

Report

on a Study of

TV and Radio Audiences in Malta

Part VII — Summary Tables

(Reproduced from Part I — Commentary)

prepared for the

Broadcasting Authority

by the

Malta University Services Ltd.

University of Malta
Msida – Malta

Tel: 343572

Fax: 344879

March 1994



MALTA UNIVERSITY SERVICES Ltd.

University Campus Msida Malta

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CONTENTS

<i>List of Summary Tables</i>	ii
Introduction	1

LIST OF SUMMARY TABLES

(Reproduced from within the Text of Part 1: Commentary)

TABLE SM1: RANKING OF RADIO STATIONS FOR LOCAL NEWS	2
TABLE SM2: PREFERENCES FOR RADIO PROGRAMMES	3
TABLE SM3: AUDIENCE SHARE BY TV GROUP FOR EACH DAY OF THE WEEK	4
TABLE SM4: MONDAY TV AUDIENCES - SUMMARY	5
TABLE SM5: TUESDAY TV AUDIENCES - SUMMARY	6
TABLE SM6: WEDNESDAY TV AUDIENCES - SUMMARY	7
TABLE SM7: THURSDAY TV AUDIENCES - SUMMARY	8
TABLE SM8: FRIDAY TV AUDIENCES - SUMMARY	9
TABLE SM9: SATURDAY TV AUDIENCES - SUMMARY	10
TABLE SM10: SUNDAY TV AUDIENCES - SUMMARY	11
TABLE SM11: AUDIENCE SHARE BY RADIO STATION FOR EACH DAY OF THE WEEK	12
TABLE SM12: MONDAY RADIO AUDIENCES - SUMMARY	13
TABLE SM13: TUESDAY RADIO AUDIENCES - SUMMARY	14
TABLE SM14: WEDNESDAY RADIO AUDIENCES - SUMMARY	15
TABLE SM15: THURSDAY RADIO AUDIENCES - SUMMARY	16
TABLE SM16: FRIDAY RADIO AUDIENCES - SUMMARY	17
TABLE SM17: SATURDAY RADIO AUDIENCES - SUMMARY	18
TABLE SM18: SUNDAY RADIO AUDIENCES - SUMMARY	19
TABLE SM19: TV VIEWING HABITS AMONG TOURISTS - SUMMARY	20
TABLE SM20: RADIO LISTENING HABITS AMONG TOURISTS - SUMMARY	21
TABLE A1: DEMOGRAPHIC DISTRIBUTION & IDEAL SAMPLE DISTRIBUTION (AGES= Over 10)	22

Introduction

This volume reproduces a set of *Summary Tables* which have been produced following the *Media Audit* undertaken by *Malta University Services Ltd* (MUS), on behalf of the *Broadcasting Authority* (Malta) in March 1994. They are being reproduced from Part 1 of that study, namely the Commentary that covers both the *Opinion Survey* and the *Media Audit* for residents of the Maltese islands as well as the separate study conducted to establish the *Radio Listening and TV Viewing Habits* of tourists visiting Malta.

Projections for the Maltese population aged 10 and over can be made from these *Summary Tables*. On the basis of the demographic figures reproduced in Table A1, a figure of 1% in any of the Tables SM1 to SM20 is equivalent to 2683.01 persons.

Professor Mario Vassallo
Project Co-ordinator

TABLE SM1: RANKING OF RADIO STATIONS FOR LOCAL NEWS

STATION	NOT AMONG FIRST 3 %	FIRST %	SECOND %	THIRD %
RM1	69.8	9.4	11.9	8.8
RM2	76.7	1.9	11.9	9.4
SUPER 1	48.4	44.0	6.3	1.3
101	82.4	7.5	5.7	4.4
RTK	57.9	12.6	15.1	14.5
LIVE FM	76.1	6.9	9.4	7.5
ISLAND SOUND	90.6	3.8	2.5	3.1
BAY	84.3	3.8	5.7	6.3
SMASH	80.5	5.0	6.9	7.5
CALYPSO	93.7	1.3	3.1	1.9

TABLE SM2: PREFERENCES FOR RADIO PROGRAMMES

Music	67.5
News	54.6
Discussions on Current Affairs	36.8
Discussions on Personal Issues	36.7
Discussions with Phone-Ins	32.5
Health Education Programmes	39.0
Religious Programmes	27.4
Sports	26.3
Local History Programmes	25.1
Novels	21.6
Local News Analysis	20.4
Programmes of a Political Nature	17.0
Programmes on the Environment	17.0
Foreign News Analysis	13.2
Programmes on Films to be screened on TV	11.0

TABLE SM3: AUDIENCE SHARE BY TV GROUP FOR EACH DAY OF THE WEEK

	TVM	RAI	BERLUS.	OTHER	SAT
	%	%	%	%	%
MONDAY	55.7	15.0	48.3	4.3	3.7
TUESDAY	61.0	14.3	38.7	8.7	4.3
WEDNESDAY	60.3	16.0	46.3	7.0	3.0
THURSDAY	58.7	14.0	52.7	10.0	3.7
FRIDAY	58.0	14.3	45.3	9.3	3.3
SATURDAY	58.0	13.0	38.0	9.0	3.7
SUNDAY	60.3	17.7	35.7	10.0	3.7
DAILY AVERAGE	58.9	14.9	43.6	8.3	3.6

TABLE SM4: MONDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.3	0.0	0.0	0.0
0030	0.0	0.3	0.0	0.0	0.0
0100	0.0	0.3	0.0	0.0	0.0
0130	0.0	0.3	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.3	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.3	0.0	0.0
0630	0.3	0.0	0.3	0.0	0.0
0700	0.3	0.0	1.0	0.0	0.0
0730	0.3	0.0	0.7	0.0	0.0
0800	2.3	0.0	0.3	0.0	0.0
0830	0.7	0.0	1.0	0.0	0.3
0900	0.0	0.0	1.3	0.0	0.0
0930	0.0	0.0	1.0	0.0	0.0
1000	0.0	0.3	1.0	0.0	1.0
1030	0.3	0.3	0.7	0.0	1.3
1100	0.3	0.3	1.0	0.0	1.3
1130	0.3	0.3	0.7	0.0	1.3
NOON	0.0	0.0	1.0	0.0	1.3
1230	0.0	0.0	1.7	0.0	1.0
1300	0.0	0.7	2.3	0.0	1.0
1330	0.0	1.3	1.7	0.0	1.0
1400	0.7	0.7	3.7	0.0	1.0
1430	0.0	0.7	4.3	0.0	1.3
1500	0.3	1.0	4.7	0.0	1.7
1530	0.3	0.3	3.3	0.0	1.7
1600	0.7	0.3	4.7	0.0	1.7
1630	0.7	0.3	4.3	0.0	1.0
1700	0.7	1.0	4.0	0.0	0.7
1730	1.0	1.0	4.7	0.3	0.7
1800	3.0	1.0	6.7	0.3	1.0
1830	2.3	0.3	7.7	0.3	1.0
1900	3.7	1.0	12.0	0.3	1.7
1930	4.0	1.7	12.3	0.3	1.7
2000	48.3	1.7	8.7	0.3	2.0
2030	29.7	5.7	22.3	1.3	0.7
2100	12.0	8.0	29.0	2.0	1.0
2130	9.0	7.7	28.3	2.3	0.7
2200	6.0	6.0	21.7	2.0	0.7
2230	3.7	3.0	12.3	1.7	0.7
2300	2.3	2.3	3.7	0.0	0.3
2330	0.3	1.0	1.0	0.7	0.3
DID NOT WATCH	44.3	85.0	51.7	95.7	96.3

TABLE SM5: TUESDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.3	0.0	0.0
0500	0.3	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	0.7	0.0	0.0	0.0	0.0
0700	0.7	0.0	0.3	0.3	0.0
0730	0.7	0.0	0.3	0.3	0.0
0800	1.3	0.0	0.7	0.0	0.0
0830	1.0	0.0	0.3	0.0	0.0
0900	0.3	0.0	0.3	0.0	0.0
0930	0.3	0.3	0.0	0.0	0.0
1000	0.3	0.3	0.0	0.0	0.7
1030	0.3	0.0	0.0	0.0	0.3
1100	0.7	0.0	0.0	0.0	0.3
1130	0.7	0.0	0.3	0.0	0.3
NOON	1.7	0.3	0.7	0.0	0.3
1230	1.3	0.7	1.0	0.0	0.3
1300	1.3	0.7	1.7	0.0	1.0
1330	0.0	1.7	0.7	0.0	1.0
1400	0.0	0.7	1.7	0.0	1.0
1430	0.0	1.0	2.3	0.0	1.0
1500	0.3	0.3	4.0	0.3	1.3
1530	0.7	0.0	4.0	0.0	1.3
1600	0.7	0.0	5.0	0.0	1.7
1630	1.0	0.0	3.3	0.0	1.0
1700	1.3	0.3	2.7	0.0	1.0
1730	1.3	0.3	2.3	0.3	0.7
1800	5.0	0.7	4.3	0.7	1.3
1830	4.3	0.7	6.0	0.7	1.3
1900	5.0	2.0	10.0	0.7	1.7
1930	6.0	3.0	9.0	0.7	1.3
2000	41.0	3.3	7.3	0.3	2.7
2030	35.0	3.3	16.3	4.0	1.7
2100	23.3	6.0	18.3	4.7	2.0
2130	26.0	5.7	17.0	4.3	0.7
2200	21.3	3.7	14.7	3.0	0.3
2230	17.3	2.7	9.0	1.7	0.7
2300	8.3	1.3	5.0	2.0	0.3
2330	0.0	0.3	1.7	2.0	0.3
DID NOT WATCH	39.0	85.7	61.3	91.3	95.7

TABLE SM6: WEDNESDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.7	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	1.3	0.0	0.0	0.0	0.0
0700	1.3	0.0	0.3	0.0	0.0
0730	0.7	0.0	0.3	0.0	0.0
0800	0.7	0.0	0.3	0.0	0.0
0830	0.7	0.0	0.0	0.0	0.0
0900	0.7	0.0	0.0	0.0	0.0
0930	0.7	0.0	0.0	0.3	0.0
1000	1.0	0.0	0.0	0.0	0.0
1030	1.0	0.0	0.0	0.0	0.0
1100	1.0	0.0	0.0	0.0	0.0
1130	0.7	0.0	1.0	0.0	0.0
NOON	1.0	0.0	1.7	0.0	0.0
1230	0.7	0.0	1.3	0.0	0.0
1300	1.0	0.0	1.0	0.3	0.3
1330	0.7	0.3	1.0	0.3	0.3
1400	0.7	0.3	2.0	0.3	0.3
1430	0.3	0.3	2.3	0.0	0.3
1500	0.7	0.0	3.3	0.3	0.3
1530	0.7	0.0	2.7	0.0	0.3
1600	0.3	0.0	3.7	0.0	0.3
1630	0.7	0.0	3.3	0.0	0.3
1700	1.7	0.0	4.0	0.7	0.3
1730	2.3	0.3	4.0	0.7	0.3
1800	4.7	1.7	5.0	0.3	1.0
1830	3.7	1.7	7.3	0.3	1.3
1900	5.0	2.3	11.0	0.3	1.0
1930	4.3	1.3	10.0	0.7	1.0
2000	50.3	2.3	7.7	1.3	1.0
2030	36.7	8.0	18.7	4.3	1.3
2100	17.7	8.7	27.3	3.7	1.7
2130	15.7	9.3	28.7	1.7	1.3
2200	9.7	7.7	25.3	1.7	1.3
2230	5.7	4.3	16.0	1.3	1.0
2300	3.3	1.7	8.0	1.3	0.7
2330	1.0	0.3	3.7	0.0	0.3
DID NOT WATCH	39.7	84.0	53.7	93.0	97.0

TABLE SM7: THURSDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	1.0	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.3	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	0.0
0700	0.0	0.3	0.0	0.0	0.0
0730	0.0	0.0	0.0	0.0	0.0
0800	0.0	0.0	0.0	0.0	0.0
0830	0.0	0.0	0.0	0.0	0.0
0900	0.0	0.0	0.0	0.0	0.0
0930	0.0	0.0	0.0	0.0	0.0
1000	0.0	0.0	0.0	0.0	0.0
1030	0.0	0.0	0.0	0.0	0.0
1100	0.3	0.0	0.0	0.3	0.0
1130	0.0	0.0	0.3	0.3	0.0
NOON	0.3	0.0	0.3	0.3	0.0
1230	0.0	0.3	1.3	0.3	0.0
1300	0.3	0.3	1.7	0.3	0.0
1330	0.7	0.7	2.0	0.3	0.0
1400	0.7	0.0	3.3	0.7	0.0
1430	0.0	0.0	4.0	0.3	0.3
1500	0.3	0.3	3.3	0.3	0.3
1530	0.3	0.3	3.3	0.3	0.3
1600	0.0	0.0	4.0	0.0	0.3
1630	0.7	0.0	4.0	0.0	0.3
1700	0.7	0.0	3.3	0.7	0.3
1730	1.3	0.3	4.0	0.7	0.3
1800	4.0	1.3	8.3	1.7	0.7
1830	2.7	1.7	9.3	1.7	1.0
1900	4.0	2.3	13.0	2.0	1.3
1930	6.0	2.7	11.3	2.3	1.0
2000	53.3	3.3	10.7	2.7	1.3
2030	38.0	6.3	22.0	5.3	1.3
2100	14.3	8.0	33.3	5.3	2.3
2130	11.3	8.3	32.7	3.3	2.7
2200	6.0	8.0	28.0	2.7	2.3
2230	5.0	3.7	17.7	2.7	2.7
2300	3.3	1.3	11.0	2.0	1.7
2330	1.0	0.7	5.0	1.3	0.7
DID NOT WATCH	41.3	86.0	47.3	90.0	96.3

TABLE SM8: FRIDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.3	0.0	0.0
0200	0.0	0.0	0.3	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	0.0
0700	0.3	0.0	0.0	0.3	0.0
0730	0.0	0.0	0.0	0.7	0.0
0800	0.7	0.0	0.0	0.7	0.0
0830	0.3	0.0	0.0	0.7	0.0
0900	0.7	0.0	0.0	0.7	0.0
0930	1.0	0.0	0.3	0.7	0.0
1000	1.7	0.0	0.7	1.0	0.0
1030	1.3	0.0	0.7	1.0	0.0
1100	0.7	0.0	0.7	1.0	0.3
1130	0.7	0.0	0.3	1.0	0.3
NOON	1.0	0.0	1.3	0.7	0.3
1230	1.0	0.0	2.0	0.3	0.3
1300	0.3	0.3	3.0	0.3	0.3
1330	0.3	0.3	3.0	0.3	0.3
1400	0.3	0.3	5.7	0.3	0.3
1430	0.0	0.0	5.3	0.3	0.3
1500	0.0	0.0	6.0	0.3	0.0
1530	0.0	0.0	5.3	0.0	0.0
1600	0.0	0.0	4.0	0.3	0.3
1630	0.0	0.0	3.3	0.7	0.3
1700	0.0	0.3	2.3	1.0	0.7
1730	0.3	0.3	3.7	0.7	0.7
1800	6.7	1.0	8.3	2.0	1.3
1830	5.3	2.3	9.0	2.3	1.0
1900	8.0	3.3	12.7	2.0	0.7
1930	9.0	3.3	12.7	2.0	1.0
2000	50.7	3.7	9.7	1.3	1.7
2030	34.7	5.3	16.0	3.3	2.3
2100	13.0	8.0	25.7	4.0	2.3
2130	8.0	8.0	27.0	3.0	2.3
2200	6.7	7.0	24.0	2.7	1.7
2230	5.0	4.3	15.0	1.3	1.3
2300	3.3	1.7	7.0	0.7	0.0
2330	0.3	0.7	4.0	0.7	0.0
DID NOT WATCH	42.0	85.7	54.7	90.7	96.7

TABLE SM9: SATURDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.3	0.0	0.0	0.0	0.0
0600	0.3	0.0	0.0	0.0	0.0
0630	0.3	0.0	0.0	0.0	0.0
0700	0.0	0.3	0.0	0.0	0.0
0730	0.3	0.3	0.0	0.0	0.0
0800	1.0	0.0	0.0	0.0	0.0
0830	0.7	0.0	0.0	0.0	0.0
0900	0.7	0.0	0.3	0.3	0.0
0930	0.3	0.0	0.3	0.7	0.0
1000	0.7	0.0	0.7	1.0	0.3
1030	0.7	0.0	0.3	1.3	0.7
1100	0.3	0.3	0.3	1.3	0.7
1130	0.3	0.3	0.0	1.0	0.7
NOON	0.7	0.3	0.7	0.3	0.3
1230	0.3	0.3	0.7	0.3	0.3
1300	1.0	0.3	0.7	0.3	1.0
1330	1.3	0.7	1.3	0.3	0.7
1400	1.7	0.3	3.7	0.3	0.7
1430	2.3	0.0	4.0	0.3	0.7
1500	2.3	0.7	3.7	0.7	0.7
1530	2.0	1.0	2.3	0.3	0.3
1600	2.0	1.3	3.3	0.7	0.3
1630	1.7	1.3	3.7	0.7	0.3
1700	1.3	1.0	3.3	0.7	0.0
1730	1.3	1.0	3.7	0.3	0.3
1800	5.0	1.0	5.7	0.7	1.0
1830	4.0	1.3	7.0	0.0	1.0
1900	4.0	2.7	8.0	0.7	0.7
1930	5.0	3.7	7.7	0.7	1.3
2000	51.0	2.3	6.0	2.0	1.0
2030	33.3	3.7	14.0	4.3	1.0
2100	13.3	7.7	22.3	5.3	1.3
2130	10.0	7.0	22.7	3.7	1.7
2200	8.0	6.7	20.3	3.0	1.0
2230	5.3	4.0	15.3	1.3	0.7
2300	3.3	2.3	7.7	0.7	0.3
2330	1.0	0.7	3.7	0.0	0.0
DID NOT WATCH	42.0	87.0	62.0	91.0	96.3

TABLE SM10: SUNDAY TV AUDIENCES - SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	300	300	300	300	300
	%	%	%	%	%
MIDNIGHT	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.3	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.3	0.0	0.0	0.0	0.0
0600	0.7	0.0	0.3	0.0	0.0
0630	0.3	0.0	0.3	0.0	0.0
0700	0.3	0.0	0.7	0.0	0.0
0730	0.3	0.3	1.0	0.3	0.0
0800	0.3	0.3	0.7	0.3	0.0
0830	0.7	0.3	0.0	0.3	0.3
0900	1.3	0.3	0.0	0.0	0.3
0930	1.3	0.0	0.3	0.0	0.3
1000	7.3	0.3	0.3	0.0	0.3
1030	7.7	0.7	0.3	0.0	0.3
1100	8.0	1.0	0.3	0.0	0.3
1130	7.3	1.3	0.3	0.0	0.3
NOON	7.7	1.3	0.7	0.0	0.3
1230	5.3	1.7	1.3	0.0	0.0
1300	1.7	1.7	2.3	0.0	0.0
1330	0.0	0.3	2.7	0.0	0.0
1400	1.0	0.3	4.7	0.0	0.0
1430	1.0	0.0	6.3	0.0	0.3
1500	1.7	0.3	7.3	0.7	0.3
1530	1.7	0.7	8.3	1.0	0.3
1600	1.3	0.7	8.7	1.0	0.3
1630	1.7	1.0	8.3	1.3	0.7
1700	2.0	1.0	8.3	1.3	0.3
1730	1.7	0.7	6.3	0.7	0.3
1800	6.3	2.3	6.7	1.0	0.7
1830	4.7	2.0	7.0	1.0	0.7
1900	4.7	1.7	9.7	2.0	1.3
1930	4.7	2.3	8.0	1.3	1.0
2000	50.3	1.0	4.7	2.7	1.7
2030	27.7	7.0	9.0	4.7	2.3
2100	9.3	10.0	16.0	5.7	2.3
2130	5.7	10.0	15.3	4.7	1.7
2200	4.7	9.7	14.3	3.7	1.3
2230	2.3	6.7	11.7	2.0	0.7
2300	1.0	3.7	8.0	1.7	0.0
2330	0.3	1.3	3.3	1.0	0.0
DID NOT WATCH	39.78	2.3	64.3	90.0	96.3

TABLE SM15: AUDIENCE SHARE BY RADIO STATION FOR EACH DAY OF THE WEEK

	RM1	RM2	SUP 1	101	IS	BAY	RTK	LIVE	SMASH	CAL
	%	%	%	%	%	%	%	%	%	%
MONDAY	13.0	4.7	24.7	10.0	2.7	5.3	15.0	10.3	13.7	2.7
TUESDAY	14.3	5.3	26.7	8.0	4.3	5.7	17.7	6.3	13.7	1.7
WEDNESDAY	15.7	4.3	27.3	7.3	3.3	4.0	14.7	5.7	13.3	2.7
THURSDAY	13.7	2.7	29.7	8.3	4.0	6.0	14.3	3.0	15.7	5.3
FRIDAY	11.3	5.0	23.3	7.7	6.0	6.3	16.3	5.7	19.3	4.7
SATURDAY	13.7	6.7	19.7	7.0	4.3	8.0	14.7	5.7	17.0	5.0
SUNDAY	11.7	5.3	20.7	7.3	3.7	8.0	11.7	8.0	12.0	4.3
AVERAGE DAILY	13.3	4.9	24.6	7.9	4.0	6.2	14.9	6.4	15.0	3.8

TABLE SM12: MONDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0600	1.7	0.3	4.3	0.7	0.0	0.0	1.0	0.0	0.7	0.0
0630	1.0	0.3	5.3	1.0	0.0	0.3	1.3	0.0	1.7	0.0
0700	2.3	1.3	7.0	2.7	0.0	0.7	2.7	0.3	2.0	0.7
0730	2.7	1.3	6.7	2.7	0.7	1.0	3.7	0.7	1.7	1.0
0800	4.7	1.0	9.0	2.7	1.0	1.3	3.3	1.0	2.0	1.0
0830	3.7	1.0	8.0	1.7	0.3	1.3	4.3	1.3	2.3	1.0
0900	3.0	1.0	8.0	2.0	0.3	1.3	3.7	2.0	2.7	1.7
0930	3.0	1.3	7.3	1.7	0.7	1.0	4.3	2.7	2.7	1.3
1000	3.3	1.3	8.0	2.0	1.3	1.7	5.0	1.3	3.3	1.3
1030	2.7	1.0	7.0	1.3	1.3	0.7	5.0	1.3	3.0	1.0
1100	2.7	1.0	7.0	0.3	1.7	1.0	5.3	1.0	3.3	1.0
1130	2.3	0.7	8.0	1.0	1.3	0.7	4.7	1.0	3.3	0.7
NOON	4.7	1.7	7.7	2.0	1.7	1.0	4.3	1.3	3.0	0.0
1230	2.7	1.0	6.0	0.7	1.0	1.3	2.3	0.7	3.0	0.0
1300	1.0	1.3	4.0	0.3	0.7	1.3	1.0	0.7	3.7	0.3
1330	1.0	1.3	3.3	0.3	0.0	1.0	0.3	1.0	3.3	0.3
1400	0.7	0.7	2.7	1.0	0.0	1.0	1.0	0.3	3.3	0.0
1430	1.0	0.3	3.0	0.7	0.3	0.7	0.7	1.7	2.3	0.0
1500	1.3	1.0	3.7	0.3	0.3	0.0	1.0	1.7	2.7	0.0
1530	1.0	0.7	3.3	0.7	0.3	0.0	0.7	1.3	4.3	0.0
1600	1.7	0.3	4.0	1.0	0.7	0.0	1.7	3.7	5.0	0.0
1630	0.7	0.0	5.3	1.7	0.7	0.3	2.0	3.0	4.3	0.0
1700	0.7	0.3	4.3	1.7	0.7	0.7	2.7	3.3	3.7	0.0
1730	0.3	0.7	5.3	1.7	0.3	0.7	3.0	3.3	3.3	0.3
1800	1.0	0.7	4.3	1.7	0.3	0.7	1.7	3.0	2.7	0.7
1830	0.7	0.7	3.3	0.7	0.3	0.7	0.0	0.3	2.3	0.3
1900	1.0	0.3	2.3	0.3	0.3	0.0	0.7	0.3	2.3	0.0
1930	0.3	0.3	1.0	0.3	0.0	0.0	1.0	0.3	1.7	0.0
2000	0.0	0.3	0.7	0.0	0.0	0.0	0.7	0.7	0.7	0.0
2030	0.0	0.3	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.0
2100	0.3	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
2130	0.3	0.0	1.3	0.0	0.0	0.3	0.3	0.0	0.7	0.0
2200	0.3	0.0	1.3	0.0	0.0	0.0	0.7	0.3	1.0	0.0
2230	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.3	1.0	0.0
2300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
2330	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.7	0.0	0.0
DID NOT										
LISTEN	87.0	95.3	75.3	90.0	97.3	94.7	85.0	89.7	86.3	97.3

TABLE SM13: TUESDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0
0600	1.0	0.3	4.0	0.3	0.3	0.0	0.7	0.0	0.3	0.0
0630	1.7	0.3	4.3	1.0	0.3	0.7	0.7	0.3	1.0	0.0
0700	2.0	0.7	6.0	1.0	0.3	0.7	3.3	0.7	2.0	0.0
0730	1.7	1.0	4.0	1.3	0.7	1.3	3.7	0.3	2.0	0.0
0800	4.7	1.3	5.0	1.3	1.0	1.0	4.3	1.0	2.0	0.0
0830	3.0	0.7	4.7	1.3	0.3	0.7	5.0	1.3	2.3	0.0
0900	4.0	0.7	6.3	1.0	1.0	2.0	5.3	2.3	3.0	0.3
0930	4.0	1.3	6.7	1.3	1.3	1.3	4.7	2.0	3.0	1.0
1000	4.3	1.7	8.7	1.3	1.7	1.3	5.7	1.3	3.7	1.0
1030	2.7	2.0	8.3	1.7	1.7	2.0	5.0	1.3	3.3	1.0
1100	2.7	1.7	7.7	1.0	1.3	1.7	6.0	1.0	3.7	1.0
1130	2.0	1.3	6.7	0.0	1.3	1.3	6.0	1.0	4.0	0.7
NOON	4.3	2.7	7.7	1.3	2.3	1.7	5.0	1.0	3.3	0.0
1230	2.7	2.0	4.3	1.0	1.0	1.3	2.0	1.3	3.0	0.0
1300	1.3	1.3	4.3	0.0	0.7	1.0	1.0	1.0	3.7	0.0
1330	1.0	1.0	4.0	0.0	0.3	0.7	0.3	1.0	3.3	0.0
1400	0.7	0.7	4.3	0.0	0.0	0.3	0.7	1.3	3.0	0.0
1430	0.3	0.7	4.3	0.0	0.0	0.7	0.7	1.0	3.0	0.0
1500	0.3	0.3	5.7	0.0	0.3	0.7	2.0	1.3	3.7	0.0
1530	0.3	0.0	5.3	0.0	0.7	0.7	2.3	0.7	3.7	0.0
1600	1.7	0.3	6.7	0.7	1.0	0.7	3.7	0.3	5.0	0.0
1630	2.0	1.0	7.3	1.0	0.7	0.7	4.3	0.7	4.7	0.0
1700	1.7	0.7	6.0	1.0	0.7	0.7	3.3	0.7	4.0	0.0
1730	1.0	1.0	5.7	0.0	0.7	0.3	3.7	0.7	3.0	0.0
1800	2.3	1.0	5.0	1.3	0.3	0.3	3.7	0.7	2.0	0.0
1830	1.3	0.3	4.0	1.7	0.3	0.3	2.3	0.3	1.7	0.0
1900	1.0	0.3	2.7	0.7	0.7	0.0	1.7	0.3	1.7	0.0
1930	0.7	0.0	2.0	0.7	0.7	0.3	1.0	0.0	1.3	0.0
2000	0.7	0.0	1.0	0.0	0.7	0.0	0.7	0.0	1.3	0.0
2030	0.7	0.0	0.7	0.0	0.3	0.3	0.3	0.3	1.3	0.0
2100	1.0	0.0	1.0	0.0	0.0	0.3	0.3	1.3	0.7	0.0
2130	0.7	0.0	0.7	0.0	0.0	0.0	0.3	1.3	0.0	0.0
2200	0.7	0.0	0.3	0.3	0.0	0.0	0.3	1.0	0.3	0.0
2230	0.0	0.0	0.3	0.3	0.0	0.3	0.3	0.7	0.3	0.0
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0
2330	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.3	0.0	0.0
DID NOT										
LISTEN	85.7	94.7	73.3	92.0	95.7	94.3	82.3	93.7	86.3	98.3

TABLE SM14: WEDNESDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
0030	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
0100	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
0600	1.3	0.3	2.7	0.3	0.0	0.0	0.3	0.3	0.7	0.0
0630	2.0	0.3	3.7	0.3	0.0	0.3	1.0	0.3	1.0	0.0
0700	3.0	0.7	7.7	0.3	0.3	0.7	2.7	0.3	1.7	0.7
0730	3.3	1.0	8.3	1.3	0.3	1.3	3.0	0.3	2.0	1.0
0800	4.7	1.0	10.3	1.3	0.0	1.3	3.7	0.3	1.3	0.3
0830	3.7	0.7	11.7	1.7	0.3	1.7	3.0	0.3	2.0	0.7
0900	3.7	1.0	11.0	1.3	0.0	1.7	3.3	1.3	2.0	0.7
0930	3.0	1.7	10.0	1.0	0.0	1.7	3.3	1.3	2.0	0.7
1000	4.3	1.3	9.0	1.7	0.7	1.3	5.7	0.7	2.3	1.0
1030	4.0	1.7	8.0	2.0	0.7	1.3	6.3	1.0	1.7	1.0
1100	2.3	0.7	8.7	2.3	1.0	1.3	6.3	0.7	1.7	0.7
1130	2.7	0.7	8.3	1.7	1.0	1.3	7.0	0.7	2.0	0.7
NOON	7.3	1.3	9.0	2.3	1.0	1.0	6.0	1.3	3.0	1.0
1230	4.3	1.7	7.7	1.3	1.0	0.7	4.0	0.7	2.7	0.7
1300	3.7	1.3	8.0	1.0	0.3	0.7	2.0	0.7	2.7	0.7
1330	3.0	1.3	7.3	1.0	0.0	1.3	1.7	0.7	2.3	0.7
1400	1.0	1.0	7.3	1.0	0.3	1.7	2.0	0.7	1.7	0.3
1430	1.7	0.3	6.3	1.0	0.3	1.7	2.0	0.3	2.0	0.7
1500	1.0	0.3	6.3	1.0	0.3	1.7	1.7	1.0	2.0	0.3
1530	1.0	0.3	5.0	1.0	0.0	1.3	2.7	1.0	3.0	0.3
1600	1.0	0.3	9.3	1.0	0.0	1.7	3.0	1.3	5.0	0.3
1630	1.0	1.0	9.0	1.3	0.3	1.0	3.0	1.7	4.7	0.3
1700	0.7	1.3	9.7	1.3	0.3	1.0	3.3	1.3	4.0	0.3
1730	0.3	0.7	7.7	1.7	0.7	1.3	2.7	1.0	3.0	0.3
1800	1.3	0.7	5.3	1.0	0.3	0.7	2.7	0.3	2.0	0.3
1830	1.7	0.7	4.7	0.7	0.3	0.3	2.3	0.7	1.0	0.3
1900	1.3	0.0	4.3	0.3	0.0	0.0	1.3	0.3	1.3	0.0
1930	0.3	0.0	3.7	0.3	0.7	0.3	1.3	0.3	1.0	0.0
2000	0.7	0.0	2.3	0.0	0.3	0.0	1.0	0.3	0.7	0.0
2030	0.7	0.0	1.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2100	0.7	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2130	0.7	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3
2200	0.3	0.0	0.7	0.0	0.3	0.0	0.3	0.3	0.7	0.3
2230	0.0	0.0	1.0	0.0	0.3	0.0	0.7	0.3	0.7	0.3
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.3	0.3
2330	0.0	0.0	0.7	0.0	0.0	0.0	1.0	0.0	0.0	0.3
DID NOT										
LISTEN	84.3	95.7	72.7	92.7	96.7	96.0	85.3	94.3	86.7	97.3

TABLE SM15: THURSDAY RADIO AUDIENCES - SUMMARY

	RM1 %	RM2 %	SUPER 1 %	101 %	IS %	BAY %	RTK %	LIVE %	SMASH %	CALYPSO %
TOTAL	300	300	300	300	300	300	300	300	300	300
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.3	0.0	0.0	0.7	0.3	0.0	0.0	0.0
0600	1.0	0.3	2.7	0.0	0.0	0.7	1.0	0.0	0.0	0.3
0630	2.0	0.3	4.0	0.3	0.3	0.7	2.3	0.3	0.7	0.3
0700	2.0	0.7	9.7	2.0	0.3	1.3	3.7	0.7	2.7	1.0
0730	3.3	0.3	11.7	2.3	0.0	1.7	4.0	0.7	3.7	1.0
0800	4.7	0.7	13.0	2.3	0.0	1.3	4.7	0.3	3.0	1.0
0830	3.7	0.7	12.7	2.7	0.3	1.3	4.7	0.3	3.3	1.3
0900	4.3	0.7	12.0	2.7	0.7	1.3	4.7	0.3	3.3	1.7
0930	4.3	0.7	11.7	2.7	0.7	1.3	5.0	0.7	3.3	2.0
1000	4.3	0.7	13.0	3.0	1.0	1.0	5.7	0.7	3.0	2.0
1030	4.7	1.0	12.3	2.3	1.0	1.0	6.0	1.0	2.3	2.0
1100	4.3	0.7	12.7	2.3	1.3	1.0	6.0	0.7	2.7	2.0
1130	4.0	0.7	12.0	2.0	1.3	1.0	6.0	0.7	3.0	2.0
NOON	6.7	1.0	10.0	1.3	1.7	1.3	7.7	0.3	2.0	1.3
1230	4.7	0.7	8.3	0.7	1.3	1.3	5.0	0.0	2.0	1.7
1300	4.3	0.7	8.3	0.7	1.0	1.7	2.3	0.0	2.3	1.3
1330	3.3	0.7	9.3	0.7	0.7	1.7	1.7	0.0	2.3	1.0
1400	2.3	0.3	9.0	0.7	0.7	1.7	1.0	0.0	3.3	1.3
1430	2.3	0.3	8.7	0.7	0.3	1.3	1.0	0.0	3.0	1.0
1500	1.7	0.3	8.7	1.0	0.3	2.0	1.0	0.0	3.7	0.7
1530	1.3	0.3	8.0	1.0	0.3	1.7	1.3	0.0	4.0	0.7
1600	2.7	0.3	10.7	1.3	0.7	1.7	1.3	0.3	5.7	0.7
1630	2.0	0.3	10.0	2.0	0.3	1.0	1.7	0.7	5.0	0.7
1700	2.0	0.7	9.7	1.7	0.0	1.0	2.3	0.3	5.0	0.7
1730	2.0	1.0	9.3	1.3	0.0	1.3	2.0	0.3	3.3	0.7
1800	2.0	0.7	6.7	1.3	0.3	1.7	2.0	1.0	2.3	1.7
1830	1.7	0.0	5.0	1.3	0.3	1.3	1.0	1.0	1.7	1.3
1900	1.3	0.0	4.0	1.3	0.3	1.0	1.0	1.0	1.0	1.0
1930	1.0	0.0	3.0	0.7	0.3	1.0	0.7	0.7	0.7	0.3
2000	1.0	0.0	1.7	0.3	0.3	0.3	0.3	0.3	0.3	0.0
2030	1.0	0.3	1.7	0.0	0.3	0.0	0.3	0.0	0.3	0.0
2100	0.7	0.0	1.7	0.0	1.0	0.0	0.7	0.0	0.3	0.0
2130	0.7	0.0	1.7	0.0	0.3	0.0	1.0	0.0	0.3	0.0
2200	0.3	0.0	2.0	0.0	0.3	0.0	1.0	0.0	1.0	0.0
2230	0.0	0.0	1.7	0.0	0.3	0.0	0.7	0.0	1.0	0.0
2300	0.0	0.0	2.0	0.0	0.3	0.0	0.7	0.0	0.7	0.0
2330	0.0	0.0	1.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
DID NOT LISTEN	86.3	97.3	70.3	91.7	96.0	94.0	85.7	97.0	84.3	94.7

TABLE SM16: FRIDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	1.3	0.0	0.0	0.3	0.0	0.0	0.3	0.3
0600	2.0	0.7	3.0	0.0	0.0	0.3	0.7	0.0	0.3	0.3
0630	2.7	0.3	5.0	0.3	0.0	0.3	2.3	0.7	1.0	0.0
0700	5.0	2.3	7.3	1.0	1.0	0.7	4.3	0.7	1.7	0.3
0730	4.7	2.0	8.7	1.0	1.7	1.3	5.7	0.7	2.3	0.7
0800	4.3	1.3	9.3	2.7	1.3	2.0	5.7	0.7	3.0	1.0
0830	4.0	1.3	9.7	3.0	1.0	2.7	5.0	1.0	3.7	1.7
0900	4.3	1.7	9.0	3.0	1.7	3.3	5.7	1.3	4.0	1.7
0930	3.7	1.3	9.3	1.7	2.0	3.7	6.3	1.3	5.0	1.7
1000	4.3	1.7	8.0	1.0	3.0	2.7	6.3	1.3	4.3	1.0
1030	3.7	1.7	8.7	1.0	3.0	1.7	6.0	1.0	4.3	1.0
1100	3.3	1.3	8.3	1.0	2.7	1.3	5.3	0.7	4.0	2.0
1130	3.3	1.7	8.3	1.0	2.7	1.7	7.0	0.7	3.7	2.0
NOON	5.0	2.3	7.7	1.3	2.3	1.7	6.0	1.0	3.3	2.0
1230	3.0	1.7	4.7	0.7	2.0	1.7	3.3	0.7	3.0	2.0
1300	1.7	0.7	4.0	1.0	2.0	2.3	2.7	0.7	3.0	2.0
1330	1.3	0.7	3.3	0.7	1.3	1.7	2.0	0.7	3.3	1.7
1400	0.7	0.7	3.0	0.7	1.3	1.3	1.7	1.0	3.7	0.3
1430	0.7	0.7	3.0	0.3	1.0	1.3	1.3	1.0	3.3	0.3
1500	1.3	0.7	4.0	0.3	1.0	1.0	1.0	1.0	4.0	0.7
1530	1.7	0.7	3.3	0.7	1.0	1.0	1.7	0.3	3.7	0.7
1600	2.3	1.0	6.3	1.7	1.0	1.3	2.7	0.7	4.3	0.7
1630	2.3	1.3	7.7	2.0	1.0	1.7	3.7	0.3	4.7	1.0
1700	2.0	1.7	7.3	2.3	0.7	1.7	2.3	0.3	5.0	0.7
1730	1.3	1.7	6.0	1.7	0.3	2.0	2.7	0.7	5.3	0.7
1800	1.3	1.3	4.0	0.7	0.0	1.7	1.3	0.7	3.7	0.7
1830	0.7	0.7	3.0	0.3	0.0	1.0	0.7	0.7	3.3	0.3
1900	0.3	0.7	2.7	0.7	0.3	0.3	0.3	0.7	1.3	0.0
1930	0.7	0.3	1.7	0.7	0.3	0.3	1.3	0.3	1.7	0.0
2000	0.3	0.3	1.3	0.3	0.0	0.0	0.3	0.3	1.7	0.0
2030	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.3	1.3	0.0
2100	0.3	0.3	0.7	0.0	0.0	0.0	0.3	0.0	1.7	0.0
2130	0.3	0.3	0.7	0.0	0.0	0.0	0.3	0.0	1.7	0.0
2200	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.3	1.7	0.0
2230	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.7	0.0
2300	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2330	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
DID NOT										
LISTEN	88.7	95.0	76.7	92.3	94.0	93.7	83.7	94.3	80.7	95.3

TABLE SM17: SATURDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
0600	1.7	0.3	3.3	0.0	0.3	0.3	0.0	0.0	0.3	0.0
0630	2.0	0.7	4.3	0.7	0.7	0.7	0.7	0.0	0.7	0.3
0700	4.0	2.0	6.7	1.7	1.0	1.0	1.0	0.3	2.3	0.3
0730	4.3	1.7	8.0	1.7	2.0	1.3	1.7	1.0	3.3	0.7
0800	5.0	1.0	8.0	2.7	2.3	1.7	3.0	1.3	5.0	1.3
0830	5.0	0.7	8.3	3.0	2.0	1.3	3.0	1.3	5.0	1.7
0900	7.0	1.7	8.0	2.7	2.0	3.0	3.7	1.7	5.0	2.0
0930	7.3	1.7	8.7	1.7	2.0	3.0	3.3	1.7	7.0	2.0
1000	7.3	1.3	8.0	1.7	2.7	3.7	6.3	1.7	7.3	2.7
1030	5.3	1.7	7.7	1.0	2.3	3.7	7.0	1.3	8.3	1.3
1100	4.3	1.3	7.7	1.0	2.0	2.3	7.0	1.3	7.3	1.0
1130	4.0	0.7	7.3	1.3	1.3	2.3	7.0	1.7	6.3	1.0
NOON	6.0	2.0	5.0	1.3	0.7	2.3	6.7	0.3	4.3	1.0
1230	3.0	1.0	2.3	0.7	0.3	1.0	3.7	0.3	3.0	1.0
1300	1.3	0.7	2.0	0.3	0.3	1.0	2.3	0.7	2.0	1.0
1330	0.3	0.7	2.0	0.7	0.3	1.3	3.3	0.7	1.7	1.0
1400	0.3	1.0	2.7	1.0	0.0	1.3	3.3	1.0	1.7	0.7
1430	0.3	1.0	3.7	1.3	0.0	1.3	2.7	1.3	1.3	0.7
1500	0.3	1.0	3.7	1.7	0.0	1.0	1.7	1.0	2.3	0.7
1530	0.3	0.3	4.3	1.7	0.0	1.0	2.0	1.3	3.0	1.0
1600	1.0	0.0	4.7	1.3	0.0	1.7	1.7	2.3	3.0	1.3
1630	1.0	0.0	5.3	1.3	0.0	1.7	2.0	2.3	3.0	1.3
1700	0.7	0.0	4.7	1.0	0.7	2.0	1.7	1.7	2.7	1.7
1730	0.3	0.0	4.7	1.0	0.7	1.3	1.7	1.3	3.0	1.3
1800	1.3	0.3	2.7	1.7	1.0	0.7	1.7	1.0	1.7	1.0
1830	0.7	0.0	2.3	0.7	0.3	0.3	1.7	0.7	0.7	0.0
1900	0.7	0.0	1.3	0.3	0.3	0.3	1.0	0.7	0.3	0.0
1930	0.3	0.0	0.7	0.3	0.3	0.3	0.7	0.3	0.3	0.0
2000	0.3	0.0	0.3	0.3	0.3	0.0	0.0	0.3	0.0	0.0
2030	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0
2100	0.0	0.0	0.3	0.3	0.3	0.0	0.3	0.0	0.0	0.0
2130	0.0	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0
2200	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.3	0.0
2230	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.3	0.3	0.0
2300	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
2330	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
DID NOT										
LISTEN	86.3	93.3	80.3	93.0	95.7	92.0	85.3	94.3	83.0	95.0

TABLE SM18: SUNDAY RADIO AUDIENCES - SUMMARY

	RM1	RM2	SUPER	1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	300	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0030	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
0100	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0
0130	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
0200	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
0600	1.0	0.0	3.0	0.0	0.7	0.0	0.3	0.0	0.0	0.7	0.0
0630	1.0	0.0	4.0	0.3	0.3	0.3	1.0	0.0	0.0	0.7	0.3
0700	3.3	0.7	6.0	2.3	0.3	0.7	1.7	0.0	0.0	1.3	0.7
0730	4.0	0.7	6.3	2.7	0.3	0.7	1.7	0.0	0.0	1.3	1.0
0800	5.7	0.3	7.7	3.3	0.7	2.0	2.3	1.3	0.0	0.7	1.7
0830	5.0	0.0	6.7	3.0	1.0	2.3	3.0	2.0	0.0	1.0	1.7
0900	5.3	0.3	6.3	3.3	1.0	2.3	3.3	2.0	0.0	2.3	2.0
0930	4.7	0.3	6.7	2.0	0.7	2.3	4.7	2.0	0.0	3.3	2.0
1000	3.3	1.0	6.7	2.0	1.0	4.0	4.3	2.3	0.0	4.0	1.3
1030	3.3	1.3	6.3	1.3	1.0	3.7	5.0	2.7	0.0	4.7	1.3
1100	3.3	0.3	6.0	1.0	0.7	2.7	4.3	2.3	0.0	4.0	1.0
1130	3.3	0.3	6.3	1.7	0.3	2.7	3.7	2.7	0.0	3.3	1.0
NOON	2.3	1.0	5.7	2.0	0.3	3.0	4.0	2.7	0.0	2.7	0.3
1230	1.3	0.3	4.0	1.0	0.7	2.0	2.7	2.3	0.0	2.7	0.0
1300	1.0	0.3	2.7	1.3	1.0	1.7	1.0	1.0	0.0	3.3	0.0
1330	0.7	0.3	3.0	1.3	1.0	1.3	0.7	1.0	0.0	2.7	0.0
1400	1.0	0.3	3.0	1.7	0.7	1.0	0.3	1.0	0.0	3.0	0.0
1430	0.7	0.7	3.0	1.7	1.3	0.7	0.0	1.0	0.0	3.0	0.3
1500	0.0	0.7	2.7	1.7	1.7	0.7	0.7	1.0	0.0	2.7	0.3
1530	0.3	0.7	2.0	2.0	1.0	0.3	1.0	1.7	0.0	1.7	0.7
1600	1.0	0.0	3.0	1.7	1.0	1.0	1.0	1.7	0.0	2.7	0.7
1630	1.0	0.3	3.0	1.0	0.7	1.0	0.7	1.7	0.0	2.3	1.3
1700	1.0	0.3	3.0	1.0	0.3	1.0	0.7	1.0	0.0	1.7	1.3
1730	1.3	0.7	2.3	2.0	0.3	0.3	0.3	1.0	0.0	1.0	0.7
1800	0.7	0.7	2.0	2.0	0.7	0.0	1.0	0.0	0.0	0.3	0.3
1830	0.7	0.3	1.7	0.7	0.0	0.3	1.0	0.0	0.0	0.3	0.0
1900	0.3	0.0	1.3	0.3	0.0	0.3	1.0	0.7	0.0	0.3	0.3
1930	0.3	0.0	1.0	0.3	0.0	0.0	0.3	0.7	0.0	0.7	0.3
2000	0.7	0.0	0.7	0.3	0.0	0.0	0.3	0.3	0.0	0.7	0.3
2030	0.3	0.0	0.7	0.0	0.0	0.0	0.3	0.3	0.0	0.7	0.3
2100	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
2130	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2200	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2230	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
2300	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
2330	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
DID NOT											
LISTEN	88.3	94.7	79.3	92.7	96.3	92.0	88.3	92.0	88.0	95.7	

TABLE SM 19: TV VIEWING PATTERNS AMONG TOURISTS
- SUMMARY

	TVM	RAI	BERL.	OTHER ITAL.	SAT
TOTAL	200 %	200 %	200 %	200 %	200 %
0000	0.0	0.0	0.0	0.0	0.5
0030	0.0	0.0	0.0	0.5	0.5
0100	0.0	0.0	0.0	0.0	0.5
0130	0.0	0.0	0.0	0.0	0.5
0200	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	1.0
0330	0.0	0.0	0.0	0.0	1.0
0400	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	0.5
0630	0.0	0.0	0.0	0.0	1.0
0700	0.0	0.0	0.0	0.0	1.0
0730	0.0	0.0	0.0	0.0	3.0
0800	0.5	0.0	0.0	0.0	4.0
0830	1.0	0.0	0.0	0.0	4.5
0900	1.0	0.0	0.0	0.0	6.5
0930	0.0	0.0	0.0	0.0	5.0
1000	0.0	0.0	0.0	0.0	5.5
1030	0.0	0.0	0.0	0.0	3.5
1100	0.0	0.0	0.0	0.0	1.0
1130	0.0	0.0	0.0	0.0	1.0
NOON	0.0	0.0	0.0	0.0	2.5
1230	0.0	0.0	0.0	0.0	3.5
1300	0.5	0.0	0.0	0.0	2.0
1330	0.5	0.0	0.0	0.0	2.0
1400	0.0	0.0	0.0	0.0	1.5
1430	0.0	0.0	0.0	0.0	1.0
1500	0.0	0.5	0.5	0.0	2.5
1530	0.0	0.5	0.5	0.0	3.5
1600	0.0	0.5	0.5	0.5	4.5
1630	1.0	0.0	0.5	0.5	3.0
1700	1.0	0.0	0.5	0.5	3.0
1730	1.5	0.0	0.5	0.0	4.0
1800	1.5	0.0	0.5	0.0	7.0
1830	2.0	0.0	0.5	0.0	5.0
1900	1.5	1.0	1.5	0.0	4.0
1930	1.0	1.0	2.0	0.0	5.0
2000	2.5	3.0	3.0	0.0	5.0
2030	2.0	3.0	3.5	0.0	5.5
2100	3.0	4.0	3.0	0.0	5.5
2130	3.5	2.5	1.5	0.0	8.5
2200	3.5	1.5	2.0	0.5	12.5
2230	2.0	2.0	2.0	1.0	12.5
2300	0.5	2.5	0.5	2.0	13.0
2330	0.0	1.5	0.0	2.0	6.0
DID NOT WATCH	89.5	92.0	92.5	97.5	49.5

**TABLE SM20: RADIO LISTENING PATTERNS AMONG TOURISTS
- SUMMARY**

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE	SMASH	CALYPSO
TOTAL	200	200	200	200	200	200	200	200	200	200
	%	%	%	%	%	%	%	%	%	%
0000	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0030	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0100	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
0130	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
0200	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0230	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0330	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0400	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0430	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0500	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0530	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
0600	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
0630	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
0700	0.0	0.0	0.0	1.0	2.0	0.5	0.0	0.0	0.0	0.0
0730	0.0	0.0	0.0	1.0	4.5	1.0	0.0	0.0	0.5	0.0
0800	0.0	0.0	0.0	1.0	8.0	1.5	0.0	0.0	0.5	1.0
0830	0.0	0.0	0.0	0.5	7.5	2.0	0.0	0.0	0.0	1.0
0900	0.0	0.0	0.0	0.5	8.0	1.0	0.0	0.0	1.5	0.0
0930	0.0	0.0	0.0	1.0	4.0	1.5	0.0	0.0	2.5	0.0
1000	0.0	0.0	0.0	1.5	3.0	1.5	0.0	0.0	2.0	0.0
1030	0.0	0.0	0.0	1.5	3.0	0.5	0.0	0.0	2.0	0.0
1100	0.0	0.0	0.0	1.0	4.5	1.0	0.0	0.0	1.0	0.0
1130	0.0	0.0	0.0	1.0	3.5	1.5	0.0	0.0	0.5	0.0
NOON	0.0	0.0	0.0	1.5	5.5	0.5	0.0	0.0	0.5	1.0
1230	0.0	0.0	0.0	1.5	3.5	0.0	0.0	0.0	0.0	1.0
1300	0.0	0.0	0.0	1.5	2.5	0.0	0.0	0.0	0.5	0.5
1330	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.5	0.0
1400	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.5	0.0
1430	0.0	0.0	0.0	0.0	2.5	1.0	0.0	0.0	1.5	0.0
1500	0.0	0.0	0.0	0.0	2.5	1.0	0.0	0.0	1.5	0.0
1530	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	1.0	0.0
1600	0.0	0.0	0.0	0.0	3.0	0.5	0.0	0.0	0.5	0.0
1630	0.0	0.0	0.0	0.0	2.5	0.5	0.0	0.0	0.0	0.0
1700	0.0	0.0	0.0	0.0	3.5	0.5	0.0	0.0	1.5	0.5
1730	0.0	0.0	0.0	0.5	3.0	0.5	0.0	0.0	1.5	0.5
1800	0.0	0.0	0.0	0.5	5.0	0.5	0.0	0.0	1.0	0.0
1830	0.0	0.0	0.0	0.5	5.5	0.0	0.0	0.0	0.0	0.0
1900	0.0	0.0	0.0	1.0	4.5	0.5	0.0	0.0	0.0	0.0
1930	0.0	0.0	0.0	1.0	5.5	0.5	0.0	0.0	0.0	0.0
2000	0.0	0.0	0.0	1.0	8.5	0.0	0.0	0.0	0.0	0.0
2030	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0
2100	0.0	0.0	0.0	1.0	6.0	1.0	0.0	0.0	0.0	0.0
2130	0.0	0.0	0.0	2.0	3.5	1.5	0.0	0.0	0.0	0.0
2200	0.0	0.0	0.0	1.5	1.5	2.0	0.0	0.0	0.0	0.0
2230	0.0	0.0	0.0	0.0	1.0	2.0	0.0	0.0	0.0	0.0
2300	0.0	0.0	0.0	0.0	1.5	1.0	0.0	0.0	0.0	1.0
2330	0.0	0.0	0.0	0.0	1.5	0.5	0.0	0.0	0.0	1.0
DID NOT										
LISTEN	100.0	100.0	100.0	90.5	65.5	90.5	100.0	100.0	95.0	97.5

**TABLE A1: DEMOGRAPHIC DISTRIBUTION & IDEAL SAMPLE
DISTRIBUTION**

(AGES 10 & OVER; SAMPLE SIZE=1050)

				PERCENTAGES			ABSOLUTES*		
	MALE	FEMALE	TOTAL	M	F	T	M	F	T
14-17	10395	9885	20280	8.0	7.2	7.6	41	38	79
18-30	35019	33408	68427	26.8	24.2	25.5	138	130	268
31-50	48900	50018	98918	37.5	36.3	36.9	192	195	387
51-65	22468	26335	48803	17.2	19.1	18.2	88	103	191
65+	13718	18155	31873	10.5	13.2	11.8	54	71	125
				(48.6	51.4	100.0)			
TOTAL	130500	137801	268301	100.0	100.0	100.0	513	537	1050

* Rounded Figures

** BASED ON ASSUMPTION THAT 90% EXPECTED TO LISTEN TO RADIO AT SOME POINT. THE SAMPLING ERROR FOR TOTAL SAMPLE IS 2.4%; SAMPLING ERROR FOR SUB-SAMPLES FOR DAILY LISTENERSHIP IS 3.5%.

