

*Report*

*on a Study of*

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

*(Part VI — Tables: TV Viewing & Radio Listening Habits among Tourists)*

*prepared for the*

**Broadcasting Authority**

*by the*

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University Campus Msida Malta

## **TV VIEWING & RADIO LISTENING PATTERNS AMONG TOURISTS**

TABLE TR1: TVM AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR2: RAI AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP  
BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR1: TVM AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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% |
| 02300 HRS.....   | 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% |
| 04300 HRS.....   | 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR1: TVM AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0800 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0830 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 1          | 0          | 0                    | 2    | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | 2.5%       | .0%        | 2.0%       | .0%        | .0%                  | 2.6% | .0% | .0% |
| 0900 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 1          | 0          | 0                    | 2    | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | 2.5%       | .0%        | 2.0%       | .0%        | .0%                  | 2.6% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| NOON.....     | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .0%  | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR1: TVM AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |       |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-------|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE    |
| 1330 HRS..... | 1              | 0      | 1          | 0          | 0          | 0          | 0          | 1          | 1                    | 0    | 0   | 0     |
| .....         | .5%            | .0%    | 1.0%       | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .0%  | .0% | .0%   |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%   |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%   |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%   |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%   |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0     |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0%   |
| 1630 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 2                    | 0    | 0   | 0     |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | 2.5%       | .0%        | .0%        | 2.0%       | 1.9%                 | .0%  | .0% | .0%   |
| 1700 HRS..... | 2              | 0      | 2          | 0          | 1          | 0          | 0          | 1          | 2                    | 0    | 0   | 0     |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | 2.5%       | .0%        | .0%        | 2.0%       | 1.9%                 | .0%  | .0% | .0%   |
| 1730 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 1          | 1          | 2                    | 1    | 0   | 0     |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 2.0%       | 2.0%       | 2.0%       | 1.9%                 | 1.3% | .0% | .0%   |
| 1800 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 1          | 0          | 1                    | 2    | 0   | 0     |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 2.5%       | 2.0%       | 2.0%       | .0%        | .9%                  | 2.6% | .0% | .0%   |
| 1830 HRS..... | 4              | 3      | 1          | 0          | 2          | 1          | 1          | 0          | 1                    | 3    | 0   | 0     |
| .....         | 2.0%           | 3.0%   | 1.0%       | .0%        | 5.0%       | 2.0%       | 2.0%       | .0%        | .9%                  | 3.9% | .0% | .0%   |
| 1900 HRS..... | 3              | 2      | 1          | 0          | 2          | 0          | 0          | 1          | 0                    | 3    | 0   | 0     |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 5.0%       | .0%        | .0%        | 2.0%       | .0%                  | 3.9% | .0% | .0%   |
| 1930 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 0          | 1          | 0                    | 2    | 0   | 0     |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | 2.0%       | .0%                  | 2.6% | .0% | .0%   |
| 2000 HRS..... | 5              | 2      | 3          | 0          | 1          | 1          | 0          | 3          | 1                    | 2    | 0   | 2     |
| .....         | 2.5%           | 2.0%   | 3.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 6.0%       | .9%                  | 2.6% | .0% | 25.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR1: TVM AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                      | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |      |       |
|--------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|------|-------|
|                                      |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2   | DE    |
| 2030 HRS.....                        | 4              | 0      | 4          | 0          | 1          | 1          | 0          | 2          | 2                    | 2     | 0    | 0     |
| .....                                | 2.0%           | .0%    | 4.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 4.0%       | 1.9%                 | 2.6%  | .0%  | .0%   |
| 2100 HRS.....                        | 6              | 0      | 6          | 1          | 1          | 1          | 0          | 3          | 5                    | 1     | 0    | 0     |
| .....                                | 3.0%           | .0%    | 6.0%       | 10.0%      | 2.5%       | 2.0%       | .0%        | 6.0%       | 4.7%                 | 1.3%  | .0%  | .0%   |
| 2130 HRS.....                        | 7              | 0      | 7          | 1          | 1          | 2          | 0          | 3          | 6                    | 1     | 0    | 0     |
| .....                                | 3.5%           | .0%    | 7.0%       | 10.0%      | 2.5%       | 4.0%       | .0%        | 6.0%       | 5.7%                 | 1.3%  | .0%  | .0%   |
| 2200 HRS.....                        | 7              | 0      | 7          | 1          | 1          | 2          | 1          | 2          | 7                    | 0     | 0    | 0     |
| .....                                | 3.5%           | .0%    | 7.0%       | 10.0%      | 2.5%       | 4.0%       | 2.0%       | 4.0%       | 6.6%                 | .0%   | .0%  | .0%   |
| 2230 HRS.....                        | 4              | 0      | 4          | 1          | 0          | 0          | 2          | 1          | 4                    | 0     | 0    | 0     |
| .....                                | 2.0%           | .0%    | 4.0%       | 10.0%      | .0%        | .0%        | 4.0%       | 2.0%       | 3.8%                 | .0%   | .0%  | .0%   |
| 2300 HRS.....                        | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 1                    | 0     | 0    | 0     |
| .....                                | .5%            | .0%    | 1.0%       | .0%        | .0%        | .0%        | 2.0%       | .0%        | .9%                  | .0%   | .0%  | .0%   |
| 2330 HRS.....                        | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0     |
| .....                                | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%   |
| DID NOT WATCH TVM<br>ON THIS DAY.... | 179            | 94     | 85         | 9          | 35         | 46         | 46         | 43         | 95                   | 68    | 10   | 6     |
| .....                                | 89.5%          | 94.0%  | 85.0%      | 90.0%      | 87.5%      | 92.0%      | 92.0%      | 86.0%      | 89.6%                | 89.5% | 100% | 75.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR2: RAI AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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% |
| 02300 HRS.....   | 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% |
| 04300 HRS.....   | 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR2: RAI AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

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

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO

(continued)



BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR2: RAI AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1900 HRS..... | 2              | 0      | 2          | 0          | 0          | 2          | 0          | 0          | 0                    | 2    | 0   | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 2.6% | .0% | .0% |
| 1930 HRS..... | 2              | 0      | 2          | 0          | 0          | 2          | 0          | 0          | 0                    | 2    | 0   | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 2.6% | .0% | .0% |
| 2000 HRS..... | 6              | 2      | 4          | 0          | 0          | 2          | 4          | 0          | 4                    | 2    | 0   | 0   |
| .....         | 3.0%           | 2.0%   | 4.0%       | .0%        | .0%        | 4.0%       | 8.0%       | .0%        | 3.8%                 | 2.6% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL WHO

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR2: RAI AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                   | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|---------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                   |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                     | 6              | 4      | 2          | 0          | 0          | 1          | 4          | 1          | 5                    | 0     | 0     | 1     |
| .....                                             | 3.0%           | 4.0%   | 2.0%       | .0%        | .0%        | 2.0%       | 8.0%       | 2.0%       | 4.7%                 | .0%   | .0%   | 12.5% |
| 2100 HRS.....                                     | 8              | 4      | 4          | 0          | 0          | 2          | 5          | 1          | 5                    | 1     | 1     | 1     |
| .....                                             | 4.0%           | 4.0%   | 4.0%       | .0%        | .0%        | 4.0%       | 10.0%      | 2.0%       | 4.7%                 | 1.3%  | 10.0% | 12.5% |
| 2130 HRS.....                                     | 5              | 2      | 3          | 0          | 0          | 1          | 3          | 1          | 1                    | 2     | 1     | 1     |
| .....                                             | 2.5%           | 2.0%   | 3.0%       | .0%        | .0%        | 2.0%       | 6.0%       | 2.0%       | .9%                  | 2.6%  | 10.0% | 12.5% |
| 2200 HRS.....                                     | 3              | 0      | 3          | 0          | 0          | 1          | 2          | 0          | 0                    | 3     | 0     | 0     |
| .....                                             | 1.5%           | .0%    | 3.0%       | .0%        | .0%        | 2.0%       | 4.0%       | .0%        | .0%                  | 3.9%  | .0%   | .0%   |
| 2230 HRS.....                                     | 4              | 2      | 2          | 0          | 0          | 2          | 0          | 2          | 1                    | 2     | 1     | 0     |
| .....                                             | 2.0%           | 2.0%   | 2.0%       | .0%        | .0%        | 4.0%       | .0%        | 4.0%       | .9%                  | 2.6%  | 10.0% | .0%   |
| 2300 HRS.....                                     | 5              | 2      | 3          | 0          | 0          | 3          | 0          | 2          | 1                    | 2     | 1     | 1     |
| .....                                             | 2.5%           | 2.0%   | 3.0%       | .0%        | .0%        | 6.0%       | .0%        | 4.0%       | .9%                  | 2.6%  | 10.0% | 12.5% |
| 2330 HRS.....                                     | 3              | 1      | 2          | 0          | 0          | 2          | 0          | 1          | 0                    | 1     | 1     | 1     |
| .....                                             | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 4.0%       | .0%        | 2.0%       | .0%                  | 1.3%  | 10.0% | 12.5% |
| DID NOT WATCH RAI<br>STATIONS ON<br>THIS DAY..... | 184            | 92     | 92         | 10         | 39         | 45         | 44         | 46         | 99                   | 72    | 8     | 5     |
| .....                                             | 92.0%          | 92.0%  | 92.0%      | 100%       | 97.5%      | 90.0%      | 88.0%      | 92.0%      | 93.4%                | 94.7% | 80.0% | 62.5% |

PERCENTAGES = COLUMN PERCENTAGES  
BASE = ALL WHO

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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% |
| 02300 HRS.....   | 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% |
| 04300 HRS.....   | 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

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

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1500 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1530 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1630 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1700 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1730 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1800 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1830 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1900 HRS..... | 3              | 1      | 2          | 0          | 2          | 0          | 0          | 1          | 2                    | 1    | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | 2.0%       | 1.9%                 | 1.3% | .0% | .0% |
| 1930 HRS..... | 4              | 1      | 3          | 0          | 1          | 0          | 0          | 3          | 2                    | 2    | 0   | 0   |
| .....         | 2.0%           | 1.0%   | 3.0%       | .0%        | 2.5%       | .0%        | .0%        | 6.0%       | 1.9%                 | 2.6% | .0% | .0% |
| 2000 HRS..... | 6              | 2      | 4          | 0          | 1          | 0          | 0          | 5          | 4                    | 2    | 0   | 0   |
| .....         | 3.0%           | 2.0%   | 4.0%       | .0%        | 2.5%       | .0%        | .0%        | 10.0%      | 3.8%                 | 2.6% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR3: BERLUSCONI STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                             | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |      |      |
|-------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|------|------|
|                                                             |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2   | DE   |
| 2030 HRS.....                                               | 7              | 2      | 5          | 0          | 1          | 0          | 0          | 6          | 4                    | 3     | 0    | 0    |
| .....                                                       | 3.5%           | 2.0%   | 5.0%       | .0%        | 2.5%       | .0%        | .0%        | 12.0%      | 3.8%                 | 3.9%  | .0%  | .0%  |
| 2100 HRS.....                                               | 6              | 2      | 4          | 0          | 0          | 0          | 0          | 6          | 3                    | 3     | 0    | 0    |
| .....                                                       | 3.0%           | 2.0%   | 4.0%       | .0%        | .0%        | .0%        | .0%        | 12.0%      | 2.8%                 | 3.9%  | .0%  | .0%  |
| 2130 HRS.....                                               | 3              | 0      | 3          | 0          | 0          | 0          | 0          | 3          | 1                    | 2     | 0    | 0    |
| .....                                                       | 1.5%           | .0%    | 3.0%       | .0%        | .0%        | .0%        | .0%        | 6.0%       | .9%                  | 2.6%  | .0%  | .0%  |
| 2200 HRS.....                                               | 4              | 1      | 3          | 0          | 0          | 0          | 1          | 3          | 1                    | 3     | 0    | 0    |
| .....                                                       | 2.0%           | 1.0%   | 3.0%       | .0%        | .0%        | .0%        | 2.0%       | 6.0%       | .9%                  | 3.9%  | .0%  | .0%  |
| 2230 HRS.....                                               | 4              | 1      | 3          | 0          | 0          | 0          | 1          | 3          | 1                    | 3     | 0    | 0    |
| .....                                                       | 2.0%           | 1.0%   | 3.0%       | .0%        | .0%        | .0%        | 2.0%       | 6.0%       | .9%                  | 3.9%  | .0%  | .0%  |
| 2300 HRS.....                                               | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0    | 0    |
| .....                                                       | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3%  | .0%  | .0%  |
| 2330 HRS.....                                               | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0    |
| .....                                                       | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%  |
| DID NOT WATCH<br>BERLUSCONI<br>STATIONS ON<br>THIS DAY..... | 185            | 95     | 90         | 10         | 36         | 50         | 49         | 40         | 98                   | 69    | 10   | 8    |
| .....                                                       | 92.5%          | 95.0%  | 90.0%      | 100%       | 90.0%      | 100%       | 98.0%      | 80.0%      | 92.5%                | 90.8% | 100% | 100% |

PERCENTAGES = COLUMN PERCENTAGES  
BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|                  |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100    | 10         | 40         | 50         | 50         | 50         | 106                  | 76   | 10  | 8   |
| 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          | 0          | 1          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%    | .0%        | .0%        | 2.0%       | .0%        | .0%        | .0%                  | 1.3% | .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% |
| 02300 HRS.....   | 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% |
| 04300 HRS.....   | 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

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

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

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1630 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1700 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 2000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR4: OTHER ITALIAN STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |      |      |
|----------------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|------|------|
|                                                                |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2   | DE   |
| 2030 HRS.....                                                  | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0    |
| .....                                                          | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%  |
| 2100 HRS.....                                                  | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0    |
| .....                                                          | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%  |
| 2130 HRS.....                                                  | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0     | 0    | 0    |
| .....                                                          | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%   | .0%  | .0%  |
| 2200 HRS.....                                                  | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 0                    | 1     | 0    | 0    |
| .....                                                          | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .0%                  | 1.3%  | .0%  | .0%  |
| 2230 HRS.....                                                  | 2              | 2      | 0          | 0          | 0          | 2          | 0          | 0          | 0                    | 2     | 0    | 0    |
| .....                                                          | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 2.6%  | .0%  | .0%  |
| 2300 HRS.....                                                  | 4              | 4      | 0          | 2          | 0          | 2          | 0          | 0          | 0                    | 4     | 0    | 0    |
| .....                                                          | 2.0%           | 4.0%   | .0%        | 20.0%      | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 5.3%  | .0%  | .0%  |
| 2330 HRS.....                                                  | 4              | 4      | 0          | 2          | 0          | 2          | 0          | 0          | 0                    | 4     | 0    | 0    |
| .....                                                          | 2.0%           | 4.0%   | .0%        | 20.0%      | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 5.3%  | .0%  | .0%  |
| DID NOT WATCH<br>OTHER ITALIAN<br>STATIONS ON<br>THIS DAY..... | 195            | 95     | 100        | 7          | 40         | 48         | 50         | 50         | 105                  | 72    | 10   | 8    |
| .....                                                          | 97.5%          | 95.0%  | 100%       | 70.0%      | 100%       | 96.0%      | 100%       | 100%       | 99.1%                | 94.7% | 100% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76   | 10  | 8   |
| MIDNIGHT.....    | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0030 HRS.....    | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0100 HRS.....    | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0130 HRS.....    | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .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% |
| 02300 HRS.....   | 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.....    | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....            | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 0330 HRS.....    | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....            | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .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% |
| 04300 HRS.....   | 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          | 1                    | 0    | 0   | 0   |
| .....            | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE  |
| 0630 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | 2.5%       | 2.0%       | .0%        | .0%        | 1.9%                 | .0%  | .0%   | .0% |
| 0700 HRS..... | 2              | 2      | 0          | 0          | 1          | 1          | 0          | 0          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | 2.5%       | 2.0%       | .0%        | .0%        | 1.9%                 | .0%  | .0%   | .0% |
| 0730 HRS..... | 6              | 4      | 2          | 0          | 2          | 2          | 2          | 0          | 3                    | 3    | 0     | 0   |
| .....         | 3.0%           | 4.0%   | 2.0%       | .0%        | 5.0%       | 4.0%       | 4.0%       | .0%        | 2.8%                 | 3.9% | .0%   | .0% |
| 0800 HRS..... | 8              | 3      | 5          | 0          | 3          | 2          | 2          | 1          | 2                    | 5    | 1     | 0   |
| .....         | 4.0%           | 3.0%   | 5.0%       | .0%        | 7.5%       | 4.0%       | 4.0%       | 2.0%       | 1.9%                 | 6.6% | 10.0% | .0% |
| 0830 HRS..... | 9              | 3      | 6          | 0          | 3          | 1          | 2          | 3          | 3                    | 5    | 1     | 0   |
| .....         | 4.5%           | 3.0%   | 6.0%       | .0%        | 7.5%       | 2.0%       | 4.0%       | 6.0%       | 2.8%                 | 6.6% | 10.0% | .0% |
| 0900 HRS..... | 13             | 4      | 9          | 0          | 4          | 2          | 4          | 3          | 6                    | 6    | 1     | 0   |
| .....         | 6.5%           | 4.0%   | 9.0%       | .0%        | 10.0%      | 4.0%       | 8.0%       | 6.0%       | 5.7%                 | 7.9% | 10.0% | .0% |
| 0930 HRS..... | 10             | 1      | 9          | 0          | 3          | 3          | 4          | 0          | 3                    | 6    | 1     | 0   |
| .....         | 5.0%           | 1.0%   | 9.0%       | .0%        | 7.5%       | 6.0%       | 8.0%       | .0%        | 2.8%                 | 7.9% | 10.0% | .0% |
| 1000 HRS..... | 11             | 2      | 9          | 0          | 2          | 4          | 4          | 1          | 5                    | 6    | 0     | 0   |
| .....         | 5.5%           | 2.0%   | 9.0%       | .0%        | 5.0%       | 8.0%       | 8.0%       | 2.0%       | 4.7%                 | 7.9% | .0%   | .0% |
| 1030 HRS..... | 7              | 3      | 4          | 0          | 2          | 3          | 0          | 2          | 3                    | 4    | 0     | 0   |
| .....         | 3.5%           | 3.0%   | 4.0%       | .0%        | 5.0%       | 6.0%       | .0%        | 4.0%       | 2.8%                 | 5.3% | .0%   | .0% |
| 1100 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | .0%                  | 2.6% | .0%   | .0% |
| 1130 HRS..... | 2              | 1      | 1          | 0          | 1          | 0          | 0          | 1          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | 2.0%       | 1.9%                 | .0%  | .0%   | .0% |
| NOON.....     | 5              | 2      | 3          | 0          | 1          | 0          | 1          | 3          | 4                    | 0    | 1     | 0   |
| .....         | 2.5%           | 2.0%   | 3.0%       | .0%        | 2.5%       | .0%        | 2.0%       | 6.0%       | 3.8%                 | .0%  | 10.0% | .0% |
| 1230 HRS..... | 7              | 3      | 4          | 0          | 1          | 0          | 3          | 3          | 6                    | 0    | 1     | 0   |
| .....         | 3.5%           | 3.0%   | 4.0%       | .0%        | 2.5%       | .0%        | 6.0%       | 6.0%       | 5.7%                 | .0%  | 10.0% | .0% |
| 1300 HRS..... | 4              | 1      | 3          | 0          | 1          | 0          | 3          | 0          | 3                    | 1    | 0     | 0   |
| .....         | 2.0%           | 1.0%   | 3.0%       | .0%        | 2.5%       | .0%        | 6.0%       | .0%        | 2.8%                 | 1.3% | .0%   | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 1330 HRS..... | 4              | 1      | 3          | 0          | 1          | 0          | 3          | 0          | 3                    | 1    | 0   | 0   |
| .....         | 2.0%           | 1.0%   | 3.0%       | .0%        | 2.5%       | .0%        | 6.0%       | .0%        | 2.8%                 | 1.3% | .0% | .0% |
| 1400 HRS..... | 3              | 1      | 2          | 0          | 0          | 0          | 3          | 0          | 3                    | 0    | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | .0%        | 6.0%       | .0%        | 2.8%                 | .0%  | .0% | .0% |
| 1430 HRS..... | 2              | 0      | 2          | 0          | 0          | 0          | 2          | 0          | 2                    | 0    | 0   | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | .0%        | .0%        | 4.0%       | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 1500 HRS..... | 5              | 3      | 2          | 0          | 0          | 2          | 3          | 0          | 5                    | 0    | 0   | 0   |
| .....         | 2.5%           | 3.0%   | 2.0%       | .0%        | .0%        | 4.0%       | 6.0%       | .0%        | 4.7%                 | .0%  | .0% | .0% |
| 1530 HRS..... | 7              | 5      | 2          | 0          | 0          | 2          | 4          | 1          | 6                    | 1    | 0   | 0   |
| .....         | 3.5%           | 5.0%   | 2.0%       | .0%        | .0%        | 4.0%       | 8.0%       | 2.0%       | 5.7%                 | 1.3% | .0% | .0% |
| 1600 HRS..... | 9              | 5      | 4          | 0          | 1          | 3          | 4          | 1          | 6                    | 3    | 0   | 0   |
| .....         | 4.5%           | 5.0%   | 4.0%       | .0%        | 2.5%       | 6.0%       | 8.0%       | 2.0%       | 5.7%                 | 3.9% | .0% | .0% |
| 1630 HRS..... | 6              | 3      | 3          | 0          | 2          | 2          | 2          | 0          | 3                    | 3    | 0   | 0   |
| .....         | 3.0%           | 3.0%   | 3.0%       | .0%        | 5.0%       | 4.0%       | 4.0%       | .0%        | 2.8%                 | 3.9% | .0% | .0% |
| 1700 HRS..... | 6              | 2      | 4          | 0          | 3          | 2          | 1          | 0          | 3                    | 3    | 0   | 0   |
| .....         | 3.0%           | 2.0%   | 4.0%       | .0%        | 7.5%       | 4.0%       | 2.0%       | .0%        | 2.8%                 | 3.9% | .0% | .0% |
| 1730 HRS..... | 8              | 4      | 4          | 1          | 3          | 3          | 1          | 0          | 4                    | 4    | 0   | 0   |
| .....         | 4.0%           | 4.0%   | 4.0%       | 10.0%      | 7.5%       | 6.0%       | 2.0%       | .0%        | 3.8%                 | 5.3% | .0% | .0% |
| 1800 HRS..... | 14             | 5      | 9          | 1          | 5          | 5          | 1          | 2          | 8                    | 6    | 0   | 0   |
| .....         | 7.0%           | 5.0%   | 9.0%       | 10.0%      | 12.5%      | 10.0%      | 2.0%       | 4.0%       | 7.5%                 | 7.9% | .0% | .0% |
| 1830 HRS..... | 10             | 4      | 6          | 2          | 2          | 4          | 0          | 2          | 6                    | 4    | 0   | 0   |
| .....         | 5.0%           | 4.0%   | 6.0%       | 20.0%      | 5.0%       | 8.0%       | .0%        | 4.0%       | 5.7%                 | 5.3% | .0% | .0% |
| 1900 HRS..... | 8              | 3      | 5          | 1          | 2          | 4          | 1          | 0          | 6                    | 2    | 0   | 0   |
| .....         | 4.0%           | 3.0%   | 5.0%       | 10.0%      | 5.0%       | 8.0%       | 2.0%       | .0%        | 5.7%                 | 2.6% | .0% | .0% |
| 1930 HRS..... | 10             | 3      | 7          | 1          | 4          | 4          | 1          | 0          | 8                    | 2    | 0   | 0   |
| .....         | 5.0%           | 3.0%   | 7.0%       | 10.0%      | 10.0%      | 8.0%       | 2.0%       | .0%        | 7.5%                 | 2.6% | .0% | .0% |
| 2000 HRS..... | 10             | 3      | 7          | 0          | 3          | 3          | 2          | 2          | 6                    | 4    | 0   | 0   |
| .....         | 5.0%           | 3.0%   | 7.0%       | .0%        | 7.5%       | 6.0%       | 4.0%       | 4.0%       | 5.7%                 | 5.3% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR5: SATELLITE STATIONS AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                            | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                            |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                              | 11             | 3      | 8      | 0          | 3          | 3          | 2          | 3          | 6                    | 5     | 0     | 0     |
| .....                                                      | 5.5%           | 3.0%   | 8.0%   | .0%        | 7.5%       | 6.0%       | 4.0%       | 6.0%       | 5.7%                 | 6.6%  | .0%   | .0%   |
| 2100 HRS.....                                              | 11             | 6      | 5      | 0          | 3          | 3          | 0          | 5          | 6                    | 4     | 1     | 0     |
| .....                                                      | 5.5%           | 6.0%   | 5.0%   | .0%        | 7.5%       | 6.0%       | .0%        | 10.0%      | 5.7%                 | 5.3%  | 10.0% | .0%   |
| 2130 HRS.....                                              | 17             | 12     | 5      | 0          | 2          | 4          | 5          | 6          | 10                   | 6     | 1     | 0     |
| .....                                                      | 8.5%           | 12.0%  | 5.0%   | .0%        | 5.0%       | 8.0%       | 10.0%      | 12.0%      | 9.4%                 | 7.9%  | 10.0% | .0%   |
| 2200 HRS.....                                              | 25             | 18     | 7      | 0          | 5          | 5          | 7          | 8          | 13                   | 10    | 0     | 2     |
| .....                                                      | 12.5%          | 18.0%  | 7.0%   | .0%        | 12.5%      | 10.0%      | 14.0%      | 16.0%      | 12.3%                | 13.2% | .0%   | 25.0% |
| 2230 HRS.....                                              | 25             | 16     | 9      | 0          | 4          | 6          | 9          | 6          | 14                   | 8     | 1     | 2     |
| .....                                                      | 12.5%          | 16.0%  | 9.0%   | .0%        | 10.0%      | 12.0%      | 18.0%      | 12.0%      | 13.2%                | 10.5% | 10.0% | 25.0% |
| 2300 HRS.....                                              | 26             | 14     | 12     | 0          | 6          | 6          | 9          | 5          | 15                   | 8     | 2     | 1     |
| .....                                                      | 13.0%          | 14.0%  | 12.0%  | .0%        | 15.0%      | 12.0%      | 18.0%      | 10.0%      | 14.2%                | 10.5% | 20.0% | 12.5% |
| 2330 HRS.....                                              | 12             | 6      | 6      | 0          | 5          | 1          | 4          | 2          | 7                    | 2     | 2     | 1     |
| .....                                                      | 6.0%           | 6.0%   | 6.0%   | .0%        | 12.5%      | 2.0%       | 8.0%       | 4.0%       | 6.6%                 | 2.6%  | 20.0% | 12.5% |
| DID NOT WATCH<br>SATELLITE<br>STATIONS ON<br>THIS DAY..... | 99             | 50     | 49     | 8          | 12         | 28         | 21         | 30         | 50                   | 39    | 4     | 6     |
| .....                                                      | 49.5%          | 50.0%  | 49.0%  | 80.0%      | 30.0%      | 56.0%      | 42.0%      | 60.0%      | 47.2%                | 51.3% | 40.0% | 75.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| MIDNIGHT.....    | 2              | 0      | 2          | 0          | 2          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....            | 1.0%           | .0%    | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 0030 HRS.....    | 2              | 0      | 2          | 0          | 2          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....            | 1.0%           | .0%    | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 0100 HRS.....    | 2              | 0      | 2          | 0          | 2          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....            | 1.0%           | .0%    | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 0130 HRS.....    | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....            | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .9%                  | .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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-------|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE  |
| 0630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |
| 0700 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0%   | .0% |
| 0730 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0%   | .0% |
| 0800 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0%   | .0% |
| 0830 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1     | 0   |
| .....         | .5%            | 1.0%   | .0%    | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | .0%  | 10.0% | .0% |
| 0900 HRS..... | 1              | 1      | 0      | 0          | 0          | 0          | 1          | 0          | 0                    | 0    | 1     | 0   |
| .....         | .5%            | 1.0%   | .0%    | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | .0%  | 10.0% | .0% |
| 0930 HRS..... | 2              | 2      | 0      | 0          | 0          | 0          | 2          | 0          | 1                    | 0    | 1     | 0   |
| .....         | 1.0%           | 2.0%   | .0%    | .0%        | .0%        | .0%        | 4.0%       | .0%        | .9%                  | .0%  | 10.0% | .0% |
| 1000 HRS..... | 3              | 2      | 1      | 0          | 0          | 0          | 3          | 0          | 2                    | 1    | 0     | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%   | .0%        | .0%        | .0%        | 6.0%       | .0%        | 1.9%                 | 1.3% | .0%   | .0% |
| 1030 HRS..... | 3              | 1      | 2      | 0          | 0          | 0          | 3          | 0          | 1                    | 2    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%   | .0%        | .0%        | .0%        | 6.0%       | .0%        | .9%                  | 2.6% | .0%   | .0% |
| 1100 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0%   | .0% |
| 1130 HRS..... | 2              | 0      | 2      | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0%   | .0% |
| NOON.....     | 3              | 1      | 2      | 0          | 0          | 1          | 1          | 1          | 0                    | 3    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%   | .0%        | .0%        | 2.0%       | 2.0%       | 2.0%       | .0%                  | 3.9% | .0%   | .0% |
| 1230 HRS..... | 3              | 1      | 2      | 0          | 0          | 1          | 0          | 2          | 1                    | 2    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%   | .0%        | .0%        | 2.0%       | .0%        | 4.0%       | .9%                  | 2.6% | .0%   | .0% |
| 1300 HRS..... | 3              | 1      | 2      | 0          | 0          | 1          | 0          | 2          | 1                    | 2    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%   | .0%        | .0%        | 2.0%       | .0%        | 4.0%       | .9%                  | 2.6% | .0%   | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |       |     |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-----|-------|-----|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2    | DE  |
| 1330 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1400 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1430 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1500 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1530 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1600 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1630 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1700 HRS..... | 0              | 0      | 0      | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0     | 0   |
| .....         | .0%            | .0%    | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0%   | .0% |
| 1730 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1     | 0   |
| .....         | .5%            | .0%    | 1.0%   | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | .0% | 10.0% | .0% |
| 1800 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1     | 0   |
| .....         | .5%            | .0%    | 1.0%   | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | .0% | 10.0% | .0% |
| 1830 HRS..... | 1              | 0      | 1      | 0          | 1          | 0          | 0          | 0          | 0                    | 0   | 1     | 0   |
| .....         | .5%            | .0%    | 1.0%   | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | .0% | 10.0% | .0% |
| 1900 HRS..... | 2              | 2      | 0      | 0          | 0          | 0          | 0          | 2          | 2                    | 0   | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%    | .0%        | .0%        | .0%        | .0%        | 4.0%       | 1.9%                 | .0% | .0%   | .0% |
| 1930 HRS..... | 2              | 2      | 0      | 0          | 0          | 0          | 0          | 2          | 2                    | 0   | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%    | .0%        | .0%        | .0%        | .0%        | 4.0%       | 1.9%                 | .0% | .0%   | .0% |
| 2000 HRS..... | 2              | 2      | 0      | 0          | 0          | 0          | 0          | 2          | 2                    | 0   | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%    | .0%        | .0%        | .0%        | .0%        | 4.0%       | 1.9%                 | .0% | .0%   | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR6: RADIO 101 AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                    | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |      |
|----------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|------|
|                                                    |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE   |
| 2030 HRS.....                                      | 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.....                                      | 2              | 1      | 1      | 1          | 1          | 0          | 0          | 0          | 1                    | 1     | 0     | 0    |
| .....                                              | 1.0%           | 1.0%   | 1.0%   | 10.0%      | 2.5%       | .0%        | .0%        | .0%        | .9%                  | 1.3%  | .0%   | .0%  |
| 2130 HRS.....                                      | 4              | 2      | 2      | 2          | 2          | 0          | 0          | 0          | 2                    | 2     | 0     | 0    |
| .....                                              | 2.0%           | 2.0%   | 2.0%   | 20.0%      | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | 2.6%  | .0%   | .0%  |
| 2200 HRS.....                                      | 3              | 2      | 1      | 2          | 1          | 0          | 0          | 0          | 1                    | 2     | 0     | 0    |
| .....                                              | 1.5%           | 2.0%   | 1.0%   | 20.0%      | 2.5%       | .0%        | .0%        | .0%        | .9%                  | 2.6%  | .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<br>RADIO 101 ON<br>THIS DAY..... | 181            | 92     | 89     | 8          | 35         | 49         | 43         | 46         | 97                   | 68    | 8     | 8    |
| .....                                              | 90.5%          | 92.0%  | 89.0%  | 80.0%      | 87.5%      | 98.0%      | 86.0%      | 92.0%      | 91.5%                | 89.5% | 80.0% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76   | 10  | 8   |
| 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.....    | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....            | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 0430 HRS.....    | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....            | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 0500 HRS.....    | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....            | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 0530 HRS.....    | 1              | 0      | 1          | 0          | 0          | 0          | 1          | 0          | 0                    | 1    | 0   | 0   |
| .....            | .5%            | .0%    | 1.0%       | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0600 HRS.....    | 2              | 0      | 2          | 0          | 0          | 0          | 2          | 0          | 0                    | 2    | 0   | 0   |
| .....            | 1.0%           | .0%    | 2.0%       | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |       |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-------|-------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE    |
| 0630 HRS..... | 4              | 2      | 2      | 0          | 0          | 0          | 4          | 0          | 0                    | 2    | 2     | 0     |
| .....         | 2.0%           | 2.0%   | 2.0%   | .0%        | .0%        | .0%        | 8.0%       | .0%        | .0%                  | 2.6% | 20.0% | .0%   |
| 0700 HRS..... | 4              | 3      | 1      | 0          | 0          | 1          | 2          | 1          | 1                    | 1    | 2     | 0     |
| .....         | 2.0%           | 3.0%   | 1.0%   | .0%        | .0%        | 2.0%       | 4.0%       | 2.0%       | .9%                  | 1.3% | 20.0% | .0%   |
| 0730 HRS..... | 9              | 4      | 5      | 0          | 0          | 6          | 0          | 3          | 6                    | 1    | 0     | 2     |
| .....         | 4.5%           | 4.0%   | 5.0%   | .0%        | .0%        | 12.0%      | .0%        | 6.0%       | 5.7%                 | 1.3% | .0%   | 25.0% |
| 0800 HRS..... | 16             | 7      | 9      | 0          | 0          | 9          | 3          | 4          | 8                    | 6    | 0     | 2     |
| .....         | 8.0%           | 7.0%   | 9.0%   | .0%        | .0%        | 18.0%      | 6.0%       | 8.0%       | 7.5%                 | 7.9% | .0%   | 25.0% |
| 0830 HRS..... | 15             | 6      | 9      | 0          | 1          | 9          | 3          | 2          | 8                    | 7    | 0     | 0     |
| .....         | 7.5%           | 6.0%   | 9.0%   | .0%        | 2.5%       | 18.0%      | 6.0%       | 4.0%       | 7.5%                 | 9.2% | .0%   | .0%   |
| 0900 HRS..... | 16             | 6      | 10     | 0          | 1          | 9          | 3          | 3          | 9                    | 7    | 0     | 0     |
| .....         | 8.0%           | 6.0%   | 10.0%  | .0%        | 2.5%       | 18.0%      | 6.0%       | 6.0%       | 8.5%                 | 9.2% | .0%   | .0%   |
| 0930 HRS..... | 8              | 3      | 5      | 0          | 0          | 3          | 2          | 3          | 4                    | 4    | 0     | 0     |
| .....         | 4.0%           | 3.0%   | 5.0%   | .0%        | .0%        | 6.0%       | 4.0%       | 6.0%       | 3.8%                 | 5.3% | .0%   | .0%   |
| 1000 HRS..... | 6              | 3      | 3      | 0          | 0          | 2          | 1          | 3          | 2                    | 4    | 0     | 0     |
| .....         | 3.0%           | 3.0%   | 3.0%   | .0%        | .0%        | 4.0%       | 2.0%       | 6.0%       | 1.9%                 | 5.3% | .0%   | .0%   |
| 1030 HRS..... | 6              | 3      | 3      | 0          | 0          | 1          | 2          | 3          | 3                    | 3    | 0     | 0     |
| .....         | 3.0%           | 3.0%   | 3.0%   | .0%        | .0%        | 2.0%       | 4.0%       | 6.0%       | 2.8%                 | 3.9% | .0%   | .0%   |
| 1100 HRS..... | 9              | 4      | 5      | 0          | 2          | 1          | 3          | 3          | 6                    | 3    | 0     | 0     |
| .....         | 4.5%           | 4.0%   | 5.0%   | .0%        | 5.0%       | 2.0%       | 6.0%       | 6.0%       | 5.7%                 | 3.9% | .0%   | .0%   |
| 1130 HRS..... | 7              | 3      | 4      | 0          | 2          | 0          | 3          | 2          | 4                    | 3    | 0     | 0     |
| .....         | 3.5%           | 3.0%   | 4.0%   | .0%        | 5.0%       | .0%        | 6.0%       | 4.0%       | 3.8%                 | 3.9% | .0%   | .0%   |
| NOON.....     | 11             | 4      | 7      | 0          | 3          | 1          | 5          | 2          | 5                    | 6    | 0     | 0     |
| .....         | 5.5%           | 4.0%   | 7.0%   | .0%        | 7.5%       | 2.0%       | 10.0%      | 4.0%       | 4.7%                 | 7.9% | .0%   | .0%   |
| 1230 HRS..... | 7              | 3      | 4      | 0          | 2          | 1          | 4          | 0          | 1                    | 6    | 0     | 0     |
| .....         | 3.5%           | 3.0%   | 4.0%   | .0%        | 5.0%       | 2.0%       | 8.0%       | .0%        | .9%                  | 7.9% | .0%   | .0%   |
| 1300 HRS..... | 5              | 4      | 1      | 0          | 3          | 1          | 1          | 0          | 1                    | 4    | 0     | 0     |
| .....         | 2.5%           | 4.0%   | 1.0%   | .0%        | 7.5%       | 2.0%       | 2.0%       | .0%        | .9%                  | 5.3% | .0%   | .0%   |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

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BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |       |
|---------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|------|-------|-------|
|               |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE    |
| 1330 HRS..... | 5              | 5      | 0      | 0          | 2          | 1          | 1          | 1          | 2                    | 3    | 0     | 0     |
| .....         | 2.5%           | 5.0%   | .0%    | .0%        | 5.0%       | 2.0%       | 2.0%       | 2.0%       | 1.9%                 | 3.9% | .0%   | .0%   |
| 1400 HRS..... | 5              | 3      | 2      | 0          | 2          | 0          | 1          | 2          | 2                    | 3    | 0     | 0     |
| .....         | 2.5%           | 3.0%   | 2.0%   | .0%        | 5.0%       | .0%        | 2.0%       | 4.0%       | 1.9%                 | 3.9% | .0%   | .0%   |
| 1430 HRS..... | 5              | 1      | 4      | 1          | 0          | 2          | 1          | 1          | 2                    | 3    | 0     | 0     |
| .....         | 2.5%           | 1.0%   | 4.0%   | 10.0%      | .0%        | 4.0%       | 2.0%       | 2.0%       | 1.9%                 | 3.9% | .0%   | .0%   |
| 1500 HRS..... | 5              | 3      | 2      | 1          | 1          | 3          | 0          | 0          | 2                    | 3    | 0     | 0     |
| .....         | 2.5%           | 3.0%   | 2.0%   | 10.0%      | 2.5%       | 6.0%       | .0%        | .0%        | 1.9%                 | 3.9% | .0%   | .0%   |
| 1530 HRS..... | 4              | 3      | 1      | 1          | 1          | 2          | 0          | 0          | 2                    | 2    | 0     | 0     |
| .....         | 2.0%           | 3.0%   | 1.0%   | 10.0%      | 2.5%       | 4.0%       | .0%        | .0%        | 1.9%                 | 2.6% | .0%   | .0%   |
| 1600 HRS..... | 6              | 4      | 2      | 0          | 1          | 3          | 0          | 2          | 5                    | 1    | 0     | 0     |
| .....         | 3.0%           | 4.0%   | 2.0%   | .0%        | 2.5%       | 6.0%       | .0%        | 4.0%       | 4.7%                 | 1.3% | .0%   | .0%   |
| 1630 HRS..... | 5              | 2      | 3      | 0          | 0          | 3          | 0          | 2          | 3                    | 2    | 0     | 0     |
| .....         | 2.5%           | 2.0%   | 3.0%   | .0%        | .0%        | 6.0%       | .0%        | 4.0%       | 2.8%                 | 2.6% | .0%   | .0%   |
| 1700 HRS..... | 7              | 2      | 5      | 0          | 0          | 3          | 0          | 4          | 3                    | 4    | 0     | 0     |
| .....         | 3.5%           | 2.0%   | 5.0%   | .0%        | .0%        | 6.0%       | .0%        | 8.0%       | 2.8%                 | 5.3% | .0%   | .0%   |
| 1730 HRS..... | 6              | 1      | 5      | 0          | 0          | 4          | 0          | 2          | 2                    | 4    | 0     | 0     |
| .....         | 3.0%           | 1.0%   | 5.0%   | .0%        | .0%        | 8.0%       | .0%        | 4.0%       | 1.9%                 | 5.3% | .0%   | .0%   |
| 1800 HRS..... | 10             | 3      | 7      | 0          | 0          | 5          | 3          | 2          | 4                    | 4    | 2     | 0     |
| .....         | 5.0%           | 3.0%   | 7.0%   | .0%        | .0%        | 10.0%      | 6.0%       | 4.0%       | 3.8%                 | 5.3% | 20.0% | .0%   |
| 1830 HRS..... | 11             | 4      | 7      | 0          | 0          | 5          | 4          | 2          | 4                    | 5    | 2     | 0     |
| .....         | 5.5%           | 4.0%   | 7.0%   | .0%        | .0%        | 10.0%      | 8.0%       | 4.0%       | 3.8%                 | 6.6% | 20.0% | .0%   |
| 1900 HRS..... | 9              | 2      | 7      | 0          | 1          | 4          | 2          | 2          | 4                    | 5    | 0     | 0     |
| .....         | 4.5%           | 2.0%   | 7.0%   | .0%        | 2.5%       | 8.0%       | 4.0%       | 4.0%       | 3.8%                 | 6.6% | .0%   | .0%   |
| 1930 HRS..... | 11             | 2      | 9      | 0          | 1          | 4          | 3          | 3          | 5                    | 6    | 0     | 0     |
| .....         | 5.5%           | 2.0%   | 9.0%   | .0%        | 2.5%       | 8.0%       | 6.0%       | 6.0%       | 4.7%                 | 7.9% | .0%   | .0%   |
| 2000 HRS..... | 17             | 2      | 15     | 0          | 2          | 11         | 3          | 1          | 10                   | 5    | 0     | 2     |
| .....         | 8.5%           | 2.0%   | 15.0%  | .0%        | 5.0%       | 22.0%      | 6.0%       | 2.0%       | 9.4%                 | 6.6% | .0%   | 25.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR7: ISLAND SOUND RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                                | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |       |
|----------------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|-------|-------|
|                                                                |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE    |
| 2030 HRS.....                                                  | 12             | 2      | 10     | 0          | 1          | 10         | 1          | 0          | 6                    | 4     | 0     | 2     |
| .....                                                          | 6.0%           | 2.0%   | 10.0%  | .0%        | 2.5%       | 20.0%      | 2.0%       | .0%        | 5.7%                 | 5.3%  | .0%   | 25.0% |
| 2100 HRS.....                                                  | 12             | 2      | 10     | 0          | 1          | 9          | 1          | 1          | 6                    | 5     | 0     | 1     |
| .....                                                          | 6.0%           | 2.0%   | 10.0%  | .0%        | 2.5%       | 18.0%      | 2.0%       | 2.0%       | 5.7%                 | 6.6%  | .0%   | 12.5% |
| 2130 HRS.....                                                  | 7              | 2      | 5      | 0          | 0          | 6          | 0          | 1          | 3                    | 4     | 0     | 0     |
| .....                                                          | 3.5%           | 2.0%   | 5.0%   | .0%        | .0%        | 12.0%      | .0%        | 2.0%       | 2.8%                 | 5.3%  | .0%   | .0%   |
| 2200 HRS.....                                                  | 3              | 1      | 2      | 0          | 0          | 3          | 0          | 0          | 1                    | 2     | 0     | 0     |
| .....                                                          | 1.5%           | 1.0%   | 2.0%   | .0%        | .0%        | 6.0%       | .0%        | .0%        | .9%                  | 2.6%  | .0%   | .0%   |
| 2230 HRS.....                                                  | 2              | 0      | 2      | 0          | 0          | 2          | 0          | 0          | 0                    | 2     | 0     | 0     |
| .....                                                          | 1.0%           | .0%    | 2.0%   | .0%        | .0%        | 4.0%       | .0%        | .0%        | .0%                  | 2.6%  | .0%   | .0%   |
| 2300 HRS.....                                                  | 3              | 1      | 2      | 0          | 1          | 2          | 0          | 0          | 1                    | 2     | 0     | 0     |
| .....                                                          | 1.5%           | 1.0%   | 2.0%   | .0%        | 2.5%       | 4.0%       | .0%        | .0%        | .9%                  | 2.6%  | .0%   | .0%   |
| 2330 HRS.....                                                  | 3              | 1      | 2      | 0          | 1          | 2          | 0          | 0          | 1                    | 2     | 0     | 0     |
| .....                                                          | 1.5%           | 1.0%   | 2.0%   | .0%        | 2.5%       | 4.0%       | .0%        | .0%        | .9%                  | 2.6%  | .0%   | .0%   |
| DID NOT LISTEN TO<br>ISLAND SOUND<br>RADIO ON THIS<br>DAY..... | 131            | 69     | 62     | 9          | 29         | 26         | 31         | 36         | 72                   | 47    | 8     | 4     |
| .....                                                          | 65.5%          | 69.0%  | 62.0%  | 90.0%      | 72.5%      | 52.0%      | 62.0%      | 72.0%      | 67.9%                | 61.8% | 80.0% | 50.0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |
| 0700 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0     | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%                  | 1.3% | .0%   | .0% |
| 0730 HRS..... | 2              | 2      | 0          | 0          | 0          | 1          | 0          | 1          | 1                    | 1    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | .9%                  | 1.3% | .0%   | .0% |
| 0800 HRS..... | 3              | 1      | 2          | 0          | 0          | 3          | 0          | 0          | 1                    | 2    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 6.0%       | .0%        | .0%        | .9%                  | 2.6% | .0%   | .0% |
| 0830 HRS..... | 4              | 2      | 2          | 0          | 1          | 3          | 0          | 0          | 2                    | 2    | 0     | 0   |
| .....         | 2.0%           | 2.0%   | 2.0%       | .0%        | 2.5%       | 6.0%       | .0%        | .0%        | 1.9%                 | 2.6% | .0%   | .0% |
| 0900 HRS..... | 2              | 2      | 0          | 0          | 0          | 1          | 0          | 1          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | .0%   | .0% |
| 0930 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 0          | 1          | 2                    | 0    | 1     | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | 10.0% | .0% |
| 1000 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 0          | 1          | 2                    | 0    | 1     | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | 10.0% | .0% |
| 1030 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1     | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 10.0% | .0% |
| 1100 HRS..... | 2              | 0      | 2          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0%   | .0% |
| 1130 HRS..... | 3              | 1      | 2          | 0          | 2          | 1          | 0          | 0          | 3                    | 0    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | 5.0%       | 2.0%       | .0%        | .0%        | 2.8%                 | .0%  | .0%   | .0% |
| NOON.....     | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0     | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0%  | .0%   | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |

PERCENTAGES = COLUMN PERCENTAGES  
BASE = ALL

(continued)



BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 1330 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1400 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1430 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1500 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1700 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1800 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .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          | 0          | 0          | 1          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .0% | .0% | .0% |
| 1930 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |       |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-------|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2    | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |
| 0700 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 0                    | 1    | 0     | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%                  | 1.3% | .0%   | .0% |
| 0730 HRS..... | 2              | 2      | 0          | 0          | 0          | 1          | 0          | 1          | 1                    | 1    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | .9%                  | 1.3% | .0%   | .0% |
| 0800 HRS..... | 3              | 1      | 2          | 0          | 0          | 3          | 0          | 0          | 1                    | 2    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 6.0%       | .0%        | .0%        | .9%                  | 2.6% | .0%   | .0% |
| 0830 HRS..... | 4              | 2      | 2          | 0          | 1          | 3          | 0          | 0          | 2                    | 2    | 0     | 0   |
| .....         | 2.0%           | 2.0%   | 2.0%       | .0%        | 2.5%       | 6.0%       | .0%        | .0%        | 1.9%                 | 2.6% | .0%   | .0% |
| 0900 HRS..... | 2              | 2      | 0          | 0          | 0          | 1          | 0          | 1          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | .0%   | .0% |
| 0930 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 0          | 1          | 2                    | 0    | 1     | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | 10.0% | .0% |
| 1000 HRS..... | 3              | 2      | 1          | 0          | 1          | 1          | 0          | 1          | 2                    | 0    | 1     | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%       | .0%        | 2.5%       | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0%  | 10.0% | .0% |
| 1030 HRS..... | 1              | 0      | 1          | 0          | 1          | 0          | 0          | 0          | 0                    | 0    | 1     | 0   |
| .....         | .5%            | .0%    | 1.0%       | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | .0%  | 10.0% | .0% |
| 1100 HRS..... | 2              | 0      | 2          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0     | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0%   | .0% |
| 1130 HRS..... | 3              | 1      | 2          | 0          | 2          | 1          | 0          | 0          | 3                    | 0    | 0     | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | 5.0%       | 2.0%       | .0%        | .0%        | 2.8%                 | .0%  | .0%   | .0% |
| NOON.....     | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0     | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0%  | .0%   | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |
| 1300 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0     | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0%   | .0% |

PERCENTAGES = COLUMN PERCENTAGES  
BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 1330 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1400 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1430 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1500 HRS..... | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1630 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1700 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1730 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1800 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .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          | 0          | 0          | 1          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .0% | .0% | .0% |
| 1930 HRS..... | 1              | 1      | 0          | 0          | 0          | 0          | 0          | 1          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | .0%        | 2.0%       | .9%                  | .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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR8: BAY RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                    | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |       |      |
|----------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-------|-------|------|
|                                                    |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2    | DE   |
| 2030 HRS.....                                      | 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.....                                      | 2              | 1      | 1          | 1          | 0          | 1          | 0          | 0          | 1                    | 1     | 0     | 0    |
| .....                                              | 1.0%           | 1.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | .0%        | .0%        | .9%                  | 1.3%  | .0%   | .0%  |
| 2130 HRS.....                                      | 3              | 1      | 2          | 2          | 0          | 1          | 0          | 0          | 2                    | 1     | 0     | 0    |
| .....                                              | 1.5%           | 1.0%   | 2.0%       | 20.0%      | .0%        | 2.0%       | .0%        | .0%        | 1.9%                 | 1.3%  | .0%   | .0%  |
| 2200 HRS.....                                      | 4              | 3      | 1          | 1          | 0          | 1          | 2          | 0          | 1                    | 3     | 0     | 0    |
| .....                                              | 2.0%           | 3.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | 4.0%       | .0%        | .9%                  | 3.9%  | .0%   | .0%  |
| 2230 HRS.....                                      | 4              | 3      | 1          | 1          | 0          | 1          | 2          | 0          | 1                    | 3     | 0     | 0    |
| .....                                              | 2.0%           | 3.0%   | 1.0%       | 10.0%      | .0%        | 2.0%       | 4.0%       | .0%        | .9%                  | 3.9%  | .0%   | .0%  |
| 2300 HRS.....                                      | 2              | 2      | 0          | 0          | 0          | 0          | 2          | 0          | 0                    | 2     | 0     | 0    |
| .....                                              | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%                  | 2.6%  | .0%   | .0%  |
| 2330 HRS.....                                      | 1              | 1      | 0          | 0          | 0          | 0          | 1          | 0          | 0                    | 1     | 0     | 0    |
| .....                                              | .5%            | 1.0%   | .0%        | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%                  | 1.3%  | .0%   | .0%  |
| DID NOT LISTEN TO<br>BAY RADIO ON<br>THIS DAY..... | 181            | 88     | 93         | 8          | 36         | 42         | 48         | 47         | 94                   | 70    | 9     | 8    |
| .....                                              | 90.5%          | 88.0%  | 93.0%      | 80.0%      | 90.0%      | 84.0%      | 96.0%      | 94.0%      | 88.7%                | 92.1% | 90.0% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 0730 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | 1.3% | .0% | .0% |
| 0800 HRS..... | 1              | 1      | 0          | 0          | 1          | 0          | 0          | 0          | 0                    | 1    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | 2.5%       | .0%        | .0%        | .0%        | .0%                  | 1.3% | .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..... | 3              | 2      | 1          | 1          | 2          | 0          | 0          | 0          | 2                    | 1    | 0   | 0   |
| .....         | 1.5%           | 2.0%   | 1.0%       | 10.0%      | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | 1.3% | .0% | .0% |
| 0930 HRS..... | 5              | 4      | 1          | 1          | 2          | 2          | 0          | 0          | 4                    | 1    | 0   | 0   |
| .....         | 2.5%           | 4.0%   | 1.0%       | 10.0%      | 5.0%       | 4.0%       | .0%        | .0%        | 3.8%                 | 1.3% | .0% | .0% |
| 1000 HRS..... | 4              | 3      | 1          | 1          | 1          | 2          | 0          | 0          | 4                    | 0    | 0   | 0   |
| .....         | 2.0%           | 3.0%   | 1.0%       | 10.0%      | 2.5%       | 4.0%       | .0%        | .0%        | 3.8%                 | .0%  | .0% | .0% |
| 1030 HRS..... | 4              | 3      | 1          | 1          | 1          | 2          | 0          | 0          | 4                    | 0    | 0   | 0   |
| .....         | 2.0%           | 3.0%   | 1.0%       | 10.0%      | 2.5%       | 4.0%       | .0%        | .0%        | 3.8%                 | .0%  | .0% | .0% |
| 1100 HRS..... | 2              | 2      | 0          | 0          | 0          | 2          | 0          | 0          | 2                    | 0    | 0   | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%        | 1.9%                 | .0%  | .0% | .0% |
| 1130 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| NOON.....     | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |
| 1230 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0    | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0%  | .0% | .0% |
| 1300 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0    | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0%  | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 1330 HRS..... | 1              | 0      | 1          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | .0%    | 1.0%       | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1400 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1430 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 0          | 2          | 3                    | 0   | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 2.0%       | .0%        | 4.0%       | 2.8%                 | .0% | .0% | .0% |
| 1500 HRS..... | 3              | 1      | 2          | 0          | 0          | 1          | 0          | 2          | 3                    | 0   | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | .0%        | .0%        | 2.0%       | .0%        | 4.0%       | 2.8%                 | .0% | .0% | .0% |
| 1530 HRS..... | 2              | 1      | 1          | 0          | 0          | 1          | 0          | 1          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 1.0%   | 1.0%       | .0%        | .0%        | 2.0%       | .0%        | 2.0%       | 1.9%                 | .0% | .0% | .0% |
| 1600 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .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..... | 3              | 1      | 2          | 3          | 0          | 0          | 0          | 0          | 3                    | 0   | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | 30.0%      | .0%        | .0%        | .0%        | .0%        | 2.8%                 | .0% | .0% | .0% |
| 1730 HRS..... | 3              | 1      | 2          | 3          | 0          | 0          | 0          | 0          | 3                    | 0   | 0   | 0   |
| .....         | 1.5%           | 1.0%   | 2.0%       | 30.0%      | .0%        | .0%        | .0%        | .0%        | 2.8%                 | .0% | .0% | .0% |
| 1800 HRS..... | 2              | 0      | 2          | 2          | 0          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | .0%    | 2.0%       | 20.0%      | .0%        | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 2000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR9: SMASH RADIO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                      | TOTAL<br>CASES | GENDER |        | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |       |      |      |
|------------------------------------------------------|----------------|--------|--------|------------|------------|------------|------------|------------|----------------------|-------|------|------|
|                                                      |                | MALE   | FEMALE | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1    | C2   | DE   |
| 2030 HRS.....                                        | 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<br>SMASH RADIO ON<br>THIS DAY..... | 190            | 94     | 96     | 7          | 37         | 48         | 50         | 48         | 98                   | 74    | 10   | 8    |
| .....                                                | 95.0%          | 94.0%  | 96.0%  | 70.0%      | 92.5%      | 96.0%      | 100%       | 96.0%      | 92.5%                | 97.4% | 100% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL



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TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                  | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|                  |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| TOTAL CASES..... | 200            | 100    | 100        | 10         | 40         | 50         | 50         | 50         | 106                  | 76  | 10  | 8   |
| 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

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 0630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0700 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0730 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0800 HRS..... | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 0830 HRS..... | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 0900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 0930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1030 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1100 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1130 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| NOON.....     | 2              | 2      | 0          | 0          | 0          | 2          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1230 HRS..... | 2              | 2      | 0          | 0          | 0          | 2          | 0          | 0          | 2                    | 0   | 0   | 0   |
| .....         | 1.0%           | 2.0%   | .0%        | .0%        | .0%        | 4.0%       | .0%        | .0%        | 1.9%                 | .0% | .0% | .0% |
| 1300 HRS..... | 1              | 1      | 0          | 0          | 0          | 1          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | .0%        | .0%        | 2.0%       | .0%        | .0%        | .9%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|               | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |     |     |     |
|---------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|-----|-----|-----|
|               |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1  | C2  | DE  |
| 1330 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1400 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1430 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1500 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1530 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1600 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1630 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1700 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1730 HRS..... | 1              | 1      | 0          | 1          | 0          | 0          | 0          | 0          | 1                    | 0   | 0   | 0   |
| .....         | .5%            | 1.0%   | .0%        | 10.0%      | .0%        | .0%        | .0%        | .0%        | .9%                  | .0% | .0% | .0% |
| 1800 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1830 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1900 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 1930 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |
| 2000 HRS..... | 0              | 0      | 0          | 0          | 0          | 0          | 0          | 0          | 0                    | 0   | 0   | 0   |
| .....         | .0%            | .0%    | .0%        | .0%        | .0%        | .0%        | .0%        | .0%        | .0%                  | .0% | .0% | .0% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

(continued)

BROADCASTING AUTHORITY - TV & RADIO AUDIENCE AUDIT (TOURISTS) 1994

TABLE TR10: RADIO CALYPSO AUDIENCE: TOURISTS  
- BY GENDER, AGE & SOCIO-ECON GROUP

|                                                       | TOTAL<br>CASES | GENDER |            | AGE GROUP  |            |            |            |            | SOCIO-ECONOMIC GROUP |      |      |      |
|-------------------------------------------------------|----------------|--------|------------|------------|------------|------------|------------|------------|----------------------|------|------|------|
|                                                       |                | MALE   | FEMAL<br>E | 14 -<br>17 | 18 -<br>30 | 31 -<br>50 | 51 -<br>65 | OVER<br>65 | AB                   | C1   | C2   | DE   |
| 2030 HRS.....                                         | 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.....                                         | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0    | 0    |
| .....                                                 | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0%  | .0%  |
| 2330 HRS.....                                         | 2              | 2      | 0          | 0          | 2          | 0          | 0          | 0          | 2                    | 0    | 0    | 0    |
| .....                                                 | 1.0%           | 2.0%   | .0%        | .0%        | 5.0%       | .0%        | .0%        | .0%        | 1.9%                 | .0%  | .0%  | .0%  |
| DID NOT LISTEN TO<br>RADIO CALYPSO<br>ON THIS DAY.... | 195            | 95     | 100        | 9          | 38         | 48         | 50         | 50         | 101                  | 76   | 10   | 8    |
| .....                                                 | 97.5%          | 95.0%  | 100%       | 90.0%      | 95.0%      | 96.0%      | 100%       | 100%       | 95.3%                | 100% | 100% | 100% |

PERCENTAGES = COLUMN PERCENTAGES

BASE = ALL

