

A Report

on A Study of

TV and Radio Audiences in Malta

(Part III – Absolute Figures)

prepared for the

Broadcasting Authority

by

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

	RRM	P106.f	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAI	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	1000	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	1000	0	0	0	0	0	0	0	0	0	0	0	0	312000	313000
0500 HRS	2000	0	1000	1000	0	0	0	1000	0	0	0	0	0	312000	313000
0530 HRS	3000	0	3000	2000	0	0	0	1000	0	0	0	0	0	307000	313000
0600 HRS	4000	0	4000	3000	0	0	3000	1000	0	0	0	0	1000	295000	313000
0630 HRS	7000	0	3000	4000	0	0	3000	2000	0	0	0	1000	1000	291000	313000
0700 HRS	11000	0	5000	7000	0	3000	4000	8000	1000	0	0	0	3000	270000	313000
0730 HRS	12000	0	10000	8000	0	5000	9000	9000	2000	0	0	0	5000	253000	313000
0800 HRS	13000	2000	13000	7000	0	2000	15000	10000	2000	0	0	1000	3000	244000	313000
0830 HRS	13000	2000	15000	7000	0	2000	15000	12000	2000	0	0	1000	3000	240000	313000
0900 HRS	13000	3000	20000	7000	0	5000	16000	13000	5000	0	0	4000	2000	223000	313000
0930 HRS	13000	3000	22000	8000	0	8000	15000	12000	5000	0	0	4000	2000	220000	313000
1000 HRS	15000	4000	19000	8000	0	8000	15000	11000	5000	0	0	7000	4000	217000	313000
1030 HRS	16000	4000	19000	7000	0	9000	12000	9000	4000	0	0	7000	4000	222000	313000
1100 HRS	18000	3000	19000	7000	0	8000	12000	9000	4000	0	0	4000	4000	225000	313000
1130 HRS	16000	4000	22000	8000	0	8000	11000	7000	4000	0	1000	3000	4000	224000	313000
NOON	14000	4000	18000	7000	0	7000	8000	8000	4000	0	1000	2000	2000	239000	313000
1230 HRS	11000	3000	18000	7000	0	7000	5000	7000	4000	0	1000	2000	1000	247000	313000
1300 HRS	7000	3000	14000	7000	0	3000	3000	5000	3000	0	1000	2000	1000	263000	313000
1330 HRS	7000	3000	13000	5000	0	3000	3000	5000	2000	0	0	2000	2000	266000	313000
1400 HRS	7000	3000	11000	3000	0	3000	2000	7000	3000	0	0	3000	0	270000	313000
1430 HRS	5000	2000	10000	3000	0	2000	3000	7000	3000	0	0	3000	1000	272000	313000
1500 HRS	4000	3000	9000	3000	0	3000	3000	7000	4000	0	0	2000	1000	272000	313000
1530 HRS	3000	3000	9000	3000	0	4000	3000	7000	3000	0	0	3000	0	274000	313000
1600 HRS	7000	3000	10000	5000	0	4000	4000	9000	4000	0	0	3000	0	263000	313000
1630 HRS	5000	5000	8000	4000	0	4000	4000	5000	4000	0	0	3000	1000	267000	313000
1700 HRS	4000	5000	7000	5000	0	5000	3000	9000	3000	0	0	2000	0	268000	313000
1730 HRS	4000	4000	5000	5000	0	2000	2000	7000	2000	0	0	2000	1000	277000	313000
1800 HRS	4000	3000	7000	4000	0	3000	2000	5000	5000	0	0	0	1000	277000	313000
1830 HRS	3000	2000	7000	1000	0	2000	2000	2000	5000	0	0	2000	1000	284000	313000
1900 HRS	2000	1000	5000	1000	0	1000	2000	2000	7000	0	0	2000	1000	288000	313000
1930 HRS	2000	1000	2000	1000	0	1000	1000	1000	4000	0	0	2000	1000	295000	313000
2000 HRS	4000	0	1000	0	0	1000	1000	0	4000	0	0	1000	2000	298000	313000
2030 HRS	4000	0	1000	0	0	2000	1000	0	2000	0	0	0	1000	301000	313000
2100 HRS	1000	0	1000	0	0	2000	0	0	3000	0	0	0	1000	304000	313000
2130 HRS	1000	0	1000	1000	0	2000	1000	0	1000	0	0	0	0	305000	313000
2200 HRS	1000	0	1000	0	0	2000	2000	0	1000	0	0	0	0	305000	313000
2230 HRS	1000	0	1000	0	0	1000	3000	1000	1000	0	0	0	0	304000	313000
2300 HRS	1000	0	0	0	0	1000	1000	1000	0	0	0	0	0	309000	313000
2330 HRS	0	0	0	0	0	1000	1000	0	0	0	0	0	1000	310000	313000

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

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

	RRM	P 106.1	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	1000	0	1000	0	0	0	0	1000	0	0	0	0	0	313000	313000
0430 HRS	1000	0	1000	0	0	0	0	1000	0	0	0	0	0	310000	313000
0500 HRS	1000	0	2000	0	0	0	0	1000	0	0	0	0	0	310000	313000
0530 HRS	1000	0	4000	1000	0	0	2000	1000	0	0	0	0	1000	309000	313000
0600 HRS	3000	0	9000	4000	0	0	3000	1000	0	0	0	0	1000	302000	313000
0630 HRS	7000	0	8000	4000	0	0	7000	1000	0	0	0	1000	1000	291000	313000
0700 HRS	9000	2000	12000	7000	0	2000	4000	2000	2000	0	0	0	3000	284000	313000
0730 HRS	11000	4000	15000	7000	0	5000	7000	3000	2000	0	0	0	3000	269000	313000
0800 HRS	13000	4000	19000	8000	0	4000	11000	5000	2000	0	0	2000	3000	255000	313000
0830 HRS	14000	3000	19000	5000	0	5000	11000	5000	2000	0	0	2000	4000	241000	313000
0900 HRS	19000	3000	22000	8000	1000	8000	11000	10000	4000	0	0	2000	4000	221000	313000
0930 HRS	19000	2000	24000	5000	1000	8000	12000	11000	8000	0	0	2000	4000	217000	313000
1000 HRS	19000	1000	25000	7000	1000	8000	11000	13000	8000	0	0	2000	4000	214000	313000
1030 HRS	22000	1000	23000	5000	1000	8000	9000	11000	8000	0	0	3000	4000	218000	313000
1100 HRS	19000	1000	23000	8000	1000	8000	8000	9000	8000	0	0	3000	4000	222000	313000
1130 HRS	18000	2000	23000	8000	1000	7000	8000	8000	8000	0	0	3000	2000	226000	313000
NOON	18000	4000	21000	10000	1000	7000	7000	8000	3000	0	0	4000	3000	228000	313000
1230 HRS	12000	3000	21000	7000	1000	4000	5000	7000	0	0	0	1000	1000	251000	313000
1300 HRS	9000	2000	19000	3000	1000	3000	4000	4000	1000	0	0	1000	1000	264000	313000
1330 HRS	9000	1000	16000	2000	0	4000	4000	8000	0	0	1000	1000	2000	264000	313000
1400 HRS	8000	1000	11000	2000	0	3000	2000	10000	1000	0	0	1000	1000	272000	313000
1430 HRS	5000	1000	10000	2000	0	3000	3000	10000	0	0	0	1000	2000	275000	313000
1500 HRS	4000	2000	10000	2000	0	2000	4000	9000	1000	0	0	1000	2000	275000	313000
1530 HRS	4000	2000	11000	3000	0	3000	4000	5000	1000	0	0	1000	2000	275000	313000
1600 HRS	4000	3000	13000	3000	0	3000	4000	9000	2000	0	0	2000	2000	266000	313000
1630 HRS	5000	5000	12000	2000	0	3000	3000	4000	1000	0	0	2000	2000	271000	313000
1700 HRS	4000	2000	13000	5000	0	3000	3000	5000	1000	0	0	1000	1000	272000	313000
1730 HRS	3000	2000	11000	7000	0	2000	3000	5000	1000	0	0	1000	0	277000	313000
1800 HRS	3000	1000	10000	5000	0	1000	3000	5000	4000	0	1000	1000	0	277000	313000
1830 HRS	2000	1000	7000	2000	1000	1000	3000	2000	5000	0	1000	2000	0	284000	313000
1900 HRS	2000	3000	3000	3000	1000	1000	4000	2000	5000	0	1000	2000	0	283000	313000
1930 HRS	1000	3000	2000	0	0	1000	2000	1000	4000	0	1000	1000	0	295000	313000
2000 HRS	2000	3000	1000	0	0	1000	1000	1000	4000	0	1000	1000	0	296000	313000
2030 HRS	1000	3000	1000	0	0	0	1000	1000	3000	0	1000	2000	0	299000	313000
2100 HRS	0	3000	1000	0	0	0	1000	0	1000	0	0	1000	0	305000	313000
2130 HRS	0	2000	1000	0	0	0	0	0	0	0	0	1000	0	309000	313000
2200 HRS	0	2000	1000	0	0	1000	1000	1000	0	0	0	0	0	306000	313000
2230 HRS	0	0	1000	0	0	0	1000	1000	0	0	0	0	0	310000	313000
2300 HRS	1000	0	1000	0	0	0	0	1000	0	0	0	0	0	310000	313000
2330 HRS	0	0	0	0	0	0	0	1000	0	0	0	0	0	312000	313000

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

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

	RRM	P 106.1	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	1000	0	0	0	0	0	0	0	0	0	312000	313000
0430 HRS	0	0	1000	1000	0	0	1000	1000	0	0	0	0	0	309000	313000
0500 HRS	0	0	1000	2000	0	0	0	1000	0	0	0	0	0	309000	313000
0530 HRS	1000	0	4000	2000	0	0	1000	1000	0	0	0	0	0	303000	313000
0600 HRS	3000	0	10000	4000	0	1000	1000	1000	1000	0	1000	0	0	290000	313000
0630 HRS	7000	0	9000	5000	1000	1000	4000	1000	1000	0	1000	2000	2000	278000	313000
0700 HRS	8000	2000	9000	8000	1000	2000	5000	1000	4000	0	0	1000	7000	259000	313000
0730 HRS	8000	3000	10000	8000	1000	3000	5000	4000	3000	0	0	1000	7000	248000	313000
0800 HRS	12000	2000	12000	9000	0	4000	10000	5000	2000	1000	0	3000	3000	245000	313000
0830 HRS	13000	1000	13000	8000	0	4000	9000	5000	3000	1000	0	7000	3000	220000	313000
0900 HRS	19000	3000	13000	11000	0	8000	11000	7000	10000	0	0	8000	4000	218000	313000
0930 HRS	19000	4000	16000	10000	0	10000	11000	4000	9000	0	1000	7000	4000	214000	313000
1000 HRS	19000	5000	18000	11000	0	8000	11000	5000	8000	0	1000	8000	5000	219000	313000
1030 HRS	19000	7000	16000	8000	0	7000	11000	5000	8000	0	1000	9000	4000	220000	313000
1100 HRS	18000	7000	15000	9000	0	8000	11000	5000	7000	0	1000	9000	4000	225000	313000
1130 HRS	14000	7000	18000	7000	2000	5000	11000	4000	7000	0	1000	8000	4000	224000	313000
NOON	18000	8000	16000	9000	3000	4000	9000	4000	4000	0	1000	8000	4000	252000	313000
1230 HRS	13000	5000	14000	5000	0	3000	3000	3000	3000	0	1000	5000	3000	258000	313000
1300 HRS	10000	4000	13000	5000	0	4000	2000	2000	4000	0	0	3000	5000	266000	313000
1330 HRS	9000	2000	12000	4000	0	4000	1000	4000	2000	0	2000	2000	3000	270000	313000
1400 HRS	4000	2000	10000	5000	0	3000	2000	5000	1000	1000	2000	1000	4000	275000	313000
1430 HRS	3000	2000	8000	4000	0	5000	1000	5000	1000	1000	1000	1000	4000	268000	313000
1500 HRS	3000	5000	8000	5000	0	5000	2000	8000	1000	0	1000	1000	4000	269000	313000
1530 HRS	3000	4000	9000	5000	0	4000	3000	7000	2000	0	0	1000	4000	257000	313000
1600 HRS	3000	3000	12000	7000	1000	5000	3000	5000	4000	0	1000	5000	4000	265000	313000
1630 HRS	3000	3000	10000	7000	1000	5000	2000	4000	2000	0	1000	7000	2000	267000	313000
1700 HRS	4000	4000	9000	7000	1000	4000	2000	2000	3000	0	1000	7000	1000	274000	313000
1730 HRS	3000	3000	7000	9000	0	4000	1000	1000	3000	0	1000	7000	0	277000	313000
1800 HRS	2000	3000	5000	5000	0	4000	1000	2000	4000	0	1000	5000	1000	282000	313000
1830 HRS	2000	3000	4000	2000	0	4000	1000	2000	3000	0	1000	4000	2000	283000	313000
1900 HRS	3000	2000	3000	1000	0	4000	3000	2000	3000	0	0	4000	2000	290000	313000
1930 HRS	1000	2000	1000	1000	0	7000	3000	1000	2000	0	0	2000	2000	301000	313000
2000 HRS	1000	2000	0	0	0	3000	0	1000	2000	0	0	1000	0	303000	313000
2030 HRS	1000	2000	0	0	0	2000	0	1000	2000	0	0	1000	0	309000	313000
2100 HRS	0	2000	0	0	0	1000	0	0	1000	0	0	0	0	307000	313000
2130 HRS	0	2000	0	0	0	1000	0	0	1000	0	1000	0	0	306000	313000
2200 HRS	0	2000	0	0	0	1000	1000	0	1000	0	1000	0	0	310000	313000
2230 HRS	0	1000	0	0	0	2000	0	0	0	0	0	0	0	309000	313000
2300 HRS	0	0	0	1000	0	2000	0	0	0	0	1000	0	0	309000	313000
2330 HRS	0	0	0	1000	0	2000	0	0	0	0	1000	0	0	309000	313000

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

TABLE R4: RADIO LISTENERSHIP: THURSDAY
(BASE=246*)

	RRM	P 106.6	SUPER	101	A3	BAY	RTK	SMASH	CALY-PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	1000	0	0	0	0	0	0	0	0	0	0	312000	313000
0500 HRS	0	0	2000	1000	0	0	0	0	0	0	0	0	0	310000	313000
0530 HRS	1000	0	7000	2000	0	0	1000	0	2000	0	0	0	0	300000	313000
0600 HRS	1000	0	12000	3000	0	1000	1000	0	2000	0	1000	2000	0	290000	313000
0630 HRS	2000	0	11000	4000	1000	3000	1000	0	1000	0	1000	1000	0	282000	313000
0700 HRS	5000	2000	10000	8000	1000	7000	5000	0	4000	0	0	3000	5000	261000	313000
0730 HRS	7000	3000	11000	9000	1000	7000	4000	2000	3000	0	0	3000	4000	258000	313000
0800 HRS	14000	3000	13000	11000	1000	8000	7000	4000	3000	1000	0	4000	3000	240000	313000
0830 HRS	14000	2000	13000	10000	1000	8000	8000	3000	3000	1000	0	7000	3000	240000	313000
0900 HRS	23000	4000	15000	11000	0	10000	7000	4000	9000	0	0	9000	7000	214000	313000
0930 HRS	22000	4000	15000	10000	0	10000	10000	3000	8000	1000	1000	9000	7000	213000	313000
1000 HRS	20000	4000	16000	10000	0	9000	11000	4000	8000	0	1000	9000	5000	216000	313000
1030 HRS	20000	4000	16000	13000	0	10000	9000	4000	8000	0	1000	9000	5000	213000	313000
1100 HRS	19000	4000	16000	13000	0	9000	9000	4000	7000	0	1000	9000	5000	217000	313000
1130 HRS	13000	5000	18000	13000	0	8000	8000	4000	7000	0	1000	8000	5000	223000	313000
NOON	12000	5000	15000	14000	2000	7000	10000	4000	5000	0	2000	8000	3000	224000	313000
1230 HRS	9000	3000	7000	11000	1000	5000	8000	3000	4000	0	2000	5000	4000	249000	313000
1300 HRS	7000	2000	4000	12000	0	8000	4000	2000	4000	0	2000	5000	4000	257000	313000
1330 HRS	5000	2000	5000	11000	0	7000	3000	3000	4000	0	2000	4000	2000	263000	313000
1400 HRS	4000	2000	3000	12000	0	8000	3000	2000	3000	1000	2000	3000	1000	267000	313000
1430 HRS	4000	2000	3000	10000	0	8000	2000	2000	3000	1000	2000	4000	2000	268000	313000
1500 HRS	4000	3000	7000	9000	0	10000	2000	4000	3000	0	2000	2000	1000	265000	313000
1530 HRS	5000	2000	8000	9000	0	9000	2000	7000	3000	0	2000	2000	1000	263000	313000
1600 HRS	5000	2000	9000	12000	0	8000	2000	3000	3000	0	1000	5000	1000	260000	313000
1630 HRS	2000	2000	8000	12000	0	4000	2000	3000	4000	0	1000	5000	1000	267000	313000
1700 HRS	4000	1000	5000	11000	0	5000	4000	2000	7000	0	1000	5000	2000	264000	313000
1730 HRS	3000	1000	5000	10000	0	5000	3000	0	7000	0	1000	4000	2000	270000	313000
1800 HRS	2000	2000	5000	8000	1000	9000	4000	1000	7000	0	1000	3000	1000	268000	313000
1830 HRS	1000	2000	7000	2000	1000	8000	3000	1000	7000	0	1000	3000	3000	274000	313000
1900 HRS	2000	0	7000	1000	1000	7000	8000	1000	4000	0	0	3000	3000	276000	313000
1930 HRS	1000	1000	1000	2000	2000	4000	3000	1000	2000	0	0	1000	3000	290000	313000
2000 HRS	1000	1000	2000	0	0	1000	0	1000	2000	0	0	1000	0	303000	313000
2030 HRS	1000	0	0	1000	0	1000	0	0	2000	0	0	1000	0	306000	313000
2100 HRS	0	0	1000	0	0	1000	1000	0	1000	0	0	0	0	309000	313000
2130 HRS	0	0	0	0	0	1000	2000	0	1000	0	0	0	0	309000	313000
2200 HRS	1000	0	0	0	0	1000	2000	0	1000	0	0	0	0	307000	313000
2230 HRS	0	0	0	0	0	2000	2000	0	1000	0	0	0	1000	306000	313000
2300 HRS	1000	0	1000	0	0	2000	0	0	0	0	1000	0	1000	306000	313000
2330 HRS	1000	0	0	0	0	2000	1000	0	0	0	1000	0	0	307000	313000

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

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

	RRM	P 106.6	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0500 HRS	1000	1000	1000	0	0	0	0	0	1000	0	0	0	0	313000	313000
0530 HRS	1000	1000	3	0	0	0	1000	0	3000	0	0	0	0	299000	313000
0600 HRS	1000	1000	14000	1000	0	0	2000	1000	2000	0	0	0	0	290000	313000
0630 HRS	2000	2000	16000	2000	0	3000	1000	0	3000	0	0	2000	1000	279000	313000
0700 HRS	4000	7000	14000	5000	1000	7000	5000	1000	7000	0	0	4000	3000	254000	313000
0730 HRS	5000	4000	14000	7000	1000	7000	3000	2000	5000	0	0	5000	3000	255000	313000
0800 HRS	10000	4000	16000	8000	0	10000	9000	2000	7000	0	0	8000	4000	235000	313000
0830 HRS	11000	3000	16000	8000	0	5000	11000	2000	8000	0	0	7000	5000	236000	313000
0900 HRS	13000	5000	21000	11000	0	4000	11000	5000	11000	0	0	7000	4000	220000	313000
0930 HRS	14000	5000	20000	11000	1000	8000	12000	7000	10000	0	0	7000	2000	217000	313000
1000 HRS	16000	7000	22000	12000	1000	10000	12000	7000	10000	1000	0	5000	2000	208000	313000
1030 HRS	15000	5000	19000	11000	1000	8000	12000	7000	10000	1000	0	5000	2000	217000	313000
1100 HRS	12000	5000	18000	12000	0	7000	13000	5000	10000	1000	0	3000	3000	223000	313000
1130 HRS	12000	5000	16000	11000	0	7000	11000	5000	11000	0	0	4000	2000	228000	313000
NOON	10000	4000	19000	12000	0	3000	10000	5000	8000	1000	0	4000	2000	234000	313000
1230 HRS	8000	4000	12000	11000	0	4000	5000	5000	5000	1000	0	3000	1000	252000	313000
1300 HRS	5000	5000	10000	10000	1000	3000	4000	4000	4000	1000	0	3000	2000	258000	313000
1330 HRS	5000	3000	10000	10000	1000	3000	3000	3000	4000	1000	0	3000	2000	264000	313000
1400 HRS	4000	3000	8000	9000	1000	5000	4000	3000	4000	1000	0	3000	2000	264000	313000
1430 HRS	3000	2000	8000	10000	1000	4000	3000	2000	4000	1000	0	4000	2000	267000	313000
1500 HRS	3000	2000	8000	10000	0	7000	2000	3000	3000	1000	0	3000	0	270000	313000
1530 HRS	1000	1000	7000	10000	0	5000	2000	4000	3000	1000	0	3000	0	275000	313000
1600 HRS	1000	2000	10000	11000	0	8000	3000	4000	3000	0	0	2000	1000	267000	313000
1630 HRS	1000	2000	5000	11000	0	2000	3000	5000	5000	0	0	1000	0	276000	313000
1700 HRS	2000	2000	9000	7000	0	4000	5000	4000	8000	0	0	1000	0	270000	313000
1730 HRS	2000	2000	9000	4000	1000	4000	2000	3000	8000	0	0	1000	1000	275000	313000
1800 HRS	4000	2000	9000	2000	0	4000	2000	4000	10000	0	0	0	1000	274000	313000
1830 HRS	3000	2000	7000	1000	0	4000	2000	3000	10000	0	0	0	2000	278000	313000
1900 HRS	2000	1000	4000	0	0	3000	5000	3000	9000	0	0	0	2000	282000	313000
1930 HRS	1000	1000	1000	0	0	1000	4000	2000	7000	0	0	0	2000	293000	313000
2000 HRS	1000	0	1000	0	0	1000	2000	2000	4000	0	0	0	2000	299000	313000
2030 HRS	1000	1000	0	0	0	1000	1000	1000	3000	0	0	0	1000	303000	313000
2100 HRS	1000	1000	0	1000	0	1000	1000	2000	0	0	0	0	1000	304000	313000
2130 HRS	1000	0	0	1000	0	0	0	0	0	0	0	0	0	311000	313000
2200 HRS	2000	0	0	0	0	0	0	0	0	0	0	0	0	311000	313000
2230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
2300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
2330 HRS	1000	0	0	0	0	0	0	0	0	0	0	0	0	312000	313000

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

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

	RRM	P [106.1	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	0	0	1000	312000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	0	1000	0	312000	313000
0500 HRS	1000	0	2000	0	0	0	1000	0	1000	0	0	1000	0	312000	313000
0530 HRS	1000	0	4000	0	0	0	1000	0	1000	0	0	1000	0	306000	313000
0600 HRS	1000	1000	9000	0	0	0	3000	1000	1000	0	0	1000	0	295000	313000
0630 HRS	1000	1000	11000	1000	0	0	2000	0	1000	0	0	2000	0	293000	313000
0700 HRS	3000	1000	11000	2000	1000	1000	2000	1000	2000	0	0	2000	0	286000	313000
0730 HRS	4000	1000	11000	3000	1000	2000	2000	2000	1000	0	0	2000	0	282000	313000
0800 HRS	5000	1000	15000	4000	1000	3000	4000	2000	2000	0	0	3000	2000	268000	313000
0830 HRS	7000	2000	18000	7000	1000	7000	8000	2000	2000	0	0	3000	1000	256000	313000
0900 HRS	9000	2000	19000	8000	2000	9000	11000	3000	4000	0	0	3000	3000	240000	313000
0930 HRS	8000	3000	19000	11000	2000	9000	12000	3000	4000	0	0	4000	3000	234000	313000
1000 HRS	5000	2000	20000	13000	2000	11000	14000	4000	5000	0	0	5000	3000	226000	313000
1030 HRS	4000	2000	20000	11000	2000	12000	13000	5000	5000	0	0	4000	3000	230000	313000
1100 HRS	5000	2000	22000	13000	1000	9000	13000	4000	4000	0	0	5000	3000	230000	313000
1130 HRS	5000	2000	18000	13000	1000	9000	12000	4000	3000	0	0	5000	3000	236000	313000
NOON	3000	3000	16000	10000	0	5000	10000	3000	2000	0	0	3000	2000	254000	313000
1230 HRS	2000	3000	12000	9000	0	5000	7000	3000	3000	0	0	2000	2000	264000	313000
1300 HRS	0	3000	12000	8000	0	4000	8000	3000	3000	0	0	2000	2000	264000	313000
1330 HRS	0	3000	10000	5000	0	5000	4000	2000	2000	0	0	2000	1000	277000	313000
1400 HRS	1000	3000	12000	7000	0	8000	3000	1000	1000	0	0	2000	1000	274000	313000
1430 HRS	1000	3000	12000	4000	0	7000	4000	1000	1000	0	0	2000	1000	276000	313000
1500 HRS	1000	5000	10000	4000	0	8000	4000	1000	1000	0	0	2000	1000	275000	313000
1530 HRS	0	4000	9000	5000	0	7000	2000	1000	1000	0	0	2000	1000	280000	313000
1600 HRS	0	4000	10000	5000	0	8000	3000	1000	2000	0	0	2000	1000	276000	313000
1630 HRS	0	2000	8000	5000	0	5000	3000	1000	1000	0	0	1000	1000	284000	313000
1700 HRS	0	2000	5000	3000	0	5000	3000	1000	1000	0	0	1000	1000	289000	313000
1730 HRS	1000	1000	4000	3000	1000	4000	2000	1000	1000	0	0	1000	0	292000	313000
1800 HRS	2000	2000	5000	1000	0	5000	5000	1000	2000	0	0	1000	0	287000	313000
1830 HRS	2000	2000	3000	1000	0	4000	7000	1000	8000	0	0	0	1000	283000	313000
1900 HRS	2000	1000	2000	1000	0	2000	8000	2000	7000	0	0	0	0	288000	313000
1930 HRS	1000	1000	1000	1000	0	2000	4000	1000	4000	0	0	0	0	296000	313000
2000 HRS	0	0	1000	1000	0	1000	3000	1000	3000	0	0	0	0	302000	313000
2030 HRS	0	0	1000	1000	0	1000	4000	1000	4000	0	0	0	0	300000	313000
2100 HRS	0	1000	1000	1000	0	2000	3000	2000	3000	0	0	0	0	299000	313000
2130 HRS	0	1000	2000	1000	0	0	0	0	3000	0	0	0	0	305000	313000
2200 HRS	1000	0	2000	0	0	0	0	0	2000	0	0	0	0	307000	313000
2230 HRS	0	0	2000	0	0	0	0	0	2000	0	0	0	0	309000	313000
2300 HRS	0	0	1000	0	0	0	0	0	3000	0	0	0	0	309000	313000
2330 HRS	0	0	0	0	0	0	0	0	2000	0	0	0	0	311000	313000

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

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

	RRM	P [106.1	SUPER	101	A3	BAY	RTK	SMASH	CALY- PSO	JAMPUS	FM BRONJA	CAPITAL	XFM	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	1000	0	0	0	0	0	0	0	0	0	312000	313000
0430 HRS	0	0	0	1000	0	0	0	0	0	0	0	0	0	312000	313000
0500 HRS	2000	0	1000	1000	0	0	0	0	0	0	0	0	0	309000	313000
0530 HRS	2000	0	3000	1000	0	0	1000	0	0	0	0	0	0	305000	313000
0600 HRS	3000	0	7000	1000	0	0	1000	0	0	0	0	0	1000	300000	313000
0630 HRS	4000	0	7000	1000	0	0	1000	0	0	0	0	0	1000	299000	313000
0700 HRS	7000	0	7000	3000	0	0	1000	1000	0	0	0	0	1000	293000	313000
0730 HRS	5000	0	8000	4000	0	2000	1000	1000	0	0	0	0	1000	290000	313000
0800 HRS	9000	0	13000	5000	0	0	4000	2000	1000	0	0	0	1000	277000	313000
0830 HRS	10000	1000	15000	3000	0	1000	8000	1000	2000	0	0	1000	1000	269000	313000
0900 HRS	5000	2000	18000	1000	0	2000	8000	2000	4000	0	0	2000	3000	265000	313000
0930 HRS	5000	2000	18000	0	0	4000	7000	2000	3000	0	0	2000	4000	265000	313000
1000 HRS	9000	3000	18000	0	0	7000	5000	1000	2000	0	0	2000	4000	261000	313000
1030 HRS	7000	5000	15000	0	0	5000	3000	4000	1000	0	0	3000	3000	265000	313000
1100 HRS	5000	5000	13000	1000	0	5000	3000	4000	1000	0	0	4000	3000	266000	313000
1130 HRS	4000	4000	12000	1000	0	5000	3000	4000	0	0	0	4000	1000	272000	313000
NOON	5000	3000	14000	1000	0	3000	3000	5000	1000	0	0	4000	1000	270000	313000
1230 HRS	5000	3000	12000	0	0	5000	1000	3000	1000	0	0	3000	1000	277000	313000
1300 HRS	3000	3000	10000	1000	0	4000	0	3000	1000	0	0	3000	1000	282000	313000
1330 HRS	2000	2000	8000	1000	0	4000	0	3000	0	0	0	3000	1000	288000	313000
1400 HRS	2000	2000	8000	1000	0	3000	0	2000	2000	0	0	2000	2000	288000	313000
1430 HRS	2000	2000	8000	0	0	2000	0	2000	3000	0	0	1000	2000	290000	313000
1500 HRS	1000	2000	5000	0	0	2000	2000	2000	2000	0	0	1000	1000	293000	313000
1530 HRS	2000	3000	5000	0	0	4000	3000	1000	1000	0	0	2000	1000	289000	313000
1600 HRS	2000	2000	4000	0	0	2000	3000	1000	2000	0	0	2000	1000	292000	313000
1630 HRS	2000	2000	4000	1000	0	3000	2000	1000	1000	0	0	2000	1000	292000	313000
1700 HRS	3000	2000	5000	1000	1000	3000	2000	2000	1000	0	0	1000	1000	289000	313000
1730 HRS	2000	2000	5000	0	0	3000	2000	1000	1000	0	0	1000	0	294000	313000
1800 HRS	2000	1000	4000	0	0	2000	2000	1000	0	0	0	1000	0	299000	313000
1830 HRS	1000	0	3000	0	0	1000	3000	0	0	0	0	0	0	304000	313000
1900 HRS	1000	1000	2000	0	0	1000	1000	0	1000	0	0	0	0	305000	313000
1930 HRS	3000	1000	1000	0	0	0	2000	0	1000	0	0	0	0	304000	313000
2000 HRS	3000	0	1000	0	0	2000	1000	0	0	0	0	0	0	305000	313000
2030 HRS	2000	0	1000	0	0	1000	1000	0	0	0	0	0	0	307000	313000
2100 HRS	2000	0	1000	0	0	1000	0	0	1000	0	0	0	0	307000	313000
2130 HRS	1000	0	1000	0	0	1000	0	0	1000	0	0	0	0	309000	313000
2200 HRS	1000	0	1000	0	0	2000	0	0	1000	0	0	0	0	307000	313000
2230 HRS	1000	0	1000	0	0	1000	0	0	1000	0	0	0	0	309000	313000
2300 HRS	0	0	2000	0	0	1000	0	0	0	0	0	0	0	310000	313000
2330 HRS	0	0	1000	0	0	1000	0	0	0	0	0	0	0	311000	313000

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

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

	TVM	SUPER	NET TV	SMAS	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	1000	0	0	0	1000	311000	313000
0030 HRS	0	0	0	0	0	1000	0	0	0	1000	311000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0500 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0530 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0600 HRS	0	1000	0	0	0	0	0	0	0	0	312000	313000
0630 HRS	0	1000	0	0	0	0	0	0	0	0	312000	313000
0700 HRS	0	2000	0	0	0	0	0	0	0	0	312000	313000
0730 HRS	0	2000	0	0	0	0	0	0	0	1000	310000	313000
0800 HRS	0	2000	0	0	1000	0	0	0	0	0	310000	313000
0830 HRS	0	2000	0	0	2000	0	0	0	0	0	309000	313000
0900 HRS	1000	2000	0	0	1000	2000	0	0	0	0	306000	313000
0930 HRS	1000	4000	0	1000	0	2000	0	0	0	0	304000	313000
1000 HRS	2000	4000	2000	3000	0	2000	0	0	0	1000	298000	313000
1030 HRS	2000	4000	2000	3000	0	3000	0	0	0	1000	296000	313000
1100 HRS	3000	4000	2000	3000	0	4000	0	0	0	1000	294000	313000
1130 HRS	2000	5000	2000	2000	0	4000	0	0	0	1000	295000	313000
NOON	5000	8000	1000	1000	2000	3000	0	0	0	1000	291000	313000
1230 HRS	3000	7000	1000	1000	2000	5000	0	0	0	1000	292000	313000
1300 HRS	2000	9000	1000	0	2000	5000	0	0	0	2000	291000	313000
1330 HRS	3000	10000	1000	0	0	12000	0	0	0	1000	286000	313000
1400 HRS	2000	11000	2000	1000	0	13000	0	0	0	1000	282000	313000
1430 HRS	2000	11000	2000	1000	0	12000	0	0	0	1000	283000	313000
1500 HRS	1000	13000	1000	2000	3000	8000	0	0	0	2000	282000	313000
1530 HRS	2000	13000	2000	1000	3000	5000	0	0	0	2000	283000	313000
1600 HRS	2000	11000	5000	1000	5000	4000	1000	0	0	1000	281000	313000
1630 HRS	1000	10000	4000	1000	5000	4000	0	0	0	4000	282000	313000
1700 HRS	1000	16000	2000	1000	5000	7000	0	0	0	5000	275000	313000
1730 HRS	1000	18000	2000	1000	4000	9000	0	0	0	8000	270000	313000
1800 HRS	11000	16000	7000	0	5000	12000	0	0	0	9000	253000	313000
1830 HRS	11000	16000	8000	0	7000	11000	1000	0	0	9000	251000	313000
1900 HRS	7000	18000	7000	0	5000	8000	1000	0	0	14000	254000	313000
1930 HRS	7000	89000	8000	0	2000	3000	1000	0	0	13000	190000	313000
1945 HRS	4000	47000	56000	0	1000	5000	0	0	0	9000	190000	313000
2000 HRS	116000	26000	22000	0	3000	7000	0	0	0	11000	128000	313000
2030 HRS	83000	28000	68000	1000	2000	12000	1000	0	0	12000	105000	313000
2100 HRS	48000	35000	70000	1000	7000	22000	3000	0	0	21000	106000	313000
2130 HRS	39000	33000	43000	1000	8000	26000	3000	0	0	22000	138000	313000
2200 HRS	23000	28000	21000	0	5000	25000	2000	0	0	18000	190000	313000
2230 HRS	9000	21000	12000	0	5000	19000	2000	0	0	10000	235000	313000
2300 HRS	7000	12000	7000	1000	2000	15000	2000	0	0	7000	260000	313000
2330 HRS	0	2000	0	1000	0	8000	1000	0	0	5000	295000	313000

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

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

	TVM	SUPER	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	1000	312000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0500 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0530 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0600 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0630 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0700 HRS	0	0	0	0	1000	1000	0	0	0	0	311000	313000
0730 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0800 HRS	0	0	0	0	1000	1000	0	0	0	0	311000	313000
0830 HRS	0	0	0	0	0	2000	0	0	0	0	311000	313000
0900 HRS	0	1000	0	0	0	3000	0	0	0	0	309000	313000
0930 HRS	0	2000	0	0	0	2000	0	0	0	0	309000	313000
1000 HRS	0	2000	2000	2000	0	2000	0	0	0	0	304000	313000
1030 HRS	0	3000	2000	2000	0	2000	0	0	0	0	303000	313000
1100 HRS	1000	3000	3000	2000	0	2000	0	0	0	0	301000	313000
1130 HRS	1000	3000	4000	2000	0	2000	0	0	0	1000	299000	313000
NOON	5000	4000	3000	1000	0	2000	0	0	0	0	296000	313000
1230 HRS	3000	5000	2000	1000	1000	3000	0	0	0	0	296000	313000
1300 HRS	3000	5000	3000	0	1000	3000	0	0	0	2000	294000	313000
1330 HRS	3000	9000	7000	0	0	8000	0	0	0	0	287000	313000
1400 HRS	3000	10000	8000	0	1000	11000	0	0	0	1000	279000	313000
1430 HRS	1000	10000	7000	0	1000	10000	1000	0	0	1000	282000	313000
1500 HRS	1000	11000	5000	0	1000	10000	1000	0	0	2000	281000	313000
1530 HRS	2000	11000	4000	0	0	10000	1000	0	0	2000	282000	313000
1600 HRS	3000	11000	8000	0	1000	10000	1000	0	0	5000	274000	313000
1630 HRS	2000	13000	7000	0	2000	11000	1000	0	0	8000	269000	313000
1700 HRS	2000	12000	2000	0	3000	12000	0	0	0	10000	271000	313000
1730 HRS	1000	10000	2000	0	2000	11000	0	0	0	12000	275000	313000
1800 HRS	11000	13000	3000	0	4000	10000	0	0	0	13000	258000	313000
1830 HRS	5000	13000	2000	0	8000	12000	0	0	0	12000	260000	313000
1900 HRS	3000	14000	2000	0	8000	9000	0	0	0	12000	265000	313000
1930 HRS	2000	86000	4000	0	4000	5000	0	0	0	10000	200000	313000
1945 HRS	2000	47000	60000	0	2000	3000	0	0	0	8000	190000	313000
2000 HRS	132000	30000	14000	0	5000	14000	0	0	0	4000	113000	313000
2030 HRS	130000	23000	19000	1000	5000	20000	1000	0	0	8000	106000	313000
2100 HRS	127000	20000	19000	1000	11000	22000	3000	0	0	15000	95000	313000
2130 HRS	112000	19000	14000	0	11000	22000	3000	0	0	16000	116000	313000
2200 HRS	89000	19000	9000	0	12000	21000	1000	0	0	15000	148000	313000
2230 HRS	65000	15000	3000	0	11000	16000	1000	0	0	14000	187000	313000
2300 HRS	23000	12000	1000	0	4000	7000	0	0	0	11000	255000	313000
2330 HRS	1000	2000	1000	0	0	4000	0	0	0	7000	298000	313000

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

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

	TVM	SUPER	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	1000	0	0	0	0	1000	311000	313000
0030 HRS	0	0	0	0	1000	0	0	0	0	1000	311000	313000
0100 HRS	0	0	0	0	1000	0	0	0	0	1000	311000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0500 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0530 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0600 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0630 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0700 HRS	0	0	0	0	1000	1000	0	0	0	0	311000	313000
0730 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0800 HRS	0	0	0	1000	1000	1000	0	0	0	0	310000	313000
0830 HRS	0	0	0	1000	0	1000	0	0	0	0	311000	313000
0900 HRS	0	0	1000	1000	0	1000	0	0	0	0	310000	313000
0930 HRS	0	0	1000	1000	0	0	0	0	0	0	311000	313000
1000 HRS	0	0	4000	2000	0	1000	0	0	0	2000	303000	313000
1030 HRS	0	0	4000	3000	0	1000	0	0	0	2000	302000	313000
1100 HRS	1000	0	4000	3000	0	1000	0	0	0	1000	302000	313000
1130 HRS	1000	2000	3000	3000	0	1000	0	0	0	1000	301000	313000
NOON	4000	3000	1000	1000	0	2000	0	0	0	0	301000	313000
1230 HRS	2000	7000	1000	0	0	2000	0	0	0	0	301000	313000
1300 HRS	2000	5000	4000	0	0	3000	0	0	0	2000	295000	313000
1330 HRS	1000	8000	4000	0	0	3000	0	0	0	2000	294000	313000
1400 HRS	1000	9000	3000	0	2000	8000	0	0	0	1000	289000	313000
1430 HRS	0	7000	1000	0	3000	8000	1000	0	0	2000	291000	313000
1500 HRS	0	8000	3000	1000	3000	9000	0	0	0	3000	286000	313000
1530 HRS	1000	8000	4000	2000	0	10000	1000	0	0	4000	282000	313000
1600 HRS	1000	9000	5000	2000	0	13000	1000	0	0	12000	269000	313000
1630 HRS	1000	9000	8000	0	2000	13000	0	0	0	9000	271000	313000
1700 HRS	1000	5000	4000	1000	7000	11000	0	0	0	10000	274000	313000
1730 HRS	0	7000	2000	2000	5000	10000	0	0	0	10000	277000	313000
1800 HRS	8000	7000	3000	2000	5000	10000	0	0	0	12000	266000	313000
1830 HRS	8000	7000	5000	0	8000	11000	0	0	0	10000	265000	313000
1900 HRS	8000	11000	3000	1000	7000	14000	0	0	0	11000	258000	313000
1930 HRS	7000	80000	5000	1000	7000	10000	0	0	0	7000	197000	313000
1945 HRS	3000	48000	59000	1000	4000	7000	0	0	0	5000	185000	313000
2000 HRS	110000	26000	18000	1000	2000	15000	0	0	0	5000	135000	313000
2030 HRS	58000	33000	20000	0	9000	24000	0	3000	0	12000	154000	313000
2100 HRS	22000	40000	20000	0	16000	35000	2000	4000	0	22000	151000	313000
2130 HRS	18000	44000	16000	0	16000	35000	2000	4000	0	19000	159000	313000
2200 HRS	14000	37000	9000	0	14000	32000	2000	3000	0	19000	183000	313000
2230 HRS	9000	27000	7000	0	8000	20000	2000	2000	0	15000	223000	313000
2300 HRS	4000	18000	2000	0	7000	13000	1000	1000	0	14000	253000	313000
2330 HRS	1000	2000	0	0	4000	4000	0	0	0	7000	294000	313000

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

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

	TV/M	SUPER	NET TV	SMAS	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	1000	2000	1000	0	0	1000	307000	313000
0030 HRS	1000	0	0	0	0	1000	1000	0	0	1000	309000	313000
0100 HRS	0	0	0	0	0	0	1000	0	0	1000	311000	313000
0130 HRS	0	0	0	0	0	0	1000	0	0	0	312000	313000
0200 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0230 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0300 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0330 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0500 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0530 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0600 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0630 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0700 HRS	1000	0	0	0	0	0	0	0	0	1000	312000	313000
0730 HRS	2000	0	0	0	0	0	0	0	0	0	311000	313000
0800 HRS	1000	0	0	1000	0	0	0	0	0	0	311000	313000
0830 HRS	1000	0	0	1000	0	0	0	0	0	0	311000	313000
0900 HRS	1000	0	0	1000	0	0	0	0	0	0	310000	313000
0930 HRS	1000	0	1000	0	0	0	0	0	0	1000	310000	313000
1000 HRS	0	0	3000	2000	0	1000	0	0	0	2000	304000	313000
1030 HRS	0	0	3000	3000	1000	1000	0	0	0	1000	303000	313000
1100 HRS	1000	0	3000	3000	1000	1000	0	0	0	1000	302000	313000
1130 HRS	1000	1000	2000	3000	1000	2000	0	0	0	0	302000	313000
NOON	3000	2000	0	2000	1000	2000	0	0	0	0	302000	313000
1230 HRS	3000	4000	0	0	2000	1000	0	0	0	0	302000	313000
1300 HRS	4000	5000	1000	0	0	1000	0	1000	0	2000	298000	313000
1330 HRS	3000	7000	4000	0	0	3000	0	1000	0	2000	292000	313000
1400 HRS	1000	7000	4000	0	0	12000	0	0	0	0	289000	313000
1430 HRS	0	8000	7000	0	0	13000	0	0	0	0	286000	313000
1500 HRS	0	8000	3000	1000	2000	9000	0	0	0	2000	288000	313000
1530 HRS	2000	9000	1000	2000	2000	8000	0	0	0	3000	286000	313000
1600 HRS	2000	7000	5000	2000	1000	12000	2000	0	0	7000	275000	313000
1630 HRS	1000	5000	5000	0	2000	9000	2000	0	0	7000	281000	313000
1700 HRS	2000	5000	3000	2000	3000	8000	0	0	0	7000	282000	313000
1730 HRS	0	5000	3000	1000	2000	8000	0	0	0	8000	286000	313000
1800 HRS	10000	5000	5000	1000	2000	8000	0	0	0	9000	272000	313000
1830 HRS	10000	5000	7000	1000	8000	10000	0	0	0	9000	264000	313000
1900 HRS	8000	8000	4000	1000	10000	9000	0	0	0	7000	267000	313000
1930 HRS	1000	91000	7000	1000	7000	8000	0	0	0	7000	193000	313000
1945 HRS	2000	55000	63000	1000	4000	7000	0	0	0	7000	174000	313000
2000 HRS	11500 0	27000	23000	1000	4000	20000	0	0	0	8000	115000	313000
2030 HRS	56000	58000	33000	1000	7000	22000	1000	0	0	13000	123000	313000
2100 HRS	22000	78000	30000	0	8000	38000	4000	1000	0	15000	117000	313000
2130 HRS	19000	71000	24000	0	10000	40000	4000	1000	0	18000	126000	313000
2200 HRS	20000	46000	18000	0	13000	46000	4000	2000	0	23000	141000	313000
2230 HRS	12000	24000	11000	0	9000	38000	4000	2000	0	19000	194000	313000
2300 HRS	7000	9000	4000	0	7000	20000	0	0	0	16000	251000	313000
2330 HRS	1000	3000	0	0	4000	8000	0	0	0	11000	286000	313000

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

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

	TVM	SUPER 1	NET TV	SMA	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	1000	0	0	2000	0	310000	313000
0030 HRS	0	0	0	0	0	1000	0	0	1000	0	311000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0230 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0300 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0330 HRS	0	0	0	0	1000	0	0	0	0	0	312000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0500 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0530 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0600 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0630 HRS	0	0	0	0	0	1000	0	0	1000	0	311000	313000
0700 HRS	1000	0	0	0	0	1000	0	0	0	0	311000	313000
0730 HRS	1000	0	0	0	1000	1000	0	0	1000	0	309000	313000
0800 HRS	1000	1000	0	0	1000	0	0	0	1000	0	309000	313000
0830 HRS	0	1000	0	1000	1000	1000	0	0	1000	0	307000	313000
0900 HRS	1000	2000	0	1000	1000	2000	0	0	1000	0	304000	313000
0930 HRS	1000	2000	1000	0	0	1000	0	0	1000	0	306000	313000
1000 HRS	1000	2000	2000	0	0	1000	0	0	1000	0	305000	313000
1030 HRS	1000	2000	2000	0	1000	1000	0	0	1000	0	304000	313000
1100 HRS	0	3000	2000	0	1000	1000	0	0	1000	0	304000	313000
1130 HRS	0	3000	1000	0	1000	1000	0	0	0	0	306000	313000
NOON	1000	3000	0	0	2000	2000	0	0	1000	0	303000	313000
1230 HRS	3000	1000	0	0	2000	4000	0	0	2000	0	300000	313000
1300 HRS	8000	2000	1000	1000	1000	4000	0	1000	2000	0	292000	313000
1330 HRS	9000	2000	2000	1000	2000	7000	0	1000	2000	0	287000	313000
1400 HRS	7000	5000	3000	1000	2000	9000	0	0	2000	0	283000	313000
1430 HRS	3000	10000	3000	1000	1000	11000	0	0	2000	0	281000	313000
1500 HRS	1000	11000	3000	1000	1000	8000	0	0	4000	0	283000	313000
1530 HRS	1000	10000	0	1000	1000	9000	0	0	4000	0	287000	313000
1600 HRS	1000	10000	3000	1000	3000	11000	2000	0	3000	0	278000	313000
1630 HRS	1000	8000	3000	1000	2000	10000	2000	0	3000	0	282000	313000
1700 HRS	1000	9000	1000	2000	3000	8000	0	0	5000	0	283000	313000
1730 HRS	1000	11000	1000	0	3000	4000	0	0	7000	0	286000	313000
1800 HRS	11000	12000	0	0	2000	5000	0	0	8000	0	275000	313000
1830 HRS	13000	12000	2000	1000	3000	10000	0	0	11000	0	260000	313000
1900 HRS	12000	15000	2000	1000	4000	8000	0	0	10000	0	260000	313000
1930 HRS	8000	83000	2000	0	2000	7000	0	0	8000	0	203000	313000
1945 HRS	5000	47000	54000	0	2000	4000	0	0	2000	0	198000	313000
2000 HRS	125000	28000	10000	0	5000	14000	0	0	3000	0	127000	313000
2030 HRS	143000	23000	9000	0	7000	18000	0	0	7000	0	107000	313000
2100 HRS	149000	20000	5000	0	10000	20000	0	0	8000	0	102000	313000
2130 HRS	150000	14000	3000	0	9000	21000	0	0	10000	0	106000	313000
2200 HRS	135000	14000	3000	0	8000	20000	0	0	11000	0	123000	313000
2230 HRS	119000	10000	1000	0	7000	16000	0	0	7000	1000	152000	313000
2300 HRS	65000	4000	2000	0	2000	10000	0	0	3000	0	226000	313000
2330 HRS	19000	3000	0	0	1000	7000	0	0	2000	0	281000	313000

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

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

	TVM	SUPER	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	1000	0	0	0	1000	311000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0500 HRS	1000	0	0	0	0	0	0	0	0	0	312000	313000
0530 HRS	1000	0	0	0	0	0	0	0	0	0	312000	313000
0600 HRS	0	0	0	0	1000	0	0	0	0	2000	310000	313000
0630 HRS	0	0	0	0	0	1000	0	0	0	1000	311000	313000
0700 HRS	0	0	0	0	0	0	0	0	0	3000	310000	313000
0730 HRS	0	0	0	0	0	0	0	0	0	2000	311000	313000
0800 HRS	1000	0	1000	0	0	0	1000	0	0	2000	307000	313000
0830 HRS	1000	0	1000	0	0	0	1000	0	0	2000	307000	313000
0900 HRS	0	1000	1000	0	0	0	1000	0	0	3000	306000	313000
0930 HRS	0	1000	0	0	0	0	1000	0	0	3000	307000	313000
1000 HRS	1000	1000	1000	1000	0	2000	1000	0	0	4000	301000	313000
1030 HRS	1000	1000	1000	1000	0	2000	0	0	0	3000	303000	313000
1100 HRS	1000	0	1000	1000	0	2000	0	0	0	3000	304000	313000
1130 HRS	2000	1000	1000	1000	1000	1000	0	0	0	3000	302000	313000
NOON	8000	3000	1000	1000	1000	0	1000	0	0	4000	293000	313000
1230 HRS	3000	3000	1000	0	1000	0	1000	0	0	3000	300000	313000
1300 HRS	11000	5000	1000	1000	1000	1000	0	0	0	4000	288000	313000
1330 HRS	11000	7000	1000	1000	2000	2000	0	0	0	5000	283000	313000
1400 HRS	15000	16000	5000	2000	1000	5000	0	0	0	10000	257000	313000
1430 HRS	15000	19000	7000	2000	1000	5000	0	0	0	10000	254000	313000
1500 HRS	9000	23000	8000	1000	1000	5000	0	0	0	13000	253000	313000
1530 HRS	8000	24000	5000	1000	1000	7000	1000	0	0	12000	254000	313000
1600 HRS	8000	24000	4000	1000	3000	3000	1000	0	0	12000	256000	313000
1630 HRS	5000	22000	4000	0	3000	0	1000	0	0	13000	264000	313000
1700 HRS	4000	19000	3000	0	2000	1000	1000	0	0	14000	268000	313000
1730 HRS	5000	15000	5000	0	2000	3000	1000	0	0	14000	266000	313000
1800 HRS	8000	14000	4000	0	1000	2000	0	0	0	20000	264000	313000
1830 HRS	3000	14000	2000	0	0	3000	0	0	0	19000	271000	313000
1900 HRS	2000	14000	2000	1000	0	3000	0	0	0	19000	271000	313000
1930 HRS	3000	61000	3000	1000	0	4000	0	0	0	13000	226000	313000
1945 HRS	3000	33000	30000	1000	0	1000	0	0	0	10000	235000	313000
2000 HRS	70000	24000	7000	0	1000	11000	1000	0	0	8000	191000	313000
2030 HRS	37000	36000	7000	0	4000	21000	1000	0	0	15000	191000	313000
2100 HRS	10000	36000	3000	0	5000	36000	1000	0	0	21000	200000	313000
2130 HRS	5000	34000	1000	0	7000	36000	0	0	0	20000	210000	313000
2200 HRS	5000	23000	1000	0	7000	35000	0	0	0	20000	222000	313000
2230 HRS	3000	19000	1000	1000	9000	32000	0	0	0	15000	233000	313000
2300 HRS	2000	13000	4000	0	3000	22000	0	0	0	8000	260000	313000
2330 HRS	0	0	1000	0	3000	12000	0	0	0	7000	290000	313000

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

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

	TVM	SUPER 1	NET TV	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0	0	0	0	2000	311000	313000
0030 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0100 HRS	0	0	0	0	0	0	0	0	0	1000	312000	313000
0130 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0200 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0230 HRS	0	0	0	0	0	0	0	0	0	0	313000	313000
0300 HRS	0	0		0	0	0	0	0	0	0	313000	313000
0330 HRS	0	0		0	0	0	0	0	0	0	313000	313000
0400 HRS	0	0		0	0	0	0	0	0	0	313000	313000
0430 HRS	0	0		0	0	0	0	0	0	0	313000	313000
0500 HRS	1000	0		0	0	0	0	0	0	0	313000	313000
0530 HRS	1000	0		0	1000	0	0	0	0	0	312000	313000
0600 HRS	0	0		0	1000	0	0	0	0	0	311000	313000
0630 HRS	0	0		0	0	1000	0	0	0	2000	310000	313000
0700 HRS	0	0		0	0	1000	0	0	0	1000	311000	313000
0730 HRS	1000	0	0	0	0	1000	0	0	0	1000	311000	313000
0800 HRS	2000	0	0	0	0	1000	0	0	0	2000	309000	313000
0830 HRS	3000	1000	0	0	0	1000	0	0	0	1000	309000	313000
0900 HRS	18000	1000	1000	0	0	1000	0	0	0	1000	306000	313000
0930 HRS	42000	1000	0	0	0	1000	0	0	0	2000	290000	313000
1000 HRS	75000	3000	1000	0	0	1000	0	0	0	7000	267000	313000
1030 HRS	83000	3000	2000	0	0	1000	0	0	0	4000	219000	313000
1100 HRS	90000	3000	3000	0	0	1000	0	0	0	4000	211000	313000
1130 HRS	83000	2000	2000	0	0	1000	0	0	0	4000	220000	313000
NOON	70000	5000	2000	0	1000	2000	0	0	0	3000	229000	313000
1230 HRS	47000	7000	1000	1000	1000	2000	0	1000	0	2000	251000	313000
1300 HRS	21000	5000	4000	1000	3000	3000	0	1000	0	3000	270000	313000
1330 HRS	8000	7000	3000	1000	4000	10000	1000	1000	0	5000	272000	313000
1400 HRS	3000	9000	3000	1000	3000	15000	1000	1000	0	8000	268000	313000
1430 HRS	2000	8000	1000	0	2000	14000	1000	1000	0	5000	278000	313000
1500 HRS	5000	10000	1000	1000	3000	12000	1000	0	0	12000	267000	313000
1530 HRS	10000	11000	0	2000	3000	10000	1000	0	0	14000	261000	313000
1600 HRS	13000	13000	0	2000	3000	8000	1000	0	0	16000	256000	313000
1630 HRS	13000	13000	0	1000	3000	9000	0	0	0	16000	257000	313000
1700 HRS	5000	14000	4000	1000	4000	9000	0	0	0	20000	255000	313000
1730 HRS	2000	18000	3000	0	3000	8000	0	0	0	18000	261000	313000
1800 HRS	4000	20000	1000	0	3000	10000	0	0	0	18000	257000	313000
1830 HRS	3000	18000	3000	0	4000	10000	0	0	0	16000	258000	313000
1900 HRS	0	18000	1000	0	5000	10000	0	0	0	13000	266000	313000
1930 HRS	2000	62000	1000	0	2000	9000	0	0	0	9000	228000	313000
1945 HRS	2000	33000	28000	0	2000	7000	0	0	0	7000	234000	313000
2000 HRS	81000	28000	12000	1000	2000	8000	1000	0	0	8000	172000	313000
2030 HRS	97000	34000	18000	0	7000	10000	1000	0	0	14000	132000	313000
2100 HRS	91000	31000	16000	0	5000	9000	1000	0	0	18000	142000	313000
2130 HRS	63000	24000	19000	0	4000	10000	1000	0	0	13000	178000	313000
2200 HRS	23000	16000	13000	0	7000	10000	2000	0	0	13000	229000	313000
2230 HRS	12000	12000	9000	0	5000	13000	2000	0	0	9000	251000	313000
2300 HRS	4000	8000	2000	0	1000	8000	1000	0	0	5000	283000	313000
2330 HRS	0	0	0	0	0	5000	1000	0	0	4000	302000	313000

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