

Channel-M Viewership

"When was the last time you watched Channel-M?"

	Cantonese (n=509)	Mandarin (n=500)	Punjabi (n=503)
Past week	35%	45%	64%
Past month (cumulative)	46%	52%	71%

Typical Viewership of Combinations of Specific Channel-M Programs

"Next, I'm going to read you a short list of some specific programs on Channel-M. For each, please tell me if you watch them during a typical week. During a typical week, do you watch [INSERT PROGRAM]?"

	Cantonese (n=509)	Mandarin (n=500)	Punjabi (n=503)
Any language news (net)	31%	41%	62%
Evening language news (net)	28%	36%	55%
Morning language news (net)	15%	17%	34%