

Report

on a Study of

TV and Radio Audiences in Malta

(Part V — Tables: Friday to Sunday Radio Audiences)

prepared for the

Broadcasting Authority

by the

Malta University Services Ltd.

University of Malta
Msida – Malta

Tel: 343572

Fax: 344879

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MALTA UNIVERSITY SERVICES Ltd.

University Campus Msida Malta

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TABLE 12-2: RADIO MALTA 2 AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

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- BY GENDER, AGE & SOCIO-ECON GROUP

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

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- BY GENDER, AGE & SOCIO-ECON GROUP

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

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- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 12-6: BAY RADIO AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

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- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RTK

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- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 12-9: SMASH RADIO AUDIENCE: FRIDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

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- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-1: RADIO MALTA 1 AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-2: RADIO MALTA 2 AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-3: SUPER 1 AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-4: RADIO 101 AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-5: ISLAND SOUND RADIO AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-6: BAY RADIO AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-7: RTK AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RTK

TABLE 13-8: RADIO LIVE FM AUDIENCE: SATURDAY

- BY GENDER, AGE & SOCIO-ECON GROUP

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

TABLE 13-9: SMASH RADIO AUDIENCE: SATURDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF SMASH RADIO

TABLE 13-10: RADIO CALYPSO AUDIENCE: SATURDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RADIO CALYPSO

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 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 1

TABLE 14-2: RADIO MALTA 2 AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO MALTA 2

TABLE 14-3: SUPER 1 AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO SUPER 1

TABLE 14-4: RADIO 101 AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO 101

TABLE 14-5: ISLAND SOUND RADIO AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF ISLAND SOUND RADIO

TABLE 14-6: BAY RADIO AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF BAY RADIO

TABLE 14-7: RTK AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RTK

TABLE 14-8: RADIO LIVE FM AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO LIVE FM

TABLE 14-9: SMASH RADIO AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF SMASH RADIO

TABLE 14-10: RADIO CALYPSO AUDIENCE: SUNDAY
 - BY GENDER, AGE & SOCIO-ECON GROUP
 BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RADIO CALYPSO

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TABLE 12-2: RM2 AUDIENCE: FRIDAY - 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	2	0	2	0	0	1	1	0	0	2	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-2: RM2 AUDIENCE: FRIDAY - 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%	1.0%	.0%	.0%
0700 HRS.....	7	3	4	0	0	4	2	1	0	3	3	1
.....	2.3%	2.1%	2.6%	.0%	.0%	3.6%	3.7%	2.8%	.0%	2.9%	4.2%	1.1%
0730 HRS.....	6	3	3	0	0	3	2	1	0	2	3	1
.....	2.0%	2.1%	1.9%	.0%	.0%	2.7%	3.7%	2.8%	.0%	1.9%	4.2%	1.1%
0800 HRS.....	4	2	2	0	0	0	3	1	0	2	2	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.0%	5.6%	2.8%	.0%	1.9%	2.8%	.0%
0830 HRS.....	4	2	2	0	0	0	3	1	0	2	2	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.0%	5.6%	2.8%	.0%	1.9%	2.8%	.0%
0900 HRS.....	5	2	3	0	0	0	3	2	0	2	2	1
.....	1.7%	1.4%	1.9%	.0%	.0%	.0%	5.6%	5.6%	.0%	1.9%	2.8%	1.1%
0930 HRS.....	4	1	3	0	0	0	2	2	0	1	2	1
.....	1.3%	.7%	1.9%	.0%	.0%	.0%	3.7%	5.6%	.0%	1.0%	2.8%	1.1%
1000 HRS.....	5	2	3	0	0	1	2	2	1	1	2	1
.....	1.7%	1.4%	1.9%	.0%	.0%	.9%	3.7%	5.6%	2.9%	1.0%	2.8%	1.1%
1030 HRS.....	5	2	3	0	0	1	2	2	1	1	2	1
.....	1.7%	1.4%	1.9%	.0%	.0%	.9%	3.7%	5.6%	2.9%	1.0%	2.8%	1.1%
1100 HRS.....	4	2	2	0	0	1	2	1	1	1	2	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	3.7%	2.8%	2.9%	1.0%	2.8%	.0%
1130 HRS.....	5	3	2	0	0	2	2	1	1	1	2	1
.....	1.7%	2.1%	1.3%	.0%	.0%	1.8%	3.7%	2.8%	2.9%	1.0%	2.8%	1.1%
NOON.....	7	3	4	0	0	4	2	1	1	2	3	1
.....	2.3%	2.1%	2.6%	.0%	.0%	3.6%	3.7%	2.8%	2.9%	1.9%	4.2%	1.1%
1230 HRS.....	5	1	4	0	0	3	1	1	0	2	2	1
.....	1.7%	.7%	2.6%	.0%	.0%	2.7%	1.9%	2.8%	.0%	1.9%	2.8%	1.1%
1300 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%	1.0%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-1: RM1 AUDIENCE: FRIDAY - 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	34	105	72	89
0600 HRS.....	6	2	4	0	0	4	1	1	0	3	2	1
.....	2.0%	1.4%	2.6%	.0%	.0%	3.6%	1.9%	2.8%	.0%	2.9%	2.8%	1.1%
0630 HRS.....	8	3	5	0	2	3	2	1	0	2	4	2
.....	2.7%	2.1%	3.2%	.0%	2.6%	2.7%	3.7%	2.8%	.0%	1.9%	5.6%	2.2%
0700 HRS.....	15	4	11	0	4	3	4	4	0	3	6	6
.....	5.0%	2.7%	7.1%	.0%	5.1%	2.7%	7.4%	11.1%	.0%	2.9%	8.3%	6.7%
0730 HRS.....	14	3	11	0	3	3	4	4	0	3	6	5
.....	4.7%	2.1%	7.1%	.0%	3.8%	2.7%	7.4%	11.1%	.0%	2.9%	8.3%	5.6%
0800 HRS.....	13	4	9	0	2	3	4	4	0	4	5	4
.....	4.3%	2.7%	5.8%	.0%	2.6%	2.7%	7.4%	11.1%	.0%	3.8%	6.9%	4.5%
0830 HRS.....	12	4	8	0	2	3	4	3	0	4	4	4
.....	4.0%	2.7%	5.2%	.0%	2.6%	2.7%	7.4%	8.3%	.0%	3.8%	5.6%	4.5%
0900 HRS.....	13	5	8	0	3	4	3	3	0	4	5	4
.....	4.3%	3.4%	5.2%	.0%	3.8%	3.6%	5.6%	8.3%	.0%	3.8%	6.9%	4.5%
0930 HRS.....	11	3	8	0	2	4	2	3	0	2	5	4
.....	3.7%	2.1%	5.2%	.0%	2.6%	3.6%	3.7%	8.3%	.0%	1.9%	6.9%	4.5%
1000 HRS.....	13	4	9	0	2	5	2	4	0	3	4	6
.....	4.3%	2.7%	5.8%	.0%	2.6%	4.5%	3.7%	11.1%	.0%	2.9%	5.6%	6.7%
1030 HRS.....	11	2	9	0	2	4	2	3	0	2	3	6
.....	3.7%	1.4%	5.8%	.0%	2.6%	3.6%	3.7%	8.3%	.0%	1.9%	4.2%	6.7%
1100 HRS.....	10	3	7	0	1	4	1	4	0	2	3	5
.....	3.3%	2.1%	4.5%	.0%	1.3%	3.6%	1.9%	11.1%	.0%	1.9%	4.2%	5.6%
1130 HRS.....	10	4	6	0	1	4	1	4	0	3	3	4
.....	3.3%	2.7%	3.9%	.0%	1.3%	3.6%	1.9%	11.1%	.0%	2.9%	4.2%	4.5%
NOON.....	15	8	7	0	3	5	3	4	0	7	4	4
.....	5.0%	5.5%	4.5%	.0%	3.8%	4.5%	5.6%	11.1%	.0%	6.7%	5.6%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-1: RM1 AUDIENCE: FRIDAY - 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.....	9	4	5	0	2	1	2	4	0	7	1	1
.....	3.0%	2.7%	3.2%	.0%	2.6%	.9%	3.7%	11.1%	.0%	6.7%	1.4%	1.1%
1300 HRS.....	5	1	4	0	0	2	2	1	0	3	1	1
.....	1.7%	.7%	2.6%	.0%	.0%	1.8%	3.7%	2.8%	.0%	2.9%	1.4%	1.1%
1330 HRS.....	4	1	3	0	0	1	2	1	0	2	1	1
.....	1.3%	.7%	1.9%	.0%	.0%	.9%	3.7%	2.8%	.0%	1.9%	1.4%	1.1%
1400 HRS.....	2	0	2	0	0	1	1	0	0	0	2	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.8%	.0%
1430 HRS.....	2	0	2	0	0	1	1	0	0	0	2	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	2.8%	.0%
1500 HRS.....	4	0	4	0	0	3	1	0	0	1	2	1
.....	1.3%	.0%	2.6%	.0%	.0%	2.7%	1.9%	.0%	.0%	1.0%	2.8%	1.1%
1530 HRS.....	5	0	5	0	1	3	1	0	0	1	3	1
.....	1.7%	.0%	3.2%	.0%	1.3%	2.7%	1.9%	.0%	.0%	1.0%	4.2%	1.1%
1600 HRS.....	7	1	6	0	1	2	2	2	0	2	3	2
.....	2.3%	.7%	3.9%	.0%	1.3%	1.8%	3.7%	5.6%	.0%	1.9%	4.2%	2.2%
1630 HRS.....	7	1	6	0	1	2	2	2	0	2	3	2
.....	2.3%	.7%	3.9%	.0%	1.3%	1.8%	3.7%	5.6%	.0%	1.9%	4.2%	2.2%
1700 HRS.....	6	1	5	0	1	1	2	2	0	1	3	2
.....	2.0%	.7%	3.2%	.0%	1.3%	.9%	3.7%	5.6%	.0%	1.0%	4.2%	2.2%
1730 HRS.....	4	1	3	0	0	1	1	2	0	2	1	1
.....	1.3%	.7%	1.9%	.0%	.0%	.9%	1.9%	5.6%	.0%	1.9%	1.4%	1.1%
1800 HRS.....	4	1	3	0	0	1	2	1	0	2	1	1
.....	1.3%	.7%	1.9%	.0%	.0%	.9%	3.7%	2.8%	.0%	1.9%	1.4%	1.1%
1830 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%
1900 HRS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	1.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-3: SUPER 1 AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.1%
0430 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%	1.1%
0500 HRS.....	2	1	1	0	0	0	0	2	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	.0%	5.6%	.0%	1.0%	.0%	1.1%
0530 HRS.....	4	2	2	0	0	2	0	2	0	2	0	2
.....	1.3%	1.4%	1.3%	.0%	.0%	1.8%	.0%	5.6%	.0%	1.9%	.0%	2.2%
0600 HRS.....	9	3	6	0	1	4	1	3	0	4	1	4
.....	3.0%	2.1%	3.9%	.0%	1.3%	3.6%	1.9%	8.3%	.0%	3.8%	1.4%	4.5%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-1: RM1 AUDIENCE: FRIDAY - 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
1930 HRS.....	2	1	1	0	0	0	1	1	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	1.0%	.0%	1.1%
2000 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%	1.1%
2030 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%	1.1%
2100 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%	1.1%
2130 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%	1.1%
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%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	266	134	132	22	70	101	46	27	34	91	62	79
.....	88.7%	91.8%	85.7%	100%	89.7%	91.8%	85.2%	75.0%	100%	86.7%	86.1%	88.8%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-2: RM2 AUDIENCE: FRIDAY - 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	0	1	1	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	1.0%	1.4%	.0%
1400 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%	1.0%	1.4%	.0%
1430 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%	1.0%	1.4%	.0%
1500 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%	1.0%	1.4%	.0%
1530 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%	1.0%	1.4%	.0%
1600 HRS.....	3	1	2	0	0	1	1	1	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	.0%	1.0%	1.4%	1.1%
1630 HRS.....	4	2	2	0	0	1	2	1	0	1	1	2
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	3.7%	2.8%	.0%	1.0%	1.4%	2.2%
1700 HRS.....	5	1	4	0	0	1	2	2	0	3	1	1
.....	1.7%	.7%	2.6%	.0%	.0%	.9%	3.7%	5.6%	.0%	2.9%	1.4%	1.1%
1730 HRS.....	5	1	4	1	0	1	1	2	0	3	2	0
.....	1.7%	.7%	2.6%	4.5%	.0%	.9%	1.9%	5.6%	.0%	2.9%	2.8%	.0%
1800 HRS.....	4	1	3	1	0	1	1	1	0	2	2	0
.....	1.3%	.7%	1.9%	4.5%	.0%	.9%	1.9%	2.8%	.0%	1.9%	2.8%	.0%
1830 HRS.....	2	0	2	0	0	1	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	1.0%	1.4%	.0%
1900 HRS.....	2	0	2	0	0	1	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	1.0%	1.4%	.0%
1930 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%
2000 HRS.....	1	0	1	0	0	0	1	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	1.4%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-2: RM2 AUDIENCE: FRIDAY - 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	0	0	0	1	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	1.4%	.0%
2100 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%
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.....	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....	285	138	147	21	78	104	49	33	33	99	68	85
.....	95.0%	94.5%	95.5%	95.5%	100%	94.5%	90.7%	91.7%	97.1%	94.3%	94.4%	95.5%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-4: RADIO 101 AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-3: SUPER 1 AUDIENCE: FRIDAY
- 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.....	15	6	9	0	2	6	2	5	0	5	2	8
.....	5.0%	4.1%	5.8%	.0%	2.6%	5.5%	3.7%	13.9%	.0%	4.8%	2.8%	9.0%
0700 HRS.....	22	9	13	0	4	12	2	4	0	6	5	11
.....	7.3%	6.2%	8.4%	.0%	5.1%	10.9%	3.7%	11.1%	.0%	5.7%	6.9%	12.4%
0730 HRS.....	26	12	14	0	4	12	3	7	1	6	7	12
.....	8.7%	8.2%	9.1%	.0%	5.1%	10.9%	5.6%	19.4%	2.9%	5.7%	9.7%	13.5%
0800 HRS.....	28	12	16	0	4	15	4	5	0	6	10	12
.....	9.3%	8.2%	10.4%	.0%	5.1%	13.6%	7.4%	13.9%	.0%	5.7%	13.9%	13.5%
0830 HRS.....	29	10	19	0	5	15	5	4	0	6	9	14
.....	9.7%	6.8%	12.3%	.0%	6.4%	13.6%	9.3%	11.1%	.0%	5.7%	12.5%	15.7%
0900 HRS.....	27	11	16	0	6	13	4	4	0	5	10	12
.....	9.0%	7.5%	10.4%	.0%	7.7%	11.8%	7.4%	11.1%	.0%	4.8%	13.9%	13.5%
0930 HRS.....	28	10	18	0	5	13	5	5	0	5	9	14
.....	9.3%	6.8%	11.7%	.0%	6.4%	11.8%	9.3%	13.9%	.0%	4.8%	12.5%	15.7%
1000 HRS.....	24	9	15	0	4	12	4	4	0	4	8	12
.....	8.0%	6.2%	9.7%	.0%	5.1%	10.9%	7.4%	11.1%	.0%	3.8%	11.1%	13.5%
1030 HRS.....	26	11	15	0	3	14	5	4	1	5	8	12
.....	8.7%	7.5%	9.7%	.0%	3.8%	12.7%	9.3%	11.1%	2.9%	4.8%	11.1%	13.5%
1100 HRS.....	25	11	14	0	3	13	6	3	1	5	9	10
.....	8.3%	7.5%	9.1%	.0%	3.8%	11.8%	11.1%	8.3%	2.9%	4.8%	12.5%	11.2%
1130 HRS.....	25	10	15	0	3	12	7	3	1	5	8	11
.....	8.3%	6.8%	9.7%	.0%	3.8%	10.9%	13.0%	8.3%	2.9%	4.8%	11.1%	12.4%
NOON.....	23	10	13	0	2	8	7	6	0	6	8	9
.....	7.7%	6.8%	8.4%	.0%	2.6%	7.3%	13.0%	16.7%	.0%	5.7%	11.1%	10.1%
1230 HRS.....	14	8	6	0	2	4	6	2	0	5	5	4
.....	4.7%	5.5%	3.9%	.0%	2.6%	3.6%	11.1%	5.6%	.0%	4.8%	6.9%	4.5%
1300 HRS.....	12	5	7	0	3	2	5	2	0	3	4	5
.....	4.0%	3.4%	4.5%	.0%	3.8%	1.8%	9.3%	5.6%	.0%	2.9%	5.6%	5.6%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-3: SUPER 1 AUDIENCE: FRIDAY
- 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	3	7	0	3	2	3	2	1	2	4	3
.....	3.3%	2.1%	4.5%	.0%	3.8%	1.8%	5.6%	5.6%	2.9%	1.9%	5.6%	3.4%
1400 HRS.....	9	3	6	0	2	2	2	3	1	2	3	3
.....	3.0%	2.1%	3.9%	.0%	2.6%	1.8%	3.7%	8.3%	2.9%	1.9%	4.2%	3.4%
1430 HRS.....	9	4	5	0	2	3	2	2	0	2	4	3
.....	3.0%	2.7%	3.2%	.0%	2.6%	2.7%	3.7%	5.6%	.0%	1.9%	5.6%	3.4%
1500 HRS.....	12	6	6	0	2	6	2	2	0	2	5	5
.....	4.0%	4.1%	3.9%	.0%	2.6%	5.5%	3.7%	5.6%	.0%	1.9%	6.9%	5.6%
1530 HRS.....	10	5	5	0	1	6	2	1	0	2	4	4
.....	3.3%	3.4%	3.2%	.0%	1.3%	5.5%	3.7%	2.8%	.0%	1.9%	5.6%	4.5%
1600 HRS.....	19	7	12	1	2	8	5	3	0	3	4	12
.....	6.3%	4.8%	7.8%	4.5%	2.6%	7.3%	9.3%	8.3%	.0%	2.9%	5.6%	13.5%
1630 HRS.....	23	11	12	1	3	10	6	3	1	4	7	11
.....	7.7%	7.5%	7.8%	4.5%	3.8%	9.1%	11.1%	8.3%	2.9%	3.8%	9.7%	12.4%
1700 HRS.....	22	9	13	1	2	10	6	3	1	5	5	11
.....	7.3%	6.2%	8.4%	4.5%	2.6%	9.1%	11.1%	8.3%	2.9%	4.8%	6.9%	12.4%
1730 HRS.....	18	7	11	0	2	8	5	3	1	5	4	8
.....	6.0%	4.8%	7.1%	.0%	2.6%	7.3%	9.3%	8.3%	2.9%	4.8%	5.6%	9.0%
1800 HRS.....	12	5	7	0	0	7	4	1	0	3	2	7
.....	4.0%	3.4%	4.5%	.0%	.0%	6.4%	7.4%	2.8%	.0%	2.9%	2.8%	7.9%
1830 HRS.....	9	5	4	0	0	4	4	1	0	3	2	4
.....	3.0%	3.4%	2.6%	.0%	.0%	3.6%	7.4%	2.8%	.0%	2.9%	2.8%	4.5%
1900 HRS.....	8	5	3	0	0	4	3	1	0	2	2	4
.....	2.7%	3.4%	1.9%	.0%	.0%	3.6%	5.6%	2.8%	.0%	1.9%	2.8%	4.5%
1930 HRS.....	5	2	3	0	0	1	3	1	0	2	1	2
.....	1.7%	1.4%	1.9%	.0%	.0%	.9%	5.6%	2.8%	.0%	1.9%	1.4%	2.2%
2000 HRS.....	4	1	3	1	0	1	2	0	0	0	2	2
.....	1.3%	.7%	1.9%	4.5%	.0%	.9%	3.7%	.0%	.0%	.0%	2.8%	2.2%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-4: RADIO 101 AUDIENCE: FRIDAY
- 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	1	0	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	4.5%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
0700 HRS.....	3	1	2	1	1	1	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.9%	1.9%	.0%	.0%
0730 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%	1.9%	.0%	1.1%
0800 HRS.....	8	4	4	0	2	2	4	0	0	4	2	2
.....	2.7%	2.7%	2.6%	.0%	2.6%	1.8%	7.4%	.0%	.0%	3.8%	2.8%	2.2%
0830 HRS.....	9	4	5	0	3	2	4	0	0	5	2	2
.....	3.0%	2.7%	3.2%	.0%	3.8%	1.8%	7.4%	.0%	.0%	4.8%	2.8%	2.2%
0900 HRS.....	9	4	5	0	3	1	4	1	0	4	2	3
.....	3.0%	2.7%	3.2%	.0%	3.8%	.9%	7.4%	2.8%	.0%	3.8%	2.8%	3.4%
0930 HRS.....	5	2	3	0	0	1	4	0	0	3	1	1
.....	1.7%	1.4%	1.9%	.0%	.0%	.9%	7.4%	.0%	.0%	2.9%	1.4%	1.1%
1000 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%	1.9%	.0%	1.1%
1030 HRS.....	3	1	2	0	1	1	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	2.9%	1.0%	.0%	1.1%
1100 HRS.....	3	1	2	0	1	1	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	2.9%	1.0%	.0%	1.1%
1130 HRS.....	3	1	2	0	1	1	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	1.9%	.0%	2.9%	1.0%	.0%	1.1%
NOON.....	4	2	2	0	1	2	1	0	2	1	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	1.8%	1.9%	.0%	5.9%	1.0%	.0%	1.1%
1230 HRS.....	2	1	1	0	1	1	0	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	2.9%	1.0%	.0%	.0%
1300 HRS.....	3	1	2	1	1	1	0	0	2	1	0	0
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	5.9%	1.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-4: RADIO 101 AUDIENCE: FRIDAY
- 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	1	1	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	2.9%	1.0%	.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%	2.9%	1.0%	.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%	1.0%	.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%	1.0%	.0%	.0%
1530 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%
1600 HRS.....	5	3	2	1	2	0	2	0	0	3	1	1
.....	1.7%	2.1%	1.3%	4.5%	2.6%	.0%	3.7%	.0%	.0%	2.9%	1.4%	1.1%
1630 HRS.....	6	4	2	2	2	0	2	0	0	4	1	1
.....	2.0%	2.7%	1.3%	9.1%	2.6%	.0%	3.7%	.0%	.0%	3.8%	1.4%	1.1%
1700 HRS.....	7	5	2	2	2	1	2	0	1	4	1	1
.....	2.3%	3.4%	1.3%	9.1%	2.6%	.9%	3.7%	.0%	2.9%	3.8%	1.4%	1.1%
1730 HRS.....	5	4	1	1	2	1	1	0	0	3	1	1
.....	1.7%	2.7%	.6%	4.5%	2.6%	.9%	1.9%	.0%	.0%	2.9%	1.4%	1.1%
1800 HRS.....	2	2	0	0	0	2	0	0	1	0	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.9%	.0%	1.4%	.0%
1830 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%
1900 HRS.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.0%	1.4%	.0%
1930 HRS.....	2	2	0	0	0	2	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.0%	1.4%	.0%
2000 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 FRIDAY LISTENERSHIP OF RADIO 101

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-3: SUPER 1 AUDIENCE: FRIDAY
- 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	0	2	0	0	1	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	1.4%	1.1%
2100 HRS.....	2	0	2	0	0	1	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	1.4%	1.1%
2130 HRS.....	2	0	2	0	0	1	1	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	1.4%	1.1%
2200 HRS.....	3	0	3	0	0	2	1	0	0	0	1	2
.....	1.0%	.0%	1.9%	.0%	.0%	1.8%	1.9%	.0%	.0%	.0%	1.4%	2.2%
2230 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%	2.2%
2300 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%	2.2%
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 SUPER 1 RADIO ON THIS DAY....	230	112	118	20	68	77	39	26	32	89	50	59
.....	76.7%	76.7%	76.6%	90.9%	87.2%	70.0%	72.2%	72.2%	94.1%	84.8%	69.4%	66.3%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-4: RADIO 101 AUDIENCE: FRIDAY
- 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.....	277	132	145	18	72	103	49	35	29	94	68	86
.....	92.3%	90.4%	94.2%	81.8%	92.3%	93.6%	90.7%	97.2%	85.3%	89.5%	94.4%	96.6%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-5: ISLAND SOUND RADIO AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-5: ISLAND SOUND RADIO AUDIENCE: FRIDAY
- 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.....	3	1	2	1	0	2	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	4.5%	.0%	1.8%	.0%	.0%	.0%	1.0%	1.4%	1.1%
0730 HRS.....	5	2	3	1	0	2	1	1	0	2	2	1
.....	1.7%	1.4%	1.9%	4.5%	.0%	1.8%	1.9%	2.8%	.0%	1.9%	2.8%	1.1%
0800 HRS.....	4	2	2	1	0	2	0	1	0	1	2	1
.....	1.3%	1.4%	1.3%	4.5%	.0%	1.8%	.0%	2.8%	.0%	1.0%	2.8%	1.1%
0830 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%	1.0%	1.4%	1.1%
0900 HRS.....	5	1	4	0	2	3	0	0	1	1	2	1
.....	1.7%	.7%	2.6%	.0%	2.6%	2.7%	.0%	.0%	2.9%	1.0%	2.8%	1.1%
0930 HRS.....	6	2	4	0	2	3	0	1	1	1	3	1
.....	2.0%	1.4%	2.6%	.0%	2.6%	2.7%	.0%	2.8%	2.9%	1.0%	4.2%	1.1%
1000 HRS.....	9	4	5	1	2	4	1	1	3	1	4	1
.....	3.0%	2.7%	3.2%	4.5%	2.6%	3.6%	1.9%	2.8%	8.8%	1.0%	5.6%	1.1%
1030 HRS.....	9	3	6	1	3	4	0	1	2	2	4	1
.....	3.0%	2.1%	3.9%	4.5%	3.8%	3.6%	.0%	2.8%	5.9%	1.9%	5.6%	1.1%
1100 HRS.....	8	3	5	1	3	3	0	1	2	2	3	1
.....	2.7%	2.1%	3.2%	4.5%	3.8%	2.7%	.0%	2.8%	5.9%	1.9%	4.2%	1.1%
1130 HRS.....	8	3	5	0	3	3	1	1	3	1	3	1
.....	2.7%	2.1%	3.2%	.0%	3.8%	2.7%	1.9%	2.8%	8.8%	1.0%	4.2%	1.1%
NOON.....	7	3	4	0	2	3	1	1	1	2	3	1
.....	2.3%	2.1%	2.6%	.0%	2.6%	2.7%	1.9%	2.8%	2.9%	1.9%	4.2%	1.1%
1230 HRS.....	6	2	4	0	2	3	0	1	1	1	3	1
.....	2.0%	1.4%	2.6%	.0%	2.6%	2.7%	.0%	2.8%	2.9%	1.0%	4.2%	1.1%
1300 HRS.....	6	2	4	0	2	3	0	1	1	1	3	1
.....	2.0%	1.4%	2.6%	.0%	2.6%	2.7%	.0%	2.8%	2.9%	1.0%	4.2%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-5: ISLAND SOUND RADIO AUDIENCE: FRIDAY
- 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	1	3	0	1	3	0	0	1	1	1	1
.....	1.3%	.7%	1.9%	.0%	1.3%	2.7%	.0%	.0%	2.9%	1.0%	1.4%	1.1%
1400 HRS.....	4	1	3	1	1	2	0	0	1	1	1	1
.....	1.3%	.7%	1.9%	4.5%	1.3%	1.8%	.0%	.0%	2.9%	1.0%	1.4%	1.1%
1430 HRS.....	3	1	2	1	1	1	0	0	1	1	1	0
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.9%	1.0%	1.4%	.0%
1500 HRS.....	3	1	2	1	1	1	0	0	1	1	1	0
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.9%	1.0%	1.4%	.0%
1530 HRS.....	3	1	2	1	1	1	0	0	1	1	1	0
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	2.9%	1.0%	1.4%	.0%
1600 HRS.....	3	1	2	1	1	1	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	.0%	1.0%	1.4%	1.1%
1630 HRS.....	3	1	2	1	1	1	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	4.5%	1.3%	.9%	.0%	.0%	.0%	1.0%	1.4%	1.1%
1700 HRS.....	2	0	2	0	1	1	0	0	0	0	1	1
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.4%	1.1%
1730 HRS.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.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%	1.0%	.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 FRIDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-5: ISLAND SOUND RADIO AUDIENCE: FRIDAY
- 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.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.0%	.0%
DID NOT LISTEN TO ISLAND SOUND RADIO ON THIS DAY.....	282	139	143	20	73	103	51	35	31	97	67	87
.....	94.0%	95.2%	92.9%	90.9%	93.6%	93.6%	94.4%	97.2%	91.2%	92.4%	93.1%	97.8%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-6: BAY RADIO AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.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%	1.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-6: BAY RADIO AUDIENCE: FRIDAY
- 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%	1.0%	.0%	.0%
0700 HRS.....	2	2	0	0	0	2	0	0	1	1	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	2.9%	1.0%	.0%	.0%
0730 HRS.....	4	3	1	0	1	3	0	0	2	1	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	5.9%	1.0%	.0%	1.1%
0800 HRS.....	6	4	2	0	2	4	0	0	2	3	0	1
.....	2.0%	2.7%	1.3%	.0%	2.6%	3.6%	.0%	.0%	5.9%	2.9%	.0%	1.1%
0830 HRS.....	8	5	3	0	3	5	0	0	2	4	1	1
.....	2.7%	3.4%	1.9%	.0%	3.8%	4.5%	.0%	.0%	5.9%	3.8%	1.4%	1.1%
0900 HRS.....	10	6	4	0	3	7	0	0	2	5	1	2
.....	3.3%	4.1%	2.6%	.0%	3.8%	6.4%	.0%	.0%	5.9%	4.8%	1.4%	2.2%
0930 HRS.....	11	7	4	0	3	8	0	0	2	6	1	2
.....	3.7%	4.8%	2.6%	.0%	3.8%	7.3%	.0%	.0%	5.9%	5.7%	1.4%	2.2%
1000 HRS.....	8	4	4	0	2	6	0	0	1	5	1	1
.....	2.7%	2.7%	2.6%	.0%	2.6%	5.5%	.0%	.0%	2.9%	4.8%	1.4%	1.1%
1030 HRS.....	5	2	3	0	1	4	0	0	1	3	0	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	3.6%	.0%	.0%	2.9%	2.9%	.0%	1.1%
1100 HRS.....	4	1	3	0	1	3	0	0	0	3	0	1
.....	1.3%	.7%	1.9%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.9%	.0%	1.1%
1130 HRS.....	5	1	4	0	2	3	0	0	0	4	0	1
.....	1.7%	.7%	2.6%	.0%	2.6%	2.7%	.0%	.0%	.0%	3.8%	.0%	1.1%
NOON.....	5	1	4	0	2	3	0	0	0	4	0	1
.....	1.7%	.7%	2.6%	.0%	2.6%	2.7%	.0%	.0%	.0%	3.8%	.0%	1.1%
1230 HRS.....	5	2	3	1	2	2	0	0	0	4	0	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	1.8%	.0%	.0%	.0%	3.8%	.0%	1.1%
1300 HRS.....	7	2	5	2	3	2	0	0	1	5	0	1
.....	2.3%	1.4%	3.2%	9.1%	3.8%	1.8%	.0%	.0%	2.9%	4.8%	.0%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-6: BAY RADIO AUDIENCE: FRIDAY
- 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	2	1	2	0	0	1	3	0	1
.....	1.7%	1.4%	1.9%	9.1%	1.3%	1.8%	.0%	.0%	2.9%	2.9%	.0%	1.1%
1400 HRS.....	4	1	3	1	1	2	0	0	1	2	0	1
.....	1.3%	.7%	1.9%	4.5%	1.3%	1.8%	.0%	.0%	2.9%	1.9%	.0%	1.1%
1430 HRS.....	4	1	3	0	2	2	0	0	0	3	0	1
.....	1.3%	.7%	1.9%	.0%	2.6%	1.8%	.0%	.0%	.0%	2.9%	.0%	1.1%
1500 HRS.....	3	1	2	0	1	2	0	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	1.9%	.0%	1.1%
1530 HRS.....	3	1	2	0	1	2	0	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	1.9%	.0%	1.1%
1600 HRS.....	4	2	2	0	2	2	0	0	0	3	0	1
.....	1.3%	1.4%	1.3%	.0%	2.6%	1.8%	.0%	.0%	.0%	2.9%	.0%	1.1%
1630 HRS.....	5	3	2	0	3	2	0	0	1	3	0	1
.....	1.7%	2.1%	1.3%	.0%	3.8%	1.8%	.0%	.0%	2.9%	2.9%	.0%	1.1%
1700 HRS.....	5	4	1	0	2	3	0	0	1	3	0	1
.....	1.7%	2.7%	.6%	.0%	2.6%	2.7%	.0%	.0%	2.9%	2.9%	.0%	1.1%
1730 HRS.....	6	4	2	0	3	3	0	0	1	4	0	1
.....	2.0%	2.7%	1.3%	.0%	3.8%	2.7%	.0%	.0%	2.9%	3.8%	.0%	1.1%
1800 HRS.....	5	3	2	0	3	2	0	0	1	4	0	0
.....	1.7%	2.1%	1.3%	.0%	3.8%	1.8%	.0%	.0%	2.9%	3.8%	.0%	.0%
1830 HRS.....	3	1	2	0	2	1	0	0	1	2	0	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	2.9%	1.9%	.0%	.0%
1900 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.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%	1.0%	.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 FRIDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-6: BAY RADIO AUDIENCE: FRIDAY
- 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.....	281	135	146	20	72	99	54	36	31	92	71	87
.....	93.7%	92.5%	94.8%	90.9%	92.3%	90.0%	100%	100%	91.2%	87.6%	98.6%	97.8%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-7: RTK AUDIENCE: FRIDAY - 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-7: RTK AUDIENCE: FRIDAY - 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	2	3	1	1
.....	2.3%	2.1%	2.6%	.0%	2.6%	3.6%	1.9%	.0%	5.9%	2.9%	1.4%	1.1%
0700 HRS.....	13	5	8	0	5	4	3	1	3	3	3	4
.....	4.3%	3.4%	5.2%	.0%	6.4%	3.6%	5.6%	2.8%	8.8%	2.9%	4.2%	4.5%
0730 HRS.....	17	8	9	0	6	6	4	1	6	4	3	4
.....	5.7%	5.5%	5.8%	.0%	7.7%	5.5%	7.4%	2.8%	17.6%	3.8%	4.2%	4.5%
0800 HRS.....	17	7	10	0	7	4	3	3	5	3	5	4
.....	5.7%	4.8%	6.5%	.0%	9.0%	3.6%	5.6%	8.3%	14.7%	2.9%	6.9%	4.5%
0830 HRS.....	15	4	11	0	5	4	3	3	3	2	5	5
.....	5.0%	2.7%	7.1%	.0%	6.4%	3.6%	5.6%	8.3%	8.8%	1.9%	6.9%	5.6%
0900 HRS.....	17	5	12	0	5	6	3	3	3	3	5	6
.....	5.7%	3.4%	7.8%	.0%	6.4%	5.5%	5.6%	8.3%	8.8%	2.9%	6.9%	6.7%
0930 HRS.....	19	5	14	0	5	8	3	3	3	4	6	6
.....	6.3%	3.4%	9.1%	.0%	6.4%	7.3%	5.6%	8.3%	8.8%	3.8%	8.3%	6.7%
1000 HRS.....	19	4	15	0	4	10	2	3	2	7	6	4
.....	6.3%	2.7%	9.7%	.0%	5.1%	9.1%	3.7%	8.3%	5.9%	6.7%	8.3%	4.5%
1030 HRS.....	18	4	14	0	4	9	2	3	2	8	4	4
.....	6.0%	2.7%	9.1%	.0%	5.1%	8.2%	3.7%	8.3%	5.9%	7.6%	5.6%	4.5%
1100 HRS.....	16	3	13	0	4	7	2	3	2	7	4	3
.....	5.3%	2.1%	8.4%	.0%	5.1%	6.4%	3.7%	8.3%	5.9%	6.7%	5.6%	3.4%
1130 HRS.....	21	4	17	0	5	9	3	4	3	8	5	5
.....	7.0%	2.7%	11.0%	.0%	6.4%	8.2%	5.6%	11.1%	8.8%	7.6%	6.9%	5.6%
NOON.....	18	4	14	0	4	8	3	3	1	7	5	5
.....	6.0%	2.7%	9.1%	.0%	5.1%	7.3%	5.6%	8.3%	2.9%	6.7%	6.9%	5.6%
1230 HRS.....	10	4	6	0	0	5	3	2	1	4	1	4
.....	3.3%	2.7%	3.9%	.0%	.0%	4.5%	5.6%	5.6%	2.9%	3.8%	1.4%	4.5%
1300 HRS.....	8	2	6	0	0	4	3	1	2	2	1	3
.....	2.7%	1.4%	3.9%	.0%	.0%	3.6%	5.6%	2.8%	5.9%	1.9%	1.4%	3.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-7: RTK AUDIENCE: FRIDAY - 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.....	6	2	4	0	0	3	2	1	1	1	1	3
.....	2.0%	1.4%	2.6%	.0%	.0%	2.7%	3.7%	2.8%	2.9%	1.0%	1.4%	3.4%
1400 HRS.....	5	2	3	0	0	2	2	1	1	1	0	3
.....	1.7%	1.4%	1.9%	.0%	.0%	1.8%	3.7%	2.8%	2.9%	1.0%	.0%	3.4%
1430 HRS.....	4	1	3	0	0	2	2	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	3.7%	.0%	2.9%	1.0%	.0%	2.2%
1500 HRS.....	3	1	2	0	0	1	2	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	2.9%	1.0%	.0%	1.1%
1530 HRS.....	5	2	3	0	0	1	4	0	1	2	0	2
.....	1.7%	1.4%	1.9%	.0%	.0%	.9%	7.4%	.0%	2.9%	1.9%	.0%	2.2%
1600 HRS.....	8	3	5	0	1	1	5	1	1	5	1	1
.....	2.7%	2.1%	3.2%	.0%	1.3%	.9%	9.3%	2.8%	2.9%	4.8%	1.4%	1.1%
1630 HRS.....	11	4	7	0	2	2	6	1	1	5	2	3
.....	3.7%	2.7%	4.5%	.0%	2.6%	1.8%	11.1%	2.8%	2.9%	4.8%	2.8%	3.4%
1700 HRS.....	7	1	6	0	1	2	2	2	1	1	2	3
.....	2.3%	.7%	3.9%	.0%	1.3%	1.8%	3.7%	5.6%	2.9%	1.0%	2.8%	3.4%
1730 HRS.....	8	1	7	0	1	2	2	3	1	1	4	2
.....	2.7%	.7%	4.5%	.0%	1.3%	1.8%	3.7%	8.3%	2.9%	1.0%	5.6%	2.2%
1800 HRS.....	4	1	3	0	1	1	1	1	1	0	3	0
.....	1.3%	.7%	1.9%	.0%	1.3%	.9%	1.9%	2.8%	2.9%	.0%	4.2%	.0%
1830 HRS.....	2	0	2	0	0	1	1	0	1	0	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	2.9%	.0%	1.4%	.0%
1900 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
1930 HRS.....	4	1	3	0	0	4	0	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	.0%	3.6%	.0%	.0%	2.9%	1.0%	.0%	2.2%
2000 HRS.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	2.9%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-7: RTK AUDIENCE: FRIDAY - 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.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.9%	.0%	.0%	.0%
2130 HRS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.9%	.0%	.0%	.0%
2200 HRS.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	2.9%	.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 RTK ON THIS DAY	251	127	124	22	68	91	42	28	26	88	62	75
.....	83.7%	87.0%	80.5%	100%	87.2%	82.7%	77.8%	77.8%	76.5%	83.8%	86.1%	84.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT FRIDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-8: RADIO LIVE FM AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-8: RADIO LIVE FM AUDIENCE: FRIDAY
- 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	0	0	1	1	0	0	1	0	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	1.0%	.0%	1.1%
0700 HRS.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.4%	1.1%
0730 HRS.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.4%	1.1%
0800 HRS.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.4%	1.1%
0830 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%	1.0%	2.8%	.0%
0900 HRS.....	4	0	4	0	0	2	1	1	0	2	2	0
.....	1.3%	.0%	2.6%	.0%	.0%	1.8%	1.9%	2.8%	.0%	1.9%	2.8%	.0%
0930 HRS.....	4	0	4	0	0	2	1	1	0	2	2	0
.....	1.3%	.0%	2.6%	.0%	.0%	1.8%	1.9%	2.8%	.0%	1.9%	2.8%	.0%
1000 HRS.....	4	0	4	0	0	1	2	1	0	1	3	0
.....	1.3%	.0%	2.6%	.0%	.0%	.9%	3.7%	2.8%	.0%	1.0%	4.2%	.0%
1030 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%	1.0%	2.8%	.0%
1100 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%	2.8%	.0%
1130 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%	2.8%	.0%
NOON.....	3	1	2	0	1	0	1	1	0	0	2	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	1.9%	2.8%	.0%	.0%	2.8%	1.1%
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%	1.0%	.0%	1.1%
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%	1.0%	.0%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-8: RADIO LIVE FM AUDIENCE: FRIDAY
- 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%	1.0%	.0%	1.1%
1400 HRS.....	3	3	0	0	2	1	0	0	0	1	0	2
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	1.0%	.0%	2.2%
1430 HRS.....	3	3	0	0	2	1	0	0	0	1	0	2
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	1.0%	.0%	2.2%
1500 HRS.....	3	3	0	0	2	1	0	0	0	1	0	2
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	1.0%	.0%	2.2%
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%	1.1%
1600 HRS.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.0%	.0%	1.1%
1630 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.0%	.0%
1700 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.0%	.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%	1.9%	.0%	.0%
1800 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%
1830 HRS.....	2	2	0	0	1	0	1	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	.0%	1.9%	.0%	.0%
1900 HRS.....	2	2	0	0	1	1	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	.0%	1.9%	.0%	.0%
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%	1.1%
2000 HRS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-8: RADIO LIVE FM AUDIENCE: FRIDAY
- 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%	1.0%	.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	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	1.0%	.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%	1.0%	.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....	283	138	145	22	75	101	50	35	34	95	69	85
.....	94.3%	94.5%	94.2%	100%	96.2%	91.8%	92.6%	97.2%	100%	90.5%	95.8%	95.5%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-9: SMASH RADIO AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	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%
0600 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%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-9: SMASH RADIO AUDIENCE: FRIDAY
- 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	3	0	0	2	1	0	0	0	1	2	0
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	1.0%	2.8%	.0%
0700 HRS.....	5	5	0	0	3	2	0	0	0	1	3	1
.....	1.7%	3.4%	.0%	.0%	3.8%	1.8%	.0%	.0%	.0%	1.0%	4.2%	1.1%
0730 HRS.....	7	6	1	0	4	3	0	0	1	1	3	2
.....	2.3%	4.1%	.6%	.0%	5.1%	2.7%	.0%	.0%	2.9%	1.0%	4.2%	2.2%
0800 HRS.....	9	5	4	0	5	4	0	0	0	3	4	2
.....	3.0%	3.4%	2.6%	.0%	6.4%	3.6%	.0%	.0%	.0%	2.9%	5.6%	2.2%
0830 HRS.....	11	5	6	0	5	6	0	0	1	5	3	2
.....	3.7%	3.4%	3.9%	.0%	6.4%	5.5%	.0%	.0%	2.9%	4.8%	4.2%	2.2%
0900 HRS.....	12	6	6	0	6	6	0	0	1	5	4	2
.....	4.0%	4.1%	3.9%	.0%	7.7%	5.5%	.0%	.0%	2.9%	4.8%	5.6%	2.2%
0930 HRS.....	15	7	8	0	8	7	0	0	1	6	2	6
.....	5.0%	4.8%	5.2%	.0%	10.3%	6.4%	.0%	.0%	2.9%	5.7%	2.8%	6.7%
1000 HRS.....	13	7	6	0	8	5	0	0	0	5	2	6
.....	4.3%	4.8%	3.9%	.0%	10.3%	4.5%	.0%	.0%	.0%	4.8%	2.8%	6.7%
1030 HRS.....	13	8	5	0	8	5	0	0	1	4	2	6
.....	4.3%	5.5%	3.2%	.0%	10.3%	4.5%	.0%	.0%	2.9%	3.8%	2.8%	6.7%
1100 HRS.....	12	6	6	0	7	5	0	0	1	4	2	5
.....	4.0%	4.1%	3.9%	.0%	9.0%	4.5%	.0%	.0%	2.9%	3.8%	2.8%	5.6%
1130 HRS.....	11	5	6	0	8	3	0	0	1	4	1	5
.....	3.7%	3.4%	3.9%	.0%	10.3%	2.7%	.0%	.0%	2.9%	3.8%	1.4%	5.6%
NOON.....	10	5	5	0	8	2	0	0	1	5	0	4
.....	3.3%	3.4%	3.2%	.0%	10.3%	1.8%	.0%	.0%	2.9%	4.8%	.0%	4.5%
1230 HRS.....	9	5	4	0	8	1	0	0	1	6	1	1
.....	3.0%	3.4%	2.6%	.0%	10.3%	.9%	.0%	.0%	2.9%	5.7%	1.4%	1.1%
1300 HRS.....	9	6	3	0	7	2	0	0	1	6	1	1
.....	3.0%	4.1%	1.9%	.0%	9.0%	1.8%	.0%	.0%	2.9%	5.7%	1.4%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-9: SMASH RADIO AUDIENCE: FRIDAY
- 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	7	3	0	4	6	0	0	0	6	3	1
.....	3.3%	4.8%	1.9%	.0%	5.1%	5.5%	.0%	.0%	.0%	5.7%	4.2%	1.1%
1400 HRS.....	11	6	5	2	4	5	0	0	1	6	3	1
.....	3.7%	4.1%	3.2%	9.1%	5.1%	4.5%	.0%	.0%	2.9%	5.7%	4.2%	1.1%
1430 HRS.....	10	5	5	2	3	5	0	0	1	5	3	1
.....	3.3%	3.4%	3.2%	9.1%	3.8%	4.5%	.0%	.0%	2.9%	4.8%	4.2%	1.1%
1500 HRS.....	12	6	6	4	4	4	0	0	1	6	2	3
.....	4.0%	4.1%	3.9%	18.2%	5.1%	3.6%	.0%	.0%	2.9%	5.7%	2.8%	3.4%
1530 HRS.....	11	6	5	4	4	3	0	0	1	5	2	3
.....	3.7%	4.1%	3.2%	18.2%	5.1%	2.7%	.0%	.0%	2.9%	4.8%	2.8%	3.4%
1600 HRS.....	13	8	5	6	4	3	0	0	2	7	2	2
.....	4.3%	5.5%	3.2%	27.3%	5.1%	2.7%	.0%	.0%	5.9%	6.7%	2.8%	2.2%
1630 HRS.....	14	7	7	6	5	3	0	0	1	7	4	2
.....	4.7%	4.8%	4.5%	27.3%	6.4%	2.7%	.0%	.0%	2.9%	6.7%	5.6%	2.2%
1700 HRS.....	15	7	8	7	5	3	0	0	2	5	5	3
.....	5.0%	4.8%	5.2%	31.8%	6.4%	2.7%	.0%	.0%	5.9%	4.8%	6.9%	3.4%
1730 HRS.....	16	6	10	5	6	5	0	0	3	6	4	3
.....	5.3%	4.1%	6.5%	22.7%	7.7%	4.5%	.0%	.0%	8.8%	5.7%	5.6%	3.4%
1800 HRS.....	11	3	8	2	7	2	0	0	1	3	3	4
.....	3.7%	2.1%	5.2%	9.1%	9.0%	1.8%	.0%	.0%	2.9%	2.9%	4.2%	4.5%
1830 HRS.....	10	4	6	1	7	2	0	0	1	2	3	4
.....	3.3%	2.7%	3.9%	4.5%	9.0%	1.8%	.0%	.0%	2.9%	1.9%	4.2%	4.5%
1900 HRS.....	4	2	2	0	3	1	0	0	1	1	1	1
.....	1.3%	1.4%	1.3%	.0%	3.8%	.9%	.0%	.0%	2.9%	1.0%	1.4%	1.1%
1930 HRS.....	5	3	2	2	2	1	0	0	0	0	2	3
.....	1.7%	2.1%	1.3%	9.1%	2.6%	.9%	.0%	.0%	.0%	.0%	2.8%	3.4%
2000 HRS.....	5	3	2	3	1	1	0	0	0	1	1	3
.....	1.7%	2.1%	1.3%	13.6%	1.3%	.9%	.0%	.0%	.0%	1.0%	1.4%	3.4%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-9: SMASH RADIO AUDIENCE: FRIDAY
- 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	2	1	0	0	0	2	0	2
.....	1.3%	2.1%	.6%	4.5%	2.6%	.9%	.0%	.0%	.0%	1.9%	.0%	2.2%
2100 HRS.....	5	4	1	2	2	1	0	0	0	2	0	3
.....	1.7%	2.7%	.6%	9.1%	2.6%	.9%	.0%	.0%	.0%	1.9%	.0%	3.4%
2130 HRS.....	5	4	1	2	2	1	0	0	0	2	0	3
.....	1.7%	2.7%	.6%	9.1%	2.6%	.9%	.0%	.0%	.0%	1.9%	.0%	3.4%
2200 HRS.....	5	4	1	2	2	1	0	0	0	2	0	3
.....	1.7%	2.7%	.6%	9.1%	2.6%	.9%	.0%	.0%	.0%	1.9%	.0%	3.4%
2230 HRS.....	2	2	0	1	1	0	0	0	0	1	0	1
.....	.7%	1.4%	.0%	4.5%	1.3%	.0%	.0%	.0%	.0%	1.0%	.0%	1.1%
2300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
2330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
DID NOT LISTEN TO SMASH RADIO ON THIS DAY.....	242	112	130	10	49	93	54	36	27	83	59	73
.....	80.7%	76.7%	84.4%	45.5%	62.8%	84.5%	100%	100%	79.4%	79.0%	81.9%	82.0%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-10: RADIO CALYPSO AUDIENCE: FRIDAY
- 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	34	105	72	89
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%
0600 HRS.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-10: RADIO CALYPSO AUDIENCE: FRIDAY
- 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	0	1	0	0	1	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.4%	.0%
0730 HRS.....	2	0	2	0	0	2	0	0	0	0	2	0
.....	.7%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	2.8%	.0%
0800 HRS.....	3	0	3	0	0	2	1	0	0	1	2	0
.....	1.0%	.0%	1.9%	.0%	.0%	1.8%	1.9%	.0%	.0%	1.0%	2.8%	.0%
0830 HRS.....	5	2	3	0	1	2	1	1	0	4	1	0
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	1.9%	2.8%	.0%	3.8%	1.4%	.0%
0900 HRS.....	5	2	3	0	1	2	1	1	0	4	1	0
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	1.9%	2.8%	.0%	3.8%	1.4%	.0%
0930 HRS.....	5	2	3	0	1	2	1	1	0	4	1	0
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	1.9%	2.8%	.0%	3.8%	1.4%	.0%
1000 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%	1.0%	1.4%	1.1%
1030 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%	1.0%	1.4%	1.1%
1100 HRS.....	6	2	4	0	1	4	1	0	0	3	1	2
.....	2.0%	1.4%	2.6%	.0%	1.3%	3.6%	1.9%	.0%	.0%	2.9%	1.4%	2.2%
1130 HRS.....	6	2	4	0	1	4	1	0	0	3	1	2
.....	2.0%	1.4%	2.6%	.0%	1.3%	3.6%	1.9%	.0%	.0%	2.9%	1.4%	2.2%
NOON.....	6	2	4	0	1	4	1	0	0	2	1	3
.....	2.0%	1.4%	2.6%	.0%	1.3%	3.6%	1.9%	.0%	.0%	1.9%	1.4%	3.4%
1230 HRS.....	6	2	4	0	1	3	2	0	0	2	1	3
.....	2.0%	1.4%	2.6%	.0%	1.3%	2.7%	3.7%	.0%	.0%	1.9%	1.4%	3.4%
1300 HRS.....	6	1	5	0	0	4	2	0	0	2	1	3
.....	2.0%	.7%	3.2%	.0%	.0%	3.6%	3.7%	.0%	.0%	1.9%	1.4%	3.4%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-10: RADIO CALYPSO AUDIENCE: FRIDAY
- 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.....	5	1	4	0	0	4	1	0	0	2	1	2
.....	1.7%	.7%	2.6%	.0%	.0%	3.6%	1.9%	.0%	.0%	1.9%	1.4%	2.2%
1400 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%
1430 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%
1500 HRS.....	2	1	1	0	0	2	0	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	1.0%	1.4%	.0%
1530 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.9%	.0%	.0%
1600 HRS.....	2	2	0	0	0	2	0	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	.0%	1.9%	.0%	.0%
1630 HRS.....	3	2	1	0	0	2	1	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	.0%	2.9%	.0%	.0%
1700 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.9%	.0%	.0%
1730 HRS.....	2	1	1	0	0	0	1	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	1.9%	.0%	.0%
1800 HRS.....	2	1	1	0	0	0	1	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	1.9%	.0%	.0%
1830 HRS.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	1.0%	.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 FRIDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 12-10: RADIO CALYPSO AUDIENCE: FRIDAY
- 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 CALYPSO ON THIS DAY....	286	139	147	21	76	102	52	35	34	97	70	85
.....	95.3%	95.2%	95.5%	95.5%	97.4%	92.7%	96.3%	97.2%	100%	92.4%	97.2%	95.5%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-1: RM1 AUDIENCE: SATURDAY - 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	31	110	67	92
0600 HRS.....	5	2	3	0	0	3	0	2	0	3	2	0
.....	1.7%	1.4%	1.9%	.0%	.0%	2.7%	.0%	5.6%	.0%	2.7%	3.0%	.0%
0630 HRS.....	6	2	4	0	1	3	0	2	0	3	3	0
.....	2.0%	1.4%	2.6%	.0%	1.3%	2.7%	.0%	5.6%	.0%	2.7%	4.5%	.0%
0700 HRS.....	12	4	8	0	1	5	2	4	2	5	5	0
.....	4.0%	2.7%	5.2%	.0%	1.3%	4.5%	3.7%	11.1%	6.5%	4.5%	7.5%	.0%
0730 HRS.....	13	5	8	0	0	6	2	5	2	6	4	1
.....	4.3%	3.4%	5.2%	.0%	.0%	5.5%	3.7%	13.9%	6.5%	5.5%	6.0%	1.1%
0800 HRS.....	15	7	8	0	0	4	5	6	1	8	4	2
.....	5.0%	4.8%	5.2%	.0%	.0%	3.6%	9.3%	16.7%	3.2%	7.3%	6.0%	2.2%
0830 HRS.....	15	6	9	0	0	4	6	5	0	8	5	2
.....	5.0%	4.1%	5.8%	.0%	.0%	3.6%	11.1%	13.9%	.0%	7.3%	7.5%	2.2%
0900 HRS.....	21	7	14	0	1	7	7	6	0	10	6	5
.....	7.0%	4.8%	9.1%	.0%	1.3%	6.4%	13.0%	16.7%	.0%	9.1%	9.0%	5.4%
0930 HRS.....	22	7	15	0	2	7	6	7	0	10	7	5
.....	7.3%	4.8%	9.7%	.0%	2.6%	6.4%	11.1%	19.4%	.0%	9.1%	10.4%	5.4%
1000 HRS.....	22	8	14	0	2	8	6	6	0	10	7	5
.....	7.3%	5.5%	9.1%	.0%	2.6%	7.3%	11.1%	16.7%	.0%	9.1%	10.4%	5.4%
1030 HRS.....	16	6	10	0	0	6	7	3	0	7	6	3
.....	5.3%	4.1%	6.5%	.0%	.0%	5.5%	13.0%	8.3%	.0%	6.4%	9.0%	3.3%
1100 HRS.....	13	6	7	0	0	6	4	3	0	6	5	2
.....	4.3%	4.1%	4.5%	.0%	.0%	5.5%	7.4%	8.3%	.0%	5.5%	7.5%	2.2%
1130 HRS.....	12	6	6	0	0	5	4	3	0	6	5	1
.....	4.0%	4.1%	3.9%	.0%	.0%	4.5%	7.4%	8.3%	.0%	5.5%	7.5%	1.1%
NOON.....	18	8	10	0	0	6	8	4	0	6	7	5
.....	6.0%	5.5%	6.5%	.0%	.0%	5.5%	14.8%	11.1%	.0%	5.5%	10.4%	5.4%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-1: RM1 AUDIENCE: SATURDAY - 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.....	9	4	5	0	0	3	4	2	0	5	3	1
.....	3.0%	2.7%	3.2%	.0%	.0%	2.7%	7.4%	5.6%	.0%	4.5%	4.5%	1.1%
1300 HRS.....	4	2	2	0	0	1	2	1	0	3	1	0
.....	1.3%	1.4%	1.3%	.0%	.0%	.9%	3.7%	2.8%	.0%	2.7%	1.5%	.0%
1330 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
1400 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
1430 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
1500 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
1530 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
1600 HRS.....	3	1	2	0	0	1	2	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	.0%	.9%	1.5%	1.1%
1630 HRS.....	3	1	2	0	0	1	2	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	.0%	.9%	1.5%	1.1%
1700 HRS.....	2	0	2	0	0	1	1	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	.9%	1.5%	.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.....	4	3	1	1	1	2	0	0	1	1	1	1
.....	1.3%	2.1%	.6%	4.5%	1.3%	1.8%	.0%	.0%	3.2%	.9%	1.5%	1.1%
1830 HRS.....	2	2	0	1	1	0	0	0	1	1	0	0
.....	.7%	1.4%	.0%	4.5%	1.3%	.0%	.0%	.0%	3.2%	.9%	.0%	.0%
1900 HRS.....	2	2	0	0	1	0	0	1	1	0	0	1
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	.0%	2.8%	3.2%	.0%	.0%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-1: RM1 AUDIENCE: SATURDAY - 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
1930 HRS.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.1%
2000 HRS.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.1%
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%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	259	131	128	21	74	95	42	27	28	96	54	81
.....	86.3%	89.7%	83.1%	95.5%	94.9%	86.4%	77.8%	75.0%	90.3%	87.3%	80.6%	88.0%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-2: RM2 AUDIENCE: SATURDAY - 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	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 SATURDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-2: RM2 AUDIENCE: SATURDAY - 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	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.5%	1.1%
0700 HRS.....	6	4	2	0	1	3	2	0	0	2	2	2
.....	2.0%	2.7%	1.3%	.0%	1.3%	2.7%	3.7%	.0%	.0%	1.8%	3.0%	2.2%
0730 HRS.....	5	3	2	0	0	3	2	0	0	2	2	1
.....	1.7%	2.1%	1.3%	.0%	.0%	2.7%	3.7%	.0%	.0%	1.8%	3.0%	1.1%
0800 HRS.....	3	1	2	0	0	1	2	0	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	3.7%	.0%	.0%	.9%	3.0%	.0%
0830 HRS.....	2	1	1	0	0	1	1	0	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	3.0%	.0%
0900 HRS.....	5	2	3	0	0	0	4	1	0	0	1	4
.....	1.7%	1.4%	1.9%	.0%	.0%	.0%	7.4%	2.8%	.0%	.0%	1.5%	4.3%
0930 HRS.....	5	2	3	0	0	0	4	1	0	0	1	4
.....	1.7%	1.4%	1.9%	.0%	.0%	.0%	7.4%	2.8%	.0%	.0%	1.5%	4.3%
1000 HRS.....	4	2	2	0	1	0	2	1	0	0	2	2
.....	1.3%	1.4%	1.3%	.0%	1.3%	.0%	3.7%	2.8%	.0%	.0%	3.0%	2.2%
1030 HRS.....	5	3	2	0	2	0	1	2	0	1	2	2
.....	1.7%	2.1%	1.3%	.0%	2.6%	.0%	1.9%	5.6%	.0%	.9%	3.0%	2.2%
1100 HRS.....	4	3	1	0	2	0	1	1	0	1	2	1
.....	1.3%	2.1%	.6%	.0%	2.6%	.0%	1.9%	2.8%	.0%	.9%	3.0%	1.1%
1130 HRS.....	2	2	0	0	0	0	1	1	0	0	1	1
.....	.7%	1.4%	.0%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	1.5%	1.1%
NOON.....	6	5	1	0	0	2	1	3	0	1	2	3
.....	2.0%	3.4%	.6%	.0%	.0%	1.8%	1.9%	8.3%	.0%	.9%	3.0%	3.3%
1230 HRS.....	3	2	1	0	0	2	0	1	0	0	1	2
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	.0%	2.8%	.0%	.0%	1.5%	2.2%
1300 HRS.....	2	1	1	0	0	1	0	1	0	0	1	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.5%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-2: RM2 AUDIENCE: SATURDAY - 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	0	0	1	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	.0%	1.5%	1.1%
1400 HRS.....	3	0	3	0	1	0	0	2	0	0	1	2
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	.0%	5.6%	.0%	.0%	1.5%	2.2%
1430 HRS.....	3	0	3	0	1	0	0	2	0	0	1	2
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	.0%	5.6%	.0%	.0%	1.5%	2.2%
1500 HRS.....	3	0	3	0	1	0	0	2	0	0	1	2
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	.0%	5.6%	.0%	.0%	1.5%	2.2%
1530 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%	1.1%
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.....	1	0	1	0	0	0	0	1	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.1%
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 SATURDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-2: RM2 AUDIENCE: SATURDAY - 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 MALTA 2 ON THIS DAY....	280	137	143	22	74	106	49	29	31	106	62	81
.....	93.3%	93.8%	92.9%	100%	94.9%	96.4%	90.7%	80.6%	100%	96.4%	92.5%	88.0%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-3: SUPER 1 AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	2	1	1	0	0	1	0	1	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.9%	.0%	1.1%
0530 HRS.....	3	2	1	0	0	1	0	2	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	.0%	.9%	.0%	5.6%	.0%	.9%	.0%	2.2%
0600 HRS.....	10	3	7	0	1	4	2	3	1	3	2	4
.....	3.3%	2.1%	4.5%	.0%	1.3%	3.6%	3.7%	8.3%	3.2%	2.7%	3.0%	4.3%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-3: SUPER 1 AUDIENCE: SATURDAY
- 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	0	2	7	2	2	1	4	2	6
.....	4.3%	3.4%	5.2%	.0%	2.6%	6.4%	3.7%	5.6%	3.2%	3.6%	3.0%	6.5%
0700 HRS.....	20	7	13	0	3	10	2	5	1	4	5	10
.....	6.7%	4.8%	8.4%	.0%	3.8%	9.1%	3.7%	13.9%	3.2%	3.6%	7.5%	10.9%
0730 HRS.....	24	8	16	0	4	13	4	3	2	5	5	12
.....	8.0%	5.5%	10.4%	.0%	5.1%	11.8%	7.4%	8.3%	6.5%	4.5%	7.5%	13.0%
0800 HRS.....	24	7	17	0	4	14	3	3	2	7	5	10
.....	8.0%	4.8%	11.0%	.0%	5.1%	12.7%	5.6%	8.3%	6.5%	6.4%	7.5%	10.9%
0830 HRS.....	25	7	18	0	6	13	3	3	3	6	4	12
.....	8.3%	4.8%	11.7%	.0%	7.7%	11.8%	5.6%	8.3%	9.7%	5.5%	6.0%	13.0%
0900 HRS.....	24	7	17	0	7	11	3	3	4	5	5	10
.....	8.0%	4.8%	11.0%	.0%	9.0%	10.0%	5.6%	8.3%	12.9%	4.5%	7.5%	10.9%
0930 HRS.....	26	9	17	0	7	14	2	3	4	5	6	11
.....	8.7%	6.2%	11.0%	.0%	9.0%	12.7%	3.7%	8.3%	12.9%	4.5%	9.0%	12.0%
1000 HRS.....	24	7	17	0	6	13	3	2	3	4	7	10
.....	8.0%	4.8%	11.0%	.0%	7.7%	11.8%	5.6%	5.6%	9.7%	3.6%	10.4%	10.9%
1030 HRS.....	23	8	15	0	5	11	4	3	3	4	7	9
.....	7.7%	5.5%	9.7%	.0%	6.4%	10.0%	7.4%	8.3%	9.7%	3.6%	10.4%	9.8%
1100 HRS.....	23	9	14	0	7	10	3	3	4	5	7	7
.....	7.7%	6.2%	9.1%	.0%	9.0%	9.1%	5.6%	8.3%	12.9%	4.5%	10.4%	7.6%
1130 HRS.....	22	10	12	0	6	9	4	3	3	5	7	7
.....	7.3%	6.8%	7.8%	.0%	7.7%	8.2%	7.4%	8.3%	9.7%	4.5%	10.4%	7.6%
NOON.....	15	8	7	0	5	6	2	2	2	5	3	5
.....	5.0%	5.5%	4.5%	.0%	6.4%	5.5%	3.7%	5.6%	6.5%	4.5%	4.5%	5.4%
1230 HRS.....	7	4	3	0	2	3	1	1	1	4	0	2
.....	2.3%	2.7%	1.9%	.0%	2.6%	2.7%	1.9%	2.8%	3.2%	3.6%	.0%	2.2%
1300 HRS.....	6	3	3	0	2	3	1	0	1	3	1	1
.....	2.0%	2.1%	1.9%	.0%	2.6%	2.7%	1.9%	.0%	3.2%	2.7%	1.5%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-3: SUPER 1 AUDIENCE: SATURDAY
- 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.....	6	3	3	0	1	3	2	0	1	3	1	1
.....	2.0%	2.1%	1.9%	.0%	1.3%	2.7%	3.7%	.0%	3.2%	2.7%	1.5%	1.1%
1400 HRS.....	8	4	4	0	1	4	3	0	1	4	2	1
.....	2.7%	2.7%	2.6%	.0%	1.3%	3.6%	5.6%	.0%	3.2%	3.6%	3.0%	1.1%
1430 HRS.....	11	7	4	0	1	6	3	1	1	4	2	4
.....	3.7%	4.8%	2.6%	.0%	1.3%	5.5%	5.6%	2.8%	3.2%	3.6%	3.0%	4.3%
1500 HRS.....	11	7	4	0	1	8	2	0	1	3	2	5
.....	3.7%	4.8%	2.6%	.0%	1.3%	7.3%	3.7%	.0%	3.2%	2.7%	3.0%	5.4%
1530 HRS.....	13	8	5	0	1	8	2	2	1	2	3	7
.....	4.3%	5.5%	3.2%	.0%	1.3%	7.3%	3.7%	5.6%	3.2%	1.8%	4.5%	7.6%
1600 HRS.....	14	8	6	0	1	10	2	1	1	2	4	7
.....	4.7%	5.5%	3.9%	.0%	1.3%	9.1%	3.7%	2.8%	3.2%	1.8%	6.0%	7.6%
1630 HRS.....	16	9	7	1	1	9	3	2	1	2	4	9
.....	5.3%	6.2%	4.5%	4.5%	1.3%	8.2%	5.6%	5.6%	3.2%	1.8%	6.0%	9.8%
1700 HRS.....	14	7	7	1	0	9	3	1	0	4	3	7
.....	4.7%	4.8%	4.5%	4.5%	.0%	8.2%	5.6%	2.8%	.0%	3.6%	4.5%	7.6%
1730 HRS.....	14	8	6	1	0	8	3	2	0	4	3	7
.....	4.7%	5.5%	3.9%	4.5%	.0%	7.3%	5.6%	5.6%	.0%	3.6%	4.5%	7.6%
1800 HRS.....	8	5	3	2	0	5	1	0	0	1	1	6
.....	2.7%	3.4%	1.9%	9.1%	.0%	4.5%	1.9%	.0%	.0%	.9%	1.5%	6.5%
1830 HRS.....	7	5	2	2	0	5	0	0	0	1	1	5
.....	2.3%	3.4%	1.3%	9.1%	.0%	4.5%	.0%	.0%	.0%	.9%	1.5%	5.4%
1900 HRS.....	4	2	2	2	0	2	0	0	0	0	1	3
.....	1.3%	1.4%	1.3%	9.1%	.0%	1.8%	.0%	.0%	.0%	.0%	1.5%	3.3%
1930 HRS.....	2	0	2	1	0	1	0	0	0	0	1	1
.....	.7%	.0%	1.3%	4.5%	.0%	.9%	.0%	.0%	.0%	.0%	1.5%	1.1%
2000 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-3: SUPER 1 AUDIENCE: SATURDAY
- 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	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
2100 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
2130 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
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%	1.1%
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%	1.1%
2300 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
2330 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	241	120	121	20	69	79	45	28	27	97	52	65
.....	80.3%	82.2%	78.6%	90.9%	88.5%	71.8%	83.3%	77.8%	87.1%	88.2%	77.6%	70.7%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-4: RADIO 101 AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-4: RADIO 101 AUDIENCE: SATURDAY
- 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	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.8%	.0%	.0%
0700 HRS.....	5	2	3	0	2	2	1	0	0	4	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	1.8%	1.9%	.0%	.0%	3.6%	1.5%	.0%
0730 HRS.....	5	2	3	0	2	2	1	0	0	4	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	1.8%	1.9%	.0%	.0%	3.6%	1.5%	.0%
0800 HRS.....	8	5	3	1	4	1	2	0	0	5	2	1
.....	2.7%	3.4%	1.9%	4.5%	5.1%	.9%	3.7%	.0%	.0%	4.5%	3.0%	1.1%
0830 HRS.....	9	5	4	1	4	2	2	0	0	5	2	2
.....	3.0%	3.4%	2.6%	4.5%	5.1%	1.8%	3.7%	.0%	.0%	4.5%	3.0%	2.2%
0900 HRS.....	8	5	3	1	3	2	2	0	0	4	2	2
.....	2.7%	3.4%	1.9%	4.5%	3.8%	1.8%	3.7%	.0%	.0%	3.6%	3.0%	2.2%
0930 HRS.....	5	2	3	1	2	1	1	0	0	4	0	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	.9%	1.9%	.0%	.0%	3.6%	.0%	1.1%
1000 HRS.....	5	2	3	1	2	1	1	0	1	3	0	1
.....	1.7%	1.4%	1.9%	4.5%	2.6%	.9%	1.9%	.0%	3.2%	2.7%	.0%	1.1%
1030 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%	3.2%	.9%	.0%	1.1%
1100 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%	3.2%	.9%	.0%	1.1%
1130 HRS.....	4	3	1	0	2	1	1	0	2	1	0	1
.....	1.3%	2.1%	.6%	.0%	2.6%	.9%	1.9%	.0%	6.5%	.9%	.0%	1.1%
NOON.....	4	3	1	0	2	1	1	0	2	1	0	1
.....	1.3%	2.1%	.6%	.0%	2.6%	.9%	1.9%	.0%	6.5%	.9%	.0%	1.1%
1230 HRS.....	2	2	0	0	1	0	1	0	2	0	0	0
.....	.7%	1.4%	.0%	.0%	1.3%	.0%	1.9%	.0%	6.5%	.0%	.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%	3.2%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-4: RADIO 101 AUDIENCE: SATURDAY
- 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	1	0	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	3.2%	.0%	.0%	1.1%
1400 HRS.....	3	2	1	0	1	2	0	0	1	0	0	2
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	3.2%	.0%	.0%	2.2%
1430 HRS.....	4	3	1	0	1	2	1	0	1	0	1	2
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	3.2%	.0%	1.5%	2.2%
1500 HRS.....	5	3	2	1	1	2	1	0	1	1	1	2
.....	1.7%	2.1%	1.3%	4.5%	1.3%	1.8%	1.9%	.0%	3.2%	.9%	1.5%	2.2%
1530 HRS.....	5	4	1	1	1	1	2	0	1	2	1	1
.....	1.7%	2.7%	.6%	4.5%	1.3%	.9%	3.7%	.0%	3.2%	1.8%	1.5%	1.1%
1600 HRS.....	4	3	1	1	1	1	1	0	1	2	0	1
.....	1.3%	2.1%	.6%	4.5%	1.3%	.9%	1.9%	.0%	3.2%	1.8%	.0%	1.1%
1630 HRS.....	4	3	1	1	1	1	1	0	1	2	0	1
.....	1.3%	2.1%	.6%	4.5%	1.3%	.9%	1.9%	.0%	3.2%	1.8%	.0%	1.1%
1700 HRS.....	3	2	1	1	0	2	0	0	0	1	1	1
.....	1.0%	1.4%	.6%	4.5%	.0%	1.8%	.0%	.0%	.0%	.9%	1.5%	1.1%
1730 HRS.....	3	2	1	1	0	2	0	0	0	1	1	1
.....	1.0%	1.4%	.6%	4.5%	.0%	1.8%	.0%	.0%	.0%	.9%	1.5%	1.1%
1800 HRS.....	5	4	1	1	0	4	0	0	2	1	1	1
.....	1.7%	2.7%	.6%	4.5%	.0%	3.6%	.0%	.0%	6.5%	.9%	1.5%	1.1%
1830 HRS.....	2	2	0	0	0	2	0	0	1	0	0	1
.....	.7%	1.4%	.0%	.0%	.0%	1.8%	.0%	.0%	3.2%	.0%	.0%	1.1%
1900 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	3.2%	.0%	.0%	.0%
1930 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	3.2%	.0%	.0%	.0%
2000 HRS.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	3.2%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-4: RADIO 101 AUDIENCE: SATURDAY
- 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%	3.2%	.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%	3.2%	.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.....	279	131	148	21	71	102	49	36	27	101	63	88
.....	93.0%	89.7%	96.1%	95.5%	91.0%	92.7%	90.7%	100%	87.1%	91.8%	94.0%	95.7%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-5: ISLAND SOUND RADIO AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	3.2%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-5: ISLAND SOUND RADIO AUDIENCE: SATURDAY
- 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	0	1	0	1	0	1	0	0	1
.....	.7%	.0%	1.3%	.0%	1.3%	.0%	1.9%	.0%	3.2%	.0%	.0%	1.1%
0700 HRS.....	3	0	3	0	1	1	1	0	1	0	0	2
.....	1.0%	.0%	1.9%	.0%	1.3%	.9%	1.9%	.0%	3.2%	.0%	.0%	2.2%
0730 HRS.....	6	1	5	0	1	3	1	1	1	0	3	2
.....	2.0%	.7%	3.2%	.0%	1.3%	2.7%	1.9%	2.8%	3.2%	.0%	4.5%	2.2%
0800 HRS.....	7	2	5	0	1	3	1	2	1	1	3	2
.....	2.3%	1.4%	3.2%	.0%	1.3%	2.7%	1.9%	5.6%	3.2%	.9%	4.5%	2.2%
0830 HRS.....	6	1	5	0	1	3	1	1	1	1	2	2
.....	2.0%	.7%	3.2%	.0%	1.3%	2.7%	1.9%	2.8%	3.2%	.9%	3.0%	2.2%
0900 HRS.....	6	1	5	0	1	3	1	1	1	1	2	2
.....	2.0%	.7%	3.2%	.0%	1.3%	2.7%	1.9%	2.8%	3.2%	.9%	3.0%	2.2%
0930 HRS.....	6	2	4	0	0	4	0	2	0	1	3	2
.....	2.0%	1.4%	2.6%	.0%	.0%	3.6%	.0%	5.6%	.0%	.9%	4.5%	2.2%
1000 HRS.....	8	3	5	1	1	4	0	2	1	2	3	2
.....	2.7%	2.1%	3.2%	4.5%	1.3%	3.6%	.0%	5.6%	3.2%	1.8%	4.5%	2.2%
1030 HRS.....	7	3	4	1	1	3	0	2	1	2	3	1
.....	2.3%	2.1%	2.6%	4.5%	1.3%	2.7%	.0%	5.6%	3.2%	1.8%	4.5%	1.1%
1100 HRS.....	6	3	3	1	1	2	0	2	1	2	2	1
.....	2.0%	2.1%	1.9%	4.5%	1.3%	1.8%	.0%	5.6%	3.2%	1.8%	3.0%	1.1%
1130 HRS.....	4	1	3	0	1	2	0	1	1	0	2	1
.....	1.3%	.7%	1.9%	.0%	1.3%	1.8%	.0%	2.8%	3.2%	.0%	3.0%	1.1%
NOON.....	2	1	1	0	1	0	0	1	1	0	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	3.2%	.0%	1.5%	.0%
1230 HRS.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.5%	.0%
1300 HRS.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.5%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-5: ISLAND SOUND RADIO AUDIENCE: SATURDAY
- 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.....	1	1	0	0	0	0	0	1	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.5%	.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.....	2	2	0	0	0	0	2	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	3.7%	.0%	.0%	1.8%	.0%	.0%
1730 HRS.....	2	2	0	0	0	0	2	0	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	3.7%	.0%	.0%	1.8%	.0%	.0%
1800 HRS.....	3	3	0	0	0	0	2	1	0	3	0	0
.....	1.0%	2.1%	.0%	.0%	.0%	.0%	3.7%	2.8%	.0%	2.7%	.0%	.0%
1830 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%
1900 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%
1930 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%
2000 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%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-5: ISLAND SOUND RADIO AUDIENCE: SATURDAY
- 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	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.9%	.0%	.0%
2100 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%
2130 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%
2200 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%
2230 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%
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	140	147	21	76	106	50	34	29	105	64	89
.....	95.7%	95.9%	95.5%	95.5%	97.4%	96.4%	92.6%	94.4%	93.5%	95.5%	95.5%	96.7%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-6: BAY RADIO AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-6: BAY RADIO AUDIENCE: SATURDAY
- 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	0	1	1	0	0	0	1	0	1
.....	.7%	.0%	1.3%	.0%	1.3%	.9%	.0%	.0%	.0%	.9%	.0%	1.1%
0700 HRS.....	3	1	2	0	2	1	0	0	0	2	0	1
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	1.8%	.0%	1.1%
0730 HRS.....	4	3	1	0	1	3	0	0	0	3	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.7%	.0%	1.1%
0800 HRS.....	5	4	1	0	1	4	0	0	0	4	0	1
.....	1.7%	2.7%	.6%	.0%	1.3%	3.6%	.0%	.0%	.0%	3.6%	.0%	1.1%
0830 HRS.....	4	3	1	0	1	3	0	0	1	2	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	3.2%	1.8%	.0%	1.1%
0900 HRS.....	9	4	5	0	3	5	1	0	2	5	0	2
.....	3.0%	2.7%	3.2%	.0%	3.8%	4.5%	1.9%	.0%	6.5%	4.5%	.0%	2.2%
0930 HRS.....	9	3	6	0	5	3	1	0	2	4	0	3
.....	3.0%	2.1%	3.9%	.0%	6.4%	2.7%	1.9%	.0%	6.5%	3.6%	.0%	3.3%
1000 HRS.....	11	5	6	1	5	3	2	0	2	4	1	4
.....	3.7%	3.4%	3.9%	4.5%	6.4%	2.7%	3.7%	.0%	6.5%	3.6%	1.5%	4.3%
1030 HRS.....	11	5	6	1	5	3	2	0	2	4	1	4
.....	3.7%	3.4%	3.9%	4.5%	6.4%	2.7%	3.7%	.0%	6.5%	3.6%	1.5%	4.3%
1100 HRS.....	7	3	4	0	4	2	1	0	2	2	0	3
.....	2.3%	2.1%	2.6%	.0%	5.1%	1.8%	1.9%	.0%	6.5%	1.8%	.0%	3.3%
1130 HRS.....	7	3	4	0	4	2	1	0	2	2	0	3
.....	2.3%	2.1%	2.6%	.0%	5.1%	1.8%	1.9%	.0%	6.5%	1.8%	.0%	3.3%
NOON.....	7	3	4	0	5	2	0	0	1	3	0	3
.....	2.3%	2.1%	2.6%	.0%	6.4%	1.8%	.0%	.0%	3.2%	2.7%	.0%	3.3%
1230 HRS.....	3	1	2	0	1	2	0	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	3.2%	.9%	.0%	1.1%
1300 HRS.....	3	1	2	0	0	3	0	0	1	0	0	2
.....	1.0%	.7%	1.3%	.0%	.0%	2.7%	.0%	.0%	3.2%	.0%	.0%	2.2%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-6: BAY RADIO AUDIENCE: SATURDAY
- 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	1	3	0	2	2	0	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	2.6%	1.8%	.0%	.0%	3.2%	.9%	.0%	2.2%
1400 HRS.....	4	1	3	0	2	2	0	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	2.6%	1.8%	.0%	.0%	3.2%	.9%	.0%	2.2%
1430 HRS.....	4	1	3	0	2	2	0	0	1	1	0	2
.....	1.3%	.7%	1.9%	.0%	2.6%	1.8%	.0%	.0%	3.2%	.9%	.0%	2.2%
1500 HRS.....	3	0	3	0	1	2	0	0	0	1	0	2
.....	1.0%	.0%	1.9%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	.0%	2.2%
1530 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%	1.8%	.0%	1.1%
1600 HRS.....	5	2	3	2	2	1	0	0	0	3	0	2
.....	1.7%	1.4%	1.9%	9.1%	2.6%	.9%	.0%	.0%	.0%	2.7%	.0%	2.2%
1630 HRS.....	5	2	3	2	2	1	0	0	0	3	0	2
.....	1.7%	1.4%	1.9%	9.1%	2.6%	.9%	.0%	.0%	.0%	2.7%	.0%	2.2%
1700 HRS.....	6	3	3	2	3	1	0	0	0	3	0	3
.....	2.0%	2.1%	1.9%	9.1%	3.8%	.9%	.0%	.0%	.0%	2.7%	.0%	3.3%
1730 HRS.....	4	2	2	1	2	1	0	0	0	1	0	3
.....	1.3%	1.4%	1.3%	4.5%	2.6%	.9%	.0%	.0%	.0%	.9%	.0%	3.3%
1800 HRS.....	2	1	1	1	0	1	0	0	0	1	0	1
.....	.7%	.7%	.6%	4.5%	.0%	.9%	.0%	.0%	.0%	.9%	.0%	1.1%
1830 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
1900 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
1930 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
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 SATURDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-6: BAY RADIO AUDIENCE: SATURDAY
- 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 BAY RADIO ON THIS DAY.....	276	133	143	19	67	102	52	36	28	97	66	85
.....	92.0%	91.1%	92.9%	86.4%	85.9%	92.7%	96.3%	100%	90.3%	88.2%	98.5%	92.4%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-7: RTK AUDIENCE: SATURDAY - 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-7: RTK AUDIENCE: SATURDAY - 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	0	1	1	0	0	0	2
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	.0%	.0%	.0%	2.2%
0700 HRS.....	3	1	2	0	1	0	1	1	0	0	1	2
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	1.9%	2.8%	.0%	.0%	1.5%	2.2%
0730 HRS.....	5	2	3	0	1	1	2	1	1	0	2	2
.....	1.7%	1.4%	1.9%	.0%	1.3%	.9%	3.7%	2.8%	3.2%	.0%	3.0%	2.2%
0800 HRS.....	9	2	7	0	2	3	3	1	1	1	3	4
.....	3.0%	1.4%	4.5%	.0%	2.6%	2.7%	5.6%	2.8%	3.2%	.9%	4.5%	4.3%
0830 HRS.....	9	2	7	0	3	2	3	1	1	1	3	4
.....	3.0%	1.4%	4.5%	.0%	3.8%	1.8%	5.6%	2.8%	3.2%	.9%	4.5%	4.3%
0900 HRS.....	11	3	8	0	4	4	2	1	1	2	4	4
.....	3.7%	2.1%	5.2%	.0%	5.1%	3.6%	3.7%	2.8%	3.2%	1.8%	6.0%	4.3%
0930 HRS.....	10	2	8	0	4	3	2	1	1	3	3	3
.....	3.3%	1.4%	5.2%	.0%	5.1%	2.7%	3.7%	2.8%	3.2%	2.7%	4.5%	3.3%
1000 HRS.....	19	5	14	0	4	9	4	2	3	8	4	4
.....	6.3%	3.4%	9.1%	.0%	5.1%	8.2%	7.4%	5.6%	9.7%	7.3%	6.0%	4.3%
1030 HRS.....	21	6	15	1	4	9	4	3	3	10	4	4
.....	7.0%	4.1%	9.7%	4.5%	5.1%	8.2%	7.4%	8.3%	9.7%	9.1%	6.0%	4.3%
1100 HRS.....	21	6	15	1	4	9	4	3	3	11	5	2
.....	7.0%	4.1%	9.7%	4.5%	5.1%	8.2%	7.4%	8.3%	9.7%	10.0%	7.5%	2.2%
1130 HRS.....	21	5	16	1	4	8	4	4	3	10	6	2
.....	7.0%	3.4%	10.4%	4.5%	5.1%	7.3%	7.4%	11.1%	9.7%	9.1%	9.0%	2.2%
NOON.....	20	6	14	1	4	8	4	3	3	7	6	4
.....	6.7%	4.1%	9.1%	4.5%	5.1%	7.3%	7.4%	8.3%	9.7%	6.4%	9.0%	4.3%
1230 HRS.....	11	4	7	1	2	4	2	2	0	4	4	3
.....	3.7%	2.7%	4.5%	4.5%	2.6%	3.6%	3.7%	5.6%	.0%	3.6%	6.0%	3.3%
1300 HRS.....	7	2	5	1	2	3	0	1	0	1	3	3
.....	2.3%	1.4%	3.2%	4.5%	2.6%	2.7%	.0%	2.8%	.0%	.9%	4.5%	3.3%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-7: RTK AUDIENCE: SATURDAY - 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	2	8	1	3	4	0	2	1	2	4	3
.....	3.3%	1.4%	5.2%	4.5%	3.8%	3.6%	.0%	5.6%	3.2%	1.8%	6.0%	3.3%
1400 HRS.....	10	0	10	1	2	3	3	1	2	3	3	2
.....	3.3%	.0%	6.5%	4.5%	2.6%	2.7%	5.6%	2.8%	6.5%	2.7%	4.5%	2.2%
1430 HRS.....	8	0	8	0	1	3	3	1	2	2	2	2
.....	2.7%	.0%	5.2%	.0%	1.3%	2.7%	5.6%	2.8%	6.5%	1.8%	3.0%	2.2%
1500 HRS.....	5	0	5	0	1	2	1	1	2	1	2	0
.....	1.7%	.0%	3.2%	.0%	1.3%	1.8%	1.9%	2.8%	6.5%	.9%	3.0%	.0%
1530 HRS.....	6	0	6	0	1	2	2	1	2	1	1	2
.....	2.0%	.0%	3.9%	.0%	1.3%	1.8%	3.7%	2.8%	6.5%	.9%	1.5%	2.2%
1600 HRS.....	5	0	5	0	1	2	2	0	2	0	1	2
.....	1.7%	.0%	3.2%	.0%	1.3%	1.8%	3.7%	.0%	6.5%	.0%	1.5%	2.2%
1630 HRS.....	6	1	5	0	2	2	2	0	2	0	1	3
.....	2.0%	.7%	3.2%	.0%	2.6%	1.8%	3.7%	.0%	6.5%	.0%	1.5%	3.3%
1700 HRS.....	5	2	3	0	1	2	2	0	2	1	1	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	3.7%	.0%	6.5%	.9%	1.5%	1.1%
1730 HRS.....	5	2	3	0	1	2	2	0	2	1	1	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	3.7%	.0%	6.5%	.9%	1.5%	1.1%
1800 HRS.....	5	2	3	0	2	1	1	1	1	0	2	2
.....	1.7%	1.4%	1.9%	.0%	2.6%	.9%	1.9%	2.8%	3.2%	.0%	3.0%	2.2%
1830 HRS.....	5	2	3	0	2	1	1	1	1	1	1	2
.....	1.7%	1.4%	1.9%	.0%	2.6%	.9%	1.9%	2.8%	3.2%	.9%	1.5%	2.2%
1900 HRS.....	3	0	3	0	0	1	1	1	1	1	1	0
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	1.9%	2.8%	3.2%	.9%	1.5%	.0%
1930 HRS.....	2	1	1	0	0	1	0	1	0	1	0	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.9%	.0%	1.1%
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 SATURDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-7: RTK AUDIENCE: SATURDAY - 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.....	1	0	1	0	0	0	0	1	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.5%	.0%
2130 HRS.....	1	0	1	0	0	0	0	1	0	0	1	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	.0%	2.8%	.0%	.0%	1.5%	.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 RTK ON THIS DAY	256	134	122	21	70	92	44	29	26	93	58	79
.....	85.3%	91.8%	79.2%	95.5%	89.7%	83.6%	81.5%	80.6%	83.9%	84.5%	86.6%	85.9%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SATURDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-8: RADIO LIVE FM AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-8: RADIO LIVE FM AUDIENCE: SATURDAY
- 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	1	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.9%	.0%	.0%
0730 HRS.....	3	3	0	0	1	2	0	0	0	2	0	1
.....	1.0%	2.1%	.0%	.0%	1.3%	1.8%	.0%	.0%	.0%	1.8%	.0%	1.1%
0800 HRS.....	4	3	1	0	1	3	0	0	0	3	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.7%	.0%	1.1%
0830 HRS.....	4	3	1	0	1	3	0	0	0	3	0	1
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.7%	.0%	1.1%
0900 HRS.....	5	3	2	0	1	4	0	0	0	4	0	1
.....	1.7%	2.1%	1.3%	.0%	1.3%	3.6%	.0%	.0%	.0%	3.6%	.0%	1.1%
0930 HRS.....	5	3	2	0	1	4	0	0	0	4	0	1
.....	1.7%	2.1%	1.3%	.0%	1.3%	3.6%	.0%	.0%	.0%	3.6%	.0%	1.1%
1000 HRS.....	5	2	3	0	1	2	0	2	0	2	2	1
.....	1.7%	1.4%	1.9%	.0%	1.3%	1.8%	.0%	5.6%	.0%	1.8%	3.0%	1.1%
1030 HRS.....	4	1	3	0	0	2	0	2	0	1	2	1
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	.0%	5.6%	.0%	.9%	3.0%	1.1%
1100 HRS.....	4	1	3	0	0	2	0	2	0	1	2	1
.....	1.3%	.7%	1.9%	.0%	.0%	1.8%	.0%	5.6%	.0%	.9%	3.0%	1.1%
1130 HRS.....	5	2	3	0	0	3	0	2	0	1	2	2
.....	1.7%	1.4%	1.9%	.0%	.0%	2.7%	.0%	5.6%	.0%	.9%	3.0%	2.2%
NOON.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
1230 HRS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.1%
1300 HRS.....	2	2	0	0	0	1	0	1	0	0	1	1
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.5%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-8: RADIO LIVE FM AUDIENCE: SATURDAY
- 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	1	0	1	0	0	1	1
.....	.7%	1.4%	.0%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.5%	1.1%
1400 HRS.....	3	3	0	0	2	0	0	1	0	0	1	2
.....	1.0%	2.1%	.0%	.0%	2.6%	.0%	.0%	2.8%	.0%	.0%	1.5%	2.2%
1430 HRS.....	4	4	0	0	3	0	0	1	0	1	1	2
.....	1.3%	2.7%	.0%	.0%	3.8%	.0%	.0%	2.8%	.0%	.9%	1.5%	2.2%
1500 HRS.....	3	3	0	0	3	0	0	0	0	1	0	2
.....	1.0%	2.1%	.0%	.0%	3.8%	.0%	.0%	.0%	.0%	.9%	.0%	2.2%
1530 HRS.....	4	4	0	0	4	0	0	0	1	1	0	2
.....	1.3%	2.7%	.0%	.0%	5.1%	.0%	.0%	.0%	3.2%	.9%	.0%	2.2%
1600 HRS.....	7	6	1	0	4	1	0	2	1	3	1	2
.....	2.3%	4.1%	.6%	.0%	5.1%	.9%	.0%	5.6%	3.2%	2.7%	1.5%	2.2%
1630 HRS.....	7	5	2	0	3	1	0	3	1	4	1	1
.....	2.3%	3.4%	1.3%	.0%	3.8%	.9%	.0%	8.3%	3.2%	3.6%	1.5%	1.1%
1700 HRS.....	5	3	2	0	1	1	0	3	1	3	1	0
.....	1.7%	2.1%	1.3%	.0%	1.3%	.9%	.0%	8.3%	3.2%	2.7%	1.5%	.0%
1730 HRS.....	4	3	1	0	1	1	0	2	1	3	0	0
.....	1.3%	2.1%	.6%	.0%	1.3%	.9%	.0%	5.6%	3.2%	2.7%	.0%	.0%
1800 HRS.....	3	2	1	0	1	1	0	1	1	1	1	0
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	.0%	2.8%	3.2%	.9%	1.5%	.0%
1830 HRS.....	2	2	0	0	1	1	0	0	1	0	1	0
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	3.2%	.0%	1.5%	.0%
1900 HRS.....	2	2	0	0	1	1	0	0	1	0	1	0
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	3.2%	.0%	1.5%	.0%
1930 HRS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	3.2%	.0%	.0%	.0%
2000 HRS.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	3.2%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-8: RADIO LIVE FM AUDIENCE: SATURDAY
- 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.....	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.....	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....	283	134	149	22	73	103	54	31	30	102	63	88
.....	94.3%	91.8%	96.8%	100%	93.6%	93.6%	100%	86.1%	96.8%	92.7%	94.0%	95.7%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-9: SMASH RADIO AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.5%	.0%
0600 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.5%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-9: SMASH RADIO AUDIENCE: SATURDAY
- 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	2	0	0	0	0	1	1	0
.....	.7%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.9%	1.5%	.0%
0700 HRS.....	7	5	2	1	6	0	0	0	0	4	2	1
.....	2.3%	3.4%	1.3%	4.5%	7.7%	.0%	.0%	.0%	.0%	3.6%	3.0%	1.1%
0730 HRS.....	10	6	4	1	8	1	0	0	0	4	4	2
.....	3.3%	4.1%	2.6%	4.5%	10.3%	.9%	.0%	.0%	.0%	3.6%	6.0%	2.2%
0800 HRS.....	15	7	8	3	9	2	1	0	1	6	5	3
.....	5.0%	4.8%	5.2%	13.6%	11.5%	1.8%	1.9%	.0%	3.2%	5.5%	7.5%	3.3%
0830 HRS.....	15	7	8	1	11	2	1	0	0	7	5	3
.....	5.0%	4.8%	5.2%	4.5%	14.1%	1.8%	1.9%	.0%	.0%	6.4%	7.5%	3.3%
0900 HRS.....	15	6	9	1	11	2	1	0	0	6	5	4
.....	5.0%	4.1%	5.8%	4.5%	14.1%	1.8%	1.9%	.0%	.0%	5.5%	7.5%	4.3%
0930 HRS.....	21	10	11	2	14	4	1	0	0	10	5	6
.....	7.0%	6.8%	7.1%	9.1%	17.9%	3.6%	1.9%	.0%	.0%	9.1%	7.5%	6.5%
1000 HRS.....	22	9	13	3	13	5	1	0	1	11	3	7
.....	7.3%	6.2%	8.4%	13.6%	16.7%	4.5%	1.9%	.0%	3.2%	10.0%	4.5%	7.6%
1030 HRS.....	25	11	14	4	13	7	1	0	2	12	4	7
.....	8.3%	7.5%	9.1%	18.2%	16.7%	6.4%	1.9%	.0%	6.5%	10.9%	6.0%	7.6%
1100 HRS.....	22	9	13	5	11	5	1	0	2	12	3	5
.....	7.3%	6.2%	8.4%	22.7%	14.1%	4.5%	1.9%	.0%	6.5%	10.9%	4.5%	5.4%
1130 HRS.....	19	7	12	4	11	3	1	0	2	11	2	4
.....	6.3%	4.8%	7.8%	18.2%	14.1%	2.7%	1.9%	.0%	6.5%	10.0%	3.0%	4.3%
NOON.....	13	5	8	4	6	2	1	0	1	8	1	3
.....	4.3%	3.4%	5.2%	18.2%	7.7%	1.8%	1.9%	.0%	3.2%	7.3%	1.5%	3.3%
1230 HRS.....	9	4	5	2	6	1	0	0	1	4	1	3
.....	3.0%	2.7%	3.2%	9.1%	7.7%	.9%	.0%	.0%	3.2%	3.6%	1.5%	3.3%
1300 HRS.....	6	3	3	2	3	1	0	0	0	3	1	2
.....	2.0%	2.1%	1.9%	9.1%	3.8%	.9%	.0%	.0%	.0%	2.7%	1.5%	2.2%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-9: SMASH RADIO AUDIENCE: SATURDAY
- 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	2	2	1	0	0	0	2	1	2
.....	1.7%	2.1%	1.3%	9.1%	2.6%	.9%	.0%	.0%	.0%	1.8%	1.5%	2.2%
1400 HRS.....	5	4	1	2	2	1	0	0	0	2	1	2
.....	1.7%	2.7%	.6%	9.1%	2.6%	.9%	.0%	.0%	.0%	1.8%	1.5%	2.2%
1430 HRS.....	4	2	2	1	2	1	0	0	0	1	2	1
.....	1.3%	1.4%	1.3%	4.5%	2.6%	.9%	.0%	.0%	.0%	.9%	3.0%	1.1%
1500 HRS.....	7	4	3	2	2	3	0	0	0	3	3	1
.....	2.3%	2.7%	1.9%	9.1%	2.6%	2.7%	.0%	.0%	.0%	2.7%	4.5%	1.1%
1530 HRS.....	9	4	5	2	3	4	0	0	0	5	2	2
.....	3.0%	2.7%	3.2%	9.1%	3.8%	3.6%	.0%	.0%	.0%	4.5%	3.0%	2.2%
1600 HRS.....	9	5	4	2	5	2	0	0	0	4	1	4
.....	3.0%	3.4%	2.6%	9.1%	6.4%	1.8%	.0%	.0%	.0%	3.6%	1.5%	4.3%
1630 HRS.....	9	6	3	2	4	2	1	0	0	5	1	3
.....	3.0%	4.1%	1.9%	9.1%	5.1%	1.8%	1.9%	.0%	.0%	4.5%	1.5%	3.3%
1700 HRS.....	8	4	4	1	5	1	1	0	0	2	2	4
.....	2.7%	2.7%	2.6%	4.5%	6.4%	.9%	1.9%	.0%	.0%	1.8%	3.0%	4.3%
1730 HRS.....	9	4	5	1	6	1	1	0	0	3	1	5
.....	3.0%	2.7%	3.2%	4.5%	7.7%	.9%	1.9%	.0%	.0%	2.7%	1.5%	5.4%
1800 HRS.....	5	3	2	0	4	1	0	0	0	2	0	3
.....	1.7%	2.1%	1.3%	.0%	5.1%	.9%	.0%	.0%	.0%	1.8%	.0%	3.3%
1830 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%	1.1%
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%	1.1%
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%	1.1%
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 SATURDAY LISTENERSHIP OF SMASH RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-9: SMASH RADIO AUDIENCE: SATURDAY
- 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	1	0	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
2200 HRS.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
2230 HRS.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
2300 HRS.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
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.....	249	119	130	11	50	100	52	36	28	84	57	80
.....	83.0%	81.5%	84.4%	50.0%	64.1%	90.9%	96.3%	100%	90.3%	76.4%	85.1%	87.0%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-10: RADIO CALYPSO AUDIENCE: SATURDAY
- 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	31	110	67	92
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-10: RADIO CALYPSO AUDIENCE: SATURDAY
- 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	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.5%	.0%
0700 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.5%	.0%
0730 HRS.....	2	2	0	0	1	1	0	0	0	0	1	1
.....	.7%	1.4%	.0%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.5%	1.1%
0800 HRS.....	4	3	1	0	1	3	0	0	0	1	1	2
.....	1.3%	2.1%	.6%	.0%	1.3%	2.7%	.0%	.0%	.0%	.9%	1.5%	2.2%
0830 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%	1.5%	2.2%
0900 HRS.....	6	3	3	0	2	4	0	0	0	3	1	2
.....	2.0%	2.1%	1.9%	.0%	2.6%	3.6%	.0%	.0%	.0%	2.7%	1.5%	2.2%
0930 HRS.....	6	3	3	0	2	4	0	0	0	3	1	2
.....	2.0%	2.1%	1.9%	.0%	2.6%	3.6%	.0%	.0%	.0%	2.7%	1.5%	2.2%
1000 HRS.....	8	6	2	0	3	4	1	0	2	3	1	2
.....	2.7%	4.1%	1.3%	.0%	3.8%	3.6%	1.9%	.0%	6.5%	2.7%	1.5%	2.2%
1030 HRS.....	4	3	1	0	1	2	1	0	0	1	1	2
.....	1.3%	2.1%	.6%	.0%	1.3%	1.8%	1.9%	.0%	.0%	.9%	1.5%	2.2%
1100 HRS.....	3	2	1	0	1	1	1	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	1.5%	1.1%
1130 HRS.....	3	2	1	0	1	1	1	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	1.5%	1.1%
NOON.....	3	2	1	0	1	1	1	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	1.5%	1.1%
1230 HRS.....	3	2	1	0	1	1	1	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	1.9%	.0%	.0%	.9%	1.5%	1.1%
1300 HRS.....	3	2	1	0	1	2	0	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	1.5%	1.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-10: RADIO CALYPSO AUDIENCE: SATURDAY
- 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	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	.9%	1.5%	1.1%
1400 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%	1.1%
1430 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%	1.1%
1500 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%	1.1%
1530 HRS.....	3	2	1	0	2	1	0	0	0	1	1	1
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	.0%	.9%	1.5%	1.1%
1600 HRS.....	4	2	2	0	1	3	0	0	0	0	1	3
.....	1.3%	1.4%	1.3%	.0%	1.3%	2.7%	.0%	.0%	.0%	.0%	1.5%	3.3%
1630 HRS.....	4	2	2	0	1	3	0	0	0	0	1	3
.....	1.3%	1.4%	1.3%	.0%	1.3%	2.7%	.0%	.0%	.0%	.0%	1.5%	3.3%
1700 HRS.....	5	2	3	1	0	4	0	0	0	1	1	3
.....	1.7%	1.4%	1.9%	4.5%	.0%	3.6%	.0%	.0%	.0%	.9%	1.5%	3.3%
1730 HRS.....	4	1	3	1	0	3	0	0	0	1	1	2
.....	1.3%	.7%	1.9%	4.5%	.0%	2.7%	.0%	.0%	.0%	.9%	1.5%	2.2%
1800 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%	1.1%
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 SATURDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 13-10: RADIO CALYPSO AUDIENCE: SATURDAY
- 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....	285	136	149	21	73	102	53	36	29	103	65	88
.....	95.0%	93.2%	96.8%	95.5%	93.6%	92.7%	98.1%	100%	93.5%	93.6%	97.0%	95.7%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-1: RM1 AUDIENCE: SUNDAY - 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	39	123	64	74
0600 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%	2.6%	1.6%	.0%	.0%
0630 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%	2.6%	1.6%	.0%	.0%
0700 HRS.....	10	3	7	0	1	2	4	3	4	3	2	1
.....	3.3%	2.1%	4.5%	.0%	1.3%	1.8%	7.4%	8.3%	10.3%	2.4%	3.1%	1.4%
0730 HRS.....	12	5	7	0	1	1	4	6	3	6	1	2
.....	4.0%	3.4%	4.5%	.0%	1.3%	.9%	7.4%	16.7%	7.7%	4.9%	1.6%	2.7%
0800 HRS.....	17	8	9	0	0	2	9	6	2	11	2	2
.....	5.7%	5.5%	5.8%	.0%	.0%	1.8%	16.7%	16.7%	5.1%	8.9%	3.1%	2.7%
0830 HRS.....	15	6	9	0	0	1	9	5	1	10	2	2
.....	5.0%	4.1%	5.8%	.0%	.0%	.9%	16.7%	13.9%	2.6%	8.1%	3.1%	2.7%
0900 HRS.....	16	7	9	0	0	3	8	5	2	10	2	2
.....	5.3%	4.8%	5.8%	.0%	.0%	2.7%	14.8%	13.9%	5.1%	8.1%	3.1%	2.7%
0930 HRS.....	14	6	8	0	0	3	6	5	2	8	2	2
.....	4.7%	4.1%	5.2%	.0%	.0%	2.7%	11.1%	13.9%	5.1%	6.5%	3.1%	2.7%
1000 HRS.....	10	4	6	0	0	1	4	5	1	6	1	2
.....	3.3%	2.7%	3.9%	.0%	.0%	.9%	7.4%	13.9%	2.6%	4.9%	1.6%	2.7%
1030 HRS.....	10	3	7	0	0	1	6	3	1	5	2	2
.....	3.3%	2.1%	4.5%	.0%	.0%	.9%	11.1%	8.3%	2.6%	4.1%	3.1%	2.7%
1100 HRS.....	10	3	7	0	0	2	5	3	2	3	3	2
.....	3.3%	2.1%	4.5%	.0%	.0%	1.8%	9.3%	8.3%	5.1%	2.4%	4.7%	2.7%
1130 HRS.....	10	3	7	0	0	2	5	3	2	3	3	2
.....	3.3%	2.1%	4.5%	.0%	.0%	1.8%	9.3%	8.3%	5.1%	2.4%	4.7%	2.7%
NOON.....	7	2	5	0	1	2	2	2	2	3	2	0
.....	2.3%	1.4%	3.2%	.0%	1.3%	1.8%	3.7%	5.6%	5.1%	2.4%	3.1%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-1: RM1 AUDIENCE: SUNDAY - 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
1230 HRS.....	4	1	3	0	0	3	0	1	1	2	1	0
.....	1.3%	.7%	1.9%	.0%	.0%	2.7%	.0%	2.8%	2.6%	1.6%	1.6%	.0%
1300 HRS.....	3	0	3	0	0	2	0	1	1	1	1	0
.....	1.0%	.0%	1.9%	.0%	.0%	1.8%	.0%	2.8%	2.6%	.8%	1.6%	.0%
1330 HRS.....	2	0	2	0	0	1	0	1	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	.0%	2.8%	.0%	.8%	1.6%	.0%
1400 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%	1.6%	1.6%	.0%
1430 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.6%	.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.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	1.6%	.0%
1600 HRS.....	3	1	2	0	1	0	2	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	1.6%	1.6%	.0%
1630 HRS.....	3	1	2	0	1	0	2	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	1.6%	1.6%	.0%
1700 HRS.....	3	1	2	0	1	0	2	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	1.3%	.0%	3.7%	.0%	.0%	1.6%	1.6%	.0%
1730 HRS.....	4	1	3	0	1	1	2	0	1	2	1	0
.....	1.3%	.7%	1.9%	.0%	1.3%	.9%	3.7%	.0%	2.6%	1.6%	1.6%	.0%
1800 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%	.8%	1.6%	.0%
1830 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%	.8%	1.6%	.0%
1900 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 SUNDAY LISTENERSHIP OF RADIO MALTA 1

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-1: RM1 AUDIENCE: SUNDAY - 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	1	0	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%
2000 HRS.....	2	1	1	0	0	1	1	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	.0%	1.6%	1.4%
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%	1.4%
2100 HRS.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.4%
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%	1.4%
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%
DID NOT LISTEN TO RADIO MALTA 1 ON THIS DAY....	265	132	133	22	73	100	41	29	31	108	55	71
.....	88.3%	90.4%	86.4%	100%	93.6%	90.9%	75.9%	80.6%	79.5%	87.8%	85.9%	95.9%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-2: RM2 AUDIENCE: SUNDAY - 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-2: RM2 AUDIENCE: SUNDAY - 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	0	2	0	0	0	1	1	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	.0%	1.9%	2.8%	.0%	.8%	1.6%	.0%
0730 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%	.8%	1.6%	.0%
0800 HRS.....	1	0	1	0	0	0	1	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.8%	.0%	.0%
0830 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0900 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
0930 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
1000 HRS.....	3	1	2	0	2	0	1	0	0	1	0	2
.....	1.0%	.7%	1.3%	.0%	2.6%	.0%	1.9%	.0%	.0%	.8%	.0%	2.7%
1030 HRS.....	4	2	2	0	1	1	2	0	0	1	0	3
.....	1.3%	1.4%	1.3%	.0%	1.3%	.9%	3.7%	.0%	.0%	.8%	.0%	4.1%
1100 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
1130 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
NOON.....	3	0	3	0	1	0	1	1	0	1	1	1
.....	1.0%	.0%	1.9%	.0%	1.3%	.0%	1.9%	2.8%	.0%	.8%	1.6%	1.4%
1230 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
1300 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-2: RM2 AUDIENCE: SUNDAY - 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	0	0	1	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
1400 HRS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
1430 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%	.8%	1.6%	.0%
1500 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%	.8%	1.6%	.0%
1530 HRS.....	2	0	2	0	0	1	0	1	0	0	1	1
.....	.7%	.0%	1.3%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	1.6%	1.4%
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	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
1700 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%
1730 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%	1.6%	1.4%
1800 HRS.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	1.6%	1.4%
1830 HRS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
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 SUNDAY LISTENERSHIP OF RADIO MALTA 2

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-2: RM2 AUDIENCE: SUNDAY - 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.....	1	1	0	0	0	0	1	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.4%
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%	1.4%
2200 HRS.....	2	1	1	0	0	0	2	0	0	0	0	2
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	.0%	.0%	.0%	2.7%
2230 HRS.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.4%
2300 HRS.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.4%
2330 HRS.....	1	0	1	0	0	0	1	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	.0%	.0%	.0%	1.4%
DID NOT LISTEN TO RADIO MALTA 2 ON THIS DAY....	284	141	143	22	73	106	49	34	39	120	59	66
.....	94.7%	96.6%	92.9%	100%	93.6%	96.4%	90.7%	94.4%	100%	97.6%	92.2%	89.2%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-3: SUPER 1 AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	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%
0030 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%
0100 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%
0130 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%
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	0	1	0	0	2	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.0%	3.1%	.0%
0600 HRS.....	9	4	5	0	0	5	2	2	0	2	6	1
.....	3.0%	2.7%	3.2%	.0%	.0%	4.5%	3.7%	5.6%	.0%	1.6%	9.4%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-3: SUPER 1 AUDIENCE: SUNDAY
- 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	0	8	2	2	0	3	6	3
.....	4.0%	4.1%	3.9%	.0%	.0%	7.3%	3.7%	5.6%	.0%	2.4%	9.4%	4.1%
0700 HRS.....	18	7	11	1	1	9	3	4	1	4	8	5
.....	6.0%	4.8%	7.1%	4.5%	1.3%	8.2%	5.6%	11.1%	2.6%	3.3%	12.5%	6.8%
0730 HRS.....	19	6	13	1	2	10	4	2	2	3	7	7
.....	6.3%	4.1%	8.4%	4.5%	2.6%	9.1%	7.4%	5.6%	5.1%	2.4%	10.9%	9.5%
0800 HRS.....	23	7	16	1	3	11	4	4	2	6	8	7
.....	7.7%	4.8%	10.4%	4.5%	3.8%	10.0%	7.4%	11.1%	5.1%	4.9%	12.5%	9.5%
0830 HRS.....	20	5	15	1	2	9	4	4	2	5	8	5
.....	6.7%	3.4%	9.7%	4.5%	2.6%	8.2%	7.4%	11.1%	5.1%	4.1%	12.5%	6.8%
0900 HRS.....	19	6	13	1	2	7	4	5	2	5	7	5
.....	6.3%	4.1%	8.4%	4.5%	2.6%	6.4%	7.4%	13.9%	5.1%	4.1%	10.9%	6.8%
0930 HRS.....	20	9	11	0	3	8	5	4	2	6	6	6
.....	6.7%	6.2%	7.1%	.0%	3.8%	7.3%	9.3%	11.1%	5.1%	4.9%	9.4%	8.1%
1000 HRS.....	20	10	10	0	3	10	3	4	2	6	5	7
.....	6.7%	6.8%	6.5%	.0%	3.8%	9.1%	5.6%	11.1%	5.1%	4.9%	7.8%	9.5%
1030 HRS.....	19	9	10	0	2	10	3	4	2	6	5	6
.....	6.3%	6.2%	6.5%	.0%	2.6%	9.1%	5.6%	11.1%	5.1%	4.9%	7.8%	8.1%
1100 HRS.....	18	10	8	0	1	10	3	4	2	6	4	6
.....	6.0%	6.8%	5.2%	.0%	1.3%	9.1%	5.6%	11.1%	5.1%	4.9%	6.3%	8.1%
1130 HRS.....	19	10	9	0	1	11	3	4	2	6	4	7
.....	6.3%	6.8%	5.8%	.0%	1.3%	10.0%	5.6%	11.1%	5.1%	4.9%	6.3%	9.5%
NOON.....	17	8	9	1	2	11	2	1	2	7	3	5
.....	5.7%	5.5%	5.8%	4.5%	2.6%	10.0%	3.7%	2.8%	5.1%	5.7%	4.7%	6.8%
1230 HRS.....	12	7	5	1	2	6	2	1	2	5	2	3
.....	4.0%	4.8%	3.2%	4.5%	2.6%	5.5%	3.7%	2.8%	5.1%	4.1%	3.1%	4.1%
1300 HRS.....	8	4	4	0	1	5	2	0	0	3	2	3
.....	2.7%	2.7%	2.6%	.0%	1.3%	4.5%	3.7%	.0%	.0%	2.4%	3.1%	4.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-3: SUPER 1 AUDIENCE: SUNDAY
- 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.....	9	4	5	0	2	5	2	0	1	3	3	2
.....	3.0%	2.7%	3.2%	.0%	2.6%	4.5%	3.7%	.0%	2.6%	2.4%	4.7%	2.7%
1400 HRS.....	9	3	6	0	1	5	2	1	2	2	2	3
.....	3.0%	2.1%	3.9%	.0%	1.3%	4.5%	3.7%	2.8%	5.1%	1.6%	3.1%	4.1%
1430 HRS.....	9	3	6	0	1	5	2	1	2	2	2	3
.....	3.0%	2.1%	3.9%	.0%	1.3%	4.5%	3.7%	2.8%	5.1%	1.6%	3.1%	4.1%
1500 HRS.....	8	2	6	0	1	5	2	0	1	2	2	3
.....	2.7%	1.4%	3.9%	.0%	1.3%	4.5%	3.7%	.0%	2.6%	1.6%	3.1%	4.1%
1530 HRS.....	6	1	5	0	0	5	1	0	0	2	2	2
.....	2.0%	.7%	3.2%	.0%	.0%	4.5%	1.9%	.0%	.0%	1.6%	3.1%	2.7%
1600 HRS.....	9	5	4	0	1	6	1	1	0	4	2	3
.....	3.0%	3.4%	2.6%	.0%	1.3%	5.5%	1.9%	2.8%	.0%	3.3%	3.1%	4.1%
1630 HRS.....	9	5	4	0	1	6	1	1	0	4	2	3
.....	3.0%	3.4%	2.6%	.0%	1.3%	5.5%	1.9%	2.8%	.0%	3.3%	3.1%	4.1%
1700 HRS.....	9	5	4	0	1	6	0	2	0	4	2	3
.....	3.0%	3.4%	2.6%	.0%	1.3%	5.5%	.0%	5.6%	.0%	3.3%	3.1%	4.1%
1730 HRS.....	7	4	3	0	0	6	0	1	0	3	3	1
.....	2.3%	2.7%	1.9%	.0%	.0%	5.5%	.0%	2.8%	.0%	2.4%	4.7%	1.4%
1800 HRS.....	6	3	3	0	1	3	1	1	0	4	2	0
.....	2.0%	2.1%	1.9%	.0%	1.3%	2.7%	1.9%	2.8%	.0%	3.3%	3.1%	.0%
1830 HRS.....	5	3	2	0	1	2	1	1	0	3	2	0
.....	1.7%	2.1%	1.3%	.0%	1.3%	1.8%	1.9%	2.8%	.0%	2.4%	3.1%	.0%
1900 HRS.....	4	1	3	1	1	0	0	2	0	2	2	0
.....	1.3%	.7%	1.9%	4.5%	1.3%	.0%	.0%	5.6%	.0%	1.6%	3.1%	.0%
1930 HRS.....	3	0	3	1	1	0	0	1	0	1	2	0
.....	1.0%	.0%	1.9%	4.5%	1.3%	.0%	.0%	2.8%	.0%	.8%	3.1%	.0%
2000 HRS.....	2	0	2	1	0	0	0	1	0	0	2	0
.....	.7%	.0%	1.3%	4.5%	.0%	.0%	.0%	2.8%	.0%	.0%	3.1%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-3: SUPER 1 AUDIENCE: SUNDAY
- 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	0	2	1	0	0	0	1	0	0	2	0
.....	.7%	.0%	1.3%	4.5%	.0%	.0%	.0%	2.8%	.0%	.0%	3.1%	.0%
2100 HRS.....	2	1	1	0	0	1	0	1	0	1	1	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	.0%	2.8%	.0%	.8%	1.6%	.0%
2130 HRS.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	.0%	2.8%	2.6%	.0%	.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%	2.6%	.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.....	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%
2330 HRS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
DID NOT LISTEN TO SUPER 1 RADIO ON THIS DAY....	238	116	122	20	68	78	46	26	34	106	47	51
.....	79.3%	79.5%	79.2%	90.9%	87.2%	70.9%	85.2%	72.2%	87.2%	86.2%	73.4%	68.9%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-4: RADIO 101 AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	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%
0030 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%
0100 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%
0130 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%
0200 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%
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%	1.4%
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%	1.4%
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.....	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%
0430 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%
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.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-4: RADIO 101 AUDIENCE: SUNDAY
- 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	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
0700 HRS.....	7	3	4	0	4	2	0	1	0	4	2	1
.....	2.3%	2.1%	2.6%	.0%	5.1%	1.8%	.0%	2.8%	.0%	3.3%	3.1%	1.4%
0730 HRS.....	8	3	5	0	4	3	0	1	0	5	2	1
.....	2.7%	2.1%	3.2%	.0%	5.1%	2.7%	.0%	2.8%	.0%	4.1%	3.1%	1.4%
0800 HRS.....	10	4	6	0	5	3	1	1	1	7	1	1
.....	3.3%	2.7%	3.9%	.0%	6.4%	2.7%	1.9%	2.8%	2.6%	5.7%	1.6%	1.4%
0830 HRS.....	9	4	5	0	4	3	1	1	0	7	1	1
.....	3.0%	2.7%	3.2%	.0%	5.1%	2.7%	1.9%	2.8%	.0%	5.7%	1.6%	1.4%
0900 HRS.....	10	5	5	0	4	3	2	1	1	7	1	1
.....	3.3%	3.4%	3.2%	.0%	5.1%	2.7%	3.7%	2.8%	2.6%	5.7%	1.6%	1.4%
0930 HRS.....	6	3	3	0	1	3	1	1	0	4	1	1
.....	2.0%	2.1%	1.9%	.0%	1.3%	2.7%	1.9%	2.8%	.0%	3.3%	1.6%	1.4%
1000 HRS.....	6	2	4	0	2	2	1	1	1	3	1	1
.....	2.0%	1.4%	2.6%	.0%	2.6%	1.8%	1.9%	2.8%	2.6%	2.4%	1.6%	1.4%
1030 HRS.....	4	2	2	0	1	2	1	0	0	3	0	1
.....	1.3%	1.4%	1.3%	.0%	1.3%	1.8%	1.9%	.0%	.0%	2.4%	.0%	1.4%
1100 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%	1.6%	.0%	1.4%
1130 HRS.....	5	4	1	0	2	2	1	0	0	3	1	1
.....	1.7%	2.7%	.6%	.0%	2.6%	1.8%	1.9%	.0%	.0%	2.4%	1.6%	1.4%
NOON.....	6	4	2	0	2	2	2	0	0	3	2	1
.....	2.0%	2.7%	1.3%	.0%	2.6%	1.8%	3.7%	.0%	.0%	2.4%	3.1%	1.4%
1230 HRS.....	3	1	2	1	0	2	0	0	0	3	0	0
.....	1.0%	.7%	1.3%	4.5%	.0%	1.8%	.0%	.0%	.0%	2.4%	.0%	.0%
1300 HRS.....	4	2	2	0	1	3	0	0	0	3	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.4%	1.6%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-4: RADIO 101 AUDIENCE: SUNDAY
- 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	3	0	0	0	3	1	0
.....	1.3%	1.4%	1.3%	.0%	1.3%	2.7%	.0%	.0%	.0%	2.4%	1.6%	.0%
1400 HRS.....	5	2	3	0	2	3	0	0	1	3	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	2.7%	.0%	.0%	2.6%	2.4%	1.6%	.0%
1430 HRS.....	5	2	3	0	2	3	0	0	1	3	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	2.7%	.0%	.0%	2.6%	2.4%	1.6%	.0%
1500 HRS.....	5	2	3	0	2	3	0	0	1	3	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	2.7%	.0%	.0%	2.6%	2.4%	1.6%	.0%
1530 HRS.....	6	2	4	0	2	4	0	0	2	4	0	0
.....	2.0%	1.4%	2.6%	.0%	2.6%	3.6%	.0%	.0%	5.1%	3.3%	.0%	.0%
1600 HRS.....	5	1	4	0	2	3	0	0	1	4	0	0
.....	1.7%	.7%	2.6%	.0%	2.6%	2.7%	.0%	.0%	2.6%	3.3%	.0%	.0%
1630 HRS.....	3	2	1	0	0	2	1	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	.0%	2.4%	.0%	.0%
1700 HRS.....	3	2	1	0	0	2	1	0	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	.0%	1.8%	1.9%	.0%	.0%	2.4%	.0%	.0%
1730 HRS.....	6	4	2	0	1	2	3	0	0	4	1	1
.....	2.0%	2.7%	1.3%	.0%	1.3%	1.8%	5.6%	.0%	.0%	3.3%	1.6%	1.4%
1800 HRS.....	6	4	2	0	2	2	2	0	1	3	1	1
.....	2.0%	2.7%	1.3%	.0%	2.6%	1.8%	3.7%	.0%	2.6%	2.4%	1.6%	1.4%
1830 HRS.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.8%	.0%	1.4%
1900 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.0%	.0%
1930 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.0%	.0%
2000 HRS.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-4: RADIO 101 AUDIENCE: SUNDAY
- 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.....	278	133	145	21	70	103	49	35	36	111	59	72
.....	92.7%	91.1%	94.2%	95.5%	89.7%	93.6%	90.7%	97.2%	92.3%	90.2%	92.2%	97.3%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-5: ISLAND SOUND RADIO AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.8%	.0%	.0%
0530 HRS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.8%	.0%	.0%
0600 HRS.....	2	1	1	0	0	0	2	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	2.6%	.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-5: ISLAND SOUND RADIO AUDIENCE: SUNDAY
- 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	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.6%	.0%	.0%	.0%
0700 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.6%	.0%	.0%	.0%
0730 HRS.....	1	0	1	0	0	0	1	0	1	0	0	0
.....	.3%	.0%	.6%	.0%	.0%	.0%	1.9%	.0%	2.6%	.0%	.0%	.0%
0800 HRS.....	2	1	1	0	0	0	1	1	1	1	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	1.9%	2.8%	2.6%	.8%	.0%	.0%
0830 HRS.....	3	1	2	0	0	1	1	1	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	2.6%	.8%	.0%	1.4%
0900 HRS.....	3	1	2	0	0	1	1	1	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	.9%	1.9%	2.8%	2.6%	.8%	.0%	1.4%
0930 HRS.....	2	1	1	0	1	0	0	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	1.6%	.0%	.0%
1000 HRS.....	3	2	1	0	1	0	1	1	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	1.9%	2.8%	.0%	2.4%	.0%	.0%
1030 HRS.....	3	2	1	0	1	0	1	1	0	3	0	0
.....	1.0%	1.4%	.6%	.0%	1.3%	.0%	1.9%	2.8%	.0%	2.4%	.0%	.0%
1100 HRS.....	2	1	1	0	1	0	0	1	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	.0%	2.8%	.0%	1.6%	.0%	.0%
1130 HRS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.0%	.0%
NOON.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.0%	.0%
1230 HRS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.6%	.0%	.0%
1300 HRS.....	3	2	1	0	2	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.6%	1.6%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-5: ISLAND SOUND RADIO AUDIENCE: SUNDAY
- 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	2	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	.0%	2.6%	.9%	.0%	.0%	2.6%	1.6%	.0%	.0%
1400 HRS.....	2	1	1	0	2	0	0	0	1	1	0	0
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	2.6%	.8%	.0%	.0%
1430 HRS.....	4	1	3	0	2	2	0	0	1	2	1	0
.....	1.3%	.7%	1.9%	.0%	2.6%	1.8%	.0%	.0%	2.6%	1.6%	1.6%	.0%
1500 HRS.....	5	2	3	0	2	3	0	0	1	3	1	0
.....	1.7%	1.4%	1.9%	.0%	2.6%	2.7%	.0%	.0%	2.6%	2.4%	1.6%	.0%
1530 HRS.....	3	1	2	0	0	3	0	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	.0%	2.7%	.0%	.0%	.0%	1.6%	1.6%	.0%
1600 HRS.....	3	1	2	0	0	3	0	0	0	2	1	0
.....	1.0%	.7%	1.3%	.0%	.0%	2.7%	.0%	.0%	.0%	1.6%	1.6%	.0%
1630 HRS.....	2	0	2	0	0	2	0	0	0	1	1	0
.....	.7%	.0%	1.3%	.0%	.0%	1.8%	.0%	.0%	.0%	.8%	1.6%	.0%
1700 HRS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.8%	.0%	.0%
1730 HRS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.0%	1.9%	.0%	.0%	.8%	.0%	.0%
1800 HRS.....	2	2	0	0	0	0	1	1	0	2	0	0
.....	.7%	1.4%	.0%	.0%	.0%	.0%	1.9%	2.8%	.0%	1.6%	.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 SUNDAY LISTENERSHIP OF ISLAND SOUND RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-5: ISLAND SOUND RADIO AUDIENCE: SUNDAY
- 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.....	289	140	149	22	76	105	51	35	37	116	63	73
.....	96.3%	95.9%	96.8%	100%	97.4%	95.5%	94.4%	97.2%	94.9%	94.3%	98.4%	98.6%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-6: BAY RADIO AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-6: BAY RADIO AUDIENCE: SUNDAY
- 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	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
0700 HRS.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	.0%	.8%	.0%	1.4%
0730 HRS.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	2.6%	.0%	.0%	.0%	.0%	.8%	.0%	1.4%
0800 HRS.....	6	3	3	0	4	1	1	0	0	3	1	2
.....	2.0%	2.1%	1.9%	.0%	5.1%	.9%	1.9%	.0%	.0%	2.4%	1.6%	2.7%
0830 HRS.....	7	3	4	0	4	2	1	0	0	3	1	3
.....	2.3%	2.1%	2.6%	.0%	5.1%	1.8%	1.9%	.0%	.0%	2.4%	1.6%	4.1%
0900 HRS.....	7	3	4	0	5	1	1	0	1	3	0	3
.....	2.3%	2.1%	2.6%	.0%	6.4%	.9%	1.9%	.0%	2.6%	2.4%	.0%	4.1%
0930 HRS.....	7	4	3	0	5	1	1	0	1	3	0	3
.....	2.3%	2.7%	1.9%	.0%	6.4%	.9%	1.9%	.0%	2.6%	2.4%	.0%	4.1%
1000 HRS.....	12	7	5	0	8	2	2	0	1	7	0	4
.....	4.0%	4.8%	3.2%	.0%	10.3%	1.8%	3.7%	.0%	2.6%	5.7%	.0%	5.4%
1030 HRS.....	11	7	4	0	7	2	2	0	1	6	0	4
.....	3.7%	4.8%	2.6%	.0%	9.0%	1.8%	3.7%	.0%	2.6%	4.9%	.0%	5.4%
1100 HRS.....	8	5	3	0	7	0	1	0	1	4	0	3
.....	2.7%	3.4%	1.9%	.0%	9.0%	.0%	1.9%	.0%	2.6%	3.3%	.0%	4.1%
1130 HRS.....	8	5	3	0	7	0	1	0	1	4	0	3
.....	2.7%	3.4%	1.9%	.0%	9.0%	.0%	1.9%	.0%	2.6%	3.3%	.0%	4.1%
NOON.....	9	5	4	0	7	0	0	2	1	5	0	3
.....	3.0%	3.4%	2.6%	.0%	9.0%	.0%	.0%	5.6%	2.6%	4.1%	.0%	4.1%
1230 HRS.....	6	3	3	0	4	0	0	2	1	3	0	2
.....	2.0%	2.1%	1.9%	.0%	5.1%	.0%	.0%	5.6%	2.6%	2.4%	.0%	2.7%
1300 HRS.....	5	2	3	0	3	1	0	1	0	2	0	3
.....	1.7%	1.4%	1.9%	.0%	3.8%	.9%	.0%	2.8%	.0%	1.6%	.0%	4.1%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-6: BAY RADIO AUDIENCE: SUNDAY
- 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	2	1	0	1	0	1	0	3
.....	1.3%	1.4%	1.3%	.0%	2.6%	.9%	.0%	2.8%	.0%	.8%	.0%	4.1%
1400 HRS.....	3	2	1	0	1	1	0	1	0	1	0	2
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	.0%	2.8%	.0%	.8%	.0%	2.7%
1430 HRS.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.8%	.0%	1.4%
1500 HRS.....	2	1	1	0	1	1	0	0	0	1	0	1
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.8%	.0%	1.4%
1530 HRS.....	1	1	0	0	1	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
1600 HRS.....	3	2	1	1	1	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	4.5%	1.3%	.9%	.0%	.0%	2.6%	1.6%	.0%	.0%
1630 HRS.....	3	2	1	1	1	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	4.5%	1.3%	.9%	.0%	.0%	2.6%	1.6%	.0%	.0%
1700 HRS.....	3	2	1	1	1	1	0	0	1	2	0	0
.....	1.0%	1.4%	.6%	4.5%	1.3%	.9%	.0%	.0%	2.6%	1.6%	.0%	.0%
1730 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%
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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.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%	.8%	.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 SUNDAY LISTENERSHIP OF BAY RADIO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-6: BAY RADIO AUDIENCE: SUNDAY
- 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 BAY RADIO ON THIS DAY.....	276	134	142	21	67	103	51	34	37	110	63	66
.....	92.0%	91.8%	92.2%	95.5%	85.9%	93.6%	94.4%	94.4%	94.9%	89.4%	98.4%	89.2%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-7: RTK AUDIENCE: SUNDAY - 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	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%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-7: RTK AUDIENCE: SUNDAY - 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	1	2	0	0	0	1	1	1
.....	1.0%	.7%	1.3%	.0%	1.3%	1.8%	.0%	.0%	.0%	.8%	1.6%	1.4%
0700 HRS.....	5	1	4	0	3	2	0	0	0	2	2	1
.....	1.7%	.7%	2.6%	.0%	3.8%	1.8%	.0%	.0%	.0%	1.6%	3.1%	1.4%
0730 HRS.....	5	1	4	0	3	2	0	0	0	2	2	1
.....	1.7%	.7%	2.6%	.0%	3.8%	1.8%	.0%	.0%	.0%	1.6%	3.1%	1.4%
0800 HRS.....	7	1	6	0	4	2	1	0	1	3	2	1
.....	2.3%	.7%	3.9%	.0%	5.1%	1.8%	1.9%	.0%	2.6%	2.4%	3.1%	1.4%
0830 HRS.....	9	2	7	1	3	3	1	1	1	3	3	2
.....	3.0%	1.4%	4.5%	4.5%	3.8%	2.7%	1.9%	2.8%	2.6%	2.4%	4.7%	2.7%
0900 HRS.....	10	3	7	1	2	4	2	1	1	4	3	2
.....	3.3%	2.1%	4.5%	4.5%	2.6%	3.6%	3.7%	2.8%	2.6%	3.3%	4.7%	2.7%
0930 HRS.....	14	3	11	1	5	5	2	1	4	5	3	2
.....	4.7%	2.1%	7.1%	4.5%	6.4%	4.5%	3.7%	2.8%	10.3%	4.1%	4.7%	2.7%
1000 HRS.....	13	4	9	1	4	5	2	1	3	6	2	2
.....	4.3%	2.7%	5.8%	4.5%	5.1%	4.5%	3.7%	2.8%	7.7%	4.9%	3.1%	2.7%
1030 HRS.....	15	5	10	1	4	7	2	1	4	6	2	3
.....	5.0%	3.4%	6.5%	4.5%	5.1%	6.4%	3.7%	2.8%	10.3%	4.9%	3.1%	4.1%
1100 HRS.....	13	4	9	1	4	4	2	2	2	7	1	3
.....	4.3%	2.7%	5.8%	4.5%	5.1%	3.6%	3.7%	5.6%	5.1%	5.7%	1.6%	4.1%
1130 HRS.....	11	3	8	1	3	4	1	2	3	5	1	2
.....	3.7%	2.1%	5.2%	4.5%	3.8%	3.6%	1.9%	5.6%	7.7%	4.1%	1.6%	2.7%
NOON.....	12	4	8	1	2	8	1	0	2	5	1	4
.....	4.0%	2.7%	5.2%	4.5%	2.6%	7.3%	1.9%	.0%	5.1%	4.1%	1.6%	5.4%
1230 HRS.....	8	2	6	0	1	5	1	1	0	4	1	3
.....	2.7%	1.4%	3.9%	.0%	1.3%	4.5%	1.9%	2.8%	.0%	3.3%	1.6%	4.1%
1300 HRS.....	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%	.8%	.0%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-7: RTK AUDIENCE: SUNDAY - 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	0	0	2
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	.0%	.0%	2.7%
1400 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%
1430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
1500 HRS.....	2	0	2	0	0	1	1	0	0	2	0	0
.....	.7%	.0%	1.3%	.0%	.0%	.9%	1.9%	.0%	.0%	1.6%	.0%	.0%
1530 HRS.....	3	0	3	0	0	1	2	0	0	2	1	0
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	3.7%	.0%	.0%	1.6%	1.6%	.0%
1600 HRS.....	3	0	3	0	0	1	2	0	0	2	1	0
.....	1.0%	.0%	1.9%	.0%	.0%	.9%	3.7%	.0%	.0%	1.6%	1.6%	.0%
1630 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.6%	.0%	.0%
1700 HRS.....	2	1	1	0	0	1	1	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.9%	1.9%	.0%	.0%	1.6%	.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%	.8%	.0%	.0%
1800 HRS.....	3	1	2	0	0	2	0	1	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	.0%	2.8%	.0%	.8%	3.1%	.0%
1830 HRS.....	3	1	2	0	0	2	0	1	0	1	2	0
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	.0%	2.8%	.0%	.8%	3.1%	.0%
1900 HRS.....	3	1	2	0	1	1	0	1	0	0	2	1
.....	1.0%	.7%	1.3%	.0%	1.3%	.9%	.0%	2.8%	.0%	.0%	3.1%	1.4%
1930 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
2000 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RTK

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-7: RTK AUDIENCE: SUNDAY - 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	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.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 RTK ON THIS DAY	265	136	129	21	69	94	50	31	33	109	57	66
.....	88.3%	93.2%	83.8%	95.5%	88.5%	85.5%	92.6%	86.1%	84.6%	88.6%	89.1%	89.2%

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO WERE ASKED ABOUT SUNDAY LISTENERSHIP OF RTK

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-8: RADIO LIVE FM AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.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%	1.6%	.0%
0100 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
0130 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-8: RADIO LIVE FM AUDIENCE: SUNDAY
- 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.....	4	2	2	1	0	3	0	0	1	2	0	1
.....	1.3%	1.4%	1.3%	4.5%	.0%	2.7%	.0%	.0%	2.6%	1.6%	.0%	1.4%
0830 HRS.....	6	4	2	1	1	4	0	0	1	3	0	2
.....	2.0%	2.7%	1.3%	4.5%	1.3%	3.6%	.0%	.0%	2.6%	2.4%	.0%	2.7%
0900 HRS.....	6	5	1	1	2	3	0	0	1	3	0	2
.....	2.0%	3.4%	.6%	4.5%	2.6%	2.7%	.0%	.0%	2.6%	2.4%	.0%	2.7%
0930 HRS.....	6	4	2	1	2	3	0	0	1	2	1	2
.....	2.0%	2.7%	1.3%	4.5%	2.6%	2.7%	.0%	.0%	2.6%	1.6%	1.6%	2.7%
1000 HRS.....	7	4	3	1	2	3	1	0	1	3	1	2
.....	2.3%	2.7%	1.9%	4.5%	2.6%	2.7%	1.9%	.0%	2.6%	2.4%	1.6%	2.7%
1030 HRS.....	8	4	4	1	2	3	2	0	1	3	1	3
.....	2.7%	2.7%	2.6%	4.5%	2.6%	2.7%	3.7%	.0%	2.6%	2.4%	1.6%	4.1%
1100 HRS.....	7	3	4	1	2	2	2	0	1	3	1	2
.....	2.3%	2.1%	2.6%	4.5%	2.6%	1.8%	3.7%	.0%	2.6%	2.4%	1.6%	2.7%
1130 HRS.....	8	3	5	1	3	2	2	0	1	4	1	2
.....	2.7%	2.1%	3.2%	4.5%	3.8%	1.8%	3.7%	.0%	2.6%	3.3%	1.6%	2.7%
NOON.....	8	4	4	1	3	2	2	0	1	4	1	2
.....	2.7%	2.7%	2.6%	4.5%	3.8%	1.8%	3.7%	.0%	2.6%	3.3%	1.6%	2.7%
1230 HRS.....	7	4	3	1	3	2	1	0	1	4	1	1
.....	2.3%	2.7%	1.9%	4.5%	3.8%	1.8%	1.9%	.0%	2.6%	3.3%	1.6%	1.4%
1300 HRS.....	3	3	0	0	1	1	1	0	0	3	0	0
.....	1.0%	2.1%	.0%	.0%	1.3%	.9%	1.9%	.0%	.0%	2.4%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-8: RADIO LIVE FM AUDIENCE: SUNDAY
- 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	0	2	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	1.6%	.0%	1.4%
1400 HRS.....	3	1	2	0	0	2	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	1.9%	.0%	2.6%	.8%	.0%	1.4%
1430 HRS.....	3	1	2	0	0	2	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	1.9%	.0%	2.6%	.8%	.0%	1.4%
1500 HRS.....	3	1	2	0	0	2	1	0	1	1	0	1
.....	1.0%	.7%	1.3%	.0%	.0%	1.8%	1.9%	.0%	2.6%	.8%	.0%	1.4%
1530 HRS.....	5	3	2	0	1	3	1	0	2	1	0	2
.....	1.7%	2.1%	1.3%	.0%	1.3%	2.7%	1.9%	.0%	5.1%	.8%	.0%	2.7%
1600 HRS.....	5	3	2	0	1	2	1	1	2	2	0	1
.....	1.7%	2.1%	1.3%	.0%	1.3%	1.8%	1.9%	2.8%	5.1%	1.6%	.0%	1.4%
1630 HRS.....	5	3	2	0	1	2	1	1	2	2	0	1
.....	1.7%	2.1%	1.3%	.0%	1.3%	1.8%	1.9%	2.8%	5.1%	1.6%	.0%	1.4%
1700 HRS.....	3	2	1	0	1	1	0	1	1	1	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	.0%	2.8%	2.6%	.8%	.0%	1.4%
1730 HRS.....	3	2	1	0	1	1	0	1	1	1	0	1
.....	1.0%	1.4%	.6%	.0%	1.3%	.9%	.0%	2.8%	2.6%	.8%	.0%	1.4%
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.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.6%	.0%	.0%
1930 HRS.....	2	1	1	0	1	1	0	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	1.3%	.9%	.0%	.0%	.0%	1.6%	.0%	.0%
2000 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-8: RADIO LIVE FM AUDIENCE: SUNDAY
- 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	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.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	1	0	0	0	1	0	0	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	2.6%	.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%	2.6%	.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%	2.6%	.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....	276	132	144	21	71	99	50	35	36	110	62	68
.....	92.0%	90.4%	93.5%	95.5%	91.0%	90.0%	92.6%	97.2%	92.3%	89.4%	96.9%	91.9%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-9: SMASH RADIO AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	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%
0100 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%
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	0	0	2	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	.0%	1.6%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-9: SMASH RADIO AUDIENCE: SUNDAY
- 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	0	2	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	.0%	1.6%	.0%	.0%
0700 HRS.....	4	1	3	2	0	0	2	0	0	4	0	0
.....	1.3%	.7%	1.9%	9.1%	.0%	.0%	3.7%	.0%	.0%	3.3%	.0%	.0%
0730 HRS.....	4	1	3	2	0	0	2	0	0	4	0	0
.....	1.3%	.7%	1.9%	9.1%	.0%	.0%	3.7%	.0%	.0%	3.3%	.0%	.0%
0800 HRS.....	2	1	1	0	0	0	2	0	0	2	0	0
.....	.7%	.7%	.6%	.0%	.0%	.0%	3.7%	.0%	.0%	1.6%	.0%	.0%
0830 HRS.....	3	2	1	1	0	0	2	0	0	2	1	0
.....	1.0%	1.4%	.6%	4.5%	.0%	.0%	3.7%	.0%	.0%	1.6%	1.6%	.0%
0900 HRS.....	7	4	3	1	2	2	2	0	0	5	1	1
.....	2.3%	2.7%	1.9%	4.5%	2.6%	1.8%	3.7%	.0%	.0%	4.1%	1.6%	1.4%
0930 HRS.....	10	5	5	2	4	2	2	0	0	8	1	1
.....	3.3%	3.4%	3.2%	9.1%	5.1%	1.8%	3.7%	.0%	.0%	6.5%	1.6%	1.4%
1000 HRS.....	12	6	6	4	4	2	2	0	0	9	1	2
.....	4.0%	4.1%	3.9%	18.2%	5.1%	1.8%	3.7%	.0%	.0%	7.3%	1.6%	2.7%
1030 HRS.....	14	8	6	3	5	4	2	0	1	9	2	2
.....	4.7%	5.5%	3.9%	13.6%	6.4%	3.6%	3.7%	.0%	2.6%	7.3%	3.1%	2.7%
1100 HRS.....	12	8	4	3	5	3	1	0	1	7	2	2
.....	4.0%	5.5%	2.6%	13.6%	6.4%	2.7%	1.9%	.0%	2.6%	5.7%	3.1%	2.7%
1130 HRS.....	10	7	3	3	4	2	1	0	1	7	1	1
.....	3.3%	4.8%	1.9%	13.6%	5.1%	1.8%	1.9%	.0%	2.6%	5.7%	1.6%	1.4%
NOON.....	8	6	2	2	4	1	1	0	0	6	1	1
.....	2.7%	4.1%	1.3%	9.1%	5.1%	.9%	1.9%	.0%	.0%	4.9%	1.6%	1.4%
1230 HRS.....	8	5	3	4	3	1	0	0	0	5	1	2
.....	2.7%	3.4%	1.9%	18.2%	3.8%	.9%	.0%	.0%	.0%	4.1%	1.6%	2.7%
1300 HRS.....	10	7	3	4	3	3	0	0	0	6	2	2
.....	3.3%	4.8%	1.9%	18.2%	3.8%	2.7%	.0%	.0%	.0%	4.9%	3.1%	2.7%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-9: SMASH RADIO AUDIENCE: SUNDAY
- 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.....	8	5	3	1	4	3	0	0	0	5	2	1
.....	2.7%	3.4%	1.9%	4.5%	5.1%	2.7%	.0%	.0%	.0%	4.1%	3.1%	1.4%
1400 HRS.....	9	6	3	1	5	3	0	0	0	7	1	1
.....	3.0%	4.1%	1.9%	4.5%	6.4%	2.7%	.0%	.0%	.0%	5.7%	1.6%	1.4%
1430 HRS.....	9	7	2	2	4	3	0	0	0	6	1	2
.....	3.0%	4.8%	1.3%	9.1%	5.1%	2.7%	.0%	.0%	.0%	4.9%	1.6%	2.7%
1500 HRS.....	8	6	2	3	3	2	0	0	0	4	2	2
.....	2.7%	4.1%	1.3%	13.6%	3.8%	1.8%	.0%	.0%	.0%	3.3%	3.1%	2.7%
1530 HRS.....	5	4	1	2	2	1	0	0	0	3	1	1
.....	1.7%	2.7%	.6%	9.1%	2.6%	.9%	.0%	.0%	.0%	2.4%	1.6%	1.4%
1600 HRS.....	8	4	4	2	2	3	1	0	0	6	1	1
.....	2.7%	2.7%	2.6%	9.1%	2.6%	2.7%	1.9%	.0%	.0%	4.9%	1.6%	1.4%
1630 HRS.....	7	3	4	2	2	2	1	0	0	6	0	1
.....	2.3%	2.1%	2.6%	9.1%	2.6%	1.8%	1.9%	.0%	.0%	4.9%	.0%	1.4%
1700 HRS.....	5	3	2	1	2	1	1	0	0	4	0	1
.....	1.7%	2.1%	1.3%	4.5%	2.6%	.9%	1.9%	.0%	.0%	3.3%	.0%	1.4%
1730 HRS.....	3	1	2	0	2	1	0	0	0	3	0	0
.....	1.0%	.7%	1.3%	.0%	2.6%	.9%	.0%	.0%	.0%	2.4%	.0%	.0%
1800 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
1830 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
1900 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
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%	.8%	1.6%	.0%
2000 HRS.....	2	1	1	0	1	0	1	0	0	1	1	0
.....	.7%	.7%	.6%	.0%	1.3%	.0%	1.9%	.0%	.0%	.8%	1.6%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-9: SMASH RADIO AUDIENCE: SUNDAY
- 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	2	0	0	2	0	0	0	0	0	2	0
.....	.7%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%	3.1%	.0%
2100 HRS.....	2	2	0	0	2	0	0	0	1	0	1	0
.....	.7%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	2.6%	.0%	1.6%	.0%
2130 HRS.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
2200 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
2230 HRS.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.4%
2300 HRS.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
2330 HRS.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.3%	.7%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%
DID NOT LISTEN TO SMASH RADIO ON THIS DAY.....	264	124	140	11	63	104	50	36	38	99	57	70
.....	88.0%	84.9%	90.9%	50.0%	80.8%	94.5%	92.6%	100%	97.4%	80.5%	89.1%	94.6%

PERCENTAGES = COLUMN PERCENTAGES

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

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-10: RADIO CALYPSO AUDIENCE: SUNDAY
- 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	39	123	64	74
MIDNIGHT.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0030 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0100 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0130 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0200 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0230 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0300 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0330 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0400 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0430 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0500 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0530 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
0600 HRS.....	0	0	0	0	0	0	0	0	0	0	0	0
.....	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-10: RADIO CALYPSO AUDIENCE: SUNDAY
- 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	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.0%
0700 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%	3.1%	.0%
0730 HRS.....	3	3	0	0	2	1	0	0	0	0	2	1
.....	1.0%	2.1%	.0%	.0%	2.6%	.9%	.0%	.0%	.0%	.0%	3.1%	1.4%
0800 HRS.....	5	3	2	0	3	2	0	0	0	1	2	2
.....	1.7%	2.1%	1.3%	.0%	3.8%	1.8%	.0%	.0%	.0%	.8%	3.1%	2.7%
0830 HRS.....	5	3	2	0	3	2	0	0	0	1	2	2
.....	1.7%	2.1%	1.3%	.0%	3.8%	1.8%	.0%	.0%	.0%	.8%	3.1%	2.7%
0900 HRS.....	6	3	3	0	4	2	0	0	1	1	2	2
.....	2.0%	2.1%	1.9%	.0%	5.1%	1.8%	.0%	.0%	2.6%	.8%	3.1%	2.7%
0930 HRS.....	6	3	3	0	4	2	0	0	1	2	1	2
.....	2.0%	2.1%	1.9%	.0%	5.1%	1.8%	.0%	.0%	2.6%	1.6%	1.6%	2.7%
1000 HRS.....	4	2	2	0	2	2	0	0	0	1	1	2
.....	1.3%	1.4%	1.3%	.0%	2.6%	1.8%	.0%	.0%	.0%	.8%	1.6%	2.7%
1030 HRS.....	4	2	2	0	2	2	0	0	0	1	1	2
.....	1.3%	1.4%	1.3%	.0%	2.6%	1.8%	.0%	.0%	.0%	.8%	1.6%	2.7%
1100 HRS.....	3	2	1	0	1	2	0	0	0	0	1	2
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	.0%	1.6%	2.7%
1130 HRS.....	3	2	1	0	1	2	0	0	0	0	1	2
.....	1.0%	1.4%	.6%	.0%	1.3%	1.8%	.0%	.0%	.0%	.0%	1.6%	2.7%
NOON.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.3%	.7%	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.6%	.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 SUNDAY LISTENERSHIP OF RADIO CALYPSO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-10: RADIO CALYPSO AUDIENCE: SUNDAY
- 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	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
1500 HRS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.3%	.0%	.6%	.0%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	1.4%
1530 HRS.....	2	1	1	0	0	2	0	0	0	0	0	2
.....	.7%	.7%	.6%	.0%	.0%	1.8%	.0%	.0%	.0%	.0%	.0%	2.7%
1600 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%	2.7%
1630 HRS.....	4	1	3	0	1	3	0	0	0	2	0	2
.....	1.3%	.7%	1.9%	.0%	1.3%	2.7%	.0%	.0%	.0%	1.6%	.0%	2.7%
1700 HRS.....	4	1	3	0	1	3	0	0	0	2	0	2
.....	1.3%	.7%	1.9%	.0%	1.3%	2.7%	.0%	.0%	.0%	1.6%	.0%	2.7%
1730 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%	.8%	.0%	.0%
1800 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%
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.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.3%	.7%	.0%	.0%	.0%	.9%	.0%	.0%	.0%	.8%	.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%	.8%	.0%	.0%
2000 HRS.....	1	0	1	0	1	0	0	0	0	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.0%	.0%

PERCENTAGES = COLUMN PERCENTAGES

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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT 1994

TABLE 14-10: RADIO CALYPSO AUDIENCE: SUNDAY
- 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	1	0	0
.....	.3%	.0%	.6%	.0%	1.3%	.0%	.0%	.0%	.0%	.8%	.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....	287	140	147	22	71	104	54	36	38	117	62	70
.....	95.7%	95.9%	95.5%	100%	91.0%	94.5%	100%	100%	97.4%	95.1%	96.9%	94.6%

PERCENTAGES = COLUMN PERCENTAGES

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

