%       | 2.8%       | .0%                  | 3.8% | 1.4% | 4.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-3: BERLUSCONI STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 48             | 25     | 23     | 6          | 18         | 13         | 7          | 4          | 6                    | 16    | 16    | 10    |
| .....                                                       | 16.0%          | 17.1%  | 14.9%  | 27.3%      | 23.1%      | 11.8%      | 13.0%      | 11.1%      | 17.6%                | 15.2% | 22.2% | 11.2% |
| 2100 HRS.....                                               | 77             | 38     | 39     | 8          | 25         | 26         | 14         | 4          | 7                    | 28    | 25    | 17    |
| .....                                                       | 25.7%          | 26.0%  | 25.3%  | 36.4%      | 32.1%      | 23.6%      | 25.9%      | 11.1%      | 20.6%                | 26.7% | 34.7% | 19.1% |
| 2130 HRS.....                                               | 81             | 41     | 40     | 7          | 25         | 29         | 15         | 5          | 8                    | 30    | 27    | 16    |
| .....                                                       | 27.0%          | 28.1%  | 26.0%  | 31.8%      | 32.1%      | 26.4%      | 27.8%      | 13.9%      | 23.5%                | 28.6% | 37.5% | 18.0% |
| 2200 HRS.....                                               | 72             | 36     | 36     | 6          | 24         | 25         | 14         | 3          | 8                    | 27    | 22    | 15    |
| .....                                                       | 24.0%          | 24.7%  | 23.4%  | 27.3%      | 30.8%      | 22.7%      | 25.9%      | 8.3%       | 23.5%                | 25.7% | 30.6% | 16.9% |
| 2230 HRS.....                                               | 45             | 22     | 23     | 3          | 13         | 18         | 8          | 3          | 6                    | 16    | 16    | 7     |
| .....                                                       | 15.0%          | 15.1%  | 14.9%  | 13.6%      | 16.7%      | 16.4%      | 14.8%      | 8.3%       | 17.6%                | 15.2% | 22.2% | 7.9%  |
| 2300 HRS.....                                               | 21             | 11     | 10     | 1          | 9          | 8          | 2          | 1          | 5                    | 7     | 6     | 3     |
| .....                                                       | 7.0%           | 7.5%   | 6.5%   | 4.5%       | 11.5%      | 7.3%       | 3.7%       | 2.8%       | 14.7%                | 6.7%  | 8.3%  | 3.4%  |
| 2330 HRS.....                                               | 12             | 7      | 5      | 1          | 4          | 6          | 1          | 0          | 3                    | 4     | 3     | 2     |
| .....                                                       | 4.0%           | 4.8%   | 3.2%   | 4.5%       | 5.1%       | 5.5%       | 1.9%       | .0%        | 8.8%                 | 3.8%  | 4.2%  | 2.2%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 164            | 88     | 76     | 9          | 39         | 63         | 28         | 25         | 21                   | 50    | 36    | 57    |
| .....                                                       | 54.7%          | 60.3%  | 49.4%  | 40.9%      | 50.0%      | 57.3%      | 51.9%      | 69.4%      | 61.8%                | 47.6% | 50.0% | 64.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 5-4 OTHER ITALIAN STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 34                   | 105 | 72  | 89  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-4 OTHER ITALIAN STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | A8                   | C1   | C2   | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0700 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0    | 0   |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | .0% |
| 0730 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | 5.9%                 | .0%  | .0%  | .0% |
| 0800 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | 5.9%                 | .0%  | .0%  | .0% |
| 0830 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | 5.9%                 | .0%  | .0%  | .0% |
| 0900 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0    | 0   |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | 5.9%                 | .0%  | .0%  | .0% |
| 0930 HRS..... | 2              | 1      | 1      | 0          | 0          | 2          | 0          | 0          | 1                    | 1    | 0    | 0   |
| .....         | .7%            | .7%    | .6%    | .0%        | .0%        | 1.8%       | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | .0% |
| 1000 HRS..... | 3              | 1      | 2      | 0          | 0          | 2          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.0% | 1.4% | .0% |
| 1030 HRS..... | 3              | 1      | 2      | 0          | 0          | 2          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.0% | 1.4% | .0% |
| 1100 HRS..... | 3              | 1      | 2      | 0          | 0          | 2          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.0% | 1.4% | .0% |
| 1130 HRS..... | 3              | 1      | 2      | 0          | 0          | 2          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.0% | 1.4% | .0% |
| NOON.....     | 2              | 0      | 2      | 0          | 0          | 1          | 1          | 0          | 1                    | 0    | 1    | 0   |
| .....         | .7%            | .0%    | 1.3%   | .0%        | .0%        | .9%        | 1.9%       | .0%        | 2.9%                 | .0%  | 1.4% | .0% |
| 1230 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0   |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0% |
| 1300 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0   |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

TABLE 5-4 OTHER ITALIAN STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1400 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1430 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1500 HRS..... | 1              | 0      | 1      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.4% | .0%  |
| 1530 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 1              | 0      | 1      | 1          | 0          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | 1.0% | .0%  | .0%  |
| 1630 HRS..... | 2              | 1      | 1      | 1          | 0          | 1          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | .7%    | .6%    | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | 1.9% | .0%  | .0%  |
| 1700 HRS..... | 3              | 1      | 2      | 1          | 0          | 2          | 0          | 0          | 0                    | 3    | 0    | 0    |
| .....         | 1.0%           | .7%    | 1.3%   | 4.5%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 2.9% | .0%  | .0%  |
| 1730 HRS..... | 2              | 0      | 2      | 1          | 0          | 1          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | .0%    | 1.3%   | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | 1.9% | .0%  | .0%  |
| 1800 HRS..... | 6              | 3      | 3      | 3          | 1          | 2          | 0          | 0          | 1                    | 4    | 1    | 0    |
| .....         | 2.0%           | 2.1%   | 1.9%   | 13.6%      | 1.3%       | 1.8%       | .0%        | .0%        | 2.9%                 | 3.8% | 1.4% | .0%  |
| 1830 HRS..... | 7              | 3      | 4      | 3          | 1          | 2          | 1          | 0          | 1                    | 3    | 1    | 2    |
| .....         | 2.3%           | 2.1%   | 2.6%   | 13.6%      | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.9%                 | 2.9% | 1.4% | 2.2% |
| 1900 HRS..... | 6              | 2      | 4      | 2          | 1          | 2          | 1          | 0          | 1                    | 2    | 1    | 2    |
| .....         | 2.0%           | 1.4%   | 2.6%   | 9.1%       | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.9% | 1.4% | 2.2% |
| 1930 HRS..... | 6              | 2      | 4      | 2          | 1          | 2          | 1          | 0          | 1                    | 2    | 1    | 2    |
| .....         | 2.0%           | 1.4%   | 2.6%   | 9.1%       | 1.3%       | 1.8%       | 1.9%       | .0%        | 2.9%                 | 1.9% | 1.4% | 2.2% |
| 2000 HRS..... | 4              | 2      | 2      | 0          | 1          | 3          | 0          | 0          | 1                    | 1    | 1    | 1    |
| .....         | 1.3%           | 1.4%   | 1.3%   | .0%        | 1.3%       | 2.7%       | .0%        | .0%        | 2.9%                 | 1.0% | 1.4% | 1.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-4 OTHER ITALIAN STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 10             | 6      | 4          | 1          | 1          | 5          | 2          | 1          | 1                    | 3     | 2     | 4     |
| .....                                                          | 3.3%           | 4.1%   | 2.6%       | 4.5%       | 1.3%       | 4.5%       | 3.7%       | 2.8%       | 2.9%                 | 2.9%  | 2.8%  | 4.5%  |
| 2100 HRS.....                                                  | 12             | 7      | 5          | 1          | 2          | 5          | 3          | 1          | 1                    | 2     | 4     | 5     |
| .....                                                          | 4.0%           | 4.8%   | 3.2%       | 4.5%       | 2.6%       | 4.5%       | 5.6%       | 2.8%       | 2.9%                 | 1.9%  | 5.6%  | 5.6%  |
| 2130 HRS.....                                                  | 9              | 5      | 4          | 1          | 2          | 2          | 3          | 1          | 1                    | 2     | 4     | 2     |
| .....                                                          | 3.0%           | 3.4%   | 2.6%       | 4.5%       | 2.6%       | 1.8%       | 5.6%       | 2.8%       | 2.9%                 | 1.9%  | 5.6%  | 2.2%  |
| 2200 HRS.....                                                  | 8              | 3      | 5          | 1          | 1          | 3          | 3          | 0          | 0                    | 3     | 3     | 2     |
| .....                                                          | 2.7%           | 2.1%   | 3.2%       | 4.5%       | 1.3%       | 2.7%       | 5.6%       | .0%        | .0%                  | 2.9%  | 4.2%  | 2.2%  |
| 2230 HRS.....                                                  | 4              | 1      | 3          | 0          | 1          | 2          | 1          | 0          | 0                    | 2     | 1     | 1     |
| .....                                                          | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | 1.8%       | 1.9%       | .0%        | .0%                  | 1.9%  | 1.4%  | 1.1%  |
| 2300 HRS.....                                                  | 2              | 1      | 1          | 0          | 0          | 2          | 0          | 0          | 0                    | 0     | 1     | 1     |
| .....                                                          | .7%            | .7%    | .6%        | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .0%   | 1.4%  | 1.1%  |
| 2330 HRS.....                                                  | 2              | 2      | 0          | 0          | 0          | 2          | 0          | 0          | 0                    | 0     | 1     | 1     |
| .....                                                          | .7%            | 1.4%   | .0%        | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .0%   | 1.4%  | 1.1%  |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 272            | 133    | 139        | 18         | 73         | 98         | 49         | 34         | 30                   | 95    | 67    | 80    |
| .....                                                          | 90.7%          | 91.1%  | 90.3%      | 81.8%      | 93.6%      | 89.1%      | 90.7%      | 94.4%      | 88.2%                | 90.5% | 93.1% | 89.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

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TABLE 5-5: SATELLITE STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 34                   | 105 | 72  | 89  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-5: SATELLITE STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1100 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0% | .0% |
| 1130 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0% | .0% |
| NOON.....     | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0% | .0% |
| 1230 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0% | .0% |
| 1300 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-5: SATELLITE STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0%  | .0%  |
| 1400 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0%  | .0%  |
| 1430 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | 1.0% | .0%  | .0%  |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | .0%  |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | 2.9%                 | .0%  | .0%  | .0%  |
| 1700 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | .0%  |
| 1730 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | .0%  |
| 1800 HRS..... | 4              | 3      | 1          | 0          | 3          | 1          | 0          | 0          | 1                    | 2    | 0    | 1    |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 3.8%       | .9%        | .0%        | .0%        | 2.9%                 | 1.9% | .0%  | 1.1% |
| 1830 HRS..... | 3              | 3      | 0          | 0          | 2          | 1          | 0          | 0          | 1                    | 1    | 0    | 1    |
| .....         | 1.0%           | 2.1%   | .0%        | .0%        | 2.6%       | .9%        | .0%        | .0%        | 2.9%                 | 1.0% | .0%  | 1.1% |
| 1900 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | 1.0% | 1.4% | .0%  |
| 1930 HRS..... | 3              | 2      | 1          | 0          | 1          | 2          | 0          | 0          | 0                    | 2    | 1    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | 1.8%       | .0%        | .0%        | .0%                  | 1.9% | 1.4% | .0%  |
| 2000 HRS..... | 5              | 3      | 2          | 0          | 2          | 3          | 0          | 0          | 0                    | 3    | 1    | 1    |
| .....         | 1.7%           | 2.1%   | 1.3%       | .0%        | 2.6%       | 2.7%       | .0%        | .0%        | .0%                  | 2.9% | 1.4% | 1.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 5-5: SATELLITE STATIONS AUDIENCE: FRIDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 7              | 4      | 3          | 0          | 3          | 4          | 0          | 0          | 0                    | 4     | 0     | 3     |
| .....                                                      | 2.3%           | 2.7%   | 1.9%       | .0%        | 3.8%       | 3.6%       | .0%        | .0%        | .0%                  | 3.8%  | .0%   | 3.4%  |
| 2100 HRS.....                                              | 7              | 4      | 3          | 0          | 2          | 5          | 0          | 0          | 1                    | 4     | 0     | 2     |
| .....                                                      | 2.3%           | 2.7%   | 1.9%       | .0%        | 2.6%       | 4.5%       | .0%        | .0%        | 2.9%                 | 3.8%  | .0%   | 2.2%  |
| 2130 HRS.....                                              | 7              | 5      | 2          | 0          | 2          | 5          | 0          | 0          | 1                    | 4     | 1     | 1     |
| .....                                                      | 2.3%           | 3.4%   | 1.3%       | .0%        | 2.6%       | 4.5%       | .0%        | .0%        | 2.9%                 | 3.8%  | 1.4%  | 1.1%  |
| 2200 HRS.....                                              | 5              | 4      | 1          | 0          | 0          | 5          | 0          | 0          | 1                    | 2     | 1     | 1     |
| .....                                                      | 1.7%           | 2.7%   | .6%        | .0%        | .0%        | 4.5%       | .0%        | .0%        | 2.9%                 | 1.9%  | 1.4%  | 1.1%  |
| 2230 HRS.....                                              | 4              | 4      | 0          | 0          | 0          | 4          | 0          | 0          | 1                    | 1     | 1     | 1     |
| .....                                                      | 1.3%           | 2.7%   | .0%        | .0%        | .0%        | 3.6%       | .0%        | .0%        | 2.9%                 | 1.0%  | 1.4%  | 1.1%  |
| 2300 HRS.....                                              | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                      | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 2330 HRS.....                                              | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                      | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 290            | 139    | 151        | 22         | 75         | 104        | 53         | 36         | 33                   | 100   | 71    | 86    |
| .....                                                      | 96.7%          | 95.2%  | 98.1%      | 100%       | 96.2%      | 94.5%      | 98.1%      | 100%       | 97.1%                | 95.2% | 98.6% | 96.6% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY VIEWERSHIP OF SATELLITE STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 6-1: TVM AUDIENCE: SATURDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 31                   | 110 | 67  | 92  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |
| 0600 HRS.....    | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0   |
| .....            | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF TVM

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 6-1: TVM AUDIENCE: SATURDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 0800 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 1          | 1          | 0                    | 2    | 0    | 1    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | 2.8%       | .0%                  | 1.8% | .0%  | 1.1% |
| 0830 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .9%  | .0%  | 1.1% |
| 0900 HRS..... | 2              | 1      | 1          | 0          | 0          | 2          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.1% |
| 0930 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 1000 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 0                    | 0    | 0    | 2    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 2.2% |
| 1030 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 0                    | 0    | 0    | 2    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 2.2% |
| 1100 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 1130 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| NOON.....     | 2              | 0      | 2          | 0          | 0          | 2          | 0          | 0          | 0                    | 0    | 0    | 2    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .0%  | .0%  | 2.2% |
| 1230 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.1% |
| 1300 HRS..... | 3              | 0      | 3          | 1          | 0          | 1          | 1          | 0          | 0                    | 0    | 1    | 2    |
| .....         | 1.0%           | .0%    | 1.9%       | 4.5%       | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | 2.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF TVM

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 6-1: TVM AUDIENCE: SATURDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 4              | 0      | 4          | 1          | 0          | 2          | 1          | 0          | 0                    | 1     | 1     | 2     |
| .....         | 1.3%           | .0%    | 2.6%       | 4.5%       | .0%        | 1.8%       | 1.9%       | .0%        | .0%                  | .9%   | 1.5%  | 2.2%  |
| 1400 HRS..... | 5              | 0      | 5          | 1          | 1          | 3          | 0          | 0          | 0                    | 2     | 1     | 2     |
| .....         | 1.7%           | .0%    | 3.2%       | 4.5%       | 1.3%       | 2.7%       | .0%        | .0%        | .0%                  | 1.8%  | 1.5%  | 2.2%  |
| 1430 HRS..... | 7              | 2      | 5          | 1          | 1          | 3          | 0          | 2          | 0                    | 4     | 2     | 1     |
| .....         | 2.3%           | 1.4%   | 3.2%       | 4.5%       | 1.3%       | 2.7%       | .0%        | 5.6%       | .0%                  | 3.6%  | 3.0%  | 1.1%  |
| 1500 HRS..... | 7              | 2      | 5          | 1          | 1          | 3          | 0          | 2          | 0                    | 4     | 2     | 1     |
| .....         | 2.3%           | 1.4%   | 3.2%       | 4.5%       | 1.3%       | 2.7%       | .0%        | 5.6%       | .0%                  | 3.6%  | 3.0%  | 1.1%  |
| 1530 HRS..... | 6              | 1      | 5          | 1          | 1          | 3          | 0          | 1          | 0                    | 4     | 1     | 1     |
| .....         | 2.0%           | .7%    | 3.2%       | 4.5%       | 1.3%       | 2.7%       | .0%        | 2.8%       | .0%                  | 3.6%  | 1.5%  | 1.1%  |
| 1600 HRS..... | 6              | 0      | 6          | 0          | 1          | 3          | 1          | 1          | 0                    | 4     | 0     | 2     |
| .....         | 2.0%           | .0%    | 3.9%       | .0%        | 1.3%       | 2.7%       | 1.9%       | 2.8%       | .0%                  | 3.6%  | .0%   | 2.2%  |
| 1630 HRS..... | 5              | 0      | 5          | 0          | 0          | 3          | 1          | 1          | 0                    | 3     | 0     | 2     |
| .....         | 1.7%           | .0%    | 3.2%       | .0%        | .0%        | 2.7%       | 1.9%       | 2.8%       | .0%                  | 2.7%  | .0%   | 2.2%  |
| 1700 HRS..... | 4              | 0      | 4          | 0          | 0          | 1          | 2          | 1          | 1                    | 1     | 0     | 2     |
| .....         | 1.3%           | .0%    | 2.6%       | .0%        | .0%        | .9%        | 3.7%       | 2.8%       | 3.2%                 | .9%   | .0%   | 2.2%  |
| 1730 HRS..... | 4              | 0      | 4          | 0          | 1          | 0          | 2          | 1          | 2                    | 1     | 0     | 1     |
| .....         | 1.3%           | .0%    | 2.6%       | .0%        | 1.3%       | .0%        | 3.7%       | 2.8%       | 6.5%                 | .9%   | .0%   | 1.1%  |
| 1800 HRS..... | 15             | 2      | 13         | 0          | 2          | 4          | 5          | 4          | 2                    | 6     | 4     | 3     |
| .....         | 5.0%           | 1.4%   | 8.4%       | .0%        | 2.6%       | 3.6%       | 9.3%       | 11.1%      | 6.5%                 | 5.5%  | 6.0%  | 3.3%  |
| 1830 HRS..... | 12             | 3      | 9          | 0          | 2          | 3          | 4          | 3          | 2                    | 4     | 3     | 3     |
| .....         | 4.0%           | 2.1%   | 5.8%       | .0%        | 2.6%       | 2.7%       | 7.4%       | 8.3%       | 6.5%                 | 3.6%  | 4.5%  | 3.3%  |
| 1900 HRS..... | 12             | 4      | 8          | 0          | 2          | 4          | 4          | 2          | 1                    | 5     | 1     | 5     |
| .....         | 4.0%           | 2.7%   | 5.2%       | .0%        | 2.6%       | 3.6%       | 7.4%       | 5.6%       | 3.2%                 | 4.5%  | 1.5%  | 5.4%  |
| 1930 HRS..... | 15             | 5      | 10         | 0          | 4          | 4          | 5          | 2          | 1                    | 7     | 2     | 5     |
| .....         | 5.0%           | 3.4%   | 6.5%       | .0%        | 5.1%       | 3.6%       | 9.3%       | 5.6%       | 3.2%                 | 6.4%  | 3.0%  | 5.4%  |
| 2000 HRS..... | 153            | 76     | 77         | 3          | 37         | 59         | 31         | 23         | 13                   | 52    | 39    | 49    |
| .....         | 51.0%          | 52.1%  | 50.0%      | 13.6%      | 47.4%      | 53.6%      | 57.4%      | 63.9%      | 41.9%                | 47.3% | 58.2% | 53.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-1: TVM AUDIENCE: SATURDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                      | 100            | 47     | 53     | 1          | 24         | 39         | 23         | 13         | 7                    | 38    | 26    | 29    |
| .....                              | 33.3%          | 32.2%  | 34.4%  | 4.5%       | 30.8%      | 35.5%      | 42.6%      | 36.1%      | 22.6%                | 34.5% | 38.8% | 31.5% |
| 2100 HRS.....                      | 40             | 17     | 23     | 1          | 6          | 15         | 10         | 8          | 1                    | 15    | 9     | 15    |
| .....                              | 13.3%          | 11.6%  | 14.9%  | 4.5%       | 7.7%       | 13.6%      | 18.5%      | 22.2%      | 3.2%                 | 13.6% | 13.4% | 16.3% |
| 2130 HRS.....                      | 30             | 14     | 16     | 1          | 4          | 12         | 6          | 7          | 0                    | 12    | 9     | 9     |
| .....                              | 10.0%          | 9.6%   | 10.4%  | 4.5%       | 5.1%       | 10.9%      | 11.1%      | 19.4%      | .0%                  | 10.9% | 13.4% | 9.8%  |
| 2200 HRS.....                      | 24             | 12     | 12     | 1          | 2          | 10         | 6          | 5          | 0                    | 8     | 8     | 8     |
| .....                              | 8.0%           | 8.2%   | 7.8%   | 4.5%       | 2.6%       | 9.1%       | 11.1%      | 13.9%      | .0%                  | 7.3%  | 11.9% | 8.7%  |
| 2230 HRS.....                      | 16             | 9      | 7      | 0          | 1          | 9          | 4          | 2          | 0                    | 5     | 5     | 6     |
| .....                              | 5.3%           | 6.2%   | 4.5%   | .0%        | 1.3%       | 8.2%       | 7.4%       | 5.6%       | .0%                  | 4.5%  | 7.5%  | 6.5%  |
| 2300 HRS.....                      | 10             | 5      | 5      | 0          | 2          | 6          | 2          | 0          | 0                    | 4     | 2     | 4     |
| .....                              | 3.3%           | 3.4%   | 3.2%   | .0%        | 2.6%       | 5.5%       | 3.7%       | .0%        | .0%                  | 3.6%  | 3.0%  | 4.3%  |
| 2330 HRS.....                      | 3              | 2      | 1      | 0          | 2          | 0          | 1          | 0          | 0                    | 2     | 0     | 1     |
| .....                              | 1.0%           | 1.4%   | .6%    | .0%        | 2.6%       | .0%        | 1.9%       | .0%        | .0%                  | 1.8%  | .0%   | 1.1%  |
| DID NOT WATCH TVM<br>ON THIS DAY.. | 126            | 62     | 64     | 18         | 36         | 44         | 20         | 8          | 16                   | 48    | 24    | 38    |
| .....                              | 42.0%          | 42.5%  | 41.6%  | 81.8%      | 46.2%      | 40.0%      | 37.0%      | 22.2%      | 51.6%                | 43.6% | 35.8% | 41.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF TVM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-2: RAI AUDIENCE: SATURDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0700 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.5% | .0%  |
| 0730 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | 1.5% | .0%  |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 1100 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.1% |
| 1130 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.1% |
| NOON.....     | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.1% |
| 1230 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 0    | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | 1.1% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-2: RAI AUDIENCE: SATURDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%  | 1.5% | .0%  |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 2              | 1      | 1          | 1          | 0          | 0          | 1          | 0          | 0                    | 0    | 2    | 0    |
| .....         | .7%            | .7%    | .6%        | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 3.0% | .0%  |
| 1530 HRS..... | 3              | 2      | 1          | 1          | 0          | 1          | 1          | 0          | 0                    | 0    | 2    | 1    |
| .....         | 1.0%           | 1.4%   | .6%        | 4.5%       | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .0%  | 3.0% | 1.1% |
| 1600 HRS..... | 4              | 3      | 1          | 1          | 0          | 2          | 1          | 0          | 0                    | 0    | 2    | 2    |
| .....         | 1.3%           | 2.1%   | .6%        | 4.5%       | .0%        | 1.8%       | 1.9%       | .0%        | .0%                  | .0%  | 3.0% | 2.2% |
| 1630 HRS..... | 4              | 3      | 1          | 1          | 0          | 2          | 1          | 0          | 0                    | 0    | 2    | 2    |
| .....         | 1.3%           | 2.1%   | .6%        | 4.5%       | .0%        | 1.8%       | 1.9%       | .0%        | .0%                  | .0%  | 3.0% | 2.2% |
| 1700 HRS..... | 3              | 3      | 0          | 1          | 0          | 1          | 0          | 1          | 0                    | 0    | 1    | 2    |
| .....         | 1.0%           | 2.1%   | .0%        | 4.5%       | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .0%  | 1.5% | 2.2% |
| 1730 HRS..... | 3              | 2      | 1          | 0          | 0          | 2          | 0          | 1          | 0                    | 0    | 0    | 3    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | .0%  | .0%  | 3.3% |
| 1800 HRS..... | 3              | 2      | 1          | 0          | 0          | 2          | 0          | 1          | 0                    | 0    | 0    | 3    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | .0%  | .0%  | 3.3% |
| 1830 HRS..... | 4              | 2      | 2          | 0          | 0          | 3          | 0          | 1          | 0                    | 1    | 0    | 3    |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | .0%        | 2.7%       | .0%        | 2.8%       | .0%                  | .9%  | .0%  | 3.3% |
| 1900 HRS..... | 8              | 6      | 2          | 0          | 0          | 5          | 1          | 2          | 1                    | 2    | 2    | 3    |
| .....         | 2.7%           | 4.1%   | 1.3%       | .0%        | .0%        | 4.5%       | 1.9%       | 5.6%       | 3.2%                 | 1.8% | 3.0% | 3.3% |
| 1930 HRS..... | 11             | 8      | 3          | 0          | 1          | 5          | 2          | 3          | 2                    | 4    | 2    | 3    |
| .....         | 3.7%           | 5.5%   | 1.9%       | .0%        | 1.3%       | 4.5%       | 3.7%       | 8.3%       | 6.5%                 | 3.6% | 3.0% | 3.3% |
| 2000 HRS..... | 7              | 5      | 2          | 0          | 2          | 3          | 0          | 2          | 0                    | 4    | 0    | 3    |
| .....         | 2.3%           | 3.4%   | 1.3%       | .0%        | 2.6%       | 2.7%       | .0%        | 5.6%       | .0%                  | 3.6% | .0%  | 3.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-2: RAI AUDIENCE: SATURDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 11             | 5      | 6          | 0          | 3          | 6          | 0          | 2          | 0                    | 3     | 4     | 4     |
| .....                                             | 3.7%           | 3.4%   | 3.9%       | .0%        | 3.8%       | 5.5%       | .0%        | 5.6%       | .0%                  | 2.7%  | 6.0%  | 4.3%  |
| 2100 HRS.....                                     | 23             | 13     | 10         | 0          | 7          | 10         | 4          | 2          | 2                    | 3     | 12    | 6     |
| .....                                             | 7.7%           | 8.9%   | 6.5%       | .0%        | 9.0%       | 9.1%       | 7.4%       | 5.6%       | 6.5%                 | 2.7%  | 17.9% | 6.5%  |
| 2130 HRS.....                                     | 21             | 11     | 10         | 0          | 6          | 9          | 4          | 2          | 2                    | 3     | 11    | 5     |
| .....                                             | 7.0%           | 7.5%   | 6.5%       | .0%        | 7.7%       | 8.2%       | 7.4%       | 5.6%       | 6.5%                 | 2.7%  | 16.4% | 5.4%  |
| 2200 HRS.....                                     | 20             | 11     | 9          | 0          | 5          | 9          | 4          | 2          | 1                    | 3     | 12    | 4     |
| .....                                             | 6.7%           | 7.5%   | 5.8%       | .0%        | 6.4%       | 8.2%       | 7.4%       | 5.6%       | 3.2%                 | 2.7%  | 17.9% | 4.3%  |
| 2230 HRS.....                                     | 12             | 7      | 5          | 0          | 3          | 6          | 3          | 0          | 1                    | 2     | 7     | 2     |
| .....                                             | 4.0%           | 4.8%   | 3.2%       | .0%        | 3.8%       | 5.5%       | 5.6%       | .0%        | 3.2%                 | 1.8%  | 10.4% | 2.2%  |
| 2300 HRS.....                                     | 7              | 4      | 3          | 0          | 1          | 3          | 3          | 0          | 1                    | 1     | 4     | 1     |
| .....                                             | 2.3%           | 2.7%   | 1.9%       | .0%        | 1.3%       | 2.7%       | 5.6%       | .0%        | 3.2%                 | .9%   | 6.0%  | 1.1%  |
| 2330 HRS.....                                     | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 0     | 1     | 0     |
| .....                                             | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .0%   | 1.5%  | .0%   |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 261            | 125    | 136        | 21         | 69         | 92         | 48         | 31         | 26                   | 102   | 50    | 83    |
| .....                                             | 87.0%          | 85.6%  | 88.3%      | 95.5%      | 88.5%      | 83.6%      | 88.9%      | 86.1%      | 83.9%                | 92.7% | 74.6% | 90.2% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF RAI STATIONS

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TABLE 6-3: BERLUSCONI STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 31                   | 110 | 67  | 92  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-3: BERLUSCONI STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE   |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0730 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0800 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0830 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| 0900 HRS..... | 1              | 0      | 1      | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.5% | .0%  |
| 0930 HRS..... | 1              | 0      | 1      | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 1    | 0    |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | 1.5% | .0%  |
| 1000 HRS..... | 2              | 0      | 2      | 1          | 0          | 1          | 0          | 0          | 0                    | 1   | 1    | 0    |
| .....         | .7%            | .0%    | 1.3%   | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | 1.5% | .0%  |
| 1030 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | .0%  |
| 1100 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 0    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | .0%  |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0%  |
| NOON.....     | 2              | 2      | 0      | 1          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 1    |
| .....         | .7%            | 1.4%   | .0%    | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | 1.1% |
| 1230 HRS..... | 2              | 2      | 0      | 1          | 0          | 1          | 0          | 0          | 0                    | 1   | 0    | 1    |
| .....         | .7%            | 1.4%   | .0%    | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | .9% | .0%  | 1.1% |
| 1300 HRS..... | 2              | 2      | 0      | 0          | 0          | 2          | 0          | 0          | 0                    | 1   | 0    | 1    |
| .....         | .7%            | 1.4%   | .0%    | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | .9% | .0%  | 1.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-3: BERLUSCONI STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 4              | 3      | 1          | 0          | 1          | 3          | 0          | 0          | 0                    | 2    | 0    | 2    |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | 2.7%       | .0%        | .0%        | .0%                  | 1.8% | .0%  | 2.2% |
| 1400 HRS..... | 11             | 3      | 8          | 1          | 3          | 5          | 2          | 0          | 0                    | 6    | 2    | 3    |
| .....         | 3.7%           | 2.1%   | 5.2%       | 4.5%       | 3.8%       | 4.5%       | 3.7%       | .0%        | .0%                  | 5.5% | 3.0% | 3.3% |
| 1430 HRS..... | 12             | 3      | 9          | 1          | 3          | 6          | 2          | 0          | 0                    | 6    | 3    | 3    |
| .....         | 4.0%           | 2.1%   | 5.8%       | 4.5%       | 3.8%       | 5.5%       | 3.7%       | .0%        | .0%                  | 5.5% | 4.5% | 3.3% |
| 1500 HRS..... | 11             | 2      | 9          | 1          | 3          | 5          | 2          | 0          | 0                    | 5    | 3    | 3    |
| .....         | 3.7%           | 1.4%   | 5.8%       | 4.5%       | 3.8%       | 4.5%       | 3.7%       | .0%        | .0%                  | 4.5% | 4.5% | 3.3% |
| 1530 HRS..... | 7              | 0      | 7          | 1          | 3          | 2          | 1          | 0          | 0                    | 4    | 3    | 0    |
| .....         | 2.3%           | .0%    | 4.5%       | 4.5%       | 3.8%       | 1.8%       | 1.9%       | .0%        | .0%                  | 3.6% | 4.5% | .0%  |
| 1600 HRS..... | 10             | 0      | 10         | 3          | 2          | 3          | 2          | 0          | 0                    | 6    | 4    | 0    |
| .....         | 3.3%           | .0%    | 6.5%       | 13.6%      | 2.6%       | 2.7%       | 3.7%       | .0%        | .0%                  | 5.5% | 6.0% | .0%  |
| 1630 HRS..... | 11             | 0      | 11         | 2          | 2          | 4          | 3          | 0          | 0                    | 5    | 5    | 1    |
| .....         | 3.7%           | .0%    | 7.1%       | 9.1%       | 2.6%       | 3.6%       | 5.6%       | .0%        | .0%                  | 4.5% | 7.5% | 1.1% |
| 1700 HRS..... | 10             | 1      | 9          | 2          | 1          | 4          | 3          | 0          | 0                    | 3    | 5    | 2    |
| .....         | 3.3%           | .7%    | 5.8%       | 9.1%       | 1.3%       | 3.6%       | 5.6%       | .0%        | .0%                  | 2.7% | 7.5% | 2.2% |
| 1730 HRS..... | 11             | 2      | 9          | 3          | 1          | 5          | 2          | 0          | 0                    | 3    | 6    | 2    |
| .....         | 3.7%           | 1.4%   | 5.8%       | 13.6%      | 1.3%       | 4.5%       | 3.7%       | .0%        | .0%                  | 2.7% | 9.0% | 2.2% |
| 1800 HRS..... | 17             | 5      | 12         | 5          | 1          | 7          | 3          | 1          | 1                    | 6    | 5    | 5    |
| .....         | 5.7%           | 3.4%   | 7.8%       | 22.7%      | 1.3%       | 6.4%       | 5.6%       | 2.8%       | 3.2%                 | 5.5% | 7.5% | 5.4% |
| 1830 HRS..... | 21             | 6      | 15         | 6          | 1          | 8          | 4          | 2          | 1                    | 9    | 5    | 6    |
| .....         | 7.0%           | 4.1%   | 9.7%       | 27.3%      | 1.3%       | 7.3%       | 7.4%       | 5.6%       | 3.2%                 | 8.2% | 7.5% | 6.5% |
| 1900 HRS..... | 24             | 9      | 15         | 4          | 1          | 10         | 6          | 3          | 1                    | 10   | 6    | 7    |
| .....         | 8.0%           | 6.2%   | 9.7%       | 18.2%      | 1.3%       | 9.1%       | 11.1%      | 8.3%       | 3.2%                 | 9.1% | 9.0% | 7.6% |
| 1930 HRS..... | 23             | 9      | 14         | 4          | 1          | 8          | 7          | 3          | 1                    | 10   | 5    | 7    |
| .....         | 7.7%           | 6.2%   | 9.1%       | 18.2%      | 1.3%       | 7.3%       | 13.0%      | 8.3%       | 3.2%                 | 9.1% | 7.5% | 7.6% |
| 2000 HRS..... | 18             | 6      | 12         | 2          | 6          | 5          | 4          | 1          | 1                    | 9    | 4    | 4    |
| .....         | 6.0%           | 4.1%   | 7.8%       | 9.1%       | 7.7%       | 4.5%       | 7.4%       | 2.8%       | 3.2%                 | 8.2% | 6.0% | 4.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-3: BERLUSCONI STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 42             | 17     | 25     | 3          | 15         | 11         | 6          | 7          | 3                    | 18    | 12    | 9     |
| .....                                                       | 14.0%          | 11.6%  | 16.2%  | 13.6%      | 19.2%      | 10.0%      | 11.1%      | 19.4%      | 9.7%                 | 16.4% | 17.9% | 9.8%  |
| 2100 HRS.....                                               | 67             | 27     | 40     | 4          | 20         | 25         | 11         | 7          | 4                    | 30    | 21    | 12    |
| .....                                                       | 22.3%          | 18.5%  | 26.0%  | 18.2%      | 25.6%      | 22.7%      | 20.4%      | 19.4%      | 12.9%                | 27.3% | 31.3% | 13.0% |
| 2130 HRS.....                                               | 68             | 32     | 36     | 5          | 21         | 25         | 9          | 8          | 5                    | 30    | 20    | 13    |
| .....                                                       | 22.7%          | 21.9%  | 23.4%  | 22.7%      | 26.9%      | 22.7%      | 16.7%      | 22.2%      | 16.1%                | 27.3% | 29.9% | 14.1% |
| 2200 HRS.....                                               | 61             | 30     | 31     | 4          | 16         | 22         | 11         | 8          | 6                    | 26    | 16    | 13    |
| .....                                                       | 20.3%          | 20.5%  | 20.1%  | 18.2%      | 20.5%      | 20.0%      | 20.4%      | 22.2%      | 19.4%                | 23.6% | 23.9% | 14.1% |
| 2230 HRS.....                                               | 46             | 23     | 23     | 2          | 14         | 17         | 7          | 6          | 4                    | 20    | 12    | 10    |
| .....                                                       | 15.3%          | 15.8%  | 14.9%  | 9.1%       | 17.9%      | 15.5%      | 13.0%      | 16.7%      | 12.9%                | 18.2% | 17.9% | 10.9% |
| 2300 HRS.....                                               | 23             | 10     | 13     | 1          | 7          | 11         | 2          | 2          | 4                    | 9     | 7     | 3     |
| .....                                                       | 7.7%           | 6.8%   | 8.4%   | 4.5%       | 9.0%       | 10.0%      | 3.7%       | 5.6%       | 12.9%                | 8.2%  | 10.4% | 3.3%  |
| 2330 HRS.....                                               | 11             | 5      | 6      | 0          | 5          | 4          | 2          | 0          | 1                    | 4     | 5     | 1     |
| .....                                                       | 3.7%           | 3.4%   | 3.9%   | .0%        | 6.4%       | 3.6%       | 3.7%       | .0%        | 3.2%                 | 3.6%  | 7.5%  | 1.1%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 186            | 102    | 84     | 11         | 49         | 70         | 33         | 23         | 23                   | 59    | 37    | 67    |
| .....                                                       | 62.0%          | 69.9%  | 54.5%  | 50.0%      | 62.8%      | 63.6%      | 61.1%      | 63.9%      | 74.2%                | 53.6% | 55.2% | 72.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 6-4 OTHER ITALIAN STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 31                   | 110 | 67  | 92  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-4 OTHER ITALIAN STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0% |
| 0900 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0% |
| 0930 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0   |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9%  | .0%  | .0% |
| 1000 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 3.2%                 | .9%  | 1.5% | .0% |
| 1030 HRS..... | 4              | 2      | 2          | 1          | 1          | 1          | 1          | 0          | 1                    | 2    | 1    | 0   |
| .....         | 1.3%           | 1.4%   | 1.3%       | 4.5%       | 1.3%       | .9%        | 1.9%       | .0%        | 3.2%                 | 1.8% | 1.5% | .0% |
| 1100 HRS..... | 4              | 2      | 2          | 1          | 1          | 1          | 1          | 0          | 1                    | 2    | 1    | 0   |
| .....         | 1.3%           | 1.4%   | 1.3%       | 4.5%       | 1.3%       | .9%        | 1.9%       | .0%        | 3.2%                 | 1.8% | 1.5% | .0% |
| 1130 HRS..... | 3              | 1      | 2          | 1          | 1          | 0          | 1          | 0          | 1                    | 1    | 1    | 0   |
| .....         | 1.0%           | .7%    | 1.3%       | 4.5%       | 1.3%       | .0%        | 1.9%       | .0%        | 3.2%                 | .9%  | 1.5% | .0% |
| NOON.....     | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0% |
| 1230 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-4 OTHER ITALIAN STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1400 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1430 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.5% | .0%  |
| 1500 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 1          | 0          | 1                    | 0    | 1    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .0%        | 1.9%       | .0%        | 3.2%                 | .0%  | 1.5% | .0%  |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | 3.2%                 | .0%  | .0%  | .0%  |
| 1600 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9%  | .0%  | .0%  |
| 1630 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9%  | .0%  | .0%  |
| 1700 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9%  | .0%  | .0%  |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .9%  | .0%  | .0%  |
| 1800 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | 1.8% | .0%  | .0%  |
| 1830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1900 HRS..... | 2              | 1      | 1          | 0          | 2          | 0          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 2.6%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.1% |
| 1930 HRS..... | 2              | 1      | 1          | 0          | 2          | 0          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 2.6%       | .0%        | .0%        | .0%        | .0%                  | .9%  | .0%  | 1.1% |
| 2000 HRS..... | 6              | 1      | 5          | 0          | 1          | 4          | 1          | 0          | 1                    | 2    | 0    | 3    |
| .....         | 2.0%           | .7%    | 3.2%       | .0%        | 1.3%       | 3.6%       | 1.9%       | .0%        | 3.2%                 | 1.8% | .0%  | 3.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-4 OTHER ITALIAN STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 13             | 6      | 7      | 1          | 2          | 5          | 1          | 4          | 1                    | 8     | 0     | 4     |
| .....                                                          | 4.3%           | 4.1%   | 4.5%   | 4.5%       | 2.6%       | 4.5%       | 1.9%       | 11.1%      | 3.2%                 | 7.3%  | .0%   | 4.3%  |
| 2100 HRS.....                                                  | 16             | 8      | 8      | 1          | 4          | 5          | 3          | 3          | 3                    | 8     | 1     | 4     |
| .....                                                          | 5.3%           | 5.5%   | 5.2%   | 4.5%       | 5.1%       | 4.5%       | 5.6%       | 8.3%       | 9.7%                 | 7.3%  | 1.5%  | 4.3%  |
| 2130 HRS.....                                                  | 11             | 6      | 5      | 1          | 3          | 4          | 2          | 1          | 1                    | 6     | 2     | 2     |
| .....                                                          | 3.7%           | 4.1%   | 3.2%   | 4.5%       | 3.8%       | 3.6%       | 3.7%       | 2.8%       | 3.2%                 | 5.5%  | 3.0%  | 2.2%  |
| 2200 HRS.....                                                  | 9              | 5      | 4      | 1          | 3          | 2          | 2          | 1          | 0                    | 6     | 2     | 1     |
| .....                                                          | 3.0%           | 3.4%   | 2.6%   | 4.5%       | 3.8%       | 1.8%       | 3.7%       | 2.8%       | .0%                  | 5.5%  | 3.0%  | 1.1%  |
| 2230 HRS.....                                                  | 4              | 2      | 2      | 0          | 1          | 1          | 1          | 1          | 0                    | 2     | 1     | 1     |
| .....                                                          | 1.3%           | 1.4%   | 1.3%   | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | 1.8%  | 1.5%  | 1.1%  |
| 2300 HRS.....                                                  | 2              | 1      | 1      | 0          | 1          | 0          | 0          | 1          | 0                    | 1     | 0     | 1     |
| .....                                                          | .7%            | .7%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .9%   | .0%   | 1.1%  |
| 2330 HRS.....                                                  | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                          | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 273            | 131    | 142    | 20         | 70         | 101        | 50         | 32         | 26                   | 97    | 64    | 86    |
| .....                                                          | 91.0%          | 89.7%  | 92.2%  | 90.9%      | 89.7%      | 91.8%      | 92.6%      | 88.9%      | 83.9%                | 88.2% | 95.5% | 93.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-5: SATELLITE STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 31                   | 110 | 67  | 92  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-5: SATELLITE STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%  |
| 1000 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 1    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | 1.1% |
| 1030 HRS..... | 2              | 2      | 0          | 1          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 1    |
| .....         | .7%            | 1.4%   | .0%        | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0% | 1.1% |
| 1100 HRS..... | 2              | 2      | 0          | 1          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 1    |
| .....         | .7%            | 1.4%   | .0%        | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0% | 1.1% |
| 1130 HRS..... | 2              | 2      | 0          | 1          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 1    |
| .....         | .7%            | 1.4%   | .0%        | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0% | 1.1% |
| NOON.....     | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0% | .0%  |
| 1230 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%  | .0% | .0%  |
| 1300 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0   | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 3.2%                 | 1.8% | .0% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-5: SATELLITE STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| 1330 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1   | 0   | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9% | .0% | .0%  |
| 1400 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1   | 0   | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9% | .0% | .0%  |
| 1430 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1   | 0   | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9% | .0% | .0%  |
| 1500 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 1                    | 1   | 0   | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | 3.2%                 | .9% | .0% | .0%  |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | 3.2%                 | .0% | .0% | .0%  |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | 3.2%                 | .0% | .0% | .0%  |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | 3.2%                 | .0% | .0% | .0%  |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9% | .0% | .0%  |
| 1800 HRS..... | 3              | 3      | 0          | 2          | 0          | 0          | 1          | 0          | 1                    | 1   | 0   | 1    |
| .....         | 1.0%           | 2.1%   | .0%        | 9.1%       | .0%        | .0%        | 1.9%       | .0%        | 3.2%                 | .9% | .0% | 1.1% |
| 1830 HRS..... | 3              | 3      | 0          | 2          | 0          | 0          | 1          | 0          | 1                    | 1   | 0   | 1    |
| .....         | 1.0%           | 2.1%   | .0%        | 9.1%       | .0%        | .0%        | 1.9%       | .0%        | 3.2%                 | .9% | .0% | 1.1% |
| 1900 HRS..... | 2              | 2      | 0          | 1          | 0          | 0          | 1          | 0          | 1                    | 1   | 0   | 0    |
| .....         | .7%            | 1.4%   | .0%        | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | 3.2%                 | .9% | .0% | .0%  |
| 1930 HRS..... | 4              | 3      | 1          | 1          | 0          | 2          | 1          | 0          | 2                    | 1   | 0   | 1    |
| .....         | 1.3%           | 2.1%   | .6%        | 4.5%       | .0%        | 1.8%       | 1.9%       | .0%        | 6.5%                 | .9% | .0% | 1.1% |
| 2000 HRS..... | 3              | 3      | 0          | 0          | 0          | 2          | 1          | 0          | 1                    | 1   | 0   | 1    |
| .....         | 1.0%           | 2.1%   | .0%        | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 3.2%                 | .9% | .0% | 1.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 6-5: SATELLITE STATIONS AUDIENCE: SATURDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |      |       |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|------|-------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2   | DE    |
| 2030 HRS.....                                              | 3              | 3      | 0          | 0          | 0          | 2          | 1          | 0          | 1                    | 1     | 0    | 1     |
| .....                                                      | 1.0%           | 2.1%   | .0%        | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 3.2%                 | .9%   | .0%  | 1.1%  |
| 2100 HRS.....                                              | 4              | 3      | 1          | 0          | 0          | 3          | 1          | 0          | 1                    | 1     | 0    | 2     |
| .....                                                      | 1.3%           | 2.1%   | .6%        | .0%        | .0%        | 2.7%       | 1.9%       | .0%        | 3.2%                 | .9%   | .0%  | 2.2%  |
| 2130 HRS.....                                              | 5              | 4      | 1          | 1          | 0          | 3          | 1          | 0          | 1                    | 1     | 0    | 3     |
| .....                                                      | 1.7%           | 2.7%   | .6%        | 4.5%       | .0%        | 2.7%       | 1.9%       | .0%        | 3.2%                 | .9%   | .0%  | 3.3%  |
| 2200 HRS.....                                              | 3              | 3      | 0          | 1          | 0          | 1          | 1          | 0          | 0                    | 1     | 0    | 2     |
| .....                                                      | 1.0%           | 2.1%   | .0%        | 4.5%       | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%   | .0%  | 2.2%  |
| 2230 HRS.....                                              | 2              | 2      | 0          | 0          | 0          | 1          | 1          | 0          | 0                    | 1     | 0    | 1     |
| .....                                                      | .7%            | 1.4%   | .0%        | .0%        | .0%        | .9%        | 1.9%       | .0%        | .0%                  | .9%   | .0%  | 1.1%  |
| 2300 HRS.....                                              | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0    | 0     |
| .....                                                      | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .9%   | .0%  | .0%   |
| 2330 HRS.....                                              | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0     |
| .....                                                      | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%   |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 289            | 138    | 151        | 19         | 77         | 105        | 52         | 36         | 29                   | 107   | 67   | 86    |
| .....                                                      | 96.3%          | 94.5%  | 98.1%      | 86.4%      | 98.7%      | 95.5%      | 96.3%      | 100%       | 93.5%                | 97.3% | 100% | 93.5% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY VIEWERSHIP OF SATELLITE STATIONS

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-1: TVM AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|                  |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| TOTAL CASES..... | 300            | 146    | 154    | 22         | 78         | 110        | 54         | 36         | 39                   | 123 | 64  | 74   |
| MIDNIGHT.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0030 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0100 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0130 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0200 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0230 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0300 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0330 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0400 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0430 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0500 HRS.....    | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....            | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0530 HRS.....    | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 1   | 0   | 0    |
| .....            | .3%            | .0%    | .6%    | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .8% | .0% | .0%  |
| 0600 HRS.....    | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 0                    | 1   | 0   | 1    |
| .....            | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .8% | .0% | 1.4% |
| 0630 HRS.....    | 1              | 1      | 0      | 0          | 0          | 1          | 0          | 0          | 0                    | 0   | 0   | 1    |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-1: TVM AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE   |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%   | 1.4% |
| 0700 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0     | 1    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%   | 1.4% |
| 0730 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1     | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 1.6%  | .0%  |
| 0800 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0     | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | 1.3%       | .0%        | .0%        | .0%        | .0%                  | .8%  | .0%   | .0%  |
| 0830 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 0                    | 1    | 1     | 0    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | 1.3%       | .0%        | .0%        | 2.8%       | .0%                  | .8%  | 1.6%  | .0%  |
| 0900 HRS..... | 4              | 1      | 3          | 0          | 1          | 1          | 1          | 1          | 0                    | 3    | 1     | 0    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | 2.4% | 1.6%  | .0%  |
| 0930 HRS..... | 4              | 1      | 3          | 0          | 1          | 1          | 1          | 1          | 0                    | 3    | 1     | 0    |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | 1.3%       | .9%        | 1.9%       | 2.8%       | .0%                  | 2.4% | 1.6%  | .0%  |
| 1000 HRS..... | 22             | 10     | 12         | 0          | 2          | 8          | 6          | 6          | 2                    | 11   | 5     | 4    |
| .....         | 7.3%           | 6.8%   | 7.8%       | .0%        | 2.6%       | 7.3%       | 11.1%      | 16.7%      | 5.1%                 | 8.9% | 7.8%  | 5.4% |
| 1030 HRS..... | 23             | 10     | 13         | 0          | 1          | 9          | 6          | 7          | 2                    | 10   | 5     | 6    |
| .....         | 7.7%           | 6.8%   | 8.4%       | .0%        | 1.3%       | 8.2%       | 11.1%      | 19.4%      | 5.1%                 | 8.1% | 7.8%  | 8.1% |
| 1100 HRS..... | 24             | 9      | 15         | 1          | 1          | 11         | 7          | 4          | 2                    | 9    | 7     | 6    |
| .....         | 8.0%           | 6.2%   | 9.7%       | 4.5%       | 1.3%       | 10.0%      | 13.0%      | 11.1%      | 5.1%                 | 7.3% | 10.9% | 8.1% |
| 1130 HRS..... | 22             | 9      | 13         | 1          | 1          | 9          | 7          | 4          | 2                    | 9    | 6     | 5    |
| .....         | 7.3%           | 6.2%   | 8.4%       | 4.5%       | 1.3%       | 8.2%       | 13.0%      | 11.1%      | 5.1%                 | 7.3% | 9.4%  | 6.8% |
| NOON.....     | 23             | 9      | 14         | 1          | 3          | 10         | 6          | 3          | 3                    | 9    | 8     | 3    |
| .....         | 7.7%           | 6.2%   | 9.1%       | 4.5%       | 3.8%       | 9.1%       | 11.1%      | 8.3%       | 7.7%                 | 7.3% | 12.5% | 4.1% |
| 1230 HRS..... | 16             | 7      | 9          | 1          | 2          | 7          | 4          | 2          | 3                    | 6    | 4     | 3    |
| .....         | 5.3%           | 4.8%   | 5.8%       | 4.5%       | 2.6%       | 6.4%       | 7.4%       | 5.6%       | 7.7%                 | 4.9% | 6.3%  | 4.1% |
| 1300 HRS..... | 5              | 1      | 4          | 0          | 1          | 2          | 1          | 1          | 0                    | 1    | 2     | 2    |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | 1.3%       | 1.8%       | 1.9%       | 2.8%       | .0%                  | .8%  | 3.1%  | 2.7% |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0    |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-1: TVM AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 1400 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 0          | 2          | 0                    | 1     | 0     | 2     |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | .9%        | .0%        | 5.6%       | .0%                  | .8%   | .0%   | 2.7%  |
| 1430 HRS..... | 3              | 0      | 3          | 0          | 0          | 2          | 0          | 1          | 1                    | 0     | 0     | 2     |
| .....         | 1.0%           | .0%    | 1.9%       | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | 2.6%                 | .0%   | .0%   | 2.7%  |
| 1500 HRS..... | 5              | 1      | 4          | 0          | 0          | 3          | 1          | 1          | 1                    | 2     | 0     | 2     |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | .0%        | 2.7%       | 1.9%       | 2.8%       | 2.6%                 | 1.6%  | .0%   | 2.7%  |
| 1530 HRS..... | 5              | 1      | 4          | 0          | 0          | 3          | 1          | 1          | 1                    | 2     | 0     | 2     |
| .....         | 1.7%           | .7%    | 2.6%       | .0%        | .0%        | 2.7%       | 1.9%       | 2.8%       | 2.6%                 | 1.6%  | .0%   | 2.7%  |
| 1600 HRS..... | 4              | 1      | 3          | 0          | 0          | 2          | 1          | 1          | 1                    | 2     | 0     | 1     |
| .....         | 1.3%           | .7%    | 1.9%       | .0%        | .0%        | 1.8%       | 1.9%       | 2.8%       | 2.6%                 | 1.6%  | .0%   | 1.4%  |
| 1630 HRS..... | 5              | 2      | 3          | 0          | 0          | 2          | 2          | 1          | 0                    | 2     | 1     | 2     |
| .....         | 1.7%           | 1.4%   | 1.9%       | .0%        | .0%        | 1.8%       | 3.7%       | 2.8%       | .0%                  | 1.6%  | 1.6%  | 2.7%  |
| 1700 HRS..... | 6              | 2      | 4          | 0          | 1          | 3          | 1          | 1          | 1                    | 2     | 1     | 2     |
| .....         | 2.0%           | 1.4%   | 2.6%       | .0%        | 1.3%       | 2.7%       | 1.9%       | 2.8%       | 2.6%                 | 1.6%  | 1.6%  | 2.7%  |
| 1730 HRS..... | 5              | 2      | 3          | 0          | 1          | 2          | 1          | 1          | 1                    | 2     | 0     | 2     |
| .....         | 1.7%           | 1.4%   | 1.9%       | .0%        | 1.3%       | 1.8%       | 1.9%       | 2.8%       | 2.6%                 | 1.6%  | .0%   | 2.7%  |
| 1800 HRS..... | 19             | 6      | 13         | 0          | 5          | 6          | 6          | 2          | 5                    | 5     | 1     | 8     |
| .....         | 6.3%           | 4.1%   | 8.4%       | .0%        | 6.4%       | 5.5%       | 11.1%      | 5.6%       | 12.8%                | 4.1%  | 1.6%  | 10.8% |
| 1830 HRS..... | 14             | 6      | 8          | 0          | 2          | 4          | 5          | 3          | 3                    | 3     | 2     | 6     |
| .....         | 4.7%           | 4.1%   | 5.2%       | .0%        | 2.6%       | 3.6%       | 9.3%       | 8.3%       | 7.7%                 | 2.4%  | 3.1%  | 8.1%  |
| 1900 HRS..... | 14             | 8      | 6          | 0          | 2          | 5          | 5          | 2          | 3                    | 4     | 3     | 4     |
| .....         | 4.7%           | 5.5%   | 3.9%       | .0%        | 2.6%       | 4.5%       | 9.3%       | 5.6%       | 7.7%                 | 3.3%  | 4.7%  | 5.4%  |
| 1930 HRS..... | 14             | 7      | 7          | 0          | 3          | 4          | 4          | 3          | 2                    | 4     | 4     | 4     |
| .....         | 4.7%           | 4.8%   | 4.5%       | .0%        | 3.8%       | 3.6%       | 7.4%       | 8.3%       | 5.1%                 | 3.3%  | 6.3%  | 5.4%  |
| 2000 HRS..... | 151            | 69     | 82         | 4          | 31         | 59         | 31         | 26         | 19                   | 57    | 35    | 40    |
| .....         | 50.3%          | 47.3%  | 53.2%      | 18.2%      | 39.7%      | 53.6%      | 57.4%      | 72.2%      | 48.7%                | 46.3% | 54.7% | 54.1% |
| 2030 HRS..... | 83             | 39     | 44         | 3          | 16         | 30         | 20         | 14         | 15                   | 33    | 18    | 17    |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF TVM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-1: TVM AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                      | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|--------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                      |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| .....                                | 27.7%          | 26.7%  | 28.6%  | 13.6%      | 20.5%      | 27.3%      | 37.0%      | 38.9%      | 38.5%                | 26.8% | 28.1% | 23.0% |
| 2100 HRS.....                        | 28             | 16     | 12     | 2          | 5          | 9          | 6          | 6          | 3                    | 11    | 8     | 6     |
| .....                                | 9.3%           | 11.0%  | 7.8%   | 9.1%       | 6.4%       | 8.2%       | 11.1%      | 16.7%      | 7.7%                 | 8.9%  | 12.5% | 8.1%  |
| 2130 HRS.....                        | 17             | 12     | 5      | 2          | 0          | 5          | 4          | 6          | 3                    | 9     | 2     | 3     |
| .....                                | 5.7%           | 8.2%   | 3.2%   | 9.1%       | .0%        | 4.5%       | 7.4%       | 16.7%      | 7.7%                 | 7.3%  | 3.1%  | 4.1%  |
| 2200 HRS.....                        | 14             | 11     | 3      | 0          | 0          | 4          | 4          | 6          | 2                    | 8     | 2     | 2     |
| .....                                | 4.7%           | 7.5%   | 1.9%   | .0%        | .0%        | 3.6%       | 7.4%       | 16.7%      | 5.1%                 | 6.5%  | 3.1%  | 2.7%  |
| 2230 HRS.....                        | 7              | 6      | 1      | 0          | 0          | 2          | 2          | 3          | 1                    | 3     | 1     | 2     |
| .....                                | 2.3%           | 4.1%   | .6%    | .0%        | .0%        | 1.8%       | 3.7%       | 8.3%       | 2.6%                 | 2.4%  | 1.6%  | 2.7%  |
| 2300 HRS.....                        | 3              | 2      | 1      | 0          | 0          | 1          | 2          | 0          | 1                    | 1     | 1     | 0     |
| .....                                | 1.0%           | 1.4%   | .6%    | .0%        | .0%        | .9%        | 3.7%       | .0%        | 2.6%                 | .8%   | 1.6%  | .0%   |
| 2330 HRS.....                        | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0     |
| .....                                | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8%   | .0%   | .0%   |
| DID NOT WATCH TVM<br>1 ON THIS DAY.. | 119            | 66     | 53     | 16         | 40         | 40         | 17         | 6          | 13                   | 59    | 21    | 26    |
| .....                                | 39.7%          | 45.2%  | 34.4%  | 72.7%      | 51.3%      | 36.4%      | 31.5%      | 16.7%      | 33.3%                | 48.0% | 32.8% | 35.1% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF TVM

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 7-2: RAI AUDIENCE: SUNDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 39                   | 123 | 64  | 74  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0630 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF RAI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-2: RAI AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0730 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0% | .0% |
| 0800 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0% | .0% |
| 0830 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0% | .0% |
| 0900 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1000 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0   | 0   |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .8%  | .0% | .0% |
| 1030 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 2    | 0   | 0   |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | 1.6% | .0% | .0% |
| 1100 HRS..... | 3              | 2      | 1          | 0          | 0          | 2          | 0          | 1          | 2                    | 1    | 0   | 0   |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | 5.1%                 | .8%  | .0% | .0% |
| 1130 HRS..... | 4              | 3      | 1          | 0          | 0          | 3          | 1          | 0          | 1                    | 3    | 0   | 0   |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | .0%        | 2.7%       | 1.9%       | .0%        | 2.6%                 | 2.4% | .0% | .0% |
| NOON.....     | 4              | 2      | 2          | 0          | 0          | 3          | 1          | 0          | 2                    | 2    | 0   | 0   |
| .....         | 1.3%           | 1.4%   | 1.3%       | .0%        | .0%        | 2.7%       | 1.9%       | .0%        | 5.1%                 | 1.6% | .0% | .0% |
| 1230 HRS..... | 5              | 3      | 2          | 0          | 0          | 4          | 1          | 0          | 3                    | 2    | 0   | 0   |
| .....         | 1.7%           | 2.1%   | 1.3%       | .0%        | .0%        | 3.6%       | 1.9%       | .0%        | 7.7%                 | 1.6% | .0% | .0% |
| 1300 HRS..... | 5              | 2      | 3          | 1          | 0          | 3          | 1          | 0          | 4                    | 1    | 0   | 0   |
| .....         | 1.7%           | 1.4%   | 1.9%       | 4.5%       | .0%        | 2.7%       | 1.9%       | .0%        | 10.3%                | .8%  | .0% | .0% |
| 1330 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF RAI STATIONS

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## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 7-2: RAI AUDIENCE: SUNDAY - BY GENDER, AGE &amp; SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1400 HRS..... | 1              | 0      | 1      | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%    | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1430 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 1              | 0      | 1      | 0          | 0          | 1          | 0          | 0          | 0                    | 0    | 0    | 1    |
| .....         | .3%            | .0%    | .6%    | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .0%  | .0%  | 1.4% |
| 1530 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .8%  | .0%  | 1.4% |
| 1600 HRS..... | 2              | 1      | 1      | 0          | 1          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .8%  | .0%  | 1.4% |
| 1630 HRS..... | 3              | 1      | 2      | 0          | 1          | 2          | 0          | 0          | 0                    | 2    | 0    | 1    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | 1.3%       | 1.8%       | .0%        | .0%        | .0%                  | 1.6% | .0%  | 1.4% |
| 1700 HRS..... | 3              | 1      | 2      | 0          | 0          | 2          | 0          | 1          | 0                    | 1    | 2    | 0    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | .0%        | 1.8%       | .0%        | 2.8%       | .0%                  | .8%  | 3.1% | .0%  |
| 1730 HRS..... | 2              | 1      | 1      | 0          | 0          | 1          | 0          | 1          | 0                    | 0    | 2    | 0    |
| .....         | .7%            | .7%    | .6%    | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .0%  | 3.1% | .0%  |
| 1800 HRS..... | 7              | 6      | 1      | 0          | 2          | 4          | 0          | 1          | 0                    | 4    | 3    | 0    |
| .....         | 2.3%           | 4.1%   | .6%    | .0%        | 2.6%       | 3.6%       | .0%        | 2.8%       | .0%                  | 3.3% | 4.7% | .0%  |
| 1830 HRS..... | 6              | 5      | 1      | 0          | 2          | 3          | 0          | 1          | 0                    | 3    | 3    | 0    |
| .....         | 2.0%           | 3.4%   | .6%    | .0%        | 2.6%       | 2.7%       | .0%        | 2.8%       | .0%                  | 2.4% | 4.7% | .0%  |
| 1900 HRS..... | 5              | 2      | 3      | 0          | 1          | 1          | 1          | 2          | 1                    | 2    | 2    | 0    |
| .....         | 1.7%           | 1.4%   | 1.9%   | .0%        | 1.3%       | .9%        | 1.9%       | 5.6%       | 2.6%                 | 1.6% | 3.1% | .0%  |
| 1930 HRS..... | 7              | 3      | 4      | 0          | 0          | 2          | 1          | 4          | 3                    | 3    | 1    | 0    |
| .....         | 2.3%           | 2.1%   | 2.6%   | .0%        | .0%        | 1.8%       | 1.9%       | 11.1%      | 7.7%                 | 2.4% | 1.6% | .0%  |
| 2000 HRS..... | 3              | 1      | 2      | 0          | 2          | 1          | 0          | 0          | 1                    | 0    | 0    | 2    |
| .....         | 1.0%           | .7%    | 1.3%   | .0%        | 2.6%       | .9%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | 2.7% |
| 2030 HRS..... | 21             | 14     | 7      | 0          | 9          | 8          | 3          | 1          | 3                    | 7    | 2    | 9    |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF RAI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-2: RAI AUDIENCE: SUNDAY - BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| .....                                             | 7.0%           | 9.6%   | 4.5%   | .0%        | 11.5%      | 7.3%       | 5.6%       | 2.8%       | 7.7%                 | 5.7%  | 3.1%  | 12.2% |
| 2100 HRS.....                                     | 30             | 16     | 14     | 0          | 10         | 10         | 9          | 1          | 4                    | 13    | 4     | 9     |
| .....                                             | 10.0%          | 11.0%  | 9.1%   | .0%        | 12.8%      | 9.1%       | 16.7%      | 2.8%       | 10.3%                | 10.6% | 6.3%  | 12.2% |
| 2130 HRS.....                                     | 30             | 15     | 15     | 0          | 10         | 11         | 8          | 1          | 5                    | 12    | 4     | 9     |
| .....                                             | 10.0%          | 10.3%  | 9.7%   | .0%        | 12.8%      | 10.0%      | 14.8%      | 2.8%       | 12.8%                | 9.8%  | 6.3%  | 12.2% |
| 2200 HRS.....                                     | 29             | 15     | 14     | 0          | 10         | 11         | 7          | 1          | 5                    | 13    | 3     | 8     |
| .....                                             | 9.7%           | 10.3%  | 9.1%   | .0%        | 12.8%      | 10.0%      | 13.0%      | 2.8%       | 12.8%                | 10.6% | 4.7%  | 10.8% |
| 2230 HRS.....                                     | 20             | 10     | 10     | 0          | 9          | 6          | 5          | 0          | 4                    | 10    | 2     | 4     |
| .....                                             | 6.7%           | 6.8%   | 6.5%   | .0%        | 11.5%      | 5.5%       | 9.3%       | .0%        | 10.3%                | 8.1%  | 3.1%  | 5.4%  |
| 2300 HRS.....                                     | 11             | 7      | 4      | 0          | 6          | 3          | 2          | 0          | 3                    | 5     | 1     | 2     |
| .....                                             | 3.7%           | 4.8%   | 2.6%   | .0%        | 7.7%       | 2.7%       | 3.7%       | .0%        | 7.7%                 | 4.1%  | 1.6%  | 2.7%  |
| 2330 HRS.....                                     | 4              | 3      | 1      | 0          | 0          | 2          | 2          | 0          | 1                    | 2     | 0     | 1     |
| .....                                             | 1.3%           | 2.1%   | .6%    | .0%        | .0%        | 1.8%       | 3.7%       | .0%        | 2.6%                 | 1.6%  | .0%   | 1.4%  |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 247            | 117    | 130    | 21         | 66         | 85         | 45         | 30         | 28                   | 101   | 56    | 62    |
| .....                                             | 82.3%          | 80.1%  | 84.4%  | 95.5%      | 84.6%      | 77.3%      | 83.3%      | 83.3%      | 71.8%                | 82.1% | 87.5% | 83.8% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF RAI STATIONS

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TABLE 7-3: BERLUSCONI STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |      |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|------|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2   | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 39                   | 123 | 64   | 74  |
| MIDNIGHT.....    | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0% | 1.6% | .0% |
| 0030 HRS.....    | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0% | 1.6% | .0% |
| 0100 HRS.....    | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 0   | 1    | 0   |
| .....            | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .0% | 1.6% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0    | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%  | .0% |
| 0600 HRS.....    | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 1                    | 0   | 0    | 0   |
| .....            | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0% | .0%  | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF BERLUSCONI STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-3: BERLUSCONI STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 0630 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 0700 HRS..... | 2              | 0      | 2          | 0          | 0          | 1          | 1          | 0          | 2                    | 0    | 0    | 0    |
| .....         | .7%            | .0%    | 1.3%       | .0%        | .0%        | .9%        | 1.9%       | .0%        | 5.1%                 | .0%  | .0%  | .0%  |
| 0730 HRS..... | 3              | 1      | 2          | 0          | 0          | 2          | 1          | 0          | 2                    | 0    | 0    | 1    |
| .....         | 1.0%           | .7%    | 1.3%       | .0%        | .0%        | 1.8%       | 1.9%       | .0%        | 5.1%                 | .0%  | .0%  | 1.4% |
| 0800 HRS..... | 2              | 1      | 1          | 0          | 1          | 1          | 0          | 0          | 0                    | 0    | 1    | 1    |
| .....         | .7%            | .7%    | .6%        | .0%        | 1.3%       | .9%        | .0%        | .0%        | .0%                  | .0%  | 1.6% | 1.4% |
| 0830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 0930 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0%  | .0%  |
| 1000 HRS..... | 1              | 0      | 1          | 0          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0%  | .0%  |
| 1030 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .8%  | .0%  | .0%  |
| 1100 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .8%  | .0%  | .0%  |
| 1130 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0    | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | .0%        | 2.8%       | .0%                  | .8%  | .0%  | .0%  |
| NOON.....     | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .9%        | .0%        | 2.8%       | .0%                  | .8%  | 1.6% | .0%  |
| 1230 HRS..... | 4              | 3      | 1          | 0          | 2          | 1          | 0          | 1          | 0                    | 3    | 1    | 0    |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 2.6%       | .9%        | .0%        | 2.8%       | .0%                  | 2.4% | 1.6% | .0%  |
| 1300 HRS..... | 7              | 3      | 4          | 0          | 3          | 3          | 1          | 0          | 0                    | 4    | 3    | 0    |
| .....         | 2.3%           | 2.1%   | 2.6%       | .0%        | 3.8%       | 2.7%       | 1.9%       | .0%        | .0%                  | 3.3% | 4.7% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-3: BERLUSCONI STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 1330 HRS..... | 8              | 3      | 5      | 0          | 4          | 3          | 1          | 0          | 0                    | 5     | 3     | 0     |
| .....         | 2.7%           | 2.1%   | 3.2%   | .0%        | 5.1%       | 2.7%       | 1.9%       | .0%        | .0%                  | 4.1%  | 4.7%  | .0%   |
| 1400 HRS..... | 14             | 4      | 10     | 1          | 5          | 4          | 3          | 1          | 0                    | 7     | 4     | 3     |
| .....         | 4.7%           | 2.7%   | 6.5%   | 4.5%       | 6.4%       | 3.6%       | 5.6%       | 2.8%       | .0%                  | 5.7%  | 6.3%  | 4.1%  |
| 1430 HRS..... | 19             | 6      | 13     | 1          | 8          | 5          | 3          | 2          | 0                    | 6     | 6     | 7     |
| .....         | 6.3%           | 4.1%   | 8.4%   | 4.5%       | 10.3%      | 4.5%       | 5.6%       | 5.6%       | .0%                  | 4.9%  | 9.4%  | 9.5%  |
| 1500 HRS..... | 22             | 7      | 15     | 1          | 8          | 6          | 4          | 3          | 0                    | 9     | 6     | 7     |
| .....         | 7.3%           | 4.8%   | 9.7%   | 4.5%       | 10.3%      | 5.5%       | 7.4%       | 8.3%       | .0%                  | 7.3%  | 9.4%  | 9.5%  |
| 1530 HRS..... | 25             | 10     | 15     | 1          | 8          | 9          | 4          | 3          | 0                    | 10    | 7     | 8     |
| .....         | 8.3%           | 6.8%   | 9.7%   | 4.5%       | 10.3%      | 8.2%       | 7.4%       | 8.3%       | .0%                  | 8.1%  | 10.9% | 10.8% |
| 1600 HRS..... | 26             | 13     | 13     | 4          | 8          | 9          | 3          | 2          | 0                    | 11    | 7     | 8     |
| .....         | 8.7%           | 8.9%   | 8.4%   | 18.2%      | 10.3%      | 8.2%       | 5.6%       | 5.6%       | .0%                  | 8.9%  | 10.9% | 10.8% |
| 1630 HRS..... | 25             | 13     | 12     | 4          | 8          | 9          | 2          | 2          | 0                    | 10    | 8     | 7     |
| .....         | 8.3%           | 8.9%   | 7.8%   | 18.2%      | 10.3%      | 8.2%       | 3.7%       | 5.6%       | .0%                  | 8.1%  | 12.5% | 9.5%  |
| 1700 HRS..... | 25             | 15     | 10     | 5          | 7          | 9          | 2          | 2          | 0                    | 12    | 7     | 6     |
| .....         | 8.3%           | 10.3%  | 6.5%   | 22.7%      | 9.0%       | 8.2%       | 3.7%       | 5.6%       | .0%                  | 9.8%  | 10.9% | 8.1%  |
| 1730 HRS..... | 19             | 12     | 7      | 3          | 3          | 9          | 2          | 2          | 0                    | 8     | 5     | 6     |
| .....         | 6.3%           | 8.2%   | 4.5%   | 13.6%      | 3.8%       | 8.2%       | 3.7%       | 5.6%       | .0%                  | 6.5%  | 7.8%  | 8.1%  |
| 1800 HRS..... | 20             | 12     | 8      | 7          | 3          | 6          | 2          | 2          | 1                    | 10    | 3     | 6     |
| .....         | 6.7%           | 8.2%   | 5.2%   | 31.8%      | 3.8%       | 5.5%       | 3.7%       | 5.6%       | 2.6%                 | 8.1%  | 4.7%  | 8.1%  |
| 1830 HRS..... | 21             | 10     | 11     | 7          | 6          | 5          | 2          | 1          | 2                    | 12    | 3     | 4     |
| .....         | 7.0%           | 6.8%   | 7.1%   | 31.8%      | 7.7%       | 4.5%       | 3.7%       | 2.8%       | 5.1%                 | 9.8%  | 4.7%  | 5.4%  |
| 1900 HRS..... | 29             | 15     | 14     | 6          | 9          | 7          | 4          | 3          | 2                    | 17    | 5     | 5     |
| .....         | 9.7%           | 10.3%  | 9.1%   | 27.3%      | 11.5%      | 6.4%       | 7.4%       | 8.3%       | 5.1%                 | 13.8% | 7.8%  | 6.8%  |
| 1930 HRS..... | 24             | 15     | 9      | 4          | 5          | 7          | 5          | 3          | 2                    | 12    | 7     | 3     |
| .....         | 8.0%           | 10.3%  | 5.8%   | 18.2%      | 6.4%       | 6.4%       | 9.3%       | 8.3%       | 5.1%                 | 9.8%  | 10.9% | 4.1%  |
| 2000 HRS..... | 14             | 10     | 4      | 3          | 3          | 2          | 3          | 3          | 2                    | 7     | 2     | 3     |
| .....         | 4.7%           | 6.8%   | 2.6%   | 13.6%      | 3.8%       | 1.8%       | 5.6%       | 8.3%       | 5.1%                 | 5.7%  | 3.1%  | 4.1%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF BERLUSCONI STATIONS

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-3: BERLUSCONI STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|-------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                             |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                               | 27             | 11     | 16         | 1          | 6          | 9          | 7          | 4          | 4                    | 11    | 6     | 6     |
| .....                                                       | 9.0%           | 7.5%   | 10.4%      | 4.5%       | 7.7%       | 8.2%       | 13.0%      | 11.1%      | 10.3%                | 8.9%  | 9.4%  | 8.1%  |
| 2100 HRS.....                                               | 48             | 22     | 26         | 3          | 12         | 17         | 11         | 5          | 8                    | 22    | 10    | 8     |
| .....                                                       | 16.0%          | 15.1%  | 16.9%      | 13.6%      | 15.4%      | 15.5%      | 20.4%      | 13.9%      | 20.5%                | 17.9% | 15.6% | 10.8% |
| 2130 HRS.....                                               | 46             | 21     | 25         | 3          | 11         | 18         | 11         | 3          | 7                    | 22    | 10    | 7     |
| .....                                                       | 15.3%          | 14.4%  | 16.2%      | 13.6%      | 14.1%      | 16.4%      | 20.4%      | 8.3%       | 17.9%                | 17.9% | 15.6% | 9.5%  |
| 2200 HRS.....                                               | 43             | 18     | 25         | 3          | 11         | 17         | 8          | 4          | 7                    | 22    | 10    | 4     |
| .....                                                       | 14.3%          | 12.3%  | 16.2%      | 13.6%      | 14.1%      | 15.5%      | 14.8%      | 11.1%      | 17.9%                | 17.9% | 15.6% | 5.4%  |
| 2230 HRS.....                                               | 35             | 18     | 17         | 2          | 13         | 12         | 6          | 2          | 7                    | 19    | 7     | 2     |
| .....                                                       | 11.7%          | 12.3%  | 11.0%      | 9.1%       | 16.7%      | 10.9%      | 11.1%      | 5.6%       | 17.9%                | 15.4% | 10.9% | 2.7%  |
| 2300 HRS.....                                               | 24             | 16     | 8          | 1          | 12         | 7          | 2          | 2          | 6                    | 12    | 5     | 1     |
| .....                                                       | 8.0%           | 11.0%  | 5.2%       | 4.5%       | 15.4%      | 6.4%       | 3.7%       | 5.6%       | 15.4%                | 9.8%  | 7.8%  | 1.4%  |
| 2330 HRS.....                                               | 10             | 6      | 4          | 0          | 6          | 3          | 0          | 1          | 1                    | 7     | 2     | 0     |
| .....                                                       | 3.3%           | 4.1%   | 2.6%       | .0%        | 7.7%       | 2.7%       | .0%        | 2.8%       | 2.6%                 | 5.7%  | 3.1%  | .0%   |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 193            | 92     | 101        | 11         | 48         | 72         | 39         | 23         | 29                   | 69    | 41    | 54    |
| .....                                                       | 64.3%          | 63.0%  | 65.6%      | 50.0%      | 61.5%      | 65.5%      | 72.2%      | 63.9%      | 74.4%                | 56.1% | 64.1% | 73.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF BERLUSCONI STATIONS

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 7-4 OTHER ITALIAN STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 39                   | 123 | 64  | 74  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-4 OTHER ITALIAN STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0% | .0% | .0% |
| 0800 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0% | .0% | .0% |
| 0830 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .3%            | .7%    | .0%    | .0%        | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1300 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-4 OTHER ITALIAN STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1400 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1430 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1500 HRS..... | 2              | 2      | 0      | 0          | 0          | 2          | 0          | 0          | 0                    | 2    | 0    | 0    |
| .....         | .7%            | 1.4%   | .0%    | .0%        | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 1.6% | .0%  | .0%  |
| 1530 HRS..... | 3              | 2      | 1      | 1          | 0          | 2          | 0          | 0          | 0                    | 3    | 0    | 0    |
| .....         | 1.0%           | 1.4%   | .6%    | 4.5%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 2.4% | .0%  | .0%  |
| 1600 HRS..... | 3              | 2      | 1      | 1          | 0          | 2          | 0          | 0          | 0                    | 3    | 0    | 0    |
| .....         | 1.0%           | 1.4%   | .6%    | 4.5%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 2.4% | .0%  | .0%  |
| 1630 HRS..... | 4              | 2      | 2      | 2          | 0          | 2          | 0          | 0          | 0                    | 3    | 0    | 1    |
| .....         | 1.3%           | 1.4%   | 1.3%   | 9.1%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 2.4% | .0%  | 1.4% |
| 1700 HRS..... | 4              | 2      | 2      | 2          | 0          | 2          | 0          | 0          | 0                    | 3    | 0    | 1    |
| .....         | 1.3%           | 1.4%   | 1.3%   | 9.1%       | .0%        | 1.8%       | .0%        | .0%        | .0%                  | 2.4% | .0%  | 1.4% |
| 1730 HRS..... | 2              | 1      | 1      | 1          | 0          | 1          | 0          | 0          | 0                    | 1    | 0    | 1    |
| .....         | .7%            | .7%    | .6%    | 4.5%       | .0%        | .9%        | .0%        | .0%        | .0%                  | .8%  | .0%  | 1.4% |
| 1800 HRS..... | 3              | 2      | 1      | 1          | 1          | 1          | 0          | 0          | 1                    | 1    | 0    | 1    |
| .....         | 1.0%           | 1.4%   | .6%    | 4.5%       | 1.3%       | .9%        | .0%        | .0%        | 2.6%                 | .8%  | .0%  | 1.4% |
| 1830 HRS..... | 3              | 2      | 1      | 0          | 2          | 1          | 0          | 0          | 2                    | 1    | 0    | 0    |
| .....         | 1.0%           | 1.4%   | .6%    | .0%        | 2.6%       | .9%        | .0%        | .0%        | 5.1%                 | .8%  | .0%  | .0%  |
| 1900 HRS..... | 6              | 3      | 3      | 1          | 3          | 2          | 0          | 0          | 2                    | 2    | 2    | 0    |
| .....         | 2.0%           | 2.1%   | 1.9%   | 4.5%       | 3.8%       | 1.8%       | .0%        | .0%        | 5.1%                 | 1.6% | 3.1% | .0%  |
| 1930 HRS..... | 4              | 2      | 2      | 1          | 1          | 2          | 0          | 0          | 0                    | 2    | 2    | 0    |
| .....         | 1.3%           | 1.4%   | 1.3%   | 4.5%       | 1.3%       | 1.8%       | .0%        | .0%        | .0%                  | 1.6% | 3.1% | .0%  |
| 2000 HRS..... | 8              | 3      | 5      | 0          | 2          | 5          | 1          | 0          | 1                    | 5    | 1    | 1    |
| .....         | 2.7%           | 2.1%   | 3.2%   | .0%        | 2.6%       | 4.5%       | 1.9%       | .0%        | 2.6%                 | 4.1% | 1.6% | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

(continued)

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TABLE 7-4 OTHER ITALIAN STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 14             | 7      | 7      | 1          | 3          | 7          | 1          | 2          | 3                    | 9     | 1     | 1     |
| .....                                                          | 4.7%           | 4.8%   | 4.5%   | 4.5%       | 3.8%       | 6.4%       | 1.9%       | 5.6%       | 7.7%                 | 7.3%  | 1.6%  | 1.4%  |
| 2100 HRS.....                                                  | 17             | 10     | 7      | 1          | 6          | 8          | 1          | 1          | 5                    | 9     | 2     | 1     |
| .....                                                          | 5.7%           | 6.8%   | 4.5%   | 4.5%       | 7.7%       | 7.3%       | 1.9%       | 2.8%       | 12.8%                | 7.3%  | 3.1%  | 1.4%  |
| 2130 HRS.....                                                  | 14             | 8      | 6      | 1          | 6          | 6          | 1          | 0          | 2                    | 10    | 1     | 1     |
| .....                                                          | 4.7%           | 5.5%   | 3.9%   | 4.5%       | 7.7%       | 5.5%       | 1.9%       | .0%        | 5.1%                 | 8.1%  | 1.6%  | 1.4%  |
| 2200 HRS.....                                                  | 11             | 7      | 4      | 1          | 6          | 3          | 1          | 0          | 2                    | 7     | 1     | 1     |
| .....                                                          | 3.7%           | 4.8%   | 2.6%   | 4.5%       | 7.7%       | 2.7%       | 1.9%       | .0%        | 5.1%                 | 5.7%  | 1.6%  | 1.4%  |
| 2230 HRS.....                                                  | 6              | 4      | 2      | 0          | 3          | 2          | 1          | 0          | 1                    | 3     | 1     | 1     |
| .....                                                          | 2.0%           | 2.7%   | 1.3%   | .0%        | 3.8%       | 1.8%       | 1.9%       | .0%        | 2.6%                 | 2.4%  | 1.6%  | 1.4%  |
| 2300 HRS.....                                                  | 5              | 3      | 2      | 0          | 2          | 2          | 1          | 0          | 2                    | 2     | 0     | 1     |
| .....                                                          | 1.7%           | 2.1%   | 1.3%   | .0%        | 2.6%       | 1.8%       | 1.9%       | .0%        | 5.1%                 | 1.6%  | .0%   | 1.4%  |
| 2330 HRS.....                                                  | 3              | 1      | 2      | 0          | 1          | 1          | 1          | 0          | 1                    | 2     | 0     | 0     |
| .....                                                          | 1.0%           | .7%    | 1.3%   | .0%        | 1.3%       | .9%        | 1.9%       | .0%        | 2.6%                 | 1.6%  | .0%   | .0%   |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 270            | 130    | 140    | 19         | 69         | 98         | 50         | 34         | 31                   | 107   | 61    | 71    |
| .....                                                          | 90.0%          | 89.0%  | 90.9%  | 86.4%      | 88.5%      | 89.1%      | 92.6%      | 94.4%      | 79.5%                | 87.0% | 95.3% | 95.9% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY VIEWERSHIP OF OTHER ITALIAN STATIONS

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TABLE 7-5: SATELLITE STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 300            | 146    | 154        | 22         | 78         | 110        | 54         | 36         | 39                   | 123 | 64  | 74  |
| MIDNIGHT.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0030 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0100 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0130 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0200 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0230 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0300 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0330 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0400 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0430 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0500 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0530 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0600 HRS.....    | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....            | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

## BROADCASTING AUTHORITY - TV &amp; RADIO AUDIENCE AUDIT 1994

TABLE 7-5: SATELLITE STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE   |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 0830 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8% | .0% | .0%  |
| 0900 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8% | .0% | .0%  |
| 0930 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8% | .0% | .0%  |
| 1000 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8% | .0% | .0%  |
| 1030 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1   | 0   | 0    |
| .....         | .3%            | .7%    | .0%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .8% | .0% | .0%  |
| 1100 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| 1130 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| NOON.....     | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 1    |
| .....         | .3%            | .7%    | .0%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | 1.4% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0%  |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-5: SATELLITE STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0    | 0    |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%  | .0%  |
| 1430 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1500 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1530 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1600 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0    | 0    |
| .....         | .3%            | .0%    | .6%        | 4.5%       | .0%        | .0%        | .0%        | .0%        | 2.6%                 | .0%  | .0%  | .0%  |
| 1630 HRS..... | 2              | 0      | 2          | 1          | 0          | 0          | 1          | 0          | 1                    | 0    | 1    | 0    |
| .....         | .7%            | .0%    | 1.3%       | 4.5%       | .0%        | .0%        | 1.9%       | .0%        | 2.6%                 | .0%  | 1.6% | .0%  |
| 1700 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.6% | .0%  |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1    | 0    |
| .....         | .3%            | .0%    | .6%        | .0%        | .0%        | .0%        | 1.9%       | .0%        | .0%                  | .0%  | 1.6% | .0%  |
| 1800 HRS..... | 2              | 1      | 1          | 0          | 0          | 0          | 2          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .0%        | 3.7%       | .0%        | .0%                  | .8%  | 1.6% | .0%  |
| 1830 HRS..... | 2              | 1      | 1          | 0          | 0          | 0          | 2          | 0          | 0                    | 1    | 1    | 0    |
| .....         | .7%            | .7%    | .6%        | .0%        | .0%        | .0%        | 3.7%       | .0%        | .0%                  | .8%  | 1.6% | .0%  |
| 1900 HRS..... | 4              | 3      | 1          | 0          | 1          | 1          | 2          | 0          | 1                    | 1    | 2    | 0    |
| .....         | 1.3%           | 2.1%   | .6%        | .0%        | 1.3%       | .9%        | 3.7%       | .0%        | 2.6%                 | .8%  | 3.1% | .0%  |
| 1930 HRS..... | 3              | 2      | 1          | 0          | 1          | 0          | 2          | 0          | 0                    | 1    | 2    | 0    |
| .....         | 1.0%           | 1.4%   | .6%        | .0%        | 1.3%       | .0%        | 3.7%       | .0%        | .0%                  | .8%  | 3.1% | .0%  |
| 2000 HRS..... | 5              | 4      | 1          | 1          | 2          | 1          | 1          | 0          | 1                    | 2    | 1    | 1    |
| .....         | 1.7%           | 2.7%   | .6%        | 4.5%       | 2.6%       | .9%        | 1.9%       | .0%        | 2.6%                 | 1.6% | 1.6% | 1.4% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF SATELLITE STATIONS

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 7-5: SATELLITE STATIONS AUDIENCE: SUNDAY  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 7              | 5      | 2          | 1          | 2          | 3          | 1          | 0          | 2                    | 2     | 2     | 1     |
| .....                                                      | 2.3%           | 3.4%   | 1.3%       | 4.5%       | 2.6%       | 2.7%       | 1.9%       | .0%        | 5.1%                 | 1.6%  | 3.1%  | 1.4%  |
| 2100 HRS.....                                              | 7              | 4      | 3          | 1          | 2          | 3          | 1          | 0          | 2                    | 2     | 2     | 1     |
| .....                                                      | 2.3%           | 2.7%   | 1.9%       | 4.5%       | 2.6%       | 2.7%       | 1.9%       | .0%        | 5.1%                 | 1.6%  | 3.1%  | 1.4%  |
| 2130 HRS.....                                              | 5              | 3      | 2          | 1          | 2          | 1          | 1          | 0          | 1                    | 2     | 2     | 0     |
| .....                                                      | 1.7%           | 2.1%   | 1.3%       | 4.5%       | 2.6%       | .9%        | 1.9%       | .0%        | 2.6%                 | 1.6%  | 3.1%  | .0%   |
| 2200 HRS.....                                              | 4              | 2      | 2          | 1          | 2          | 1          | 0          | 0          | 1                    | 1     | 2     | 0     |
| .....                                                      | 1.3%           | 1.4%   | 1.3%       | 4.5%       | 2.6%       | .9%        | .0%        | .0%        | 2.6%                 | .8%   | 3.1%  | .0%   |
| 2230 HRS.....                                              | 2              | 0      | 2          | 1          | 1          | 0          | 0          | 0          | 1                    | 1     | 0     | 0     |
| .....                                                      | .7%            | .0%    | 1.3%       | 4.5%       | 1.3%       | .0%        | .0%        | .0%        | 2.6%                 | .8%   | .0%   | .0%   |
| 2300 HRS.....                                              | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                      | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| 2330 HRS.....                                              | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0     | 0     |
| .....                                                      | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%   | .0%   |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 289            | 139    | 150        | 19         | 76         | 106        | 52         | 36         | 35                   | 121   | 61    | 72    |
| .....                                                      | 96.3%          | 95.2%  | 97.4%      | 86.4%      | 97.4%      | 96.4%      | 96.3%      | 100%       | 89.7%                | 98.4% | 95.3% | 97.3% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY VIEWERSHIP OF SATELLITE STATIONS

