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SVGTV Audience Demographics

Surveyors: Systematic Marketing & Research Services Inc. - Barbados, Fairfield Marketing Ltd. – SVG (Tel. 784-457-1491, Fax 784-456-1425)

Period: November 18 – 27 2004

Number Surveyed: 504, sampled by parish density distribution and national age distribution with an active audience of 85,000 persons

Media: All Radio Stations (7) and TV (2)

Highlights (TV only audience):

- During the slot, 5:00pm - 6:00pm, SVGTV is First with an audience of 48% (9,463 viewers), ahead of next ranked channel on cable with only 9%
- During the slot, 6:00pm - 7:00pm, SVG TV leads with 64% (18,420 viewers), followed by a cable channel with 4%
- During the slot, 7:00pm - 8:00pm, SVG TV leads with 81% (40,995 viewers), followed by a cable channel with 1%
- During the slot, 8:00pm - 8:30pm, SVG TV leads with 74% (32,614 viewers), followed by a cable channel with 4%
- During the slot, 8:30pm - 9:00pm, SVG TV leads with 68% (28,869 viewers), followed by a cable channel with 5%
- During the slot, 9:00pm - 10:00pm, SVG TV leads with 59%, followed by a cable channel with 7%
- SVGTV has shown sizeable audiences throughout the evening periods of the broadcast day
- Peak viewership is between 6:00 and 8:30pm, with a high of 40,995 viewers during the 7:00pm – 8:00pm period
- SVG TV led in all of the seven time slots from 6:00pm to midnight

National Population Demographics: based on total of 102,631 persons (Statistical Office 2003 Estimates), 30,518 households (Census 2001)

Age Group	Percentage	Total People
0 – 14	31%	31,466
15 – 19	11%	10,908
20 – 24	9%	9,385
25 – 34	15%	15,639
35 – 44	14%	14,264
45 – 54	8%	8,175
55+	12%	12,796

SVGTV Coverage Area: 95% Island-wide

Favourite TV Programmes Poll:

Ranking	Programme	Producer	Time
1.	Evening News	SVGTV	Mon. – Sat. 7:00pm
3.	60 Minutes	CBS on SVGTV	Sunday 8:00pm
6.	The Law and You	SVGTV	Monday 8:25pm
7.	Jamz TV	SVGTV	Wednesday 7:55pm
7.	Take Two	SVGTV	Wednesday 8:25pm

SVGTV Audience By Age – Prime Time

5:00pm – 6:00pm:

15 – 19 Age Group – SVGTV is **Second** overall with an average audience share of 18%.

20 – 24 Age Group – SVGTV is **Third** overall with an average audience share of 7%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 17%.

35 - 44 Age Group – SVGTV is **Third** overall with an average audience share of 6%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 10%.

55+ Age Group – SVGTV is **Second** overall with an average audience share of 9%.

6:00pm – 7:00pm:

15 – 19 Age Group – SVGTV is **First** overall with an average audience share of 30%.

20 – 24 Age Group – SVGTV is **Second** overall with an average audience share of 8%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 26%.

35 - 44 Age Group – SVGTV is **First** overall with an average audience share of 21%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 26%.

55+ Age Group – SVGTV is **First** overall with an average audience share of 16%.

7:00pm – 8:00pm:

15 – 19 Age Group – SVGTV is **First** overall with an average audience share of 43%.

20 – 24 Age Group – SVGTV is **First** overall with an average audience share of 34%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 44%.

35 - 44 Age Group – SVGTV is **First** overall with an average audience share of 53%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 61%.

55+ Age Group – SVGTV is **First** overall with an average audience share of 53%.

8:00pm – 8:30pm:

15 – 19 Age Group – SVGTV is **First** overall with an average audience share of 38%.

20 – 24 Age Group – SVGTV is **First** overall with an average audience share of 34%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 37%.

35 - 44 Age Group – SVGTV is **First** overall with an average audience share of 41%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 36%.

55+ Age Group – SVGTV is **First** overall with an average audience share of 43%.

8:30pm – 9:00pm:

15 – 19 Age Group – SVGTV is **First** overall with an average audience share of 30%.

20 – 24 Age Group – SVGTV is **First** overall with an average audience share of 28%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 33%.

35 - 44 Age Group – SVGTV is **First** overall with an average audience share of 35%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 34%.

55+ Age Group – SVGTV is **First** overall with an average audience share of 26%.

9:00pm – 10:00pm:

15 – 19 Age Group – SVGTV is **First** overall with an average audience share of 20%.

20 – 24 Age Group – SVGTV is **First** overall with an average audience share of 28%.

25 - 34 Age Group – SVGTV is **First** overall with an average audience share of 26%.

35 - 44 Age Group – SVGTV is **First** overall with an average audience share of 24%.

45 - 54 Age Group – SVGTV is **First** overall with an average audience share of 28%.

55+ Age Group – SVGTV is **First** overall with an average audience share of 15%.