

Report

on a Study of

TV and Radio Audiences in Malta

(Part IV — Tables: Monday to Thursday Radio Audiences)

prepared for the

Broadcasting Authority

by the

Malta University Services Ltd.

University of Malta
Msida – Malta

Tel: 343572

Fax: 344879

March 1994



MALTA UNIVERSITY SERVICES Ltd.

University Campus Msida Malta

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BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO LIVE FM

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BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF SMASH RADIO

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

TABLE 9-4: RADIO 101 AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

TABLE 9-5: ISLAND SOUND RADIO AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF ISLAND SOUND RADIO

TABLE 9-6: BAY RADIO AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF BAY RADIO

TABLE 9-7: RTK AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RTK

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO LIVE FM

TABLE 9-9: SMASH RADIO AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF SMASH RADIO

TABLE 9-10: RADIO CALYPSO AUDIENCE: TUESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO CALYPSO

TABLE 10-1: RADIO MALTA 1 AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

TABLE 10-2: RADIO MALTA 2 AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

TABLE 10-3: SUPER 1 AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

TABLE 10-4: RADIO 101 AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

TABLE 10-5: ISLAND SOUND RADIO AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF ISLAND SOUND RADIO

TABLE 10-6: BAY RADIO AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF BAY RADIO

TABLE 10-7: RTK AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RTK

TABLE 10-8: RADIO LIVE FM AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO LIVE FM

TABLE 10-9: SMASH RADIO AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF SMASH RADIO

TABLE 10-10: RADIO CALYPSO AUDIENCE: WEDNESDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO CALYPSO

TABLE 11-1: RADIO MALTA 1 AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

TABLE 11-2: RADIO MALTA 2 AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

TABLE 11-3: SUPER 1 AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

TABLE 11-4: RADIO 101 AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

TABLE 11-5: ISLAND SOUND RADIO AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF ISLAND SOUND RADIO

TABLE 11-6: BAY RADIO AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF BAY RADIO

TABLE 11-7: RTK AUDIENCE: THURSDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RTK

TABLE 11-8: RADIO LIVE FM AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO LIVE FM

TABLE 11-9: SMASH RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF SMASH RADIO

TABLE 11-10: RADIO CALYPSO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP
BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO CALYPSO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-1: RM1 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	40	113	74	73
0600 HRS.....	5	1	4	0	0	2	1	2	1	2	0	2
.....	1.7%	.7%	2.6%	.0%	.0%	1.8%	1.9%	5.6%	2.5%	1.8%	.0%	2.7%
0630 HRS.....	3	2	1	0	0	1	1	1	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	.9%	1.9%	2.8%	.0%	1.8%	.0%	1.4%
0700 HRS.....	7	2	5	0	0	2	4	1	2	4	0	1
.....	2.3%	1.4%	3.2%	.0%	.0%	1.8%	7.4%	2.8%	5.0%	3.5%	.0%	1.4%
0730 HRS.....	8	2	6	0	1	1	4	2	2	4	1	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	.9%	7.4%	5.6%	5.0%	3.5%	1.4%	1.4%
0800 HRS.....	14	6	8	0	1	3	6	4	3	7	1	3
.....	4.7%	4.1%	5.2%	.0%	1.3%	2.7%	11.1%	11.1%	7.5%	6.2%	1.4%	4.1%
0830 HRS.....	11	5	6	0	1	3	6	1	4	5	1	1
.....	3.7%	3.4%	3.9%	.0%	1.3%	2.7%	11.1%	2.8%	10.0%	4.4%	1.4%	1.4%
0900 HRS.....	9	4	5	0	1	3	4	1	3	5	0	1
.....	3.0%	2.7%	3.2%	.0%	1.3%	2.7%	7.4%	2.8%	7.5%	4.4%	.0%	1.4%
0930 HRS.....	9	2	7	0	2	2	3	2	3	4	0	2
.....	3.0%	1.4%	4.5%	.0%	2.6%	1.8%	5.6%	5.6%	7.5%	3.5%	.0%	2.7%
1000 HRS.....	10	2	8	0	1	3	3	3	2	5	2	1
.....	3.3%	1.4%	5.2%	.0%	1.3%	2.7%	5.6%	8.3%	5.0%	4.4%	2.7%	1.4%
1030 HRS.....	8	2	6	0	1	1	3	3	2	4	1	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	.9%	5.6%	8.3%	5.0%	3.5%	1.4%	1.4%
1100 HRS.....	8	2	6	0	1	1	3	3	2	4	1	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	.9%	5.6%	8.3%	5.0%	3.5%	1.4%	1.4%
1130 HRS.....	7	1	6	0	1	1	3	2	2	3	1	1
.....	2.3%	.7%	3.9%	.0%	1.3%	.9%	5.6%	5.6%	5.0%	2.7%	1.4%	1.4%
NOON.....	14	5	9	0	4	2	4	4	4	6	1	3
.....	4.7%	3.4%	5.8%	.0%	5.1%	1.8%	7.4%	11.1%	10.0%	5.3%	1.4%	4.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-1: RM1 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
1230 HRS.....	8	3	5	0	3	1	3	1	1	4	1	2
.....	2.7%	2.1%	3.2%	.0%	3.8%	.9%	5.6%	2.8%	2.5%	3.5%	1.4%	2.7%
1300 HRS.....	3	1	2	0	1	0	1	1	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	1.9%	2.8%	.0%	.9%	1.4%	1.4%
1330 HRS.....	3	2	1	0	1	0	2	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	3.7%	.0%	.0%	.9%	1.4%	1.4%
1400 HRS.....	2	2	0	0	1	0	1	0	0	1	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.4%
1430 HRS.....	3	2	1	0	1	0	2	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	3.7%	.0%	.0%	.9%	1.4%	1.4%
1500 HRS.....	4	2	2	0	1	1	2	0	0	2	1	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	3.7%	.0%	.0%	1.8%	1.4%	1.4%
1530 HRS.....	3	2	1	0	1	1	1	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	1.8%	.0%	1.4%
1600 HRS.....	5	4	1	0	1	1	2	1	0	2	2	1
.....	1.7%	2.7%	.6%	.0%	1.3%	.9%	3.7%	2.8%	.0%	1.8%	2.7%	1.4%
1630 HRS.....	2	2	0	0	0	0	1	1	0	0	2	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	2.7%	.0%
1700 HRS.....	2	2	0	0	0	0	1	1	0	0	2	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	2.7%	.0%
1730 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%
1800 HRS.....	3	1	2	0	0	1	1	1	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	1.8%	1.4%	.0%
1830 HRS.....	2	1	1	0	0	1	1	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	1.4%	.0%
1900 HRS.....	3	2	1	0	2	0	1	0	0	0	3	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.0%	1.9%	.0%	.0%	.0%	4.1%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-1: RM1 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1930 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%
2000 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
2130 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
2200 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
2230 HRS.....	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 LISTEN TO RADIO MALTA 1 ON THIS DAY....	261	127	134	22	71	98	42	28	32	98	65	66
.....	87.0%	87.0%	87.0%	100%	91.0%	89.1%	77.8%	77.8%	80.0%	86.7%	87.8%	90.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-2: RM2 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
0500 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%
0530 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%
0600 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-2: RM2 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	4	2	2	0	0	1	0	3	0	2	2	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	.0%	8.3%	.0%	1.8%	2.7%	.0%
0730 HRS.....	4	1	3	0	0	0	1	3	0	1	3	0
.....	1.3%	.7%	1.9%	.0%	.0%	.0%	1.9%	8.3%	.0%	.9%	4.1%	.0%
0800 HRS.....	3	1	2	0	0	1	1	1	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	.9%	2.7%	.0%
0830 HRS.....	3	1	2	0	0	1	1	1	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	.9%	2.7%	.0%
0900 HRS.....	3	1	2	0	0	1	1	1	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	.9%	2.7%	.0%
0930 HRS.....	4	1	3	0	0	1	1	2	0	2	2	0
.....	1.3%	.7%	1.9%	.0%	.0%	.9%	1.9%	5.6%	.0%	1.8%	2.7%	.0%
1000 HRS.....	4	2	2	0	0	1	1	2	0	1	2	1
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	1.9%	5.6%	.0%	.9%	2.7%	1.4%
1030 HRS.....	3	1	2	0	0	0	1	2	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.0%	1.9%	5.6%	.0%	.9%	2.7%	.0%
1100 HRS.....	3	1	2	0	0	0	1	2	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.0%	1.9%	5.6%	.0%	.9%	2.7%	.0%
1130 HRS.....	2	0	2	0	0	0	1	1	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	.9%	1.4%	.0%
NOON.....	5	0	5	0	1	1	2	1	0	2	1	2
.....	1.7%	.0%	3.2%	.0%	1.3%	.9%	3.7%	2.8%	.0%	1.8%	1.4%	2.7%
1230 HRS.....	3	1	2	0	1	0	2	0	1	0	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	2.5%	.0%	1.4%	1.4%
1300 HRS.....	4	2	2	0	1	0	2	1	1	0	2	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	.0%	3.7%	2.8%	2.5%	.0%	2.7%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-2: RM2 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

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

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-2: RM2 AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%	1.4%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO MALTA 2 ON THIS DAY....	286	141	145	22	76	106	49	33	39	107	70	70
.....	95.3%	96.6%	94.2%	100%	97.4%	96.4%	90.7%	91.7%	97.5%	94.7%	94.6%	95.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-3: SUPER 1 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%	1.4%
0230 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%	1.4%
0300 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%	1.4%
0330 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%
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	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
0530 HRS.....	3	1	2	0	2	1	0	0	0	0	0	3
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.0%	.0%	4.1%
0600 HRS.....	13	5	8	0	2	7	3	1	0	2	4	7
.....	4.3%	3.4%	5.2%	.0%	2.6%	6.4%	5.6%	2.8%	.0%	1.8%	5.4%	9.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-3: SUPER 1 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	16	4	12	1	2	7	4	2	1	2	6	7
.....	5.3%	2.7%	7.8%	4.5%	2.6%	6.4%	7.4%	5.6%	2.5%	1.8%	8.1%	9.6%
0700 HRS.....	21	7	14	1	4	7	6	3	1	4	6	10
.....	7.0%	4.8%	9.1%	4.5%	5.1%	6.4%	11.1%	8.3%	2.5%	3.5%	8.1%	13.7%
0730 HRS.....	20	7	13	1	3	7	6	3	2	4	6	8
.....	6.7%	4.8%	8.4%	4.5%	3.8%	6.4%	11.1%	8.3%	5.0%	3.5%	8.1%	11.0%
0800 HRS.....	27	11	16	1	5	7	9	5	3	7	8	9
.....	9.0%	7.5%	10.4%	4.5%	6.4%	6.4%	16.7%	13.9%	7.5%	6.2%	10.8%	12.3%
0830 HRS.....	24	10	14	1	5	6	7	5	2	5	8	9
.....	8.0%	6.8%	9.1%	4.5%	6.4%	5.5%	13.0%	13.9%	5.0%	4.4%	10.8%	12.3%
0900 HRS.....	24	8	16	1	5	7	7	4	1	4	10	9
.....	8.0%	5.5%	10.4%	4.5%	6.4%	6.4%	13.0%	11.1%	2.5%	3.5%	13.5%	12.3%
0930 HRS.....	22	7	15	0	5	7	7	3	0	4	10	8
.....	7.3%	4.8%	9.7%	.0%	6.4%	6.4%	13.0%	8.3%	.0%	3.5%	13.5%	11.0%
1000 HRS.....	24	7	17	0	4	10	7	3	1	4	10	9
.....	8.0%	4.8%	11.0%	.0%	5.1%	9.1%	13.0%	8.3%	2.5%	3.5%	13.5%	12.3%
1030 HRS.....	21	5	16	0	3	8	7	3	1	4	8	8
.....	7.0%	3.4%	10.4%	.0%	3.8%	7.3%	13.0%	8.3%	2.5%	3.5%	10.8%	11.0%
1100 HRS.....	21	5	16	0	3	8	7	3	1	4	8	8
.....	7.0%	3.4%	10.4%	.0%	3.8%	7.3%	13.0%	8.3%	2.5%	3.5%	10.8%	11.0%
1130 HRS.....	24	9	15	0	2	9	8	5	1	5	7	11
.....	8.0%	6.2%	9.7%	.0%	2.6%	8.2%	14.8%	13.9%	2.5%	4.4%	9.5%	15.1%
NOON.....	23	7	16	1	1	11	6	4	3	4	6	10
.....	7.7%	4.8%	10.4%	4.5%	1.3%	10.0%	11.1%	11.1%	7.5%	3.5%	8.1%	13.7%
1230 HRS.....	18	5	13	1	3	7	6	1	2	6	4	6
.....	6.0%	3.4%	8.4%	4.5%	3.8%	6.4%	11.1%	2.8%	5.0%	5.3%	5.4%	8.2%
1300 HRS.....	12	3	9	0	3	3	5	1	0	4	3	5
.....	4.0%	2.1%	5.8%	.0%	3.8%	2.7%	9.3%	2.8%	.0%	3.5%	4.1%	6.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-3: SUPER 1 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	10	4	6	0	1	2	6	1	0	2	4	4
.....	3.3%	2.7%	3.9%	.0%	1.3%	1.8%	11.1%	2.8%	.0%	1.8%	5.4%	5.5%
1400 HRS.....	8	4	4	0	2	2	4	0	0	2	3	3
.....	2.7%	2.7%	2.6%	.0%	2.6%	1.8%	7.4%	.0%	.0%	1.8%	4.1%	4.1%
1430 HRS.....	9	5	4	0	3	3	3	0	0	2	3	4
.....	3.0%	3.4%	2.6%	.0%	3.8%	2.7%	5.6%	.0%	.0%	1.8%	4.1%	5.5%
1500 HRS.....	11	6	5	0	3	3	4	1	0	2	4	5
.....	3.7%	4.1%	3.2%	.0%	3.8%	2.7%	7.4%	2.8%	.0%	1.8%	5.4%	6.8%
1530 HRS.....	10	5	5	0	3	1	4	2	0	1	2	7
.....	3.3%	3.4%	3.2%	.0%	3.8%	.9%	7.4%	5.6%	.0%	.9%	2.7%	9.6%
1600 HRS.....	12	6	6	1	2	3	4	2	1	3	2	6
.....	4.0%	4.1%	3.9%	4.5%	2.6%	2.7%	7.4%	5.6%	2.5%	2.7%	2.7%	8.2%
1630 HRS.....	16	7	9	1	2	7	4	2	1	4	3	8
.....	5.3%	4.8%	5.8%	4.5%	2.6%	6.4%	7.4%	5.6%	2.5%	3.5%	4.1%	11.0%
1700 HRS.....	13	6	7	1	2	5	3	2	1	3	2	7
.....	4.3%	4.1%	4.5%	4.5%	2.6%	4.5%	5.6%	5.6%	2.5%	2.7%	2.7%	9.6%
1730 HRS.....	16	9	7	1	4	5	3	3	1	5	5	5
.....	5.3%	6.2%	4.5%	4.5%	5.1%	4.5%	5.6%	8.3%	2.5%	4.4%	6.8%	6.8%
1800 HRS.....	13	9	4	0	2	2	6	3	0	6	4	3
.....	4.3%	6.2%	2.6%	.0%	2.6%	1.8%	11.1%	8.3%	.0%	5.3%	5.4%	4.1%
1830 HRS.....	10	7	3	0	1	2	6	1	0	5	3	2
.....	3.3%	4.8%	1.9%	.0%	1.3%	1.8%	11.1%	2.8%	.0%	4.4%	4.1%	2.7%
1900 HRS.....	7	4	3	0	1	2	4	0	0	3	2	2
.....	2.3%	2.7%	1.9%	.0%	1.3%	1.8%	7.4%	.0%	.0%	2.7%	2.7%	2.7%
1930 HRS.....	3	2	1	0	0	1	2	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	.0%	.9%	3.7%	.0%	.0%	.9%	1.4%	1.4%
2000 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%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-3: SUPER 1 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%	1.4%
2100 HRS.....	3	1	2	0	1	1	1	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	1.4%	1.4%
2130 HRS.....	4	1	3	0	1	1	1	1	0	1	1	2
.....	1.3%	.7%	1.9%	.0%	1.3%	.9%	1.9%	2.8%	.0%	.9%	1.4%	2.7%
2200 HRS.....	4	1	3	0	0	1	2	1	0	1	1	2
.....	1.3%	.7%	1.9%	.0%	.0%	.9%	3.7%	2.8%	.0%	.9%	1.4%	2.7%
2230 HRS.....	2	0	2	0	0	0	1	1	0	0	0	2
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	.0%	2.7%
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.....	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%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	226	109	117	21	66	76	35	28	37	94	52	43
.....	75.3%	74.7%	76.0%	95.5%	84.6%	69.1%	64.8%	77.8%	92.5%	83.2%	70.3%	58.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-4: RADIO 101 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-4: RADIO 101 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	3	2	1	0	1	1	1	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	2.7%	.0%	.0%
0700 HRS.....	8	5	3	0	4	3	1	0	1	5	1	1
.....	2.7%	3.4%	1.9%	.0%	5.1%	2.7%	1.9%	.0%	2.5%	4.4%	1.4%	1.4%
0730 HRS.....	8	5	3	0	3	4	1	0	1	5	1	1
.....	2.7%	3.4%	1.9%	.0%	3.8%	3.6%	1.9%	.0%	2.5%	4.4%	1.4%	1.4%
0800 HRS.....	8	4	4	0	2	3	2	1	3	5	0	0
.....	2.7%	2.7%	2.6%	.0%	2.6%	2.7%	3.7%	2.8%	7.5%	4.4%	.0%	.0%
0830 HRS.....	5	4	1	0	1	3	1	0	1	4	0	0
.....	1.7%	2.7%	.6%	.0%	1.3%	2.7%	1.9%	.0%	2.5%	3.5%	.0%	.0%
0900 HRS.....	6	4	2	0	1	4	1	0	0	6	0	0
.....	2.0%	2.7%	1.3%	.0%	1.3%	3.6%	1.9%	.0%	.0%	5.3%	.0%	.0%
0930 HRS.....	5	4	1	1	1	3	0	0	0	5	0	0
.....	1.7%	2.7%	.6%	4.5%	1.3%	2.7%	.0%	.0%	.0%	4.4%	.0%	.0%
1000 HRS.....	6	4	2	1	1	4	0	0	0	6	0	0
.....	2.0%	2.7%	1.3%	4.5%	1.3%	3.6%	.0%	.0%	.0%	5.3%	.0%	.0%
1030 HRS.....	4	3	1	1	1	2	0	0	0	4	0	0
.....	1.3%	2.1%	.6%	4.5%	1.3%	1.8%	.0%	.0%	.0%	3.5%	.0%	.0%
1100 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%
1130 HRS.....	3	1	2	0	1	2	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	2.5%	1.8%	.0%	.0%
NOON.....	6	3	3	0	3	2	1	0	1	3	2	0
.....	2.0%	2.1%	1.9%	.0%	3.8%	1.8%	1.9%	.0%	2.5%	2.7%	2.7%	.0%
1230 HRS.....	2	2	0	0	1	1	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.4%	.0%
1300 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-4: RADIO 101 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 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%
1400 HRS.....	3	2	1	0	2	1	0	0	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	.0%	2.7%
1430 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%	1.4%
1500 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%
1530 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%	1.4%
1600 HRS.....	3	2	1	0	1	2	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	1.8%	.0%	1.4%
1630 HRS.....	5	3	2	0	2	3	0	0	0	2	1	2
.....	1.7%	2.1%	1.3%	.0%	2.6%	2.7%	.0%	.0%	.0%	1.8%	1.4%	2.7%
1700 HRS.....	5	2	3	0	2	2	0	1	1	2	0	2
.....	1.7%	1.4%	1.9%	.0%	2.6%	1.8%	.0%	2.8%	2.5%	1.8%	.0%	2.7%
1730 HRS.....	5	2	3	0	1	2	2	0	0	4	0	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	3.7%	.0%	.0%	3.5%	.0%	1.4%
1800 HRS.....	5	3	2	0	2	1	2	0	0	4	1	0
.....	1.7%	2.1%	1.3%	.0%	2.6%	.9%	3.7%	.0%	.0%	3.5%	1.4%	.0%
1830 HRS.....	2	1	1	0	2	0	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	.0%	.9%	1.4%	.0%
1900 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%
1930 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%
2000 HRS.....	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 LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-4: RADIO 101 AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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.....	1	0	1	0	1	0	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
DID NOT LISTEN TO RADIO 101 ON THIS DAY.....	270	130	140	21	65	99	50	35	36	96	69	69
.....	90.0%	89.0%	90.9%	95.5%	83.3%	90.0%	92.6%	97.2%	90.0%	85.0%	93.2%	94.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-5: ISLAND SOUND RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-5: ISLAND SOUND RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
0800 HRS.....	3	2	1	0	2	1	0	0	0	2	1	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	1.8%	1.4%	.0%
0830 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%
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	0	1	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	2.5%	.9%	.0%	.0%
1000 HRS.....	4	2	2	0	2	1	1	0	1	2	1	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	1.9%	.0%	2.5%	1.8%	1.4%	.0%
1030 HRS.....	4	3	1	0	1	1	2	0	1	2	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	.9%	3.7%	.0%	2.5%	1.8%	.0%	1.4%
1100 HRS.....	5	4	1	0	1	2	2	0	1	3	0	1
.....	1.7%	2.7%	.6%	.0%	1.3%	1.8%	3.7%	.0%	2.5%	2.7%	.0%	1.4%
1130 HRS.....	4	3	1	0	1	2	1	0	0	3	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	.0%	2.7%	.0%	1.4%
NOON.....	5	3	2	0	2	2	1	0	0	3	1	1
.....	1.7%	2.1%	1.3%	.0%	2.6%	1.8%	1.9%	.0%	.0%	2.7%	1.4%	1.4%
1230 HRS.....	3	1	2	0	2	0	1	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	.9%	1.4%	1.4%
1300 HRS.....	2	1	1	0	1	0	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-5: ISLAND SOUND RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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	0	0	1	0
.....	.3%	.0%	.6%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%	.0%
1500 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%
1530 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%
1600 HRS.....	2	2	0	0	0	1	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	2.5%	.9%	.0%	.0%
1630 HRS.....	2	2	0	0	0	1	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	2.5%	.9%	.0%	.0%
1700 HRS.....	2	2	0	0	0	1	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	2.5%	.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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%
1830 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%
1900 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%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-5: ISLAND SOUND RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO ISLAND SOUND RADIO ON THIS DAY.....	292	141	151	21	75	108	52	36	39	109	72	72
.....	97.3%	96.6%	98.1%	95.5%	96.2%	98.2%	96.3%	100%	97.5%	96.5%	97.3%	98.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF ISLAND SOUND RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-6: BAY RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-6: BAY RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 HRS.....	2	2	0	0	2	0	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.9%	1.4%	.0%
0730 HRS.....	3	2	1	0	2	0	0	1	1	1	1	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.0%	.0%	2.8%	2.5%	.9%	1.4%	.0%
0800 HRS.....	4	2	2	0	1	1	1	1	2	1	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	1.9%	2.8%	5.0%	.9%	.0%	1.4%
0830 HRS.....	4	2	2	0	1	1	1	1	2	1	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	1.9%	2.8%	5.0%	.9%	.0%	1.4%
0900 HRS.....	4	2	2	0	1	1	1	1	2	1	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	1.9%	2.8%	5.0%	.9%	.0%	1.4%
0930 HRS.....	3	2	1	0	1	1	1	0	1	1	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	2.5%	.9%	.0%	1.4%
1000 HRS.....	5	4	1	0	2	2	1	0	2	2	0	1
.....	1.7%	2.7%	.6%	.0%	2.6%	1.8%	1.9%	.0%	5.0%	1.8%	.0%	1.4%
1030 HRS.....	2	1	1	0	2	0	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	.0%	1.8%	.0%	.0%
1100 HRS.....	3	2	1	0	2	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.5%	1.8%	.0%	.0%
1130 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%	1.4%
NOON.....	3	1	2	0	1	2	0	0	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	.0%	2.7%
1230 HRS.....	4	1	3	0	1	2	0	1	0	2	0	2
.....	1.3%	.7%	1.9%	.0%	1.3%	1.8%	.0%	2.8%	.0%	1.8%	.0%	2.7%
1300 HRS.....	4	0	4	0	2	1	0	1	0	3	0	1
.....	1.3%	.0%	2.6%	.0%	2.6%	.9%	.0%	2.8%	.0%	2.7%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-6: BAY RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 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%
1400 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%
1430 HRS.....	2	2	0	0	0	1	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	2.5%	.9%	.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.....	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%
1700 HRS.....	2	1	1	0	1	0	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.4%
1730 HRS.....	2	1	1	0	1	0	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.4%
1800 HRS.....	2	2	0	0	1	0	1	0	1	0	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	2.5%	.0%	.0%	1.4%
1830 HRS.....	2	2	0	0	1	0	1	0	1	0	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	2.5%	.0%	.0%	1.4%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-6: BAY RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.5%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO BAY RADIO ON THIS DAY.....	284	136	148	22	72	105	51	34	34	107	73	70
.....	94.7%	93.2%	96.1%	100%	92.3%	95.5%	94.4%	94.4%	85.0%	94.7%	98.6%	95.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF BAY RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-7: RTK AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	3	1	2	0	1	2	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	2.5%	1.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-7: RTK AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	4	1	3	1	0	3	0	0	1	2	1	0
.....	1.3%	.7%	1.9%	4.5%	.0%	2.7%	.0%	.0%	2.5%	1.8%	1.4%	.0%
0700 HRS.....	8	3	5	1	1	5	1	0	2	2	1	3
.....	2.7%	2.1%	3.2%	4.5%	1.3%	4.5%	1.9%	.0%	5.0%	1.8%	1.4%	4.1%
0730 HRS.....	11	2	9	0	1	8	2	0	2	6	0	3
.....	3.7%	1.4%	5.8%	.0%	1.3%	7.3%	3.7%	.0%	5.0%	5.3%	.0%	4.1%
0800 HRS.....	10	1	9	0	1	6	2	1	1	5	1	3
.....	3.3%	.7%	5.8%	.0%	1.3%	5.5%	3.7%	2.8%	2.5%	4.4%	1.4%	4.1%
0830 HRS.....	13	3	10	0	2	7	2	2	2	6	2	3
.....	4.3%	2.1%	6.5%	.0%	2.6%	6.4%	3.7%	5.6%	5.0%	5.3%	2.7%	4.1%
0900 HRS.....	11	4	7	0	2	5	2	2	2	5	1	3
.....	3.7%	2.7%	4.5%	.0%	2.6%	4.5%	3.7%	5.6%	5.0%	4.4%	1.4%	4.1%
0930 HRS.....	13	5	8	0	2	4	5	2	1	8	1	3
.....	4.3%	3.4%	5.2%	.0%	2.6%	3.6%	9.3%	5.6%	2.5%	7.1%	1.4%	4.1%
1000 HRS.....	15	5	10	0	3	6	5	1	1	9	1	4
.....	5.0%	3.4%	6.5%	.0%	3.8%	5.5%	9.3%	2.8%	2.5%	8.0%	1.4%	5.5%
1030 HRS.....	15	4	11	0	4	5	5	1	1	8	0	6
.....	5.0%	2.7%	7.1%	.0%	5.1%	4.5%	9.3%	2.8%	2.5%	7.1%	.0%	8.2%
1100 HRS.....	16	2	14	0	4	5	5	2	0	7	3	6
.....	5.3%	1.4%	9.1%	.0%	5.1%	4.5%	9.3%	5.6%	.0%	6.2%	4.1%	8.2%
1130 HRS.....	14	2	12	0	3	5	5	1	0	7	3	4
.....	4.7%	1.4%	7.8%	.0%	3.8%	4.5%	9.3%	2.8%	.0%	6.2%	4.1%	5.5%
NOON.....	13	2	11	0	3	6	3	1	1	7	2	3
.....	4.3%	1.4%	7.1%	.0%	3.8%	5.5%	5.6%	2.8%	2.5%	6.2%	2.7%	4.1%
1230 HRS.....	7	1	6	0	2	2	2	1	1	2	1	3
.....	2.3%	.7%	3.9%	.0%	2.6%	1.8%	3.7%	2.8%	2.5%	1.8%	1.4%	4.1%
1300 HRS.....	3	1	2	0	1	0	1	1	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	1.9%	2.8%	.0%	.9%	.0%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-7: RTK AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.4%
1400 HRS.....	3	2	1	0	0	2	0	1	1	1	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	.0%	2.8%	2.5%	.9%	.0%	1.4%
1430 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%
1500 HRS.....	3	2	1	0	0	2	1	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	.0%	1.8%	.0%	1.4%
1530 HRS.....	2	1	1	0	1	1	0	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	2.5%	.0%	.0%	1.4%
1600 HRS.....	5	2	3	0	1	2	1	1	1	1	1	2
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	1.9%	2.8%	2.5%	.9%	1.4%	2.7%
1630 HRS.....	6	1	5	0	1	2	2	1	1	2	2	1
.....	2.0%	.7%	3.2%	.0%	1.3%	1.8%	3.7%	2.8%	2.5%	1.8%	2.7%	1.4%
1700 HRS.....	8	1	7	0	1	3	3	1	0	4	2	2
.....	2.7%	.7%	4.5%	.0%	1.3%	2.7%	5.6%	2.8%	.0%	3.5%	2.7%	2.7%
1730 HRS.....	9	1	8	0	1	4	3	1	1	4	2	2
.....	3.0%	.7%	5.2%	.0%	1.3%	3.6%	5.6%	2.8%	2.5%	3.5%	2.7%	2.7%
1800 HRS.....	5	0	5	0	1	2	2	0	1	3	0	1
.....	1.7%	.0%	3.2%	.0%	1.3%	1.8%	3.7%	.0%	2.5%	2.7%	.0%	1.4%
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	0	1	1	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	1.4%	.0%
1930 HRS.....	3	0	3	0	0	1	1	1	0	1	2	0
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	1.9%	2.8%	.0%	.9%	2.7%	.0%
2000 HRS.....	2	1	1	0	0	1	0	1	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	2.7%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-8: RADIO LIVE FM AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	2	1	0	1	2	0	0	2	1	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	5.0%	.9%	.0%	.0%
1400 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
1430 HRS.....	5	3	2	0	0	3	1	1	1	2	1	1
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	1.9%	2.8%	2.5%	1.8%	1.4%	1.4%
1500 HRS.....	5	3	2	0	0	3	1	1	0	3	1	1
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	1.9%	2.8%	.0%	2.7%	1.4%	1.4%
1530 HRS.....	4	2	2	0	0	2	1	1	0	2	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	1.9%	2.8%	.0%	1.8%	1.4%	1.4%
1600 HRS.....	11	4	7	0	0	6	3	2	1	2	5	3
.....	3.7%	2.7%	4.5%	.0%	.0%	5.5%	5.6%	5.6%	2.5%	1.8%	6.8%	4.1%
1630 HRS.....	9	1	8	0	0	3	3	3	1	1	5	2
.....	3.0%	.7%	5.2%	.0%	.0%	2.7%	5.6%	8.3%	2.5%	.9%	6.8%	2.7%
1700 HRS.....	10	2	8	0	0	4	3	3	1	1	5	3
.....	3.3%	1.4%	5.2%	.0%	.0%	3.6%	5.6%	8.3%	2.5%	.9%	6.8%	4.1%
1730 HRS.....	10	3	7	0	1	4	3	2	1	1	5	3
.....	3.3%	2.1%	4.5%	.0%	1.3%	3.6%	5.6%	5.6%	2.5%	.9%	6.8%	4.1%
1800 HRS.....	9	4	5	0	1	5	1	2	1	1	5	2
.....	3.0%	2.7%	3.2%	.0%	1.3%	4.5%	1.9%	5.6%	2.5%	.9%	6.8%	2.7%
1830 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%
1900 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%
1930 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%
2000 HRS.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	2.5%	.0%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-7: RTK AUDIENCE: MONDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 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%
2200 HRS.....	2	0	2	0	0	0	1	1	0	0	2	0
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	2.7%	.0%
2230 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%
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 LISTEN TO RTK ON THIS DAY	255	132	123	21	71	89	43	31	34	93	66	62
.....	85.0%	90.4%	79.9%	95.5%	91.0%	80.9%	79.6%	86.1%	85.0%	82.3%	89.2%	84.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-8: RADIO LIVE FM AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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 LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-8: RADIO LIVE FM AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	2.5%	.0%	.0%	1.4%
2100 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.5%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 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%
2230 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%
2300 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.4%	1.4%
2330 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.4%	1.4%
DID NOT LISTEN TO RADIO LIVE FM ON THIS DAY....	269	132	137	21	74	96	45	33	35	104	65	65
.....	89.7%	90.4%	89.0%	95.5%	94.9%	87.3%	83.3%	91.7%	87.5%	92.0%	87.8%	89.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO LIVE FM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-8: RADIO LIVE FM AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	2	1	0	1	2	0	0	2	1	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	5.0%	.9%	.0%	.0%
1400 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
1430 HRS.....	5	3	2	0	0	3	1	1	1	2	1	1
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	1.9%	2.8%	2.5%	1.8%	1.4%	1.4%
1500 HRS.....	5	3	2	0	0	3	1	1	0	3	1	1
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	1.9%	2.8%	.0%	2.7%	1.4%	1.4%
1530 HRS.....	4	2	2	0	0	2	1	1	0	2	1	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	1.9%	2.8%	.0%	1.8%	1.4%	1.4%
1600 HRS.....	11	4	7	0	0	6	3	2	1	2	5	3
.....	3.7%	2.7%	4.5%	.0%	.0%	5.5%	5.6%	5.6%	2.5%	1.8%	6.8%	4.1%
1630 HRS.....	9	1	8	0	0	3	3	3	1	1	5	2
.....	3.0%	.7%	5.2%	.0%	.0%	2.7%	5.6%	8.3%	2.5%	.9%	6.8%	2.7%
1700 HRS.....	10	2	8	0	0	4	3	3	1	1	5	3
.....	3.3%	1.4%	5.2%	.0%	.0%	3.6%	5.6%	8.3%	2.5%	.9%	6.8%	4.1%
1730 HRS.....	10	3	7	0	1	4	3	2	1	1	5	3
.....	3.3%	2.1%	4.5%	.0%	1.3%	3.6%	5.6%	5.6%	2.5%	.9%	6.8%	4.1%
1800 HRS.....	9	4	5	0	1	5	1	2	1	1	5	2
.....	3.0%	2.7%	3.2%	.0%	1.3%	4.5%	1.9%	5.6%	2.5%	.9%	6.8%	2.7%
1830 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%
1900 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%
1930 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%
2000 HRS.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	2.5%	.0%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-8: RADIO LIVE FM AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	2	1	1	0	0	0	2	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	2.5%	.0%	.0%	1.4%
2100 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.5%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 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%
2230 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%
2300 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.4%	1.4%
2330 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.4%	1.4%
DID NOT LISTEN TO RADIO LIVE FM ON THIS DAY....	269	132	137	21	74	96	45	33	35	104	65	65
.....	89.7%	90.4%	89.0%	95.5%	94.9%	87.3%	83.3%	91.7%	87.5%	92.0%	87.8%	89.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO LIVE FM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-9: SMASH RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	2	0	0	0	1	1	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-9: SMASH RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	5	4	1	1	1	2	1	0	0	3	2	0
.....	1.7%	2.7%	.6%	4.5%	1.3%	1.8%	1.9%	.0%	.0%	2.7%	2.7%	.0%
0700 HRS.....	6	5	1	2	1	2	1	0	0	3	2	1
.....	2.0%	3.4%	.6%	9.1%	1.3%	1.8%	1.9%	.0%	.0%	2.7%	2.7%	1.4%
0730 HRS.....	5	5	0	1	2	1	1	0	0	2	2	1
.....	1.7%	3.4%	.0%	4.5%	2.6%	.9%	1.9%	.0%	.0%	1.8%	2.7%	1.4%
0800 HRS.....	6	5	1	1	3	1	1	0	0	2	3	1
.....	2.0%	3.4%	.6%	4.5%	3.8%	.9%	1.9%	.0%	.0%	1.8%	4.1%	1.4%
0830 HRS.....	7	6	1	1	3	1	1	1	0	2	4	1
.....	2.3%	4.1%	.6%	4.5%	3.8%	.9%	1.9%	2.8%	.0%	1.8%	5.4%	1.4%
0900 HRS.....	8	6	2	1	4	1	1	1	0	3	4	1
.....	2.7%	4.1%	1.3%	4.5%	5.1%	.9%	1.9%	2.8%	.0%	2.7%	5.4%	1.4%
0930 HRS.....	8	6	2	0	4	2	1	1	0	3	4	1
.....	2.7%	4.1%	1.3%	.0%	5.1%	1.8%	1.9%	2.8%	.0%	2.7%	5.4%	1.4%
1000 HRS.....	10	6	4	0	6	2	1	1	0	4	4	2
.....	3.3%	4.1%	2.6%	.0%	7.7%	1.8%	1.9%	2.8%	.0%	3.5%	5.4%	2.7%
1030 HRS.....	9	6	3	0	5	2	1	1	0	3	4	2
.....	3.0%	4.1%	1.9%	.0%	6.4%	1.8%	1.9%	2.8%	.0%	2.7%	5.4%	2.7%
1100 HRS.....	10	7	3	0	6	2	1	1	0	5	4	1
.....	3.3%	4.8%	1.9%	.0%	7.7%	1.8%	1.9%	2.8%	.0%	4.4%	5.4%	1.4%
1130 HRS.....	10	8	2	0	6	2	1	1	0	4	5	1
.....	3.3%	5.5%	1.3%	.0%	7.7%	1.8%	1.9%	2.8%	.0%	3.5%	6.8%	1.4%
NOON.....	9	8	1	0	4	2	3	0	0	3	5	1
.....	3.0%	5.5%	.6%	.0%	5.1%	1.8%	5.6%	.0%	.0%	2.7%	6.8%	1.4%
1230 HRS.....	9	6	3	0	5	2	2	0	0	3	4	2
.....	3.0%	4.1%	1.9%	.0%	6.4%	1.8%	3.7%	.0%	.0%	2.7%	5.4%	2.7%
1300 HRS.....	11	6	5	1	5	3	2	0	0	4	4	3
.....	3.7%	4.1%	3.2%	4.5%	6.4%	2.7%	3.7%	.0%	.0%	3.5%	5.4%	4.1%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-9: SMASH RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	10	6	4	1	6	1	2	0	1	3	3	3
.....	3.3%	4.1%	2.6%	4.5%	7.7%	.9%	3.7%	.0%	2.5%	2.7%	4.1%	4.1%
1400 HRS.....	10	6	4	1	6	1	2	0	1	3	2	4
.....	3.3%	4.1%	2.6%	4.5%	7.7%	.9%	3.7%	.0%	2.5%	2.7%	2.7%	5.5%
1430 HRS.....	7	6	1	1	4	1	1	0	0	4	2	1
.....	2.3%	4.1%	.6%	4.5%	5.1%	.9%	1.9%	.0%	.0%	3.5%	2.7%	1.4%
1500 HRS.....	8	8	0	2	4	1	1	0	0	5	2	1
.....	2.7%	5.5%	.0%	9.1%	5.1%	.9%	1.9%	.0%	.0%	4.4%	2.7%	1.4%
1530 HRS.....	13	10	3	6	5	1	1	0	0	6	4	3
.....	4.3%	6.8%	1.9%	27.3%	6.4%	.9%	1.9%	.0%	.0%	5.3%	5.4%	4.1%
1600 HRS.....	15	11	4	7	7	1	0	0	0	6	6	3
.....	5.0%	7.5%	2.6%	31.8%	9.0%	.9%	.0%	.0%	.0%	5.3%	8.1%	4.1%
1630 HRS.....	13	10	3	8	4	0	0	1	0	5	6	2
.....	4.3%	6.8%	1.9%	36.4%	5.1%	.0%	.0%	2.8%	.0%	4.4%	8.1%	2.7%
1700 HRS.....	11	6	5	6	4	0	0	1	0	5	6	0
.....	3.7%	4.1%	3.2%	27.3%	5.1%	.0%	.0%	2.8%	.0%	4.4%	8.1%	.0%
1730 HRS.....	10	6	4	4	5	0	0	1	1	5	4	0
.....	3.3%	4.1%	2.6%	18.2%	6.4%	.0%	.0%	2.8%	2.5%	4.4%	5.4%	.0%
1800 HRS.....	8	5	3	3	4	0	0	1	0	5	3	0
.....	2.7%	3.4%	1.9%	13.6%	5.1%	.0%	.0%	2.8%	.0%	4.4%	4.1%	.0%
1830 HRS.....	7	5	2	3	3	1	0	0	0	4	3	0
.....	2.3%	3.4%	1.3%	13.6%	3.8%	.9%	.0%	.0%	.0%	3.5%	4.1%	.0%
1900 HRS.....	7	6	1	1	5	1	0	0	0	3	4	0
.....	2.3%	4.1%	.6%	4.5%	6.4%	.9%	.0%	.0%	.0%	2.7%	5.4%	.0%
1930 HRS.....	5	4	1	1	4	0	0	0	0	2	3	0
.....	1.7%	2.7%	.6%	4.5%	5.1%	.0%	.0%	.0%	.0%	1.8%	4.1%	.0%
2000 HRS.....	2	2	0	0	2	0	0	0	0	0	2	0
.....	.7%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%	2.7%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-9: SMASH RADIO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	2	0	2	1	1	0	0	0	0	0	1	1
.....	.7%	.0%	1.3%	4.5%	1.3%	.0%	.0%	.0%	.0%	.0%	1.4%	1.4%
2200 HRS.....	3	0	3	1	2	0	0	0	0	1	1	1
.....	1.0%	.0%	1.9%	4.5%	2.6%	.0%	.0%	.0%	.0%	.9%	1.4%	1.4%
2230 HRS.....	3	1	2	2	1	0	0	0	0	2	1	0
.....	1.0%	.7%	1.3%	9.1%	1.3%	.0%	.0%	.0%	.0%	1.8%	1.4%	.0%
2300 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%
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 LISTEN TO SMASH RADIO ON THIS DAY.....	259	121	138	8	61	104	51	35	38	94	62	65
.....	86.3%	82.9%	89.6%	36.4%	78.2%	94.5%	94.4%	97.2%	95.0%	83.2%	83.8%	89.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF SMASH RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-10: RADIO CALYPSO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-10: RADIO CALYPSO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	1	1	0	2	0	0	0	1	0	1	0
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	2.5%	.0%	1.4%	.0%
0730 HRS.....	3	2	1	0	2	1	0	0	1	0	2	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.5%	.0%	2.7%	.0%
0800 HRS.....	3	2	1	0	2	1	0	0	1	0	2	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.5%	.0%	2.7%	.0%
0830 HRS.....	3	2	1	0	2	1	0	0	0	1	2	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	2.7%	.0%
0900 HRS.....	5	4	1	0	3	2	0	0	0	2	2	1
.....	1.7%	2.7%	.6%	.0%	3.8%	1.8%	.0%	.0%	.0%	1.8%	2.7%	1.4%
0930 HRS.....	4	3	1	0	2	2	0	0	0	2	1	1
.....	1.3%	2.1%	.6%	.0%	2.6%	1.8%	.0%	.0%	.0%	1.8%	1.4%	1.4%
1000 HRS.....	4	3	1	0	2	2	0	0	0	2	1	1
.....	1.3%	2.1%	.6%	.0%	2.6%	1.8%	.0%	.0%	.0%	1.8%	1.4%	1.4%
1030 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%	1.8%	1.4%	.0%
1100 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%	1.8%	1.4%	.0%
1130 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	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.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	2.5%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-10: RADIO CALYPSO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	1	0	1	0	1	0	0	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	2.5%	.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	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	0	2	0	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.5%	.9%	.0%	.0%
1830 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.5%	.0%	.0%	.0%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 8-10: RADIO CALYPSO AUDIENCE: MONDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO CALYPSO ON THIS DAY....	292	140	152	22	74	106	54	36	38	110	72	72
.....	97.3%	95.9%	98.7%	100%	94.9%	96.4%	100%	100%	95.0%	97.3%	97.3%	98.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT MONDAY LISTENERSHIP OF RADIO CALYPSO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-1: RM1 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	42	113	69	76
0600 HRS.....	3	1	2	0	0	1	0	2	1	0	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	.0%	5.6%	2.4%	.0%	1.4%	1.3%
0630 HRS.....	5	3	2	0	1	3	0	1	0	2	1	2
.....	1.7%	2.1%	1.3%	.0%	1.3%	2.7%	.0%	2.8%	.0%	1.8%	1.4%	2.6%
0700 HRS.....	6	2	4	0	1	2	1	2	1	2	2	1
.....	2.0%	1.4%	2.6%	.0%	1.3%	1.8%	1.9%	5.6%	2.4%	1.8%	2.9%	1.3%
0730 HRS.....	5	2	3	0	1	2	1	1	1	2	1	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	1.9%	2.8%	2.4%	1.8%	1.4%	1.3%
0800 HRS.....	14	5	9	0	1	5	4	4	1	6	3	4
.....	4.7%	3.4%	5.8%	.0%	1.3%	4.5%	7.4%	11.1%	2.4%	5.3%	4.3%	5.3%
0830 HRS.....	9	3	6	0	1	4	3	1	1	5	1	2
.....	3.0%	2.1%	3.9%	.0%	1.3%	3.6%	5.6%	2.8%	2.4%	4.4%	1.4%	2.6%
0900 HRS.....	12	4	8	0	1	5	3	3	1	6	1	4
.....	4.0%	2.7%	5.2%	.0%	1.3%	4.5%	5.6%	8.3%	2.4%	5.3%	1.4%	5.3%
0930 HRS.....	12	4	8	0	1	5	3	3	1	6	1	4
.....	4.0%	2.7%	5.2%	.0%	1.3%	4.5%	5.6%	8.3%	2.4%	5.3%	1.4%	5.3%
1000 HRS.....	13	4	9	0	1	5	4	3	1	6	2	4
.....	4.3%	2.7%	5.8%	.0%	1.3%	4.5%	7.4%	8.3%	2.4%	5.3%	2.9%	5.3%
1030 HRS.....	8	2	6	0	1	3	3	1	2	4	1	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	2.7%	5.6%	2.8%	4.8%	3.5%	1.4%	1.3%
1100 HRS.....	8	2	6	0	1	3	3	1	2	4	1	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	2.7%	5.6%	2.8%	4.8%	3.5%	1.4%	1.3%
1130 HRS.....	6	1	5	0	1	2	2	1	1	3	1	1
.....	2.0%	.7%	3.2%	.0%	1.3%	1.8%	3.7%	2.8%	2.4%	2.7%	1.4%	1.3%
NOON.....	13	6	7	0	2	3	3	5	4	5	0	4
.....	4.3%	4.1%	4.5%	.0%	2.6%	2.7%	5.6%	13.9%	9.5%	4.4%	.0%	5.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-1: RM1 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1230 HRS.....	8	4	4	0	2	3	2	1	1	5	1	1
.....	2.7%	2.7%	2.6%	.0%	2.6%	2.7%	3.7%	2.8%	2.4%	4.4%	1.4%	1.3%
1300 HRS.....	4	1	3	0	1	0	2	1	0	2	1	1
.....	1.3%	.7%	1.9%	.0%	1.3%	.0%	3.7%	2.8%	.0%	1.8%	1.4%	1.3%
1330 HRS.....	3	2	1	0	1	0	2	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	3.7%	.0%	.0%	1.8%	.0%	1.3%
1400 HRS.....	2	1	1	0	1	0	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	1.8%	.0%	.0%
1430 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%
1500 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%
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.....	5	2	3	1	2	1	1	0	1	1	2	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	.9%	1.9%	.0%	2.4%	.9%	2.9%	1.3%
1630 HRS.....	6	3	3	0	1	2	0	3	0	2	3	1
.....	2.0%	2.1%	1.9%	.0%	1.3%	1.8%	.0%	8.3%	.0%	1.8%	4.3%	1.3%
1700 HRS.....	5	3	2	0	0	2	1	2	0	2	3	0
.....	1.7%	2.1%	1.3%	.0%	.0%	1.8%	1.9%	5.6%	.0%	1.8%	4.3%	.0%
1730 HRS.....	3	2	1	0	0	0	1	2	0	2	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	.0%	1.9%	5.6%	.0%	1.8%	1.4%	.0%
1800 HRS.....	7	3	4	0	0	1	2	4	0	4	3	0
.....	2.3%	2.1%	2.6%	.0%	.0%	.9%	3.7%	11.1%	.0%	3.5%	4.3%	.0%
1830 HRS.....	4	2	2	0	0	1	1	2	0	2	2	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	1.9%	5.6%	.0%	1.8%	2.9%	.0%
1900 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-1: RM1 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1930 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%
2000 HRS.....	2	1	1	0	2	0	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%	1.4%	1.3%
2030 HRS.....	2	0	2	0	1	0	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.0%	1.4%	1.3%
2100 HRS.....	3	0	3	0	2	0	1	0	1	0	1	1
.....	1.0%	.0%	1.9%	.0%	2.6%	.0%	1.9%	.0%	2.4%	.0%	1.4%	1.3%
2130 HRS.....	2	0	2	0	1	0	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.0%	1.4%	1.3%
2200 HRS.....	2	0	2	0	1	0	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.0%	1.4%	1.3%
2230 HRS.....	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 LISTEN TO RADIO MALTA 1 ON THIS DAY....	257	128	129	21	71	96	45	24	36	99	58	64
.....	85.7%	87.7%	83.8%	95.5%	91.0%	87.3%	83.3%	66.7%	85.7%	87.6%	84.1%	84.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-2: RM2 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
0500 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%
0530 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%
0600 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-2: RM2 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	2	0	0	0	1	0	1	0	0	2	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	2.9%	.0%
0730 HRS.....	3	2	1	0	0	1	1	1	0	0	3	0
.....	1.0%	1.4%	.6%	.0%	.0%	.9%	1.9%	2.8%	.0%	.0%	4.3%	.0%
0800 HRS.....	4	2	2	0	1	1	1	1	0	1	3	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	1.9%	2.8%	.0%	.9%	4.3%	.0%
0830 HRS.....	2	1	1	0	0	0	1	1	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	2.9%	.0%
0900 HRS.....	2	1	1	0	0	0	1	1	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	2.9%	.0%
0930 HRS.....	4	1	3	0	0	0	2	2	1	1	2	0
.....	1.3%	.7%	1.9%	.0%	.0%	.0%	3.7%	5.6%	2.4%	.9%	2.9%	.0%
1000 HRS.....	5	1	4	0	0	0	2	3	2	1	2	0
.....	1.7%	.7%	2.6%	.0%	.0%	.0%	3.7%	8.3%	4.8%	.9%	2.9%	.0%
1030 HRS.....	6	1	5	0	1	0	2	3	2	1	3	0
.....	2.0%	.7%	3.2%	.0%	1.3%	.0%	3.7%	8.3%	4.8%	.9%	4.3%	.0%
1100 HRS.....	5	1	4	0	1	0	1	3	1	1	3	0
.....	1.7%	.7%	2.6%	.0%	1.3%	.0%	1.9%	8.3%	2.4%	.9%	4.3%	.0%
1130 HRS.....	4	0	4	0	1	0	1	2	1	1	2	0
.....	1.3%	.0%	2.6%	.0%	1.3%	.0%	1.9%	5.6%	2.4%	.9%	2.9%	.0%
NOON.....	8	3	5	0	2	2	1	3	2	3	3	0
.....	2.7%	2.1%	3.2%	.0%	2.6%	1.8%	1.9%	8.3%	4.8%	2.7%	4.3%	.0%
1230 HRS.....	6	3	3	0	2	1	2	1	2	1	3	0
.....	2.0%	2.1%	1.9%	.0%	2.6%	.9%	3.7%	2.8%	4.8%	.9%	4.3%	.0%
1300 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-2: RM2 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	3	0	0	0	0	1	2	0	1	2	0
.....	1.0%	2.1%	.0%	.0%	.0%	.0%	1.9%	5.6%	.0%	.9%	2.9%	.0%
1400 HRS.....	2	2	0	0	0	0	0	2	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	.0%	5.6%	.0%	.9%	1.4%	.0%
1430 HRS.....	2	2	0	0	0	0	0	2	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	.0%	5.6%	.0%	.9%	1.4%	.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.....	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	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.4%	.0%	.0%	.0%
1630 HRS.....	3	1	2	0	0	0	2	1	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	.0%	.0%	3.7%	2.8%	2.4%	1.8%	.0%	.0%
1700 HRS.....	2	1	1	0	0	0	1	1	1	1	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	2.4%	.9%	.0%	.0%
1730 HRS.....	3	2	1	0	0	0	1	2	1	1	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	.0%	1.9%	5.6%	2.4%	.9%	1.4%	.0%
1800 HRS.....	3	1	2	0	0	0	1	2	1	1	1	0
.....	1.0%	.7%	1.3%	.0%	.0%	.0%	1.9%	5.6%	2.4%	.9%	1.4%	.0%
1830 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%
1900 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%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-2: RM2 AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO MALTA 2 ON THIS DAY....	284	139	145	22	75	107	49	31	38	107	63	76
.....	94.7%	95.2%	94.2%	100%	96.2%	97.3%	90.7%	86.1%	90.5%	94.7%	91.3%	100%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-3: SUPER 1 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
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.....	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%
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	1	0	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
0530 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%
0600 HRS.....	12	5	7	0	2	5	3	2	0	3	4	5
.....	4.0%	3.4%	4.5%	.0%	2.6%	4.5%	5.6%	5.6%	.0%	2.7%	5.8%	6.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-3: SUPER 1 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	13	5	8	1	3	5	2	2	0	4	4	5
.....	4.3%	3.4%	5.2%	4.5%	3.8%	4.5%	3.7%	5.6%	.0%	3.5%	5.8%	6.6%
0700 HRS.....	18	8	10	1	4	7	3	3	0	5	5	8
.....	6.0%	5.5%	6.5%	4.5%	5.1%	6.4%	5.6%	8.3%	.0%	4.4%	7.2%	10.5%
0730 HRS.....	12	5	7	1	2	4	2	3	0	3	4	5
.....	4.0%	3.4%	4.5%	4.5%	2.6%	3.6%	3.7%	8.3%	.0%	2.7%	5.8%	6.6%
0800 HRS.....	15	7	8	0	3	6	4	2	1	4	6	4
.....	5.0%	4.8%	5.2%	.0%	3.8%	5.5%	7.4%	5.6%	2.4%	3.5%	8.7%	5.3%
0830 HRS.....	14	7	7	0	3	7	2	2	1	4	6	3
.....	4.7%	4.8%	4.5%	.0%	3.8%	6.4%	3.7%	5.6%	2.4%	3.5%	8.7%	3.9%
0900 HRS.....	19	6	13	0	5	9	2	3	0	6	8	5
.....	6.3%	4.1%	8.4%	.0%	6.4%	8.2%	3.7%	8.3%	.0%	5.3%	11.6%	6.6%
0930 HRS.....	20	4	16	0	6	9	3	2	0	5	9	6
.....	6.7%	2.7%	10.4%	.0%	7.7%	8.2%	5.6%	5.6%	.0%	4.4%	13.0%	7.9%
1000 HRS.....	26	10	16	0	7	10	5	4	1	7	10	8
.....	8.7%	6.8%	10.4%	.0%	9.0%	9.1%	9.3%	11.1%	2.4%	6.2%	14.5%	10.5%
1030 HRS.....	25	9	16	0	7	10	4	4	1	7	9	8
.....	8.3%	6.2%	10.4%	.0%	9.0%	9.1%	7.4%	11.1%	2.4%	6.2%	13.0%	10.5%
1100 HRS.....	23	7	16	0	5	9	5	4	1	7	8	7
.....	7.7%	4.8%	10.4%	.0%	6.4%	8.2%	9.3%	11.1%	2.4%	6.2%	11.6%	9.2%
1130 HRS.....	20	7	13	0	4	8	5	3	2	6	7	5
.....	6.7%	4.8%	8.4%	.0%	5.1%	7.3%	9.3%	8.3%	4.8%	5.3%	10.1%	6.6%
NOON.....	23	9	14	1	6	9	4	3	2	8	6	7
.....	7.7%	6.2%	9.1%	4.5%	7.7%	8.2%	7.4%	8.3%	4.8%	7.1%	8.7%	9.2%
1230 HRS.....	13	5	8	1	4	2	5	1	0	8	3	2
.....	4.3%	3.4%	5.2%	4.5%	5.1%	1.8%	9.3%	2.8%	.0%	7.1%	4.3%	2.6%
1300 HRS.....	13	5	8	0	4	3	4	2	0	7	3	3
.....	4.3%	3.4%	5.2%	.0%	5.1%	2.7%	7.4%	5.6%	.0%	6.2%	4.3%	3.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-3: SUPER 1 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	12	5	7	0	3	4	4	1	0	6	4	2
.....	4.0%	3.4%	4.5%	.0%	3.8%	3.6%	7.4%	2.8%	.0%	5.3%	5.8%	2.6%
1400 HRS.....	13	5	8	0	3	6	3	1	0	6	7	0
.....	4.3%	3.4%	5.2%	.0%	3.8%	5.5%	5.6%	2.8%	.0%	5.3%	10.1%	.0%
1430 HRS.....	13	5	8	0	3	6	3	1	0	6	7	0
.....	4.3%	3.4%	5.2%	.0%	3.8%	5.5%	5.6%	2.8%	.0%	5.3%	10.1%	.0%
1500 HRS.....	17	8	9	0	6	5	4	2	0	6	7	4
.....	5.7%	5.5%	5.8%	.0%	7.7%	4.5%	7.4%	5.6%	.0%	5.3%	10.1%	5.3%
1530 HRS.....	16	8	8	0	4	5	3	4	0	4	8	4
.....	5.3%	5.5%	5.2%	.0%	5.1%	4.5%	5.6%	11.1%	.0%	3.5%	11.6%	5.3%
1600 HRS.....	20	10	10	0	4	9	3	4	0	5	8	7
.....	6.7%	6.8%	6.5%	.0%	5.1%	8.2%	5.6%	11.1%	.0%	4.4%	11.6%	9.2%
1630 HRS.....	22	9	13	0	3	10	5	4	0	6	9	7
.....	7.3%	6.2%	8.4%	.0%	3.8%	9.1%	9.3%	11.1%	.0%	5.3%	13.0%	9.2%
1700 HRS.....	18	8	10	1	3	8	4	2	0	6	7	5
.....	6.0%	5.5%	6.5%	4.5%	3.8%	7.3%	7.4%	5.6%	.0%	5.3%	10.1%	6.6%
1730 HRS.....	17	8	9	1	4	7	4	1	0	4	10	3
.....	5.7%	5.5%	5.8%	4.5%	5.1%	6.4%	7.4%	2.8%	.0%	3.5%	14.5%	3.9%
1800 HRS.....	15	8	7	1	1	9	3	1	1	5	7	2
.....	5.0%	5.5%	4.5%	4.5%	1.3%	8.2%	5.6%	2.8%	2.4%	4.4%	10.1%	2.6%
1830 HRS.....	12	8	4	1	2	7	2	0	1	4	6	1
.....	4.0%	5.5%	2.6%	4.5%	2.6%	6.4%	3.7%	.0%	2.4%	3.5%	8.7%	1.3%
1900 HRS.....	8	6	2	0	1	5	2	0	1	2	4	1
.....	2.7%	4.1%	1.3%	.0%	1.3%	4.5%	3.7%	.0%	2.4%	1.8%	5.8%	1.3%
1930 HRS.....	6	4	2	0	1	3	1	1	0	1	4	1
.....	2.0%	2.7%	1.3%	.0%	1.3%	2.7%	1.9%	2.8%	.0%	.9%	5.8%	1.3%
2000 HRS.....	3	2	1	0	0	2	0	1	0	0	2	1
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	.0%	2.8%	.0%	.0%	2.9%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-3: SUPER 1 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	2	1	1	0	0	1	0	1	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	2.9%	.0%
2100 HRS.....	3	2	1	0	0	2	1	0	0	0	2	1
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	.0%	.0%	2.9%	1.3%
2130 HRS.....	2	1	1	0	0	1	1	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	1.4%	1.3%
2200 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%
2230 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%
2300 HRS.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.9%	.0%
2330 HRS.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.9%	.0%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	220	108	112	21	63	74	35	27	39	89	42	50
.....	73.3%	74.0%	72.7%	95.5%	80.8%	67.3%	64.8%	75.0%	92.9%	78.8%	60.9%	65.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-4: RADIO 101 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-4: RADIO 101 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	3	2	1	0	2	1	0	0	0	1	2	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	2.9%	.0%
0700 HRS.....	3	3	0	0	2	1	0	0	0	2	1	0
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	1.8%	1.4%	.0%
0730 HRS.....	4	4	0	0	2	2	0	0	1	2	1	0
.....	1.3%	2.7%	.0%	.0%	2.6%	1.8%	.0%	.0%	2.4%	1.8%	1.4%	.0%
0800 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%	4.8%	1.8%	.0%	.0%
0830 HRS.....	4	3	1	0	2	2	0	0	1	2	1	0
.....	1.3%	2.1%	.6%	.0%	2.6%	1.8%	.0%	.0%	2.4%	1.8%	1.4%	.0%
0900 HRS.....	3	1	2	0	2	0	1	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	.9%	2.9%	.0%
0930 HRS.....	4	2	2	1	2	0	1	0	0	2	2	0
.....	1.3%	1.4%	1.3%	4.5%	2.6%	.0%	1.9%	.0%	.0%	1.8%	2.9%	.0%
1000 HRS.....	4	1	3	0	2	1	1	0	0	2	2	0
.....	1.3%	.7%	1.9%	.0%	2.6%	.9%	1.9%	.0%	.0%	1.8%	2.9%	.0%
1030 HRS.....	5	2	3	1	2	1	1	0	0	2	2	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	.9%	1.9%	.0%	.0%	1.8%	2.9%	1.3%
1100 HRS.....	3	2	1	1	2	0	0	0	0	0	2	1
.....	1.0%	1.4%	.6%	4.5%	2.6%	.0%	.0%	.0%	.0%	.0%	2.9%	1.3%
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.....	4	2	2	0	2	1	0	1	1	1	2	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	.0%	2.8%	2.4%	.9%	2.9%	.0%
1230 HRS.....	3	2	1	0	2	0	0	1	1	1	1	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.0%	.0%	2.8%	2.4%	.9%	1.4%	.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 TUESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-4: RADIO 101 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	2	0	0	1	1	0	0	0	0	0	2
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	.0%	2.6%
1630 HRS.....	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%	1.4%	2.6%
1700 HRS.....	3	2	1	0	2	0	0	1	1	0	1	1
.....	1.0%	1.4%	.6%	.0%	2.6%	.0%	.0%	2.8%	2.4%	.0%	1.4%	1.3%
1730 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1800 HRS.....	4	3	1	0	3	0	1	0	0	2	2	0
.....	1.3%	2.1%	.6%	.0%	3.8%	.0%	1.9%	.0%	.0%	1.8%	2.9%	.0%
1830 HRS.....	5	3	2	1	3	0	1	0	0	2	2	1
.....	1.7%	2.1%	1.3%	4.5%	3.8%	.0%	1.9%	.0%	.0%	1.8%	2.9%	1.3%
1900 HRS.....	2	1	1	1	0	0	1	0	0	0	1	1
.....	.7%	.7%	.6%	4.5%	.0%	.0%	1.9%	.0%	.0%	.0%	1.4%	1.3%
1930 HRS.....	2	1	1	1	0	0	1	0	0	0	1	1
.....	.7%	.7%	.6%	4.5%	.0%	.0%	1.9%	.0%	.0%	.0%	1.4%	1.3%
2000 HRS.....	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 LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-4: RADIO 101 AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%
2230 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.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 LISTEN TO RADIO 101 ON THIS DAY.....	276	132	144	19	67	104	52	34	39	104	61	72
.....	92.0%	90.4%	93.5%	86.4%	85.9%	94.5%	96.3%	94.4%	92.9%	92.0%	88.4%	94.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-5: ISLAND SOUND RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-5: ISLAND SOUND RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%
0730 HRS.....	2	1	1	0	0	1	1	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	2.4%	.9%	.0%	.0%
0800 HRS.....	3	1	2	0	1	1	1	0	1	1	1	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	2.4%	.9%	1.4%	.0%
0830 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%
0900 HRS.....	3	3	0	0	0	2	1	0	1	2	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	1.8%	1.9%	.0%	2.4%	1.8%	.0%	.0%
0930 HRS.....	4	3	1	0	1	2	1	0	1	2	1	0
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	2.4%	1.8%	1.4%	.0%
1000 HRS.....	5	4	1	1	1	2	1	0	2	2	1	0
.....	1.7%	2.7%	.6%	4.5%	1.3%	1.8%	1.9%	.0%	4.8%	1.8%	1.4%	.0%
1030 HRS.....	5	5	0	0	1	2	2	0	2	2	0	1
.....	1.7%	3.4%	.0%	.0%	1.3%	1.8%	3.7%	.0%	4.8%	1.8%	.0%	1.3%
1100 HRS.....	4	4	0	0	1	2	1	0	2	2	0	0
.....	1.3%	2.7%	.0%	.0%	1.3%	1.8%	1.9%	.0%	4.8%	1.8%	.0%	.0%
1130 HRS.....	4	4	0	0	1	2	1	0	2	2	0	0
.....	1.3%	2.7%	.0%	.0%	1.3%	1.8%	1.9%	.0%	4.8%	1.8%	.0%	.0%
NOON.....	7	5	2	1	4	1	1	0	3	2	2	0
.....	2.3%	3.4%	1.3%	4.5%	5.1%	.9%	1.9%	.0%	7.1%	1.8%	2.9%	.0%
1230 HRS.....	3	3	0	0	3	0	0	0	2	1	0	0
.....	1.0%	2.1%	.0%	.0%	3.8%	.0%	.0%	.0%	4.8%	.9%	.0%	.0%
1300 HRS.....	2	2	0	0	1	0	1	0	1	0	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	2.4%	.0%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-5: ISLAND SOUND RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 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%
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	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%
1530 HRS.....	2	1	1	1	1	0	0	0	0	2	0	0
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	.0%	1.8%	.0%	.0%
1600 HRS.....	3	2	1	1	1	1	0	0	0	3	0	0
.....	1.0%	1.4%	.6%	4.5%	1.3%	.9%	.0%	.0%	.0%	2.7%	.0%	.0%
1630 HRS.....	2	2	0	1	0	1	0	0	0	2	0	0
.....	.7%	1.4%	.0%	4.5%	.0%	.9%	.0%	.0%	.0%	1.8%	.0%	.0%
1700 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%
1730 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%
1800 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%
1830 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%
1900 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.8%	.0%	.0%
1930 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.8%	.0%	.0%
2000 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-5: ISLAND SOUND RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO ISLAND SOUND RADIO ON THIS DAY.....	287	137	150	20	72	108	51	36	38	107	67	75
.....	95.7%	93.8%	97.4%	90.9%	92.3%	98.2%	94.4%	100%	90.5%	94.7%	97.1%	98.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF ISLAND SOUND RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-6: BAY RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-6: BAY RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.9%	1.4%	.0%
0700 HRS.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.9%	1.4%	.0%
0730 HRS.....	4	3	1	0	1	2	1	0	1	2	1	0
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	2.4%	1.8%	1.4%	.0%
0800 HRS.....	3	2	1	0	1	2	0	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	2.7%	.0%	.0%
0830 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.8%	.0%	.0%
0900 HRS.....	6	3	3	0	3	3	0	0	0	6	0	0
.....	2.0%	2.1%	1.9%	.0%	3.8%	2.7%	.0%	.0%	.0%	5.3%	.0%	.0%
0930 HRS.....	4	1	3	0	3	1	0	0	0	4	0	0
.....	1.3%	.7%	1.9%	.0%	3.8%	.9%	.0%	.0%	.0%	3.5%	.0%	.0%
1000 HRS.....	4	1	3	0	3	1	0	0	0	4	0	0
.....	1.3%	.7%	1.9%	.0%	3.8%	.9%	.0%	.0%	.0%	3.5%	.0%	.0%
1030 HRS.....	6	2	4	0	3	2	1	0	1	4	0	1
.....	2.0%	1.4%	2.6%	.0%	3.8%	1.8%	1.9%	.0%	2.4%	3.5%	.0%	1.3%
1100 HRS.....	5	2	3	0	3	2	0	0	1	4	0	0
.....	1.7%	1.4%	1.9%	.0%	3.8%	1.8%	.0%	.0%	2.4%	3.5%	.0%	.0%
1130 HRS.....	4	1	3	0	3	1	0	0	0	4	0	0
.....	1.3%	.7%	1.9%	.0%	3.8%	.9%	.0%	.0%	.0%	3.5%	.0%	.0%
NOON.....	5	2	3	0	3	1	1	0	1	4	0	0
.....	1.7%	1.4%	1.9%	.0%	3.8%	.9%	1.9%	.0%	2.4%	3.5%	.0%	.0%
1230 HRS.....	4	2	2	0	2	1	1	0	1	3	0	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	1.9%	.0%	2.4%	2.7%	.0%	.0%
1300 HRS.....	3	3	0	0	0	1	2	0	1	2	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	.9%	3.7%	.0%	2.4%	1.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-6: BAY RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.8%	.0%	.0%
1400 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%
1430 HRS.....	2	1	1	2	0	0	0	0	0	1	1	0
.....	.7%	.7%	.6%	9.1%	.0%	.0%	.0%	.0%	.0%	.9%	1.4%	.0%
1500 HRS.....	2	1	1	2	0	0	0	0	0	1	1	0
.....	.7%	.7%	.6%	9.1%	.0%	.0%	.0%	.0%	.0%	.9%	1.4%	.0%
1530 HRS.....	2	1	1	2	0	0	0	0	0	1	1	0
.....	.7%	.7%	.6%	9.1%	.0%	.0%	.0%	.0%	.0%	.9%	1.4%	.0%
1600 HRS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.8%	.0%	.0%
1630 HRS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.8%	.0%	.0%
1700 HRS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.8%	.0%	.0%
1730 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%
1800 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%
1830 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%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 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%
2000 HRS.....	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 LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-6: BAY RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 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%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 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%
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 LISTEN TO BAY RADIO ON THIS DAY.....	283	135	148	20	73	103	51	36	40	102	67	74
.....	94.3%	92.5%	96.1%	90.9%	93.6%	93.6%	94.4%	100%	95.2%	90.3%	97.1%	97.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF BAY RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-7: RTK AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	42	113	69	76
MIDNIGHT.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.4%	.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.....	2	1	1	0	1	1	0	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	2.4%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-7: RTK AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	2	0	2	1	0	1	0	0	1	0	1	0
.....	.7%	.0%	1.3%	4.5%	.0%	.9%	.0%	.0%	2.4%	.0%	1.4%	.0%
0700 HRS.....	10	1	9	1	2	3	4	0	4	3	1	2
.....	3.3%	.7%	5.8%	4.5%	2.6%	2.7%	7.4%	.0%	9.5%	2.7%	1.4%	2.6%
0730 HRS.....	11	3	8	0	2	4	4	1	2	5	2	2
.....	3.7%	2.1%	5.2%	.0%	2.6%	3.6%	7.4%	2.8%	4.8%	4.4%	2.9%	2.6%
0800 HRS.....	13	4	9	0	2	6	4	1	2	5	3	3
.....	4.3%	2.7%	5.8%	.0%	2.6%	5.5%	7.4%	2.8%	4.8%	4.4%	4.3%	3.9%
0830 HRS.....	15	5	10	1	3	6	3	2	2	6	4	3
.....	5.0%	3.4%	6.5%	4.5%	3.8%	5.5%	5.6%	5.6%	4.8%	5.3%	5.8%	3.9%
0900 HRS.....	16	6	10	1	3	5	3	4	2	7	4	3
.....	5.3%	4.1%	6.5%	4.5%	3.8%	4.5%	5.6%	11.1%	4.8%	6.2%	5.8%	3.9%
0930 HRS.....	14	6	8	0	3	4	3	4	2	6	3	3
.....	4.7%	4.1%	5.2%	.0%	3.8%	3.6%	5.6%	11.1%	4.8%	5.3%	4.3%	3.9%
1000 HRS.....	17	6	11	0	4	4	4	5	2	9	3	3
.....	5.7%	4.1%	7.1%	.0%	5.1%	3.6%	7.4%	13.9%	4.8%	8.0%	4.3%	3.9%
1030 HRS.....	15	4	11	0	4	4	3	4	3	7	2	3
.....	5.0%	2.7%	7.1%	.0%	5.1%	3.6%	5.6%	11.1%	7.1%	6.2%	2.9%	3.9%
1100 HRS.....	18	4	14	0	3	5	6	4	3	7	3	5
.....	6.0%	2.7%	9.1%	.0%	3.8%	4.5%	11.1%	11.1%	7.1%	6.2%	4.3%	6.6%
1130 HRS.....	18	4	14	0	3	4	7	4	3	7	4	4
.....	6.0%	2.7%	9.1%	.0%	3.8%	3.6%	13.0%	11.1%	7.1%	6.2%	5.8%	5.3%
NOON.....	15	4	11	0	3	3	4	5	0	8	3	4
.....	5.0%	2.7%	7.1%	.0%	3.8%	2.7%	7.4%	13.9%	.0%	7.1%	4.3%	5.3%
1230 HRS.....	6	0	6	0	2	1	2	1	0	3	1	2
.....	2.0%	.0%	3.9%	.0%	2.6%	.9%	3.7%	2.8%	.0%	2.7%	1.4%	2.6%
1300 HRS.....	3	0	3	0	1	0	1	1	0	2	0	1
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	1.9%	2.8%	.0%	1.8%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-7: RTK AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 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%	1.3%
1400 HRS.....	2	0	2	0	0	1	1	0	0	0	0	2
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	.0%	2.6%
1430 HRS.....	2	0	2	0	0	1	1	0	0	0	0	2
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	.0%	2.6%
1500 HRS.....	6	2	4	0	0	3	2	1	0	2	0	4
.....	2.0%	1.4%	2.6%	.0%	.0%	2.7%	3.7%	2.8%	.0%	1.8%	.0%	5.3%
1530 HRS.....	7	3	4	0	1	3	2	1	0	3	0	4
.....	2.3%	2.1%	2.6%	.0%	1.3%	2.7%	3.7%	2.8%	.0%	2.7%	.0%	5.3%
1600 HRS.....	11	3	8	0	1	5	3	2	0	5	2	4
.....	3.7%	2.1%	5.2%	.0%	1.3%	4.5%	5.6%	5.6%	.0%	4.4%	2.9%	5.3%
1630 HRS.....	13	3	10	0	1	6	3	3	0	6	4	3
.....	4.3%	2.1%	6.5%	.0%	1.3%	5.5%	5.6%	8.3%	.0%	5.3%	5.8%	3.9%
1700 HRS.....	10	1	9	0	0	5	3	2	0	4	4	2
.....	3.3%	.7%	5.8%	.0%	.0%	4.5%	5.6%	5.6%	.0%	3.5%	5.8%	2.6%
1730 HRS.....	11	3	8	0	0	7	2	2	0	3	5	3
.....	3.7%	2.1%	5.2%	.0%	.0%	6.4%	3.7%	5.6%	.0%	2.7%	7.2%	3.9%
1800 HRS.....	11	2	9	0	0	7	3	1	1	3	4	3
.....	3.7%	1.4%	5.8%	.0%	.0%	6.4%	5.6%	2.8%	2.4%	2.7%	5.8%	3.9%
1830 HRS.....	7	2	5	0	0	4	2	1	1	1	2	3
.....	2.3%	1.4%	3.2%	.0%	.0%	3.6%	3.7%	2.8%	2.4%	.9%	2.9%	3.9%
1900 HRS.....	5	3	2	0	0	4	1	0	0	0	3	2
.....	1.7%	2.1%	1.3%	.0%	.0%	3.6%	1.9%	.0%	.0%	.0%	4.3%	2.6%
1930 HRS.....	3	2	1	0	0	1	0	2	1	0	1	1
.....	1.0%	1.4%	.6%	.0%	.0%	.9%	.0%	5.6%	2.4%	.0%	1.4%	1.3%
2000 HRS.....	2	1	1	0	0	1	0	1	1	0	1	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	2.4%	.0%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-7: RTK AUDIENCE: TUESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%
2100 HRS.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	2.4%	.0%	.0%	.0%
2130 HRS.....	1	0	1	0	0	0	0	1	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	2.4%	.0%	.0%	.0%
2200 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%
2230 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%
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	1	1	0	1	0	1	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	2.4%	.9%	.0%	.0%
DID NOT LISTEN TO RTK ON THIS DAY	247	125	122	20	69	91	41	26	33	91	60	63
.....	82.3%	85.6%	79.2%	90.9%	88.5%	82.7%	75.9%	72.2%	78.6%	80.5%	87.0%	82.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-8: RADIO LIVE FM AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-8: RADIO LIVE FM AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%	1.3%
0730 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%
0800 HRS.....	3	1	2	0	0	2	1	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	1.9%	.0%	.0%	1.8%	.0%	1.3%
0830 HRS.....	4	1	3	1	0	2	1	0	0	3	0	1
.....	1.3%	.7%	1.9%	4.5%	.0%	1.8%	1.9%	.0%	.0%	2.7%	.0%	1.3%
0900 HRS.....	7	1	6	1	0	2	4	0	0	4	0	3
.....	2.3%	.7%	3.9%	4.5%	.0%	1.8%	7.4%	.0%	.0%	3.5%	.0%	3.9%
0930 HRS.....	6	1	5	0	0	2	4	0	1	2	0	3
.....	2.0%	.7%	3.2%	.0%	.0%	1.8%	7.4%	.0%	2.4%	1.8%	.0%	3.9%
1000 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%	2.4%	.9%	.0%	2.6%
1030 HRS.....	4	1	3	0	0	2	2	0	0	2	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	3.7%	.0%	.0%	1.8%	.0%	2.6%
1100 HRS.....	3	2	1	0	0	3	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.8%	.0%	1.3%
1130 HRS.....	3	2	1	0	0	3	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.8%	.0%	1.3%
NOON.....	3	2	1	0	0	3	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.8%	.0%	1.3%
1230 HRS.....	4	2	2	0	0	4	0	0	0	3	0	1
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	.0%	2.7%	.0%	1.3%
1300 HRS.....	3	2	1	0	0	3	0	0	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	.9%	.0%	2.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-8: RADIO LIVE FM AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	2	1	0	0	3	0	0	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	.9%	.0%	2.6%
1400 HRS.....	4	2	2	0	0	4	0	0	1	1	0	2
.....	1.3%	1.4%	1.3%	.0%	.0%	3.6%	.0%	.0%	2.4%	.9%	.0%	2.6%
1430 HRS.....	3	2	1	0	0	3	0	0	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	.9%	.0%	2.6%
1500 HRS.....	4	2	2	0	0	3	1	0	0	1	0	3
.....	1.3%	1.4%	1.3%	.0%	.0%	2.7%	1.9%	.0%	.0%	.9%	.0%	3.9%
1530 HRS.....	2	1	1	0	0	1	1	0	0	0	0	2
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	.0%	2.6%
1600 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%
1630 HRS.....	2	1	1	0	0	2	0	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	2.4%	.0%	.0%	1.3%
1700 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%	1.3%
1730 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%	1.3%
1800 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%
1830 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.4%	.0%	.0%	.0%
1900 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.4%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-8: RADIO LIVE FM AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 HRS.....	4	3	1	0	2	0	2	0	0	2	0	2
.....	1.3%	2.1%	.6%	.0%	2.6%	.0%	3.7%	.0%	.0%	1.8%	.0%	2.6%
2130 HRS.....	4	3	1	0	2	0	2	0	0	2	0	2
.....	1.3%	2.1%	.6%	.0%	2.6%	.0%	3.7%	.0%	.0%	1.8%	.0%	2.6%
2200 HRS.....	3	2	1	0	1	0	2	0	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	3.7%	.0%	.0%	.9%	.0%	2.6%
2230 HRS.....	2	2	0	0	1	0	1	0	0	1	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.3%
2300 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%
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 LISTEN TO RADIO LIVE FM ON THIS DAY....	281	138	143	21	76	100	48	36	39	102	69	71
.....	93.7%	94.5%	92.9%	95.5%	97.4%	90.9%	88.9%	100%	92.9%	90.3%	100%	93.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF RADIO LIVE FM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-9: SMASH RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%
0600 HRS.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-9: SMASH RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	3	2	1	1	0	2	0	0	0	0	2	1
.....	1.0%	1.4%	.6%	4.5%	.0%	1.8%	.0%	.0%	.0%	.0%	2.9%	1.3%
0700 HRS.....	6	5	1	2	2	2	0	0	0	1	3	2
.....	2.0%	3.4%	.6%	9.1%	2.6%	1.8%	.0%	.0%	.0%	.9%	4.3%	2.6%
0730 HRS.....	6	6	0	1	3	2	0	0	1	2	2	1
.....	2.0%	4.1%	.0%	4.5%	3.8%	1.8%	.0%	.0%	2.4%	1.8%	2.9%	1.3%
0800 HRS.....	6	5	1	1	4	1	0	0	1	1	2	2
.....	2.0%	3.4%	.6%	4.5%	5.1%	.9%	.0%	.0%	2.4%	.9%	2.9%	2.6%
0830 HRS.....	7	6	1	2	4	1	0	0	1	2	2	2
.....	2.3%	4.1%	.6%	9.1%	5.1%	.9%	.0%	.0%	2.4%	1.8%	2.9%	2.6%
0900 HRS.....	9	6	3	1	6	2	0	0	0	3	3	3
.....	3.0%	4.1%	1.9%	4.5%	7.7%	1.8%	.0%	.0%	.0%	2.7%	4.3%	3.9%
0930 HRS.....	9	6	3	1	6	2	0	0	0	3	3	3
.....	3.0%	4.1%	1.9%	4.5%	7.7%	1.8%	.0%	.0%	.0%	2.7%	4.3%	3.9%
1000 HRS.....	11	7	4	1	9	1	0	0	1	3	2	5
.....	3.7%	4.8%	2.6%	4.5%	11.5%	.9%	.0%	.0%	2.4%	2.7%	2.9%	6.6%
1030 HRS.....	10	5	5	1	7	2	0	0	0	3	3	4
.....	3.3%	3.4%	3.2%	4.5%	9.0%	1.8%	.0%	.0%	.0%	2.7%	4.3%	5.3%
1100 HRS.....	11	5	6	1	7	3	0	0	0	4	3	4
.....	3.7%	3.4%	3.9%	4.5%	9.0%	2.7%	.0%	.0%	.0%	3.5%	4.3%	5.3%
1130 HRS.....	12	5	7	2	7	3	0	0	0	4	3	5
.....	4.0%	3.4%	4.5%	9.1%	9.0%	2.7%	.0%	.0%	.0%	3.5%	4.3%	6.6%
NOON.....	10	5	5	2	5	3	0	0	0	4	3	3
.....	3.3%	3.4%	3.2%	9.1%	6.4%	2.7%	.0%	.0%	.0%	3.5%	4.3%	3.9%
1230 HRS.....	9	6	3	1	4	4	0	0	0	3	4	2
.....	3.0%	4.1%	1.9%	4.5%	5.1%	3.6%	.0%	.0%	.0%	2.7%	5.8%	2.6%
1300 HRS.....	11	7	4	1	7	3	0	0	0	4	3	4
.....	3.7%	4.8%	2.6%	4.5%	9.0%	2.7%	.0%	.0%	.0%	3.5%	4.3%	5.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-9: SMASH RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	10	8	2	1	7	2	0	0	1	3	3	3
.....	3.3%	5.5%	1.3%	4.5%	9.0%	1.8%	.0%	.0%	2.4%	2.7%	4.3%	3.9%
1400 HRS.....	9	7	2	0	7	2	0	0	1	2	3	3
.....	3.0%	4.8%	1.3%	.0%	9.0%	1.8%	.0%	.0%	2.4%	1.8%	4.3%	3.9%
1430 HRS.....	9	8	1	2	5	2	0	0	0	2	5	2
.....	3.0%	5.5%	.6%	9.1%	6.4%	1.8%	.0%	.0%	.0%	1.8%	7.2%	2.6%
1500 HRS.....	11	10	1	4	5	2	0	0	0	3	5	3
.....	3.7%	6.8%	.6%	18.2%	6.4%	1.8%	.0%	.0%	.0%	2.7%	7.2%	3.9%
1530 HRS.....	11	10	1	6	3	2	0	0	0	3	6	2
.....	3.7%	6.8%	.6%	27.3%	3.8%	1.8%	.0%	.0%	.0%	2.7%	8.7%	2.6%
1600 HRS.....	15	12	3	9	4	2	0	0	0	3	7	5
.....	5.0%	8.2%	1.9%	40.9%	5.1%	1.8%	.0%	.0%	.0%	2.7%	10.1%	6.6%
1630 HRS.....	14	9	5	9	5	0	0	0	0	4	5	5
.....	4.7%	6.2%	3.2%	40.9%	6.4%	.0%	.0%	.0%	.0%	3.5%	7.2%	6.6%
1700 HRS.....	12	7	5	8	4	0	0	0	0	4	4	4
.....	4.0%	4.8%	3.2%	36.4%	5.1%	.0%	.0%	.0%	.0%	3.5%	5.8%	5.3%
1730 HRS.....	9	4	5	5	4	0	0	0	0	2	4	3
.....	3.0%	2.7%	3.2%	22.7%	5.1%	.0%	.0%	.0%	.0%	1.8%	5.8%	3.9%
1800 HRS.....	6	1	5	3	3	0	0	0	0	2	3	1
.....	2.0%	.7%	3.2%	13.6%	3.8%	.0%	.0%	.0%	.0%	1.8%	4.3%	1.3%
1830 HRS.....	5	2	3	1	3	1	0	0	0	2	2	1
.....	1.7%	1.4%	1.9%	4.5%	3.8%	.9%	.0%	.0%	.0%	1.8%	2.9%	1.3%
1900 HRS.....	5	3	2	1	3	1	0	0	1	1	2	1
.....	1.7%	2.1%	1.3%	4.5%	3.8%	.9%	.0%	.0%	2.4%	.9%	2.9%	1.3%
1930 HRS.....	4	2	2	1	3	0	0	0	1	1	1	1
.....	1.3%	1.4%	1.3%	4.5%	3.8%	.0%	.0%	.0%	2.4%	.9%	1.4%	1.3%
2000 HRS.....	4	3	1	0	4	0	0	0	1	2	0	1
.....	1.3%	2.1%	.6%	.0%	5.1%	.0%	.0%	.0%	2.4%	1.8%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-9: SMASH RADIO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	4	3	1	1	3	0	0	0	1	3	0	0
.....	1.3%	2.1%	.6%	4.5%	3.8%	.0%	.0%	.0%	2.4%	2.7%	.0%	.0%
2100 HRS.....	2	2	0	1	1	0	0	0	1	1	0	0
.....	.7%	1.4%	.0%	4.5%	1.3%	.0%	.0%	.0%	2.4%	.9%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 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%	1.3%
2230 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%	1.3%
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 LISTEN TO SMASH RADIO ON THIS DAY.....	259	121	138	8	58	103	54	36	39	98	58	64
.....	86.3%	82.9%	89.6%	36.4%	74.4%	93.6%	100%	100%	92.9%	86.7%	84.1%	84.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT TUESDAY LISTENERSHIP OF SMASH RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-10: RADIO CALYPSO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-10: RADIO CALYPSO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%
0930 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%	2.6%
1000 HRS.....	3	3	0	0	2	0	0	1	0	0	0	3
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	2.8%	.0%	.0%	.0%	3.9%
1030 HRS.....	3	3	0	0	2	0	0	1	0	0	0	3
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	2.8%	.0%	.0%	.0%	3.9%
1100 HRS.....	3	3	0	0	2	0	0	1	0	0	0	3
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	2.8%	.0%	.0%	.0%	3.9%
1130 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%	1.3%
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 TUESDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 9-10: RADIO CALYPSO AUDIENCE: TUESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	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.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1800 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-1: RM1 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	44	117	60	79
0600 HRS.....	4	3	1	0	1	2	0	1	0	0	2	2
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	.0%	2.8%	.0%	.0%	3.3%	2.5%
0630 HRS.....	6	4	2	0	3	2	0	1	0	2	2	2
.....	2.0%	2.7%	1.3%	.0%	3.8%	1.8%	.0%	2.8%	.0%	1.7%	3.3%	2.5%
0700 HRS.....	9	3	6	0	3	4	2	0	0	5	1	3
.....	3.0%	2.1%	3.9%	.0%	3.8%	3.6%	3.7%	.0%	.0%	4.3%	1.7%	3.8%
0730 HRS.....	10	2	8	0	2	4	3	1	0	5	1	4
.....	3.3%	1.4%	5.2%	.0%	2.6%	3.6%	5.6%	2.8%	.0%	4.3%	1.7%	5.1%
0800 HRS.....	14	3	11	0	3	4	7	0	0	7	3	4
.....	4.7%	2.1%	7.1%	.0%	3.8%	3.6%	13.0%	.0%	.0%	6.0%	5.0%	5.1%
0830 HRS.....	11	2	9	0	2	4	4	1	0	5	2	4
.....	3.7%	1.4%	5.8%	.0%	2.6%	3.6%	7.4%	2.8%	.0%	4.3%	3.3%	5.1%
0900 HRS.....	11	1	10	0	1	5	3	2	0	4	2	5
.....	3.7%	.7%	6.5%	.0%	1.3%	4.5%	5.6%	5.6%	.0%	3.4%	3.3%	6.3%
0930 HRS.....	9	0	9	0	0	4	3	2	0	4	2	3
.....	3.0%	.0%	5.8%	.0%	.0%	3.6%	5.6%	5.6%	.0%	3.4%	3.3%	3.8%
1000 HRS.....	13	1	12	0	1	5	5	2	1	5	1	6
.....	4.3%	.7%	7.8%	.0%	1.3%	4.5%	9.3%	5.6%	2.3%	4.3%	1.7%	7.6%
1030 HRS.....	12	2	10	0	1	4	5	2	2	4	1	5
.....	4.0%	1.4%	6.5%	.0%	1.3%	3.6%	9.3%	5.6%	4.5%	3.4%	1.7%	6.3%
1100 HRS.....	7	2	5	0	0	1	5	1	2	3	0	2
.....	2.3%	1.4%	3.2%	.0%	.0%	.9%	9.3%	2.8%	4.5%	2.6%	.0%	2.5%
1130 HRS.....	8	3	5	0	0	1	6	1	1	4	1	2
.....	2.7%	2.1%	3.2%	.0%	.0%	.9%	11.1%	2.8%	2.3%	3.4%	1.7%	2.5%
NOON.....	22	9	13	0	2	4	11	5	4	7	5	6
.....	7.3%	6.2%	8.4%	.0%	2.6%	3.6%	20.4%	13.9%	9.1%	6.0%	8.3%	7.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-1: RM1 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1230 HRS.....	13	4	9	0	1	4	6	2	2	3	4	4
.....	4.3%	2.7%	5.8%	.0%	1.3%	3.6%	11.1%	5.6%	4.5%	2.6%	6.7%	5.1%
1300 HRS.....	11	3	8	0	1	2	7	1	1	4	2	4
.....	3.7%	2.1%	5.2%	.0%	1.3%	1.8%	13.0%	2.8%	2.3%	3.4%	3.3%	5.1%
1330 HRS.....	9	2	7	0	2	2	4	1	0	3	2	4
.....	3.0%	1.4%	4.5%	.0%	2.6%	1.8%	7.4%	2.8%	.0%	2.6%	3.3%	5.1%
1400 HRS.....	3	0	3	0	0	1	2	0	0	1	0	2
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	3.7%	.0%	.0%	.9%	.0%	2.5%
1430 HRS.....	5	1	4	0	1	2	2	0	0	2	0	3
.....	1.7%	.7%	2.6%	.0%	1.3%	1.8%	3.7%	.0%	.0%	1.7%	.0%	3.8%
1500 HRS.....	3	1	2	0	1	1	1	0	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	.0%	2.5%
1530 HRS.....	3	1	2	0	1	1	1	0	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	.0%	2.5%
1600 HRS.....	3	1	2	0	1	1	1	0	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	.0%	2.5%
1630 HRS.....	3	0	3	0	0	1	1	1	0	1	1	1
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	1.9%	2.8%	.0%	.9%	1.7%	1.3%
1700 HRS.....	2	0	2	0	0	0	1	1	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	1.7%	1.3%
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%	1.7%	.0%
1800 HRS.....	4	0	4	0	1	0	2	1	1	1	2	0
.....	1.3%	.0%	2.6%	.0%	1.3%	.0%	3.7%	2.8%	2.3%	.9%	3.3%	.0%
1830 HRS.....	5	2	3	0	1	0	2	2	2	2	1	0
.....	1.7%	1.4%	1.9%	.0%	1.3%	.0%	3.7%	5.6%	4.5%	1.7%	1.7%	.0%
1900 HRS.....	4	2	2	0	1	0	1	2	1	2	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	.0%	1.9%	5.6%	2.3%	1.7%	1.7%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-1: RM1 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1930 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%
2000 HRS.....	2	1	1	0	1	0	0	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	1.7%	.0%	.0%
2030 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%	1.3%
2100 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%
2130 HRS.....	2	1	1	0	0	0	0	2	1	1	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	.0%	5.6%	2.3%	.9%	.0%	.0%
2200 HRS.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	2.3%	.0%	.0%	.0%
2230 HRS.....	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 LISTEN TO RADIO MALTA 1 ON THIS DAY....	253	127	126	22	70	97	39	25	37	102	48	66
.....	84.3%	87.0%	81.8%	100%	89.7%	88.2%	72.2%	69.4%	84.1%	87.2%	80.0%	83.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-2: RM2 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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	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 WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-2: RM2 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 HRS.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	.9%	1.7%	.0%
0730 HRS.....	3	2	1	0	0	3	0	0	0	2	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.7%	1.7%	.0%
0800 HRS.....	3	2	1	0	0	3	0	0	0	2	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.7%	1.7%	.0%
0830 HRS.....	2	1	1	0	0	2	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	1.7%	.0%	.0%
0900 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%	1.7%	1.7%	.0%
0930 HRS.....	5	3	2	0	1	2	1	1	1	3	1	0
.....	1.7%	2.1%	1.3%	.0%	1.3%	1.8%	1.9%	2.8%	2.3%	2.6%	1.7%	.0%
1000 HRS.....	4	2	2	0	1	1	1	1	1	2	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	1.9%	2.8%	2.3%	1.7%	1.7%	.0%
1030 HRS.....	5	2	3	0	2	1	1	1	1	2	2	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	.9%	1.9%	2.8%	2.3%	1.7%	3.3%	.0%
1100 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%	1.7%	.0%
1130 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%	1.7%	.0%
NOON.....	4	2	2	0	1	2	0	1	0	3	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	1.8%	.0%	2.8%	.0%	2.6%	1.7%	.0%
1230 HRS.....	5	2	3	0	2	2	0	1	0	3	1	1
.....	1.7%	1.4%	1.9%	.0%	2.6%	1.8%	.0%	2.8%	.0%	2.6%	1.7%	1.3%
1300 HRS.....	4	2	2	0	1	2	0	1	0	3	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	1.8%	.0%	2.8%	.0%	2.6%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-2: RM2 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	4	2	2	0	1	2	0	1	0	3	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	1.8%	.0%	2.8%	.0%	2.6%	.0%	1.3%
1400 HRS.....	3	2	1	0	0	2	0	1	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	.0%	2.8%	.0%	2.6%	.0%	.0%
1430 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%
1500 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%
1530 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%
1600 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%
1630 HRS.....	3	1	2	0	0	1	1	1	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	2.3%	1.7%	.0%	.0%
1700 HRS.....	4	1	3	0	1	1	1	1	1	3	0	0
.....	1.3%	.7%	1.9%	.0%	1.3%	.9%	1.9%	2.8%	2.3%	2.6%	.0%	.0%
1730 HRS.....	2	1	1	0	1	0	0	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	1.7%	.0%	.0%
1800 HRS.....	2	2	0	0	0	1	0	1	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	.0%	1.7%	.0%	.0%
1830 HRS.....	2	1	1	0	0	2	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	1.7%	.0%	.0%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-2: RM2 AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO MALTA 2 ON THIS DAY....	287	139	148	22	74	104	53	34	43	109	57	78
.....	95.7%	95.2%	96.1%	100%	94.9%	94.5%	98.1%	94.4%	97.7%	93.2%	95.0%	98.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-3: SUPER 1 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	1.7%	.0%
0100 HRS.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	1.7%	.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.....	8	4	4	0	2	3	2	1	1	1	1	5
.....	2.7%	2.7%	2.6%	.0%	2.6%	2.7%	3.7%	2.8%	2.3%	.9%	1.7%	6.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-3: SUPER 1 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	11	6	5	0	2	6	2	1	1	3	1	6
.....	3.7%	4.1%	3.2%	.0%	2.6%	5.5%	3.7%	2.8%	2.3%	2.6%	1.7%	7.6%
0700 HRS.....	23	10	13	2	5	10	3	3	1	8	4	10
.....	7.7%	6.8%	8.4%	9.1%	6.4%	9.1%	5.6%	8.3%	2.3%	6.8%	6.7%	12.7%
0730 HRS.....	25	10	15	2	5	11	4	3	0	9	5	11
.....	8.3%	6.8%	9.7%	9.1%	6.4%	10.0%	7.4%	8.3%	.0%	7.7%	8.3%	13.9%
0800 HRS.....	31	14	17	1	5	14	7	4	2	10	7	12
.....	10.3%	9.6%	11.0%	4.5%	6.4%	12.7%	13.0%	11.1%	4.5%	8.5%	11.7%	15.2%
0830 HRS.....	35	14	21	1	6	16	7	5	2	13	6	14
.....	11.7%	9.6%	13.6%	4.5%	7.7%	14.5%	13.0%	13.9%	4.5%	11.1%	10.0%	17.7%
0900 HRS.....	33	14	19	1	6	15	6	5	2	12	7	12
.....	11.0%	9.6%	12.3%	4.5%	7.7%	13.6%	11.1%	13.9%	4.5%	10.3%	11.7%	15.2%
0930 HRS.....	30	11	19	1	6	13	6	4	1	11	8	10
.....	10.0%	7.5%	12.3%	4.5%	7.7%	11.8%	11.1%	11.1%	2.3%	9.4%	13.3%	12.7%
1000 HRS.....	27	10	17	0	6	12	5	4	1	10	7	9
.....	9.0%	6.8%	11.0%	.0%	7.7%	10.9%	9.3%	11.1%	2.3%	8.5%	11.7%	11.4%
1030 HRS.....	24	10	14	0	5	11	5	3	1	9	7	7
.....	8.0%	6.8%	9.1%	.0%	6.4%	10.0%	9.3%	8.3%	2.3%	7.7%	11.7%	8.9%
1100 HRS.....	26	12	14	0	5	13	5	3	1	10	7	8
.....	8.7%	8.2%	9.1%	.0%	6.4%	11.8%	9.3%	8.3%	2.3%	8.5%	11.7%	10.1%
1130 HRS.....	25	13	12	0	6	12	4	3	1	9	6	9
.....	8.3%	8.9%	7.8%	.0%	7.7%	10.9%	7.4%	8.3%	2.3%	7.7%	10.0%	11.4%
NOON.....	27	14	13	0	8	12	4	3	1	12	6	8
.....	9.0%	9.6%	8.4%	.0%	10.3%	10.9%	7.4%	8.3%	2.3%	10.3%	10.0%	10.1%
1230 HRS.....	23	14	9	1	7	9	4	2	0	9	6	8
.....	7.7%	9.6%	5.8%	4.5%	9.0%	8.2%	7.4%	5.6%	.0%	7.7%	10.0%	10.1%
1300 HRS.....	24	12	12	1	7	8	4	4	0	8	7	9
.....	8.0%	8.2%	7.8%	4.5%	9.0%	7.3%	7.4%	11.1%	.0%	6.8%	11.7%	11.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-3: SUPER 1 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	22	11	11	1	5	8	4	4	0	7	7	8
.....	7.3%	7.5%	7.1%	4.5%	6.4%	7.3%	7.4%	11.1%	.0%	6.0%	11.7%	10.1%
1400 HRS.....	22	11	11	1	5	9	4	3	0	7	9	6
.....	7.3%	7.5%	7.1%	4.5%	6.4%	8.2%	7.4%	8.3%	.0%	6.0%	15.0%	7.6%
1430 HRS.....	19	8	11	1	4	8	4	2	0	6	8	5
.....	6.3%	5.5%	7.1%	4.5%	5.1%	7.3%	7.4%	5.6%	.0%	5.1%	13.3%	6.3%
1500 HRS.....	19	8	11	1	4	8	5	1	0	7	7	5
.....	6.3%	5.5%	7.1%	4.5%	5.1%	7.3%	9.3%	2.8%	.0%	6.0%	11.7%	6.3%
1530 HRS.....	15	6	9	1	3	6	3	2	0	7	5	3
.....	5.0%	4.1%	5.8%	4.5%	3.8%	5.5%	5.6%	5.6%	.0%	6.0%	8.3%	3.8%
1600 HRS.....	28	13	15	3	4	12	6	3	1	9	8	10
.....	9.3%	8.9%	9.7%	13.6%	5.1%	10.9%	11.1%	8.3%	2.3%	7.7%	13.3%	12.7%
1630 HRS.....	27	11	16	2	4	11	7	3	1	9	8	9
.....	9.0%	7.5%	10.4%	9.1%	5.1%	10.0%	13.0%	8.3%	2.3%	7.7%	13.3%	11.4%
1700 HRS.....	29	12	17	2	6	14	6	1	0	10	9	10
.....	9.7%	8.2%	11.0%	9.1%	7.7%	12.7%	11.1%	2.8%	.0%	8.5%	15.0%	12.7%
1730 HRS.....	23	9	14	2	6	11	3	1	0	7	7	9
.....	7.7%	6.2%	9.1%	9.1%	7.7%	10.0%	5.6%	2.8%	.0%	6.0%	11.7%	11.4%
1800 HRS.....	16	9	7	1	5	9	1	0	1	5	4	6
.....	5.3%	6.2%	4.5%	4.5%	6.4%	8.2%	1.9%	.0%	2.3%	4.3%	6.7%	7.6%
1830 HRS.....	14	6	8	2	5	7	0	0	1	3	5	5
.....	4.7%	4.1%	5.2%	9.1%	6.4%	6.4%	.0%	.0%	2.3%	2.6%	8.3%	6.3%
1900 HRS.....	13	6	7	2	6	5	0	0	1	2	5	5
.....	4.3%	4.1%	4.5%	9.1%	7.7%	4.5%	.0%	.0%	2.3%	1.7%	8.3%	6.3%
1930 HRS.....	11	5	6	2	5	3	0	1	1	2	5	3
.....	3.7%	3.4%	3.9%	9.1%	6.4%	2.7%	.0%	2.8%	2.3%	1.7%	8.3%	3.8%
2000 HRS.....	7	2	5	1	4	1	0	1	1	1	3	2
.....	2.3%	1.4%	3.2%	4.5%	5.1%	.9%	.0%	2.8%	2.3%	.9%	5.0%	2.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-3: SUPER 1 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	4	0	4	0	3	0	0	1	0	1	1	2
.....	1.3%	.0%	2.6%	.0%	3.8%	.0%	.0%	2.8%	.0%	.9%	1.7%	2.5%
2100 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%
2130 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%
2200 HRS.....	2	0	2	0	1	0	1	0	0	2	0	0
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	1.7%	.0%	.0%
2230 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%	2.6%	.0%	.0%
2300 HRS.....	2	0	2	0	1	0	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	1.7%	.0%
2330 HRS.....	2	0	2	0	1	0	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	1.7%	.0%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	218	107	111	17	58	76	39	28	38	92	37	51
.....	72.7%	73.3%	72.1%	77.3%	74.4%	69.1%	72.2%	77.8%	86.4%	78.6%	61.7%	64.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-4: RADIO 101 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-4: RADIO 101 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%
0730 HRS.....	4	3	1	0	1	3	0	0	2	2	0	0
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	4.5%	1.7%	.0%	.0%
0800 HRS.....	4	2	2	0	1	3	0	0	1	2	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	2.7%	.0%	.0%	2.3%	1.7%	1.7%	.0%
0830 HRS.....	5	4	1	0	2	2	0	1	2	1	1	1
.....	1.7%	2.7%	.6%	.0%	2.6%	1.8%	.0%	2.8%	4.5%	.9%	1.7%	1.3%
0900 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%
0930 HRS.....	3	0	3	0	1	1	1	0	0	2	1	0
.....	1.0%	.0%	1.9%	.0%	1.3%	.9%	1.9%	.0%	.0%	1.7%	1.7%	.0%
1000 HRS.....	5	0	5	0	1	3	1	0	1	2	1	1
.....	1.7%	.0%	3.2%	.0%	1.3%	2.7%	1.9%	.0%	2.3%	1.7%	1.7%	1.3%
1030 HRS.....	6	0	6	0	1	4	1	0	1	2	2	1
.....	2.0%	.0%	3.9%	.0%	1.3%	3.6%	1.9%	.0%	2.3%	1.7%	3.3%	1.3%
1100 HRS.....	7	1	6	0	2	4	1	0	1	3	2	1
.....	2.3%	.7%	3.9%	.0%	2.6%	3.6%	1.9%	.0%	2.3%	2.6%	3.3%	1.3%
1130 HRS.....	5	1	4	0	2	3	0	0	0	2	2	1
.....	1.7%	.7%	2.6%	.0%	2.6%	2.7%	.0%	.0%	.0%	1.7%	3.3%	1.3%
NOON.....	7	3	4	0	3	3	0	1	1	2	3	1
.....	2.3%	2.1%	2.6%	.0%	3.8%	2.7%	.0%	2.8%	2.3%	1.7%	5.0%	1.3%
1230 HRS.....	4	3	1	0	2	1	0	1	1	1	1	1
.....	1.3%	2.1%	.6%	.0%	2.6%	.9%	.0%	2.8%	2.3%	.9%	1.7%	1.3%
1300 HRS.....	3	1	2	0	2	1	0	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	3.3%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-4: RADIO 101 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	1	2	0	2	1	0	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	3.3%	.0%
1400 HRS.....	3	1	2	0	2	1	0	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	3.3%	.0%
1430 HRS.....	3	1	2	0	2	1	0	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	3.3%	.0%
1500 HRS.....	3	1	2	0	1	2	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	1.7%	1.3%
1530 HRS.....	3	1	2	0	1	2	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	1.7%	1.3%
1600 HRS.....	3	2	1	0	2	1	0	0	0	1	2	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	3.3%	.0%
1630 HRS.....	4	3	1	0	2	1	0	1	0	2	2	0
.....	1.3%	2.1%	.6%	.0%	2.6%	.9%	.0%	2.8%	.0%	1.7%	3.3%	.0%
1700 HRS.....	4	3	1	0	2	1	0	1	0	2	2	0
.....	1.3%	2.1%	.6%	.0%	2.6%	.9%	.0%	2.8%	.0%	1.7%	3.3%	.0%
1730 HRS.....	5	4	1	0	3	1	0	1	0	4	1	0
.....	1.7%	2.7%	.6%	.0%	3.8%	.9%	.0%	2.8%	.0%	3.4%	1.7%	.0%
1800 HRS.....	3	3	0	0	2	0	1	0	0	2	1	0
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	1.9%	.0%	.0%	1.7%	1.7%	.0%
1830 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%	1.7%	.0%
1900 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%
1930 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%
2000 HRS.....	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 LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-4: RADIO 101 AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO 101 ON THIS DAY.....	278	133	145	22	69	102	52	33	39	109	54	76
.....	92.7%	91.1%	94.2%	100%	88.5%	92.7%	96.3%	91.7%	88.6%	93.2%	90.0%	96.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-5: ISLAND SOUND RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-5: ISLAND SOUND RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.3%	.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%	2.3%	.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	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
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	1	1	0	1	1	0	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	2.3%	.9%	.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%	2.3%	.9%	.0%	.0%
1100 HRS.....	3	2	1	0	2	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.3%	1.7%	.0%	.0%
1130 HRS.....	3	2	1	0	2	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.3%	1.7%	.0%	.0%
NOON.....	3	3	0	0	2	0	1	0	2	1	0	0
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	1.9%	.0%	4.5%	.9%	.0%	.0%
1230 HRS.....	3	3	0	0	2	0	1	0	2	1	0	0
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	1.9%	.0%	4.5%	.9%	.0%	.0%
1300 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 LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-5: ISLAND SOUND RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%
1430 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%
1500 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%
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.....	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%
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.....	2	2	0	0	1	0	1	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	2.3%	.9%	.0%	.0%
1800 HRS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1830 HRS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	2	2	0	0	1	1	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	.0%	1.7%	.0%	.0%
2000 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-5: ISLAND SOUND RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 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%
2230 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%
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 LISTEN TO ISLAND SOUND RADIO ON THIS DAY.....	290	138	152	22	72	107	53	36	41	111	60	78
.....	96.7%	94.5%	98.7%	100%	92.3%	97.3%	98.1%	100%	93.2%	94.9%	100%	98.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF ISLAND SOUND RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-6: BAY RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	4	4	0	1	0	2	1	0	1	3	0	0
.....	1.3%	2.7%	.0%	4.5%	.0%	1.8%	1.9%	.0%	2.3%	2.6%	.0%	.0%
1400 HRS.....	5	5	0	2	0	1	2	0	1	3	1	0
.....	1.7%	3.4%	.0%	9.1%	.0%	.9%	3.7%	.0%	2.3%	2.6%	1.7%	.0%
1430 HRS.....	5	4	1	2	1	0	2	0	1	3	1	0
.....	1.7%	2.7%	.6%	9.1%	1.3%	.0%	3.7%	.0%	2.3%	2.6%	1.7%	.0%
1500 HRS.....	5	4	1	2	1	0	2	0	1	3	1	0
.....	1.7%	2.7%	.6%	9.1%	1.3%	.0%	3.7%	.0%	2.3%	2.6%	1.7%	.0%
1530 HRS.....	4	3	1	1	1	0	2	0	1	2	1	0
.....	1.3%	2.1%	.6%	4.5%	1.3%	.0%	3.7%	.0%	2.3%	1.7%	1.7%	.0%
1600 HRS.....	5	3	2	1	2	0	2	0	1	3	1	0
.....	1.7%	2.1%	1.3%	4.5%	2.6%	.0%	3.7%	.0%	2.3%	2.6%	1.7%	.0%
1630 HRS.....	3	1	2	0	2	0	1	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	1.7%	1.7%	.0%
1700 HRS.....	3	1	2	0	2	0	1	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	1.7%	1.7%	.0%
1730 HRS.....	4	2	2	0	2	1	1	0	0	3	1	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	1.9%	.0%	.0%	2.6%	1.7%	.0%
1800 HRS.....	2	0	2	0	2	0	0	0	0	2	0	0
.....	.7%	.0%	1.3%	.0%	2.6%	.0%	.0%	.0%	.0%	1.7%	.0%	.0%
1830 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%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 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%
2000 HRS.....	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 LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-6: BAY RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO BAY RADIO ON THIS DAY.....	288	138	150	20	75	105	52	36	43	109	57	79
.....	96.0%	94.5%	97.4%	90.9%	96.2%	95.5%	96.3%	100%	97.7%	93.2%	95.0%	100%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF BAY RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-7: RTK AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	44	117	60	79
MIDNIGHT.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.3%	.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	0	0	0	1	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.7%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-7: RTK AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	3	1	2	0	0	1	1	1	0	0	2	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	.0%	3.3%	1.3%
0700 HRS.....	8	1	7	0	1	2	2	3	1	3	2	2
.....	2.7%	.7%	4.5%	.0%	1.3%	1.8%	3.7%	8.3%	2.3%	2.6%	3.3%	2.5%
0730 HRS.....	9	1	8	0	1	2	3	3	1	4	2	2
.....	3.0%	.7%	5.2%	.0%	1.3%	1.8%	5.6%	8.3%	2.3%	3.4%	3.3%	2.5%
0800 HRS.....	11	3	8	0	2	4	2	3	2	4	3	2
.....	3.7%	2.1%	5.2%	.0%	2.6%	3.6%	3.7%	8.3%	4.5%	3.4%	5.0%	2.5%
0830 HRS.....	9	2	7	0	2	4	1	2	1	4	2	2
.....	3.0%	1.4%	4.5%	.0%	2.6%	3.6%	1.9%	5.6%	2.3%	3.4%	3.3%	2.5%
0900 HRS.....	10	2	8	0	3	4	1	2	2	4	2	2
.....	3.3%	1.4%	5.2%	.0%	3.8%	3.6%	1.9%	5.6%	4.5%	3.4%	3.3%	2.5%
0930 HRS.....	10	2	8	0	3	3	2	2	3	3	1	3
.....	3.3%	1.4%	5.2%	.0%	3.8%	2.7%	3.7%	5.6%	6.8%	2.6%	1.7%	3.8%
1000 HRS.....	17	4	13	0	2	6	4	5	4	8	1	4
.....	5.7%	2.7%	8.4%	.0%	2.6%	5.5%	7.4%	13.9%	9.1%	6.8%	1.7%	5.1%
1030 HRS.....	19	4	15	0	3	6	5	5	4	8	1	6
.....	6.3%	2.7%	9.7%	.0%	3.8%	5.5%	9.3%	13.9%	9.1%	6.8%	1.7%	7.6%
1100 HRS.....	19	3	16	0	3	7	3	6	4	9	1	5
.....	6.3%	2.1%	10.4%	.0%	3.8%	6.4%	5.6%	16.7%	9.1%	7.7%	1.7%	6.3%
1130 HRS.....	21	3	18	0	3	8	3	7	5	9	2	5
.....	7.0%	2.1%	11.7%	.0%	3.8%	7.3%	5.6%	19.4%	11.4%	7.7%	3.3%	6.3%
NOON.....	18	3	15	0	2	6	3	7	4	7	2	5
.....	6.0%	2.1%	9.7%	.0%	2.6%	5.5%	5.6%	19.4%	9.1%	6.0%	3.3%	6.3%
1230 HRS.....	12	1	11	0	3	3	1	5	1	5	2	4
.....	4.0%	.7%	7.1%	.0%	3.8%	2.7%	1.9%	13.9%	2.3%	4.3%	3.3%	5.1%
1300 HRS.....	6	1	5	0	2	2	1	1	1	1	1	3
.....	2.0%	.7%	3.2%	.0%	2.6%	1.8%	1.9%	2.8%	2.3%	.9%	1.7%	3.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-7: RTK AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	5	2	3	0	0	2	1	2	0	1	1	3
.....	1.7%	1.4%	1.9%	.0%	.0%	1.8%	1.9%	5.6%	.0%	.9%	1.7%	3.8%
1400 HRS.....	6	3	3	0	0	2	1	3	1	1	1	3
.....	2.0%	2.1%	1.9%	.0%	.0%	1.8%	1.9%	8.3%	2.3%	.9%	1.7%	3.8%
1430 HRS.....	6	3	3	0	0	2	1	3	1	1	1	3
.....	2.0%	2.1%	1.9%	.0%	.0%	1.8%	1.9%	8.3%	2.3%	.9%	1.7%	3.8%
1500 HRS.....	5	1	4	0	0	2	1	2	0	1	1	3
.....	1.7%	.7%	2.6%	.0%	.0%	1.8%	1.9%	5.6%	.0%	.9%	1.7%	3.8%
1530 HRS.....	8	3	5	0	1	2	1	4	1	3	1	3
.....	2.7%	2.1%	3.2%	.0%	1.3%	1.8%	1.9%	11.1%	2.3%	2.6%	1.7%	3.8%
1600 HRS.....	9	4	5	0	1	2	1	5	1	3	3	2
.....	3.0%	2.7%	3.2%	.0%	1.3%	1.8%	1.9%	13.9%	2.3%	2.6%	5.0%	2.5%
1630 HRS.....	9	4	5	0	1	3	1	4	1	3	3	2
.....	3.0%	2.7%	3.2%	.0%	1.3%	2.7%	1.9%	11.1%	2.3%	2.6%	5.0%	2.5%
1700 HRS.....	10	6	4	0	1	5	2	2	2	3	3	2
.....	3.3%	4.1%	2.6%	.0%	1.3%	4.5%	3.7%	5.6%	4.5%	2.6%	5.0%	2.5%
1730 HRS.....	8	5	3	0	0	5	2	1	2	2	3	1
.....	2.7%	3.4%	1.9%	.0%	.0%	4.5%	3.7%	2.8%	4.5%	1.7%	5.0%	1.3%
1800 HRS.....	8	5	3	0	0	6	2	0	4	2	1	1
.....	2.7%	3.4%	1.9%	.0%	.0%	5.5%	3.7%	.0%	9.1%	1.7%	1.7%	1.3%
1830 HRS.....	7	4	3	0	0	5	2	0	4	0	1	2
.....	2.3%	2.7%	1.9%	.0%	.0%	4.5%	3.7%	.0%	9.1%	.0%	1.7%	2.5%
1900 HRS.....	4	3	1	0	0	2	2	0	1	0	1	2
.....	1.3%	2.1%	.6%	.0%	.0%	1.8%	3.7%	.0%	2.3%	.0%	1.7%	2.5%
1930 HRS.....	4	4	0	0	0	3	1	0	2	0	1	1
.....	1.3%	2.7%	.0%	.0%	.0%	2.7%	1.9%	.0%	4.5%	.0%	1.7%	1.3%
2000 HRS.....	3	3	0	0	0	2	1	0	2	0	0	1
.....	1.0%	2.1%	.0%	.0%	.0%	1.8%	1.9%	.0%	4.5%	.0%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-7: RTK AUDIENCE: WEDNESDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 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%
2130 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%
2200 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%
2230 HRS.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	4.5%	.0%	.0%	.0%
2300 HRS.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	4.5%	.0%	.0%	.0%
2330 HRS.....	3	3	0	0	0	1	1	1	3	0	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	.9%	1.9%	2.8%	6.8%	.0%	.0%	.0%
DID NOT LISTEN TO RTK ON THIS DAY	256	131	125	22	73	94	43	24	31	100	54	71
.....	85.3%	89.7%	81.2%	100%	93.6%	85.5%	79.6%	66.7%	70.5%	85.5%	90.0%	89.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-8: RADIO LIVE FM AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
0430 HRS.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	.0%	2.5%
0500 HRS.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	.0%	2.5%
0530 HRS.....	2	2	0	0	0	2	0	0	0	0	0	2
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	.0%	2.5%
0600 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-8: RADIO LIVE FM AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%
0730 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%
0800 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%
0830 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%
0900 HRS.....	4	1	3	0	2	1	1	0	1	2	0	1
.....	1.3%	.7%	1.9%	.0%	2.6%	.9%	1.9%	.0%	2.3%	1.7%	.0%	1.3%
0930 HRS.....	4	1	3	0	2	1	1	0	1	2	0	1
.....	1.3%	.7%	1.9%	.0%	2.6%	.9%	1.9%	.0%	2.3%	1.7%	.0%	1.3%
1000 HRS.....	2	0	2	0	1	1	0	0	0	2	0	0
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	.0%	1.7%	.0%	.0%
1030 HRS.....	3	1	2	0	1	1	1	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	.0%	1.7%	.0%	1.3%
1100 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%
1130 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%
NOON.....	4	2	2	1	0	2	1	0	1	2	0	1
.....	1.3%	1.4%	1.3%	4.5%	.0%	1.8%	1.9%	.0%	2.3%	1.7%	.0%	1.3%
1230 HRS.....	2	1	1	1	0	0	1	0	1	0	0	1
.....	.7%	.7%	.6%	4.5%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	1.3%
1300 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-8: RADIO LIVE FM AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%
1400 HRS.....	2	1	1	0	0	1	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	.0%	1.3%
1430 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%
1500 HRS.....	3	1	2	0	0	1	2	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	.0%	1.7%	.0%	1.3%
1530 HRS.....	3	1	2	0	0	1	2	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	.0%	1.7%	.0%	1.3%
1600 HRS.....	4	1	3	0	0	2	2	0	0	2	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	3.7%	.0%	.0%	1.7%	.0%	2.5%
1630 HRS.....	5	3	2	0	0	3	2	0	0	1	1	3
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	3.7%	.0%	.0%	.9%	1.7%	3.8%
1700 HRS.....	4	2	2	0	0	2	2	0	0	1	1	2
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.7%	.0%	.0%	.9%	1.7%	2.5%
1730 HRS.....	3	2	1	1	0	1	1	0	1	0	1	1
.....	1.0%	1.4%	.6%	4.5%	.0%	.9%	1.9%	.0%	2.3%	.0%	1.7%	1.3%
1800 HRS.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.3%	.0%	.6%	4.5%	.0%	.0%	.0%	.0%	2.3%	.0%	.0%	.0%
1830 HRS.....	2	1	1	1	1	0	0	0	1	1	0	0
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	2.3%	.9%	.0%	.0%
1900 HRS.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.3%	.0%	.6%	4.5%	.0%	.0%	.0%	.0%	2.3%	.0%	.0%	.0%
1930 HRS.....	1	0	1	1	0	0	0	0	1	0	0	0
.....	.3%	.0%	.6%	4.5%	.0%	.0%	.0%	.0%	2.3%	.0%	.0%	.0%
2000 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-8: RADIO LIVE FM AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 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%
2230 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%
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 LISTEN TO RADIO LIVE FM ON THIS DAY....	283	137	146	20	75	101	51	36	42	109	59	73
.....	94.3%	93.8%	94.8%	90.9%	96.2%	91.8%	94.4%	100%	95.5%	93.2%	98.3%	92.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO LIVE FM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-9: SMASH RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.7%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-9: SMASH RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	3	1	2	1	1	1	0	0	0	2	0	1
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	.0%	1.7%	.0%	1.3%
0700 HRS.....	5	1	4	2	3	0	0	0	0	2	2	1
.....	1.7%	.7%	2.6%	9.1%	3.8%	.0%	.0%	.0%	.0%	1.7%	3.3%	1.3%
0730 HRS.....	6	2	4	1	5	0	0	0	0	3	2	1
.....	2.0%	1.4%	2.6%	4.5%	6.4%	.0%	.0%	.0%	.0%	2.6%	3.3%	1.3%
0800 HRS.....	4	1	3	0	4	0	0	0	0	3	0	1
.....	1.3%	.7%	1.9%	.0%	5.1%	.0%	.0%	.0%	.0%	2.6%	.0%	1.3%
0830 HRS.....	6	3	3	1	5	0	0	0	0	4	0	2
.....	2.0%	2.1%	1.9%	4.5%	6.4%	.0%	.0%	.0%	.0%	3.4%	.0%	2.5%
0900 HRS.....	6	4	2	1	5	0	0	0	0	3	0	3
.....	2.0%	2.7%	1.3%	4.5%	6.4%	.0%	.0%	.0%	.0%	2.6%	.0%	3.8%
0930 HRS.....	6	4	2	1	5	0	0	0	0	3	0	3
.....	2.0%	2.7%	1.3%	4.5%	6.4%	.0%	.0%	.0%	.0%	2.6%	.0%	3.8%
1000 HRS.....	7	3	4	1	4	1	0	1	0	3	1	3
.....	2.3%	2.1%	2.6%	4.5%	5.1%	.9%	.0%	2.8%	.0%	2.6%	1.7%	3.8%
1030 HRS.....	5	2	3	1	2	1	0	1	0	3	1	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	.9%	.0%	2.8%	.0%	2.6%	1.7%	1.3%
1100 HRS.....	5	1	4	1	1	2	0	1	0	3	1	1
.....	1.7%	.7%	2.6%	4.5%	1.3%	1.8%	.0%	2.8%	.0%	2.6%	1.7%	1.3%
1130 HRS.....	6	1	5	1	1	3	0	1	0	3	2	1
.....	2.0%	.7%	3.2%	4.5%	1.3%	2.7%	.0%	2.8%	.0%	2.6%	3.3%	1.3%
NOON.....	9	2	7	1	5	3	0	0	0	4	2	3
.....	3.0%	1.4%	4.5%	4.5%	6.4%	2.7%	.0%	.0%	.0%	3.4%	3.3%	3.8%
1230 HRS.....	8	2	6	1	6	1	0	0	0	2	2	4
.....	2.7%	1.4%	3.9%	4.5%	7.7%	.9%	.0%	.0%	.0%	1.7%	3.3%	5.1%
1300 HRS.....	8	4	4	1	4	3	0	0	0	2	3	3
.....	2.7%	2.7%	2.6%	4.5%	5.1%	2.7%	.0%	.0%	.0%	1.7%	5.0%	3.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-9: SMASH RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	7	4	3	1	3	3	0	0	0	1	3	3
.....	2.3%	2.7%	1.9%	4.5%	3.8%	2.7%	.0%	.0%	.0%	.9%	5.0%	3.8%
1400 HRS.....	5	3	2	1	2	2	0	0	0	1	2	2
.....	1.7%	2.1%	1.3%	4.5%	2.6%	1.8%	.0%	.0%	.0%	.9%	3.3%	2.5%
1430 HRS.....	6	4	2	2	2	2	0	0	0	2	2	2
.....	2.0%	2.7%	1.3%	9.1%	2.6%	1.8%	.0%	.0%	.0%	1.7%	3.3%	2.5%
1500 HRS.....	6	5	1	3	1	2	0	0	0	1	2	3
.....	2.0%	3.4%	.6%	13.6%	1.3%	1.8%	.0%	.0%	.0%	.9%	3.3%	3.8%
1530 HRS.....	9	8	1	6	1	2	0	0	0	2	4	3
.....	3.0%	5.5%	.6%	27.3%	1.3%	1.8%	.0%	.0%	.0%	1.7%	6.7%	3.8%
1600 HRS.....	15	10	5	12	2	1	0	0	0	4	6	5
.....	5.0%	6.8%	3.2%	54.5%	2.6%	.9%	.0%	.0%	.0%	3.4%	10.0%	6.3%
1630 HRS.....	14	9	5	10	3	1	0	0	0	3	5	6
.....	4.7%	6.2%	3.2%	45.5%	3.8%	.9%	.0%	.0%	.0%	2.6%	8.3%	7.6%
1700 HRS.....	12	5	7	7	5	0	0	0	0	3	4	5
.....	4.0%	3.4%	4.5%	31.8%	6.4%	.0%	.0%	.0%	.0%	2.6%	6.7%	6.3%
1730 HRS.....	9	4	5	6	3	0	0	0	0	2	3	4
.....	3.0%	2.7%	3.2%	27.3%	3.8%	.0%	.0%	.0%	.0%	1.7%	5.0%	5.1%
1800 HRS.....	6	3	3	3	3	0	0	0	0	1	2	3
.....	2.0%	2.1%	1.9%	13.6%	3.8%	.0%	.0%	.0%	.0%	.9%	3.3%	3.8%
1830 HRS.....	3	1	2	2	1	0	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	9.1%	1.3%	.0%	.0%	.0%	.0%	.9%	1.7%	1.3%
1900 HRS.....	4	2	2	2	2	0	0	0	1	2	0	1
.....	1.3%	1.4%	1.3%	9.1%	2.6%	.0%	.0%	.0%	2.3%	1.7%	.0%	1.3%
1930 HRS.....	3	1	2	1	2	0	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	4.5%	2.6%	.0%	.0%	.0%	2.3%	1.7%	.0%	.0%
2000 HRS.....	2	1	1	1	1	0	0	0	1	1	0	0
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	2.3%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-9: SMASH RADIO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 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%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	2	1	1	1	1	0	0	0	0	1	0	1
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	1.3%
2230 HRS.....	2	1	1	1	1	0	0	0	0	1	0	1
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	1.3%
2300 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%
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 LISTEN TO SMASH RADIO ON THIS DAY.....	260	126	134	7	60	104	54	35	43	100	50	67
.....	86.7%	86.3%	87.0%	31.8%	76.9%	94.5%	100%	97.2%	97.7%	85.5%	83.3%	84.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF SMASH RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-10: RADIO CALYPSO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	44	117	60	79
MIDNIGHT.....	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%
0030 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%
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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-10: RADIO CALYPSO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	.9%	1.7%	.0%
0730 HRS.....	3	2	1	0	0	2	1	0	1	1	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	2.3%	.9%	1.7%	.0%
0800 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
0830 HRS.....	2	1	1	0	0	1	1	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	2.3%	.0%	.0%	1.3%
0900 HRS.....	2	1	1	0	0	1	1	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	2.3%	.0%	.0%	1.3%
0930 HRS.....	2	1	1	0	0	1	1	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	2.3%	.0%	.0%	1.3%
1000 HRS.....	3	2	1	0	1	1	1	0	1	0	0	2
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	2.3%	.0%	.0%	2.5%
1030 HRS.....	3	2	1	0	1	1	1	0	1	0	0	2
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	2.3%	.0%	.0%	2.5%
1100 HRS.....	2	1	1	0	1	0	1	0	1	0	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	2.3%	.0%	.0%	1.3%
1130 HRS.....	2	0	2	0	0	1	1	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.3%	.9%	.0%	.0%
NOON.....	3	1	2	0	0	2	1	0	1	1	1	0
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	1.9%	.0%	2.3%	.9%	1.7%	.0%
1230 HRS.....	2	0	2	0	0	1	1	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.3%	.9%	.0%	.0%
1300 HRS.....	2	0	2	0	0	1	1	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.3%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-10: RADIO CALYPSO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	2	0	2	0	0	1	1	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.3%	.9%	.0%	.0%
1400 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1430 HRS.....	2	1	1	0	0	1	1	0	2	0	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	4.5%	.0%	.0%	.0%
1500 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1530 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1600 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.3%	.0%	.0%	.0%
1630 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%
1700 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%
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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%
1830 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%
1900 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 10-10: RADIO CALYPSO AUDIENCE: WEDNESDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 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%
2200 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%
2230 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%
2300 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%
2330 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%
DID NOT LISTEN TO RADIO CALYPSO ON THIS DAY....	292	140	152	22	77	105	52	36	42	115	59	76
.....	97.3%	95.9%	98.7%	100%	98.7%	95.5%	96.3%	100%	95.5%	98.3%	98.3%	96.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT WEDNESDAY LISTENERSHIP OF RADIO CALYPSO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-1: RM1 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL CASES.....	300	146	154	22	78	110	54	36	38	113	68	81
0600 HRS.....	3	1	2	0	0	1	0	2	0	0	2	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	.0%	5.6%	.0%	.0%	2.9%	1.2%
0630 HRS.....	6	1	5	0	1	1	0	4	0	2	2	2
.....	2.0%	.7%	3.2%	.0%	1.3%	.9%	.0%	11.1%	.0%	1.8%	2.9%	2.5%
0700 HRS.....	6	1	5	0	2	2	0	2	0	3	1	2
.....	2.0%	.7%	3.2%	.0%	2.6%	1.8%	.0%	5.6%	.0%	2.7%	1.5%	2.5%
0730 HRS.....	10	1	9	0	2	3	2	3	0	4	1	5
.....	3.3%	.7%	5.8%	.0%	2.6%	2.7%	3.7%	8.3%	.0%	3.5%	1.5%	6.2%
0800 HRS.....	14	2	12	0	3	5	3	3	0	6	2	6
.....	4.7%	1.4%	7.8%	.0%	3.8%	4.5%	5.6%	8.3%	.0%	5.3%	2.9%	7.4%
0830 HRS.....	11	1	10	0	3	4	1	3	0	4	1	6
.....	3.7%	.7%	6.5%	.0%	3.8%	3.6%	1.9%	8.3%	.0%	3.5%	1.5%	7.4%
0900 HRS.....	13	3	10	0	4	4	2	3	0	5	3	5
.....	4.3%	2.1%	6.5%	.0%	5.1%	3.6%	3.7%	8.3%	.0%	4.4%	4.4%	6.2%
0930 HRS.....	13	3	10	0	3	4	3	3	0	5	3	5
.....	4.3%	2.1%	6.5%	.0%	3.8%	3.6%	5.6%	8.3%	.0%	4.4%	4.4%	6.2%
1000 HRS.....	13	3	10	0	3	5	2	3	0	4	4	5
.....	4.3%	2.1%	6.5%	.0%	3.8%	4.5%	3.7%	8.3%	.0%	3.5%	5.9%	6.2%
1030 HRS.....	14	4	10	0	3	3	4	4	1	4	5	4
.....	4.7%	2.7%	6.5%	.0%	3.8%	2.7%	7.4%	11.1%	2.6%	3.5%	7.4%	4.9%
1100 HRS.....	13	4	9	0	3	2	3	5	1	4	4	4
.....	4.3%	2.7%	5.8%	.0%	3.8%	1.8%	5.6%	13.9%	2.6%	3.5%	5.9%	4.9%
1130 HRS.....	12	3	9	0	3	2	2	5	1	4	3	4
.....	4.0%	2.1%	5.8%	.0%	3.8%	1.8%	3.7%	13.9%	2.6%	3.5%	4.4%	4.9%
NOON.....	20	9	11	0	3	3	6	8	2	6	8	4
.....	6.7%	6.2%	7.1%	.0%	3.8%	2.7%	11.1%	22.2%	5.3%	5.3%	11.8%	4.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-1: RM1 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1230 HRS.....	14	7	7	0	2	2	4	6	1	5	4	4
.....	4.7%	4.8%	4.5%	.0%	2.6%	1.8%	7.4%	16.7%	2.6%	4.4%	5.9%	4.9%
1300 HRS.....	13	6	7	0	2	2	4	5	0	6	3	4
.....	4.3%	4.1%	4.5%	.0%	2.6%	1.8%	7.4%	13.9%	.0%	5.3%	4.4%	4.9%
1330 HRS.....	10	5	5	0	1	1	4	4	0	4	3	3
.....	3.3%	3.4%	3.2%	.0%	1.3%	.9%	7.4%	11.1%	.0%	3.5%	4.4%	3.7%
1400 HRS.....	7	2	5	0	1	1	2	3	0	2	1	4
.....	2.3%	1.4%	3.2%	.0%	1.3%	.9%	3.7%	8.3%	.0%	1.8%	1.5%	4.9%
1430 HRS.....	7	1	6	0	2	1	2	2	0	1	2	4
.....	2.3%	.7%	3.9%	.0%	2.6%	.9%	3.7%	5.6%	.0%	.9%	2.9%	4.9%
1500 HRS.....	5	0	5	0	1	1	1	2	0	1	2	2
.....	1.7%	.0%	3.2%	.0%	1.3%	.9%	1.9%	5.6%	.0%	.9%	2.9%	2.5%
1530 HRS.....	4	0	4	0	1	0	1	2	0	1	2	1
.....	1.3%	.0%	2.6%	.0%	1.3%	.0%	1.9%	5.6%	.0%	.9%	2.9%	1.2%
1600 HRS.....	8	2	6	0	1	1	2	4	0	2	4	2
.....	2.7%	1.4%	3.9%	.0%	1.3%	.9%	3.7%	11.1%	.0%	1.8%	5.9%	2.5%
1630 HRS.....	6	2	4	0	1	1	1	3	0	2	2	2
.....	2.0%	1.4%	2.6%	.0%	1.3%	.9%	1.9%	8.3%	.0%	1.8%	2.9%	2.5%
1700 HRS.....	6	1	5	0	1	1	2	2	0	2	1	3
.....	2.0%	.7%	3.2%	.0%	1.3%	.9%	3.7%	5.6%	.0%	1.8%	1.5%	3.7%
1730 HRS.....	6	1	5	0	0	2	2	2	0	3	0	3
.....	2.0%	.7%	3.2%	.0%	.0%	1.8%	3.7%	5.6%	.0%	2.7%	.0%	3.7%
1800 HRS.....	6	2	4	0	1	1	1	3	1	3	1	1
.....	2.0%	1.4%	2.6%	.0%	1.3%	.9%	1.9%	8.3%	2.6%	2.7%	1.5%	1.2%
1830 HRS.....	5	3	2	0	0	1	2	2	1	3	0	1
.....	1.7%	2.1%	1.3%	.0%	.0%	.9%	3.7%	5.6%	2.6%	2.7%	.0%	1.2%
1900 HRS.....	4	2	2	0	0	0	2	2	1	1	0	2
.....	1.3%	1.4%	1.3%	.0%	.0%	.0%	3.7%	5.6%	2.6%	.9%	.0%	2.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-1: RM1 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1930 HRS.....	3	1	2	0	0	0	1	2	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	.0%	.0%	1.9%	5.6%	.0%	.9%	.0%	2.5%
2000 HRS.....	3	1	2	0	1	0	0	2	0	0	0	3
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	.0%	5.6%	.0%	.0%	.0%	3.7%
2030 HRS.....	3	1	2	0	1	0	0	2	0	0	0	3
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	.0%	5.6%	.0%	.0%	.0%	3.7%
2100 HRS.....	2	1	1	0	1	0	0	1	0	0	0	2
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	.0%	.0%	2.5%
2130 HRS.....	2	1	1	0	1	0	0	1	0	0	0	2
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	.0%	.0%	2.5%
2200 HRS.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.2%
2230 HRS.....	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 LISTEN TO RADIO MALTA 1 ON THIS DAY....	259	128	131	22	70	102	42	23	35	97	58	69
.....	86.3%	87.7%	85.1%	100%	89.7%	92.7%	77.8%	63.9%	92.1%	85.8%	85.3%	85.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-2: RM2 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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 LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-2: RM2 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%	1.2%
0730 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%
0800 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%
0830 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%
0900 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%
0930 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%
1000 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%
1030 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%
1100 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%	1.5%	1.2%
1130 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%	1.5%	1.2%
NOON.....	3	1	2	0	1	1	0	1	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	.0%	2.8%	.0%	.9%	1.5%	1.2%
1230 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%
1300 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-2: RM2 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 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%
1400 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%
1430 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%
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%	1.2%
1530 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%
1600 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%
1630 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%
1700 HRS.....	2	2	0	1	1	0	0	0	0	0	1	1
.....	.7%	1.4%	.0%	4.5%	1.3%	.0%	.0%	.0%	.0%	.0%	1.5%	1.2%
1730 HRS.....	3	2	1	1	1	1	0	0	0	1	1	1
.....	1.0%	1.4%	.6%	4.5%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	1.2%
1800 HRS.....	2	1	1	1	0	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	4.5%	.0%	.9%	.0%	.0%	.0%	.9%	1.5%	.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.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1930 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2000 HRS.....	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 LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-2: RM2 AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.6%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO MALTA 2 ON THIS DAY....	292	141	151	21	77	105	54	35	37	109	66	80
.....	97.3%	96.6%	98.1%	95.5%	98.7%	95.5%	100%	97.2%	97.4%	96.5%	97.1%	98.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO MALTA 2

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-3: SUPER 1 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
0530 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%
0600 HRS.....	8	3	5	0	1	2	5	0	1	1	4	2
.....	2.7%	2.1%	3.2%	.0%	1.3%	1.8%	9.3%	.0%	2.6%	.9%	5.9%	2.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-3: SUPER 1 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	12	6	6	0	2	3	5	2	0	4	6	2
.....	4.0%	4.1%	3.9%	.0%	2.6%	2.7%	9.3%	5.6%	.0%	3.5%	8.8%	2.5%
0700 HRS.....	29	12	17	0	7	10	7	5	0	10	10	9
.....	9.7%	8.2%	11.0%	.0%	9.0%	9.1%	13.0%	13.9%	.0%	8.8%	14.7%	11.1%
0730 HRS.....	35	15	20	0	9	10	9	7	2	12	12	9
.....	11.7%	10.3%	13.0%	.0%	11.5%	9.1%	16.7%	19.4%	5.3%	10.6%	17.6%	11.1%
0800 HRS.....	39	16	23	0	10	14	9	6	1	12	11	15
.....	13.0%	11.0%	14.9%	.0%	12.8%	12.7%	16.7%	16.7%	2.6%	10.6%	16.2%	18.5%
0830 HRS.....	38	15	23	1	10	13	9	5	2	13	7	16
.....	12.7%	10.3%	14.9%	4.5%	12.8%	11.8%	16.7%	13.9%	5.3%	11.5%	10.3%	19.8%
0900 HRS.....	36	16	20	1	10	13	8	4	1	14	8	13
.....	12.0%	11.0%	13.0%	4.5%	12.8%	11.8%	14.8%	11.1%	2.6%	12.4%	11.8%	16.0%
0930 HRS.....	35	15	20	1	10	11	9	4	1	14	7	13
.....	11.7%	10.3%	13.0%	4.5%	12.8%	10.0%	16.7%	11.1%	2.6%	12.4%	10.3%	16.0%
1000 HRS.....	39	19	20	2	10	14	9	4	2	13	9	15
.....	13.0%	13.0%	13.0%	9.1%	12.8%	12.7%	16.7%	11.1%	5.3%	11.5%	13.2%	18.5%
1030 HRS.....	37	19	18	2	11	13	7	4	2	12	10	13
.....	12.3%	13.0%	11.7%	9.1%	14.1%	11.8%	13.0%	11.1%	5.3%	10.6%	14.7%	16.0%
1100 HRS.....	38	20	18	2	11	13	8	4	2	12	10	14
.....	12.7%	13.7%	11.7%	9.1%	14.1%	11.8%	14.8%	11.1%	5.3%	10.6%	14.7%	17.3%
1130 HRS.....	36	18	18	2	9	13	8	4	2	11	10	13
.....	12.0%	12.3%	11.7%	9.1%	11.5%	11.8%	14.8%	11.1%	5.3%	9.7%	14.7%	16.0%
NOON.....	30	13	17	2	6	8	9	5	1	11	7	11
.....	10.0%	8.9%	11.0%	9.1%	7.7%	7.3%	16.7%	13.9%	2.6%	9.7%	10.3%	13.6%
1230 HRS.....	25	12	13	1	5	5	9	5	0	7	9	9
.....	8.3%	8.2%	8.4%	4.5%	6.4%	4.5%	16.7%	13.9%	.0%	6.2%	13.2%	11.1%
1300 HRS.....	25	12	13	1	5	7	8	4	0	7	8	10
.....	8.3%	8.2%	8.4%	4.5%	6.4%	6.4%	14.8%	11.1%	.0%	6.2%	11.8%	12.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-3: SUPER 1 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	28	13	15	1	6	9	7	5	0	7	8	13
.....	9.3%	8.9%	9.7%	4.5%	7.7%	8.2%	13.0%	13.9%	.0%	6.2%	11.8%	16.0%
1400 HRS.....	27	14	13	1	5	9	7	5	0	6	7	14
.....	9.0%	9.6%	8.4%	4.5%	6.4%	8.2%	13.0%	13.9%	.0%	5.3%	10.3%	17.3%
1430 HRS.....	26	12	14	1	5	10	6	4	1	6	7	12
.....	8.7%	8.2%	9.1%	4.5%	6.4%	9.1%	11.1%	11.1%	2.6%	5.3%	10.3%	14.8%
1500 HRS.....	26	11	15	0	4	11	7	4	1	7	8	10
.....	8.7%	7.5%	9.7%	.0%	5.1%	10.0%	13.0%	11.1%	2.6%	6.2%	11.8%	12.3%
1530 HRS.....	24	9	15	0	4	10	6	4	1	7	7	9
.....	8.0%	6.2%	9.7%	.0%	5.1%	9.1%	11.1%	11.1%	2.6%	6.2%	10.3%	11.1%
1600 HRS.....	32	13	19	0	6	12	8	6	1	8	8	15
.....	10.7%	8.9%	12.3%	.0%	7.7%	10.9%	14.8%	16.7%	2.6%	7.1%	11.8%	18.5%
1630 HRS.....	30	13	17	1	5	10	9	5	0	8	8	14
.....	10.0%	8.9%	11.0%	4.5%	6.4%	9.1%	16.7%	13.9%	.0%	7.1%	11.8%	17.3%
1700 HRS.....	29	13	16	1	5	11	7	5	0	9	7	13
.....	9.7%	8.9%	10.4%	4.5%	6.4%	10.0%	13.0%	13.9%	.0%	8.0%	10.3%	16.0%
1730 HRS.....	28	13	15	2	5	9	7	5	0	8	9	11
.....	9.3%	8.9%	9.7%	9.1%	6.4%	8.2%	13.0%	13.9%	.0%	7.1%	13.2%	13.6%
1800 HRS.....	20	10	10	1	3	7	5	4	0	7	5	8
.....	6.7%	6.8%	6.5%	4.5%	3.8%	6.4%	9.3%	11.1%	.0%	6.2%	7.4%	9.9%
1830 HRS.....	15	7	8	1	1	4	6	3	0	5	4	6
.....	5.0%	4.8%	5.2%	4.5%	1.3%	3.6%	11.1%	8.3%	.0%	4.4%	5.9%	7.4%
1900 HRS.....	12	6	6	0	1	4	4	3	0	5	2	5
.....	4.0%	4.1%	3.9%	.0%	1.3%	3.6%	7.4%	8.3%	.0%	4.4%	2.9%	6.2%
1930 HRS.....	9	5	4	0	1	3	3	2	0	5	2	2
.....	3.0%	3.4%	2.6%	.0%	1.3%	2.7%	5.6%	5.6%	.0%	4.4%	2.9%	2.5%
2000 HRS.....	5	2	3	0	1	2	2	0	0	3	0	2
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	3.7%	.0%	.0%	2.7%	.0%	2.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-3: SUPER 1 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
2030 HRS.....	5	2	3	0	1	2	2	0	0	3	0	2
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	3.7%	.0%	.0%	2.7%	.0%	2.5%
2100 HRS.....	5	2	3	0	2	1	2	0	0	4	0	1
.....	1.7%	1.4%	1.9%	.0%	2.6%	.9%	3.7%	.0%	.0%	3.5%	.0%	1.2%
2130 HRS.....	5	2	3	0	2	1	2	0	0	4	0	1
.....	1.7%	1.4%	1.9%	.0%	2.6%	.9%	3.7%	.0%	.0%	3.5%	.0%	1.2%
2200 HRS.....	6	1	5	0	1	2	3	0	0	4	1	1
.....	2.0%	.7%	3.2%	.0%	1.3%	1.8%	5.6%	.0%	.0%	3.5%	1.5%	1.2%
2230 HRS.....	5	1	4	0	1	1	3	0	0	4	0	1
.....	1.7%	.7%	2.6%	.0%	1.3%	.9%	5.6%	.0%	.0%	3.5%	.0%	1.2%
2300 HRS.....	6	1	5	0	2	1	3	0	0	4	0	2
.....	2.0%	.7%	3.2%	.0%	2.6%	.9%	5.6%	.0%	.0%	3.5%	.0%	2.5%
2330 HRS.....	3	0	3	0	1	2	0	0	0	1	1	1
.....	1.0%	.0%	1.9%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	1.5%	1.2%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	211	102	109	18	59	73	34	27	33	93	39	46
.....	70.3%	69.9%	70.8%	81.8%	75.6%	66.4%	63.0%	75.0%	86.8%	82.3%	57.4%	56.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO SUPER 1

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-4: RADIO 101 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-4: RADIO 101 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 HRS.....	6	2	4	1	1	3	1	0	2	4	0	0
.....	2.0%	1.4%	2.6%	4.5%	1.3%	2.7%	1.9%	.0%	5.3%	3.5%	.0%	.0%
0730 HRS.....	7	2	5	1	1	3	2	0	2	4	0	1
.....	2.3%	1.4%	3.2%	4.5%	1.3%	2.7%	3.7%	.0%	5.3%	3.5%	.0%	1.2%
0800 HRS.....	7	1	6	1	1	4	1	0	1	4	1	1
.....	2.3%	.7%	3.9%	4.5%	1.3%	3.6%	1.9%	.0%	2.6%	3.5%	1.5%	1.2%
0830 HRS.....	8	2	6	1	1	3	2	1	2	4	1	1
.....	2.7%	1.4%	3.9%	4.5%	1.3%	2.7%	3.7%	2.8%	5.3%	3.5%	1.5%	1.2%
0900 HRS.....	8	2	6	0	1	4	2	1	1	3	2	2
.....	2.7%	1.4%	3.9%	.0%	1.3%	3.6%	3.7%	2.8%	2.6%	2.7%	2.9%	2.5%
0930 HRS.....	8	2	6	0	1	4	3	0	1	4	2	1
.....	2.7%	1.4%	3.9%	.0%	1.3%	3.6%	5.6%	.0%	2.6%	3.5%	2.9%	1.2%
1000 HRS.....	9	4	5	0	0	5	3	1	1	5	2	1
.....	3.0%	2.7%	3.2%	.0%	.0%	4.5%	5.6%	2.8%	2.6%	4.4%	2.9%	1.2%
1030 HRS.....	7	1	6	0	0	6	0	1	1	2	2	2
.....	2.3%	.7%	3.9%	.0%	.0%	5.5%	.0%	2.8%	2.6%	1.8%	2.9%	2.5%
1100 HRS.....	7	2	5	0	1	5	0	1	1	3	2	1
.....	2.3%	1.4%	3.2%	.0%	1.3%	4.5%	.0%	2.8%	2.6%	2.7%	2.9%	1.2%
1130 HRS.....	6	1	5	0	1	5	0	0	1	2	2	1
.....	2.0%	.7%	3.2%	.0%	1.3%	4.5%	.0%	.0%	2.6%	1.8%	2.9%	1.2%
NOON.....	4	1	3	0	1	3	0	0	1	1	1	1
.....	1.3%	.7%	1.9%	.0%	1.3%	2.7%	.0%	.0%	2.6%	.9%	1.5%	1.2%
1230 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	.0%
1300 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-4: RADIO 101 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	.0%
1400 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	.0%
1430 HRS.....	2	1	1	0	1	1	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	1.5%	.0%
1500 HRS.....	3	1	2	0	2	1	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	1.5%	1.2%
1530 HRS.....	3	1	2	0	2	1	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	1.5%	1.2%
1600 HRS.....	4	2	2	0	3	1	0	0	0	1	2	1
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	.0%	.9%	2.9%	1.2%
1630 HRS.....	6	3	3	0	3	2	1	0	1	2	2	1
.....	2.0%	2.1%	1.9%	.0%	3.8%	1.8%	1.9%	.0%	2.6%	1.8%	2.9%	1.2%
1700 HRS.....	5	3	2	0	2	2	1	0	1	2	2	0
.....	1.7%	2.1%	1.3%	.0%	2.6%	1.8%	1.9%	.0%	2.6%	1.8%	2.9%	.0%
1730 HRS.....	4	2	2	0	2	2	0	0	1	2	1	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	1.8%	.0%	.0%	2.6%	1.8%	1.5%	.0%
1800 HRS.....	4	2	2	0	3	1	0	0	0	2	1	1
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	.0%	1.8%	1.5%	1.2%
1830 HRS.....	4	2	2	0	3	1	0	0	0	2	1	1
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	.0%	1.8%	1.5%	1.2%
1900 HRS.....	4	1	3	0	2	1	1	0	0	1	2	1
.....	1.3%	.7%	1.9%	.0%	2.6%	.9%	1.9%	.0%	.0%	.9%	2.9%	1.2%
1930 HRS.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	1.5%	.0%
2000 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 THURSDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-4: RADIO 101 AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO 101 ON THIS DAY.....	275	135	140	21	72	101	48	33	33	103	64	75
.....	91.7%	92.5%	90.9%	95.5%	92.3%	91.8%	88.9%	91.7%	86.8%	91.2%	94.1%	92.6%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO 101

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-5: ISLAND SOUND RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-5: ISLAND SOUND RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 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%
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	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%
0900 HRS.....	2	0	2	0	1	1	0	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	2.6%	.9%	.0%	.0%
0930 HRS.....	2	0	2	0	1	1	0	0	1	1	0	0
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	2.6%	.9%	.0%	.0%
1000 HRS.....	3	1	2	0	1	1	1	0	2	1	0	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	5.3%	.9%	.0%	.0%
1030 HRS.....	3	1	2	0	2	1	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	2.6%	1.8%	.0%	.0%
1100 HRS.....	4	2	2	0	3	1	0	0	1	3	0	0
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	2.6%	2.7%	.0%	.0%
1130 HRS.....	4	2	2	0	3	1	0	0	1	3	0	0
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	2.6%	2.7%	.0%	.0%
NOON.....	5	3	2	0	2	1	2	0	3	2	0	0
.....	1.7%	2.1%	1.3%	.0%	2.6%	.9%	3.7%	.0%	7.9%	1.8%	.0%	.0%
1230 HRS.....	4	2	2	0	2	1	1	0	2	2	0	0
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	1.9%	.0%	5.3%	1.8%	.0%	.0%
1300 HRS.....	3	1	2	0	2	1	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	2.6%	1.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-5: ISLAND SOUND RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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%	2.6%	.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%	2.6%	.9%	.0%	.0%
1430 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%
1500 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%
1530 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%
1600 HRS.....	2	0	2	0	1	1	0	0	1	0	0	1
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	2.6%	.0%	.0%	1.2%
1630 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%
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.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1800 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%
1830 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%
1900 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%
1930 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%
2000 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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-5: ISLAND SOUND RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%
2100 HRS.....	3	2	1	0	0	3	0	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	2.7%	.0%	.0%
2130 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%
2200 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%
2230 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%
2300 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%
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 LISTEN TO ISLAND SOUND RADIO ON THIS DAY.....	288	140	148	22	75	103	52	36	35	105	68	80
.....	96.0%	95.9%	96.1%	100%	96.2%	93.6%	96.3%	100%	92.1%	92.9%	100%	98.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF ISLAND SOUND RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-6: BAY RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.9%	.0%
0600 HRS.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.9%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-6: BAY RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.9%	.0%
0700 HRS.....	4	2	2	0	0	2	2	0	0	1	3	0
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.7%	.0%	.0%	.9%	4.4%	.0%
0730 HRS.....	5	3	2	0	0	3	2	0	1	1	3	0
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	3.7%	.0%	2.6%	.9%	4.4%	.0%
0800 HRS.....	4	3	1	0	0	2	2	0	1	0	3	0
.....	1.3%	2.1%	.6%	.0%	.0%	1.8%	3.7%	.0%	2.6%	.0%	4.4%	.0%
0830 HRS.....	4	3	1	0	0	2	2	0	0	0	4	0
.....	1.3%	2.1%	.6%	.0%	.0%	1.8%	3.7%	.0%	.0%	.0%	5.9%	.0%
0900 HRS.....	4	3	1	0	0	2	2	0	0	0	4	0
.....	1.3%	2.1%	.6%	.0%	.0%	1.8%	3.7%	.0%	.0%	.0%	5.9%	.0%
0930 HRS.....	4	3	1	0	0	2	2	0	0	0	4	0
.....	1.3%	2.1%	.6%	.0%	.0%	1.8%	3.7%	.0%	.0%	.0%	5.9%	.0%
1000 HRS.....	3	1	2	0	1	0	2	0	0	0	3	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	.0%	4.4%	.0%
1030 HRS.....	3	1	2	0	1	0	2	0	0	0	3	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	.0%	4.4%	.0%
1100 HRS.....	3	1	2	0	1	0	2	0	0	0	3	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	.0%	4.4%	.0%
1130 HRS.....	3	1	2	0	1	0	2	0	0	0	3	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	.0%	4.4%	.0%
NOON.....	4	2	2	1	1	0	2	0	0	1	3	0
.....	1.3%	1.4%	1.3%	4.5%	1.3%	.0%	3.7%	.0%	.0%	.9%	4.4%	.0%
1230 HRS.....	4	2	2	1	1	0	2	0	0	2	2	0
.....	1.3%	1.4%	1.3%	4.5%	1.3%	.0%	3.7%	.0%	.0%	1.8%	2.9%	.0%
1300 HRS.....	5	3	2	1	1	1	2	0	1	2	2	0
.....	1.7%	2.1%	1.3%	4.5%	1.3%	.9%	3.7%	.0%	2.6%	1.8%	2.9%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-6: BAY RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	5	3	2	1	1	1	2	0	1	2	2	0
.....	1.7%	2.1%	1.3%	4.5%	1.3%	.9%	3.7%	.0%	2.6%	1.8%	2.9%	.0%
1400 HRS.....	5	3	2	1	1	1	2	0	0	2	3	0
.....	1.7%	2.1%	1.3%	4.5%	1.3%	.9%	3.7%	.0%	.0%	1.8%	4.4%	.0%
1430 HRS.....	4	3	1	1	0	1	2	0	0	1	3	0
.....	1.3%	2.1%	.6%	4.5%	.0%	.9%	3.7%	.0%	.0%	.9%	4.4%	.0%
1500 HRS.....	6	4	2	2	1	1	2	0	0	3	3	0
.....	2.0%	2.7%	1.3%	9.1%	1.3%	.9%	3.7%	.0%	.0%	2.7%	4.4%	.0%
1530 HRS.....	5	3	2	2	1	1	1	0	0	3	2	0
.....	1.7%	2.1%	1.3%	9.1%	1.3%	.9%	1.9%	.0%	.0%	2.7%	2.9%	.0%
1600 HRS.....	5	3	2	2	2	0	1	0	0	4	1	0
.....	1.7%	2.1%	1.3%	9.1%	2.6%	.0%	1.9%	.0%	.0%	3.5%	1.5%	.0%
1630 HRS.....	3	1	2	0	2	0	1	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	1.8%	1.5%	.0%
1700 HRS.....	3	1	2	0	2	0	1	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	1.8%	1.5%	.0%
1730 HRS.....	4	2	2	1	2	0	1	0	0	3	1	0
.....	1.3%	1.4%	1.3%	4.5%	2.6%	.0%	1.9%	.0%	.0%	2.7%	1.5%	.0%
1800 HRS.....	5	4	1	1	2	1	1	0	2	2	1	0
.....	1.7%	2.7%	.6%	4.5%	2.6%	.9%	1.9%	.0%	5.3%	1.8%	1.5%	.0%
1830 HRS.....	4	2	2	1	1	2	0	0	2	1	0	1
.....	1.3%	1.4%	1.3%	4.5%	1.3%	1.8%	.0%	.0%	5.3%	.9%	.0%	1.2%
1900 HRS.....	3	1	2	1	1	1	0	0	1	1	0	1
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.6%	.9%	.0%	1.2%
1930 HRS.....	3	1	2	1	1	1	0	0	1	1	0	1
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.6%	.9%	.0%	1.2%
2000 HRS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-6: BAY RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO BAY RADIO ON THIS DAY.....	282	135	147	17	73	104	52	36	36	104	62	80
.....	94.0%	92.5%	95.5%	77.3%	93.6%	94.5%	96.3%	100%	94.7%	92.0%	91.2%	98.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF BAY RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-7: RTK AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.2%
0300 HRS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.2%
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	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
0600 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%	2.6%	.9%	1.5%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-7: RTK AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	7	3	4	0	2	4	1	0	3	3	1	0
.....	2.3%	2.1%	2.6%	.0%	2.6%	3.6%	1.9%	.0%	7.9%	2.7%	1.5%	.0%
0700 HRS.....	11	2	9	0	3	6	1	1	3	3	2	3
.....	3.7%	1.4%	5.8%	.0%	3.8%	5.5%	1.9%	2.8%	7.9%	2.7%	2.9%	3.7%
0730 HRS.....	12	3	9	0	4	6	1	1	5	3	2	2
.....	4.0%	2.1%	5.8%	.0%	5.1%	5.5%	1.9%	2.8%	13.2%	2.7%	2.9%	2.5%
0800 HRS.....	14	3	11	0	5	5	1	3	5	3	3	3
.....	4.7%	2.1%	7.1%	.0%	6.4%	4.5%	1.9%	8.3%	13.2%	2.7%	4.4%	3.7%
0830 HRS.....	14	2	12	0	5	5	2	2	4	3	3	4
.....	4.7%	1.4%	7.8%	.0%	6.4%	4.5%	3.7%	5.6%	10.5%	2.7%	4.4%	4.9%
0900 HRS.....	14	2	12	0	4	5	3	2	3	2	4	5
.....	4.7%	1.4%	7.8%	.0%	5.1%	4.5%	5.6%	5.6%	7.9%	1.8%	5.9%	6.2%
0930 HRS.....	15	2	13	0	4	6	3	2	4	2	4	5
.....	5.0%	1.4%	8.4%	.0%	5.1%	5.5%	5.6%	5.6%	10.5%	1.8%	5.9%	6.2%
1000 HRS.....	17	2	15	0	3	8	2	4	4	5	3	5
.....	5.7%	1.4%	9.7%	.0%	3.8%	7.3%	3.7%	11.1%	10.5%	4.4%	4.4%	6.2%
1030 HRS.....	18	2	16	0	3	7	4	4	4	4	3	7
.....	6.0%	1.4%	10.4%	.0%	3.8%	6.4%	7.4%	11.1%	10.5%	3.5%	4.4%	8.6%
1100 HRS.....	18	1	17	0	2	9	3	4	4	4	4	6
.....	6.0%	.7%	11.0%	.0%	2.6%	8.2%	5.6%	11.1%	10.5%	3.5%	5.9%	7.4%
1130 HRS.....	18	2	16	0	3	9	2	4	3	4	5	6
.....	6.0%	1.4%	10.4%	.0%	3.8%	8.2%	3.7%	11.1%	7.9%	3.5%	7.4%	7.4%
NOON.....	23	6	17	0	5	9	4	5	4	6	6	7
.....	7.7%	4.1%	11.0%	.0%	6.4%	8.2%	7.4%	13.9%	10.5%	5.3%	8.8%	8.6%
1230 HRS.....	15	2	13	0	2	7	3	3	1	3	5	6
.....	5.0%	1.4%	8.4%	.0%	2.6%	6.4%	5.6%	8.3%	2.6%	2.7%	7.4%	7.4%
1300 HRS.....	7	0	7	0	0	3	2	2	0	1	2	4
.....	2.3%	.0%	4.5%	.0%	.0%	2.7%	3.7%	5.6%	.0%	.9%	2.9%	4.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-7: RTK AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	5	0	5	0	0	3	1	1	0	1	2	2
.....	1.7%	.0%	3.2%	.0%	.0%	2.7%	1.9%	2.8%	.0%	.9%	2.9%	2.5%
1400 HRS.....	3	1	2	0	0	1	0	2	1	0	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	.0%	5.6%	2.6%	.0%	1.5%	1.2%
1430 HRS.....	3	1	2	0	0	1	0	2	1	0	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	.0%	5.6%	2.6%	.0%	1.5%	1.2%
1500 HRS.....	3	0	3	0	0	0	2	1	1	0	0	2
.....	1.0%	.0%	1.9%	.0%	.0%	.0%	3.7%	2.8%	2.6%	.0%	.0%	2.5%
1530 HRS.....	4	1	3	0	0	0	2	2	2	0	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	.0%	3.7%	5.6%	5.3%	.0%	.0%	2.5%
1600 HRS.....	4	2	2	0	0	1	1	2	3	0	0	1
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	1.9%	5.6%	7.9%	.0%	.0%	1.2%
1630 HRS.....	5	3	2	0	0	2	2	1	3	1	0	1
.....	1.7%	2.1%	1.3%	.0%	.0%	1.8%	3.7%	2.8%	7.9%	.9%	.0%	1.2%
1700 HRS.....	7	4	3	0	0	2	3	2	2	2	0	3
.....	2.3%	2.7%	1.9%	.0%	.0%	1.8%	5.6%	5.6%	5.3%	1.8%	.0%	3.7%
1730 HRS.....	6	4	2	0	0	2	3	1	2	2	0	2
.....	2.0%	2.7%	1.3%	.0%	.0%	1.8%	5.6%	2.8%	5.3%	1.8%	.0%	2.5%
1800 HRS.....	6	5	1	0	1	3	1	1	3	2	0	1
.....	2.0%	3.4%	.6%	.0%	1.3%	2.7%	1.9%	2.8%	7.9%	1.8%	.0%	1.2%
1830 HRS.....	3	3	0	0	1	2	0	0	2	1	0	0
.....	1.0%	2.1%	.0%	.0%	1.3%	1.8%	.0%	.0%	5.3%	.9%	.0%	.0%
1900 HRS.....	3	3	0	0	0	2	1	0	3	0	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	1.8%	1.9%	.0%	7.9%	.0%	.0%	.0%
1930 HRS.....	2	1	1	0	0	1	0	1	1	0	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	2.6%	.0%	.0%	1.2%
2000 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.6%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-7: RTK AUDIENCE: THURSDAY - BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	2.6%	.0%	.0%	.0%
2100 HRS.....	2	2	0	0	0	1	1	0	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	1.9%	.0%	5.3%	.0%	.0%	.0%
2130 HRS.....	3	3	0	0	0	1	1	1	3	0	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	.9%	1.9%	2.8%	7.9%	.0%	.0%	.0%
2200 HRS.....	3	3	0	0	0	1	1	1	3	0	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	.9%	1.9%	2.8%	7.9%	.0%	.0%	.0%
2230 HRS.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	5.3%	.0%	.0%	.0%
2300 HRS.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	5.3%	.0%	.0%	.0%
2330 HRS.....	2	2	0	0	0	1	0	1	2	0	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	5.3%	.0%	.0%	.0%
DID NOT LISTEN TO RTK ON THIS DAY	257	130	127	22	71	95	42	27	24	103	62	68
.....	85.7%	89.0%	82.5%	100%	91.0%	86.4%	77.8%	75.0%	63.2%	91.2%	91.2%	84.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-8: RADIO LIVE FM AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
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 LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-8: RADIO LIVE FM AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 HRS.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.7%	.7%	.6%	4.5%	.0%	.9%	.0%	.0%	2.6%	.9%	.0%	.0%
0730 HRS.....	2	1	1	1	0	1	0	0	1	1	0	0
.....	.7%	.7%	.6%	4.5%	.0%	.9%	.0%	.0%	2.6%	.9%	.0%	.0%
0800 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%
0830 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%
0900 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.5%	.0%
0930 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%	1.5%	.0%
1000 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%	1.5%	.0%
1030 HRS.....	3	0	3	0	1	1	1	0	0	1	2	0
.....	1.0%	.0%	1.9%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	2.9%	.0%
1100 HRS.....	2	0	2	0	1	0	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	1.5%	.0%
1130 HRS.....	2	0	2	0	1	0	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	.0%	.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.....	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 LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-8: RADIO LIVE FM AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	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%
1630 HRS.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	.0%	2.5%
1700 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.5%	.0%
1730 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.5%	.0%
1800 HRS.....	3	1	2	1	0	2	0	0	1	0	2	0
.....	1.0%	.7%	1.3%	4.5%	.0%	1.8%	.0%	.0%	2.6%	.0%	2.9%	.0%
1830 HRS.....	3	1	2	1	0	2	0	0	1	0	2	0
.....	1.0%	.7%	1.3%	4.5%	.0%	1.8%	.0%	.0%	2.6%	.0%	2.9%	.0%
1900 HRS.....	3	1	2	1	0	2	0	0	1	0	2	0
.....	1.0%	.7%	1.3%	4.5%	.0%	1.8%	.0%	.0%	2.6%	.0%	2.9%	.0%
1930 HRS.....	2	0	2	1	0	1	0	0	1	0	1	0
.....	.7%	.0%	1.3%	4.5%	.0%	.9%	.0%	.0%	2.6%	.0%	1.5%	.0%
2000 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.5%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO LIVE FM

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-8: RADIO LIVE FM AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO LIVE FM ON THIS DAY....	291	142	149	21	77	104	53	36	37	111	64	79
.....	97.0%	97.3%	96.8%	95.5%	98.7%	94.5%	98.1%	100%	97.4%	98.2%	94.1%	97.5%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO LIVE FM

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-9: SMASH RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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 LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-9: SMASH RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 HRS.....	2	1	1	0	1	0	1	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.9%	.0%	1.2%
0700 HRS.....	8	3	5	1	3	3	1	0	0	2	4	2
.....	2.7%	2.1%	3.2%	4.5%	3.8%	2.7%	1.9%	.0%	.0%	1.8%	5.9%	2.5%
0730 HRS.....	11	5	6	1	6	3	1	0	0	5	4	2
.....	3.7%	3.4%	3.9%	4.5%	7.7%	2.7%	1.9%	.0%	.0%	4.4%	5.9%	2.5%
0800 HRS.....	9	5	4	0	4	4	1	0	0	4	3	2
.....	3.0%	3.4%	2.6%	.0%	5.1%	3.6%	1.9%	.0%	.0%	3.5%	4.4%	2.5%
0830 HRS.....	10	4	6	0	4	4	1	1	0	4	4	2
.....	3.3%	2.7%	3.9%	.0%	5.1%	3.6%	1.9%	2.8%	.0%	3.5%	5.9%	2.5%
0900 HRS.....	10	5	5	1	4	3	1	1	0	5	3	2
.....	3.3%	3.4%	3.2%	4.5%	5.1%	2.7%	1.9%	2.8%	.0%	4.4%	4.4%	2.5%
0930 HRS.....	10	5	5	1	4	3	1	1	0	5	3	2
.....	3.3%	3.4%	3.2%	4.5%	5.1%	2.7%	1.9%	2.8%	.0%	4.4%	4.4%	2.5%
1000 HRS.....	9	5	4	1	3	3	1	1	0	5	2	2
.....	3.0%	3.4%	2.6%	4.5%	3.8%	2.7%	1.9%	2.8%	.0%	4.4%	2.9%	2.5%
1030 HRS.....	7	3	4	0	3	2	1	1	0	4	2	1
.....	2.3%	2.1%	2.6%	.0%	3.8%	1.8%	1.9%	2.8%	.0%	3.5%	2.9%	1.2%
1100 HRS.....	8	2	6	0	4	2	1	1	0	6	1	1
.....	2.7%	1.4%	3.9%	.0%	5.1%	1.8%	1.9%	2.8%	.0%	5.3%	1.5%	1.2%
1130 HRS.....	9	2	7	0	5	2	1	1	0	6	1	2
.....	3.0%	1.4%	4.5%	.0%	6.4%	1.8%	1.9%	2.8%	.0%	5.3%	1.5%	2.5%
NOON.....	6	0	6	0	4	1	0	1	0	3	1	2
.....	2.0%	.0%	3.9%	.0%	5.1%	.9%	.0%	2.8%	.0%	2.7%	1.5%	2.5%
1230 HRS.....	6	2	4	0	3	2	0	1	0	3	2	1
.....	2.0%	1.4%	2.6%	.0%	3.8%	1.8%	.0%	2.8%	.0%	2.7%	2.9%	1.2%
1300 HRS.....	7	3	4	0	4	3	0	0	0	3	1	3
.....	2.3%	2.1%	2.6%	.0%	5.1%	2.7%	.0%	.0%	.0%	2.7%	1.5%	3.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-9: SMASH RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	7	3	4	0	4	3	0	0	0	3	1	3
.....	2.3%	2.1%	2.6%	.0%	5.1%	2.7%	.0%	.0%	.0%	2.7%	1.5%	3.7%
1400 HRS.....	10	4	6	0	6	4	0	0	0	5	2	3
.....	3.3%	2.7%	3.9%	.0%	7.7%	3.6%	.0%	.0%	.0%	4.4%	2.9%	3.7%
1430 HRS.....	9	4	5	0	5	4	0	0	0	5	2	2
.....	3.0%	2.7%	3.2%	.0%	6.4%	3.6%	.0%	.0%	.0%	4.4%	2.9%	2.5%
1500 HRS.....	11	4	7	1	6	4	0	0	0	6	2	3
.....	3.7%	2.7%	4.5%	4.5%	7.7%	3.6%	.0%	.0%	.0%	5.3%	2.9%	3.7%
1530 HRS.....	12	5	7	2	6	4	0	0	0	7	2	3
.....	4.0%	3.4%	4.5%	9.1%	7.7%	3.6%	.0%	.0%	.0%	6.2%	2.9%	3.7%
1600 HRS.....	17	7	10	6	6	5	0	0	1	9	4	3
.....	5.7%	4.8%	6.5%	27.3%	7.7%	4.5%	.0%	.0%	2.6%	8.0%	5.9%	3.7%
1630 HRS.....	15	6	9	7	5	3	0	0	2	7	4	2
.....	5.0%	4.1%	5.8%	31.8%	6.4%	2.7%	.0%	.0%	5.3%	6.2%	5.9%	2.5%
1700 HRS.....	15	6	9	7	4	4	0	0	2	6	5	2
.....	5.0%	4.1%	5.8%	31.8%	5.1%	3.6%	.0%	.0%	5.3%	5.3%	7.4%	2.5%
1730 HRS.....	10	3	7	5	3	2	0	0	2	3	4	1
.....	3.3%	2.1%	4.5%	22.7%	3.8%	1.8%	.0%	.0%	5.3%	2.7%	5.9%	1.2%
1800 HRS.....	7	3	4	3	2	2	0	0	1	2	3	1
.....	2.3%	2.1%	2.6%	13.6%	2.6%	1.8%	.0%	.0%	2.6%	1.8%	4.4%	1.2%
1830 HRS.....	5	3	2	2	2	1	0	0	1	0	2	2
.....	1.7%	2.1%	1.3%	9.1%	2.6%	.9%	.0%	.0%	2.6%	.0%	2.9%	2.5%
1900 HRS.....	3	1	2	1	2	0	0	0	2	0	0	1
.....	1.0%	.7%	1.3%	4.5%	2.6%	.0%	.0%	.0%	5.3%	.0%	.0%	1.2%
1930 HRS.....	2	1	1	1	1	0	0	0	1	0	0	1
.....	.7%	.7%	.6%	4.5%	1.3%	.0%	.0%	.0%	2.6%	.0%	.0%	1.2%
2000 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%	1.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-9: SMASH RADIO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 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%	1.2%
2100 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%	1.2%
2130 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%	1.2%
2200 HRS.....	3	2	1	2	1	0	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	9.1%	1.3%	.0%	.0%	.0%	.0%	1.8%	.0%	1.2%
2230 HRS.....	3	2	1	2	1	0	0	0	0	2	0	1
.....	1.0%	1.4%	.6%	9.1%	1.3%	.0%	.0%	.0%	.0%	1.8%	.0%	1.2%
2300 HRS.....	2	2	0	1	1	0	0	0	0	2	0	0
.....	.7%	1.4%	.0%	4.5%	1.3%	.0%	.0%	.0%	.0%	1.8%	.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 LISTEN TO SMASH RADIO ON THIS DAY.....	253	125	128	9	56	100	53	35	34	92	57	70
.....	84.3%	85.6%	83.1%	40.9%	71.8%	90.9%	98.1%	97.2%	89.5%	81.4%	83.8%	86.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF SMASH RADIO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-10: RADIO CALYPSO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-10: RADIO CALYPSO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
0630 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%
0700 HRS.....	3	2	1	0	0	3	0	0	0	2	1	0
.....	1.0%	1.4%	.6%	.0%	.0%	2.7%	.0%	.0%	.0%	1.8%	1.5%	.0%
0730 HRS.....	3	2	1	0	0	2	1	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	2.6%	1.8%	.0%	.0%
0800 HRS.....	3	1	2	0	0	1	2	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	2.6%	1.8%	.0%	.0%
0830 HRS.....	4	2	2	0	0	2	2	0	1	2	0	1
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	3.7%	.0%	2.6%	1.8%	.0%	1.2%
0900 HRS.....	5	3	2	0	0	3	2	0	1	2	0	2
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	3.7%	.0%	2.6%	1.8%	.0%	2.5%
0930 HRS.....	6	3	3	0	0	4	2	0	1	3	0	2
.....	2.0%	2.1%	1.9%	.0%	.0%	3.6%	3.7%	.0%	2.6%	2.7%	.0%	2.5%
1000 HRS.....	6	3	3	0	0	4	2	0	1	3	0	2
.....	2.0%	2.1%	1.9%	.0%	.0%	3.6%	3.7%	.0%	2.6%	2.7%	.0%	2.5%
1030 HRS.....	6	3	3	0	0	3	2	1	1	3	0	2
.....	2.0%	2.1%	1.9%	.0%	.0%	2.7%	3.7%	2.8%	2.6%	2.7%	.0%	2.5%
1100 HRS.....	6	2	4	0	0	3	2	1	1	3	0	2
.....	2.0%	1.4%	2.6%	.0%	.0%	2.7%	3.7%	2.8%	2.6%	2.7%	.0%	2.5%
1130 HRS.....	6	2	4	0	0	3	2	1	1	3	0	2
.....	2.0%	1.4%	2.6%	.0%	.0%	2.7%	3.7%	2.8%	2.6%	2.7%	.0%	2.5%
NOON.....	4	1	3	0	0	2	2	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	3.7%	.0%	2.6%	.9%	.0%	2.5%
1230 HRS.....	5	0	5	0	0	3	2	0	1	2	1	1
.....	1.7%	.0%	3.2%	.0%	.0%	2.7%	3.7%	.0%	2.6%	1.8%	1.5%	1.2%
1300 HRS.....	4	0	4	0	0	2	2	0	1	2	0	1
.....	1.3%	.0%	2.6%	.0%	.0%	1.8%	3.7%	.0%	2.6%	1.8%	.0%	1.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-10: RADIO CALYPSO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMAL E	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
1330 HRS.....	3	0	3	0	0	1	2	0	1	2	0	0
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	3.7%	.0%	2.6%	1.8%	.0%	.0%
1400 HRS.....	4	0	4	0	1	1	2	0	1	2	0	1
.....	1.3%	.0%	2.6%	.0%	1.3%	.9%	3.7%	.0%	2.6%	1.8%	.0%	1.2%
1430 HRS.....	3	0	3	0	1	0	2	0	1	1	0	1
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	3.7%	.0%	2.6%	.9%	.0%	1.2%
1500 HRS.....	2	0	2	0	1	0	1	0	1	0	0	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	2.6%	.0%	.0%	1.2%
1530 HRS.....	2	0	2	0	1	0	1	0	1	0	0	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	2.6%	.0%	.0%	1.2%
1600 HRS.....	2	0	2	0	0	1	1	0	1	0	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.6%	.0%	1.5%	.0%
1630 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.5%	1.2%
1700 HRS.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	.9%	1.5%	.0%
1730 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%
1800 HRS.....	5	4	1	0	2	2	1	0	0	4	0	1
.....	1.7%	2.7%	.6%	.0%	2.6%	1.8%	1.9%	.0%	.0%	3.5%	.0%	1.2%
1830 HRS.....	4	3	1	0	1	2	1	0	0	4	0	0
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	.0%	3.5%	.0%	.0%
1900 HRS.....	3	2	1	0	1	1	1	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	2.7%	.0%	.0%
1930 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%
2000 HRS.....	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 LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 11-10: RADIO CALYPSO AUDIENCE: THURSDAY
- BY GENDER, AGE & SOCIO-ECON GROUP

	TOTAL CASES	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	14 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
2030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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 LISTEN TO RADIO CALYPSO ON THIS DAY....	284	137	147	22	75	100	52	35	37	104	67	76
.....	94.7%	93.8%	95.5%	100%	96.2%	90.9%	96.3%	97.2%	97.4%	92.0%	98.5%	93.8%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT THURSDAY LISTENERSHIP OF RADIO CALYPSO