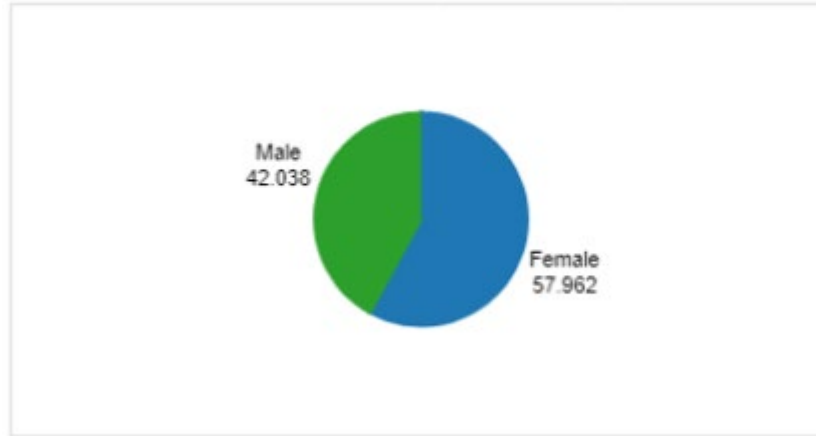
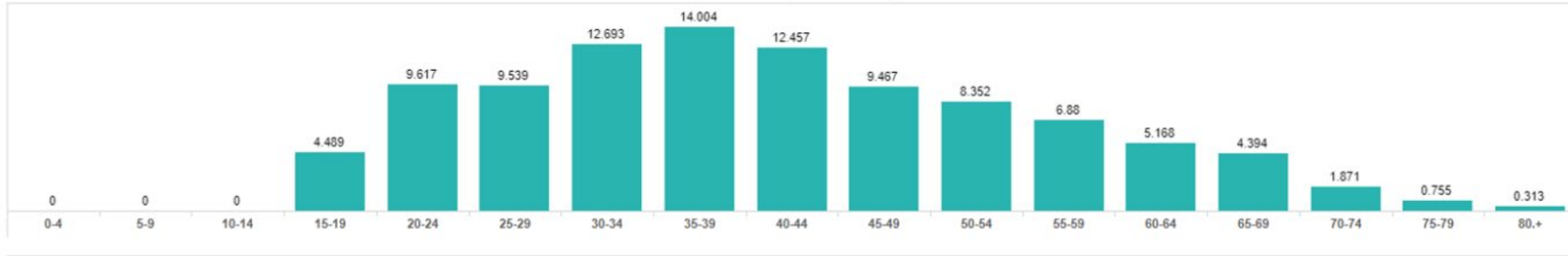


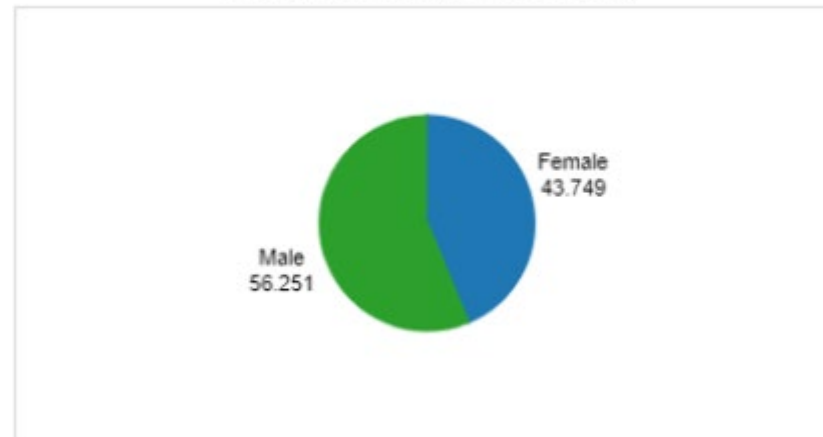
Gender Profile(Weekly Reach%)



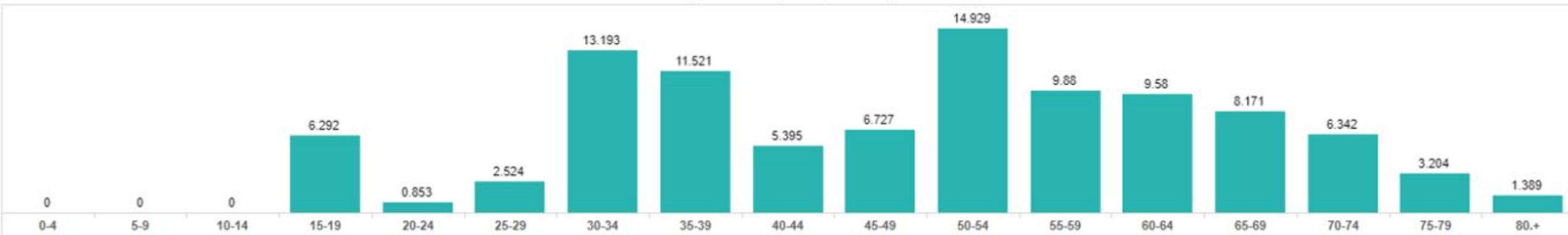
Age Profile (Weekly Reach%)



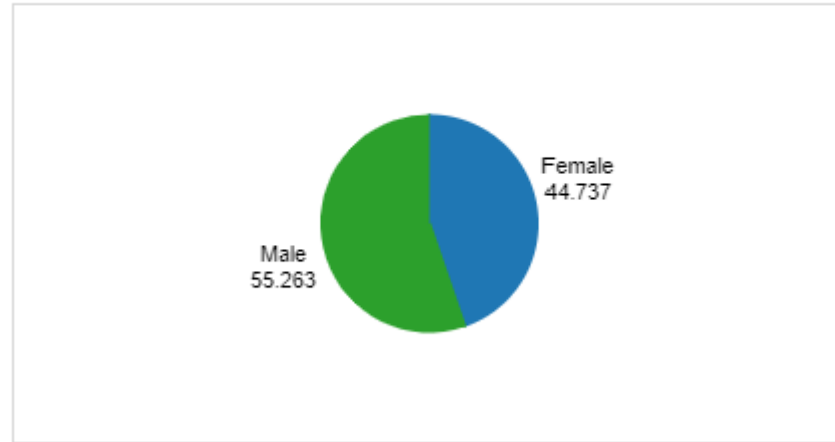
Gender Profile(Weekly Reach%)



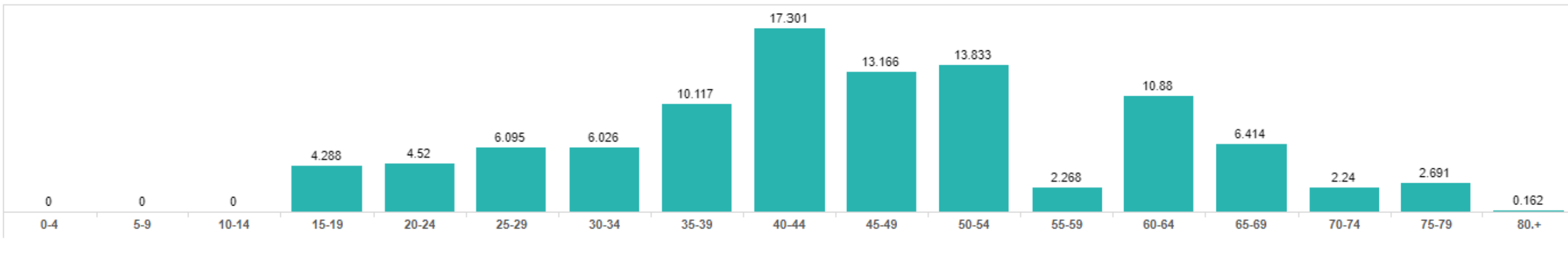
Age Profile (Weekly Reach%)



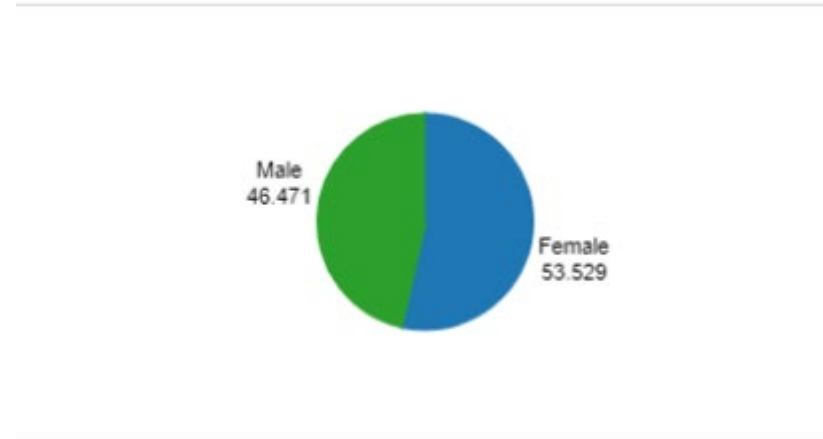
Gender Profile(Weekly Reach%)



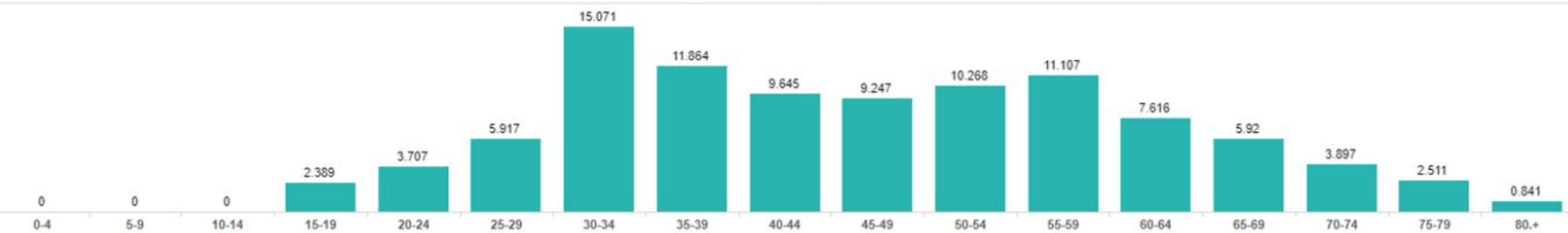
Age Profile (Weekly Reach%)



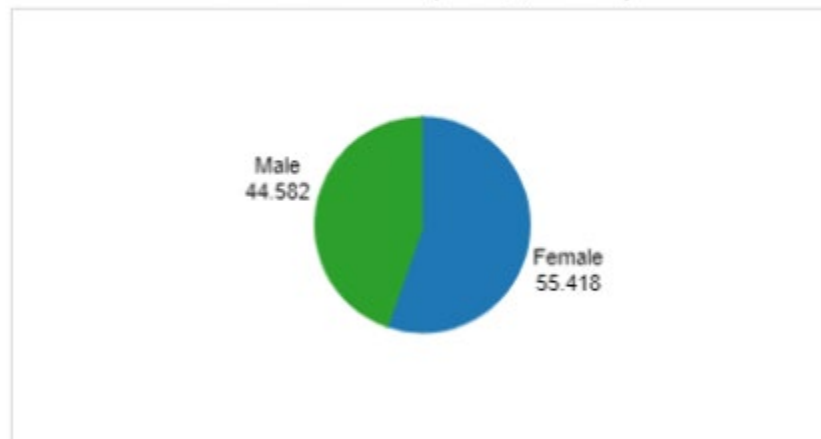
Gender Profile(Weekly Reach%)



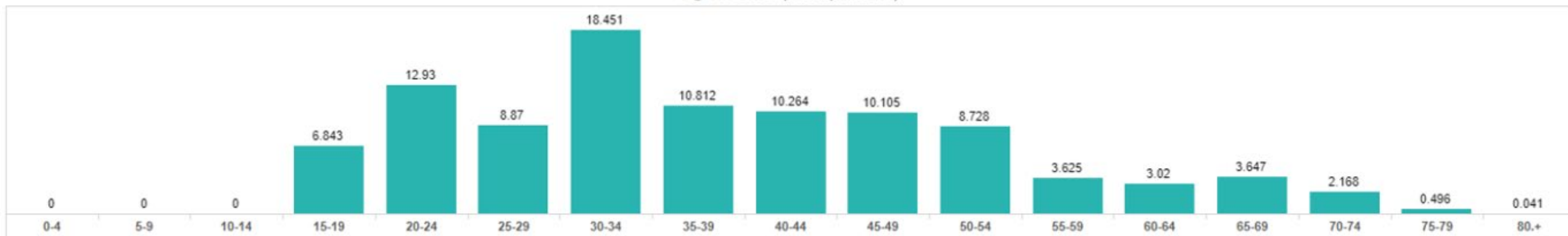
Age Profile (Weekly Reach%)



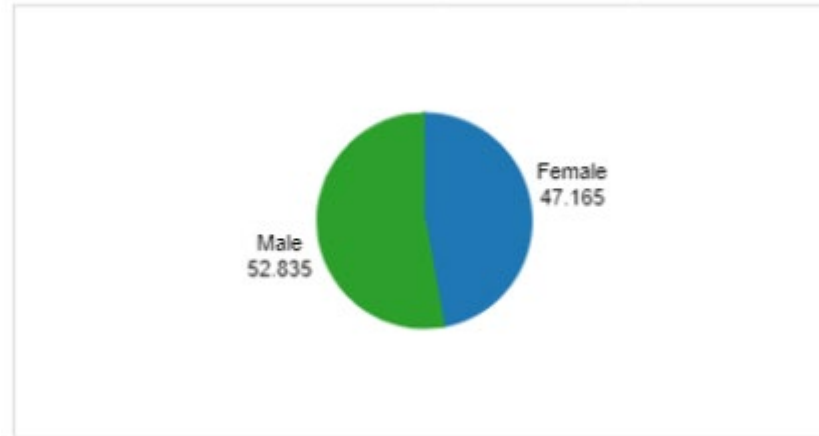
Gender Profile(Weekly Reach%)



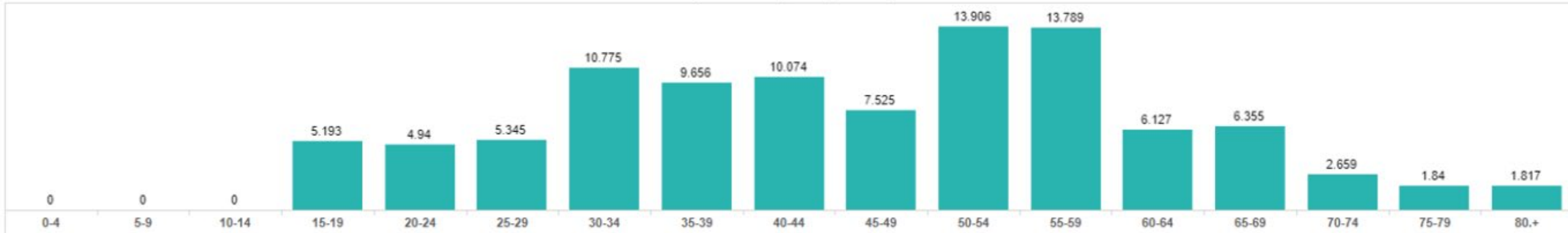
Age Profile (Weekly Reach%)



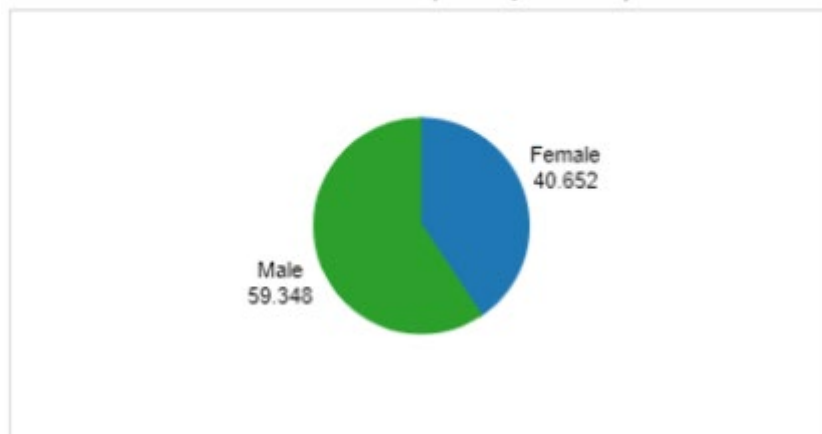
**Gender Profile(Weekly Reach%)**



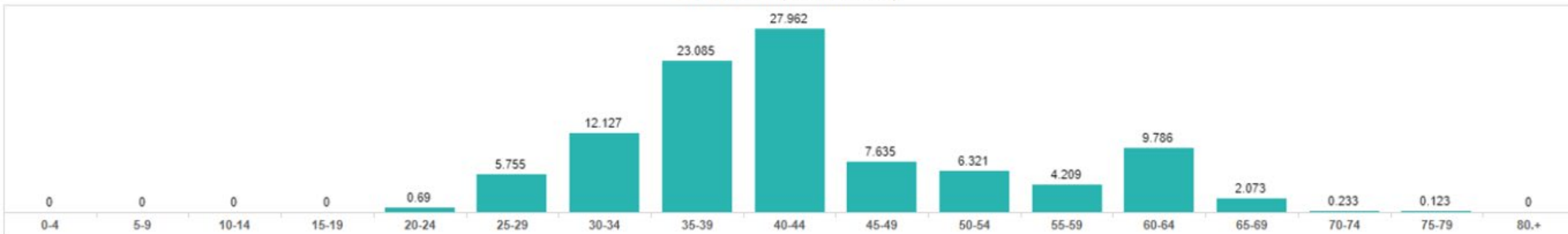
**Age Profile (Weekly Reach%)**



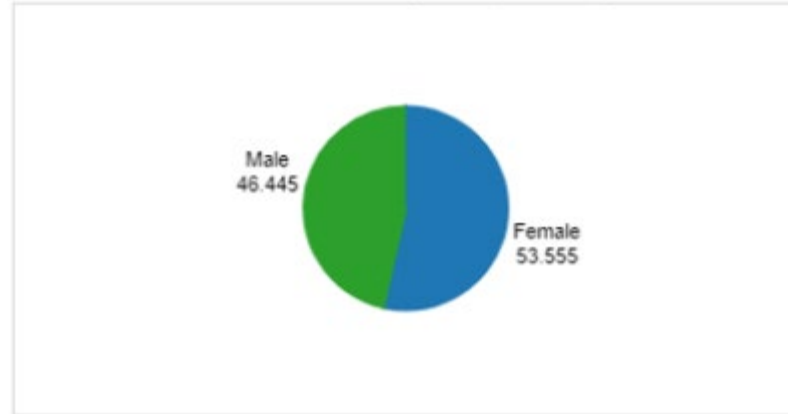
Gender Profile(Weekly Reach%)



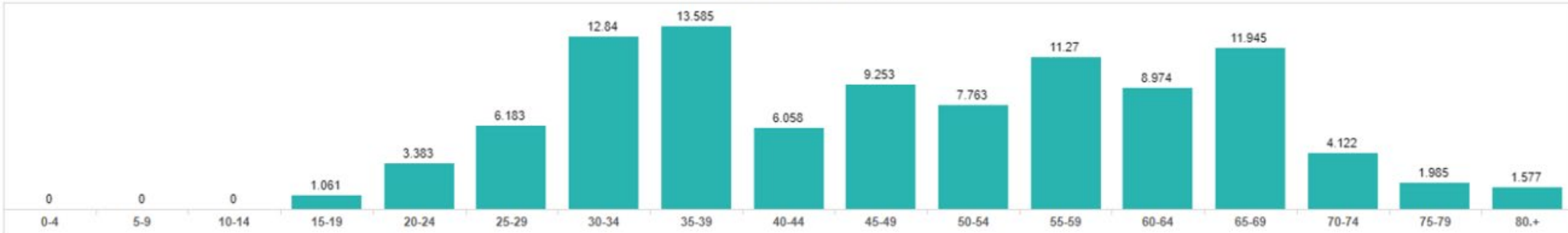
Age Profile (Weekly Reach%)



Gender Profile(Weekly Reach%)

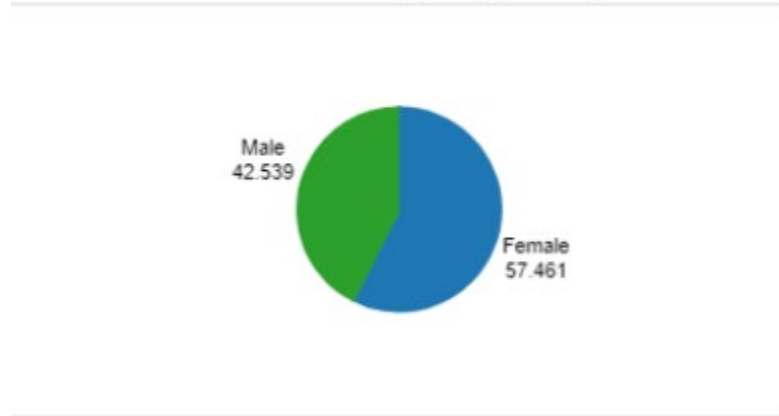


Age Profile (Weekly Reach%)

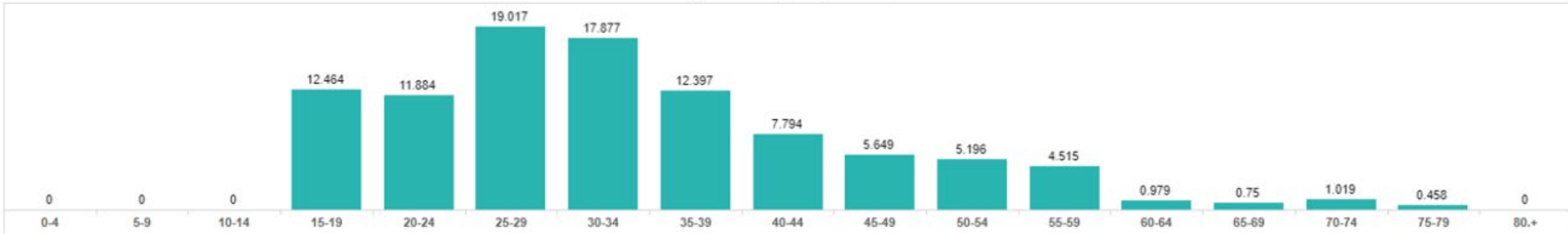




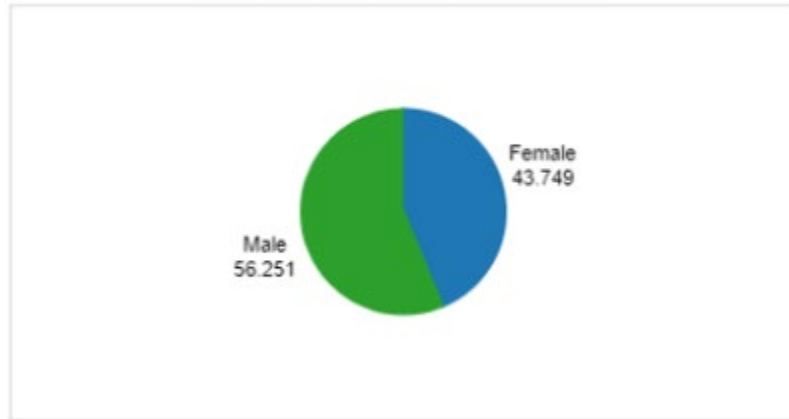
Gender Profile(Weekly Reach%)



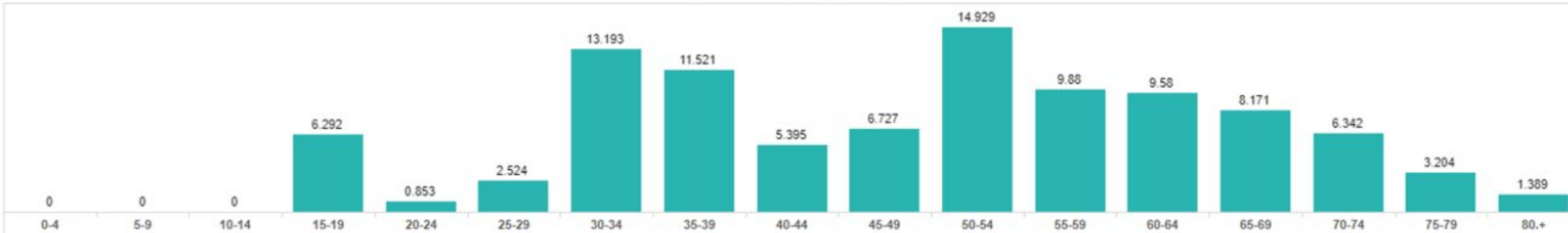
Age Profile (Weekly Reach%)



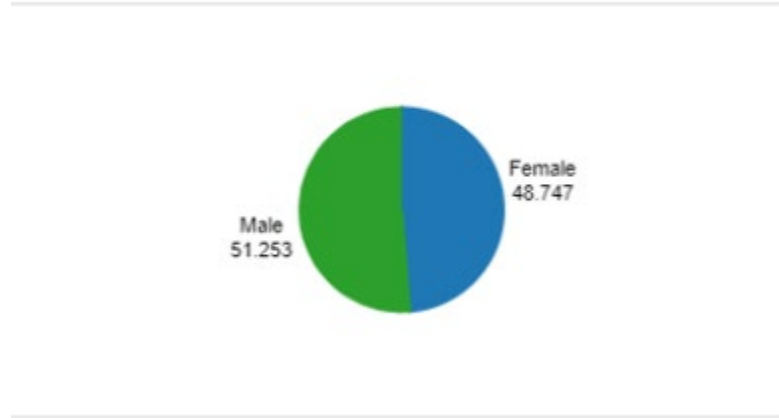
Gender Profile(Weekly Reach%)



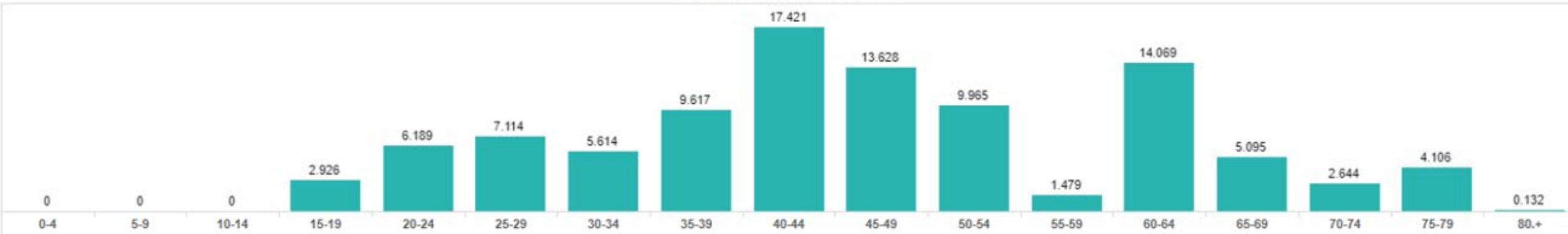
Age Profile (Weekly Reach%)



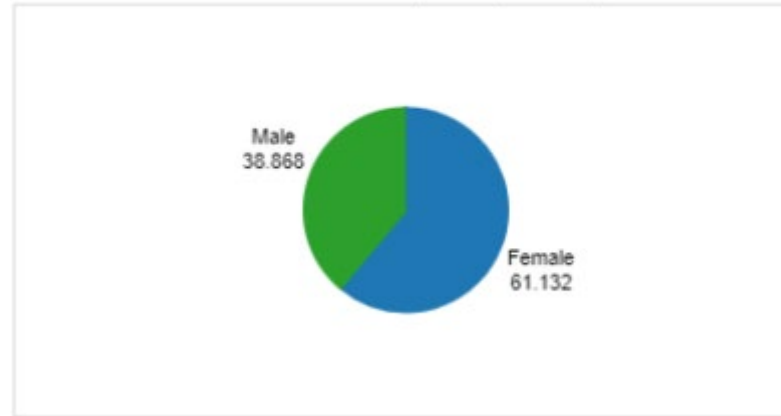
Gender Profile(Weekly Reach%)



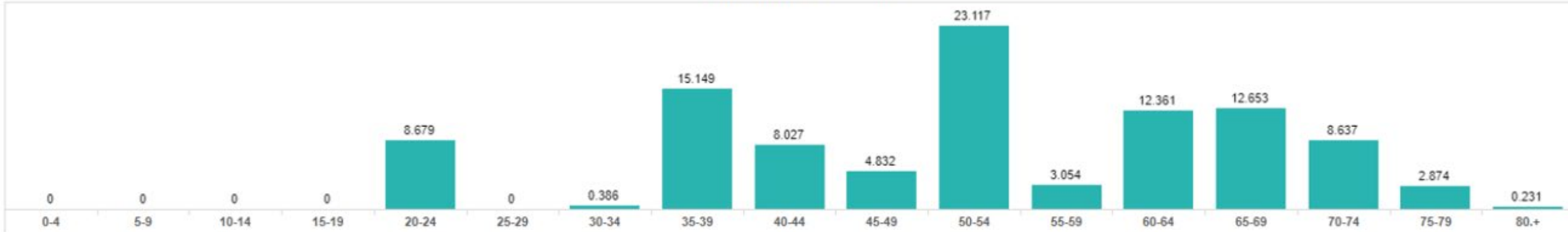
Age Profile (Weekly Reach%)



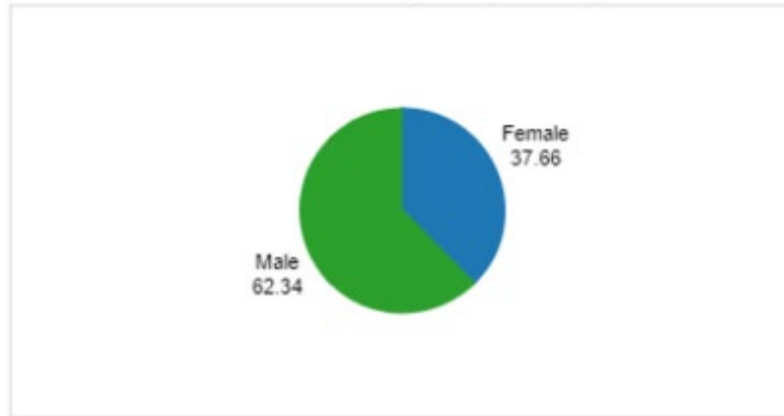
Gender Profile(Weekly Reach%)



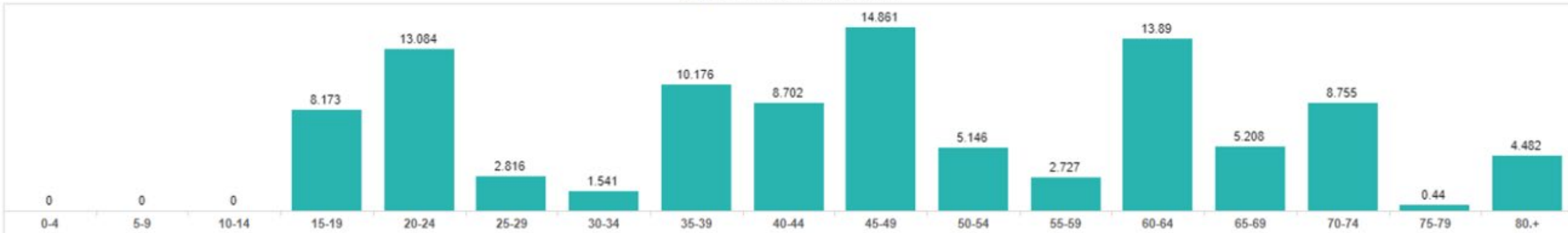
Age Profile (Weekly Reach%)



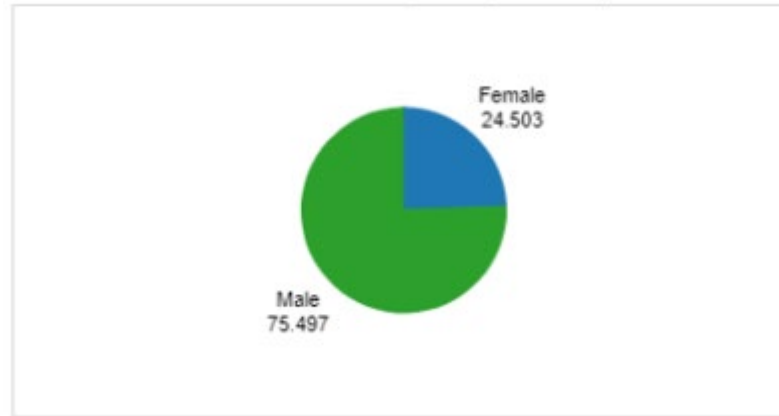
Gender Profile(Weekly Reach%)



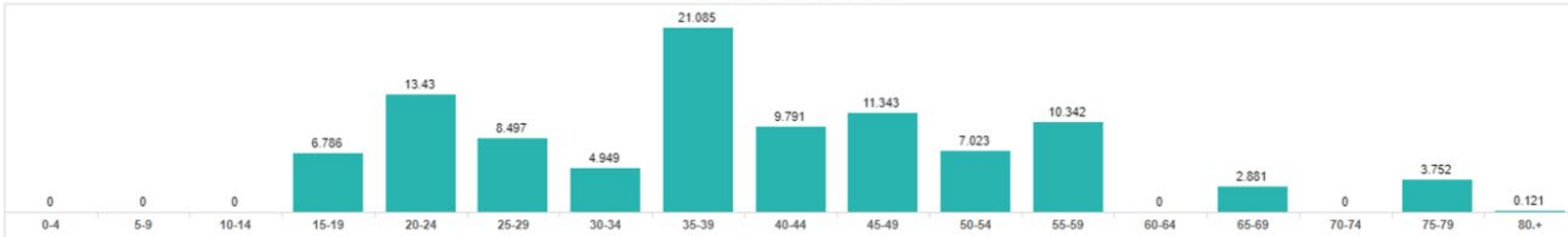
Age Profile (Weekly Reach%)



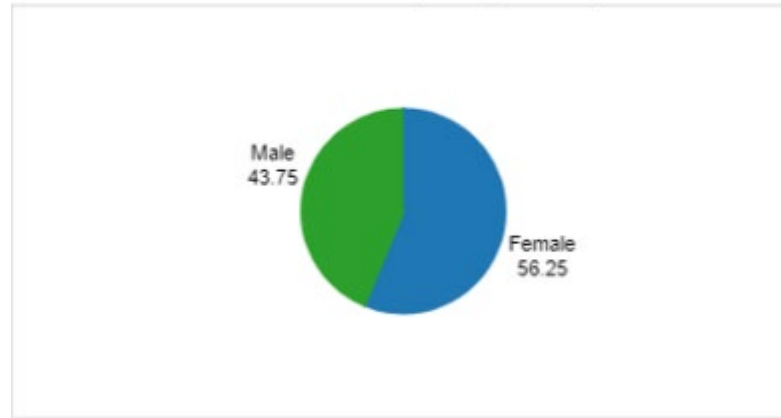
Gender Profile(Weekly Reach%)



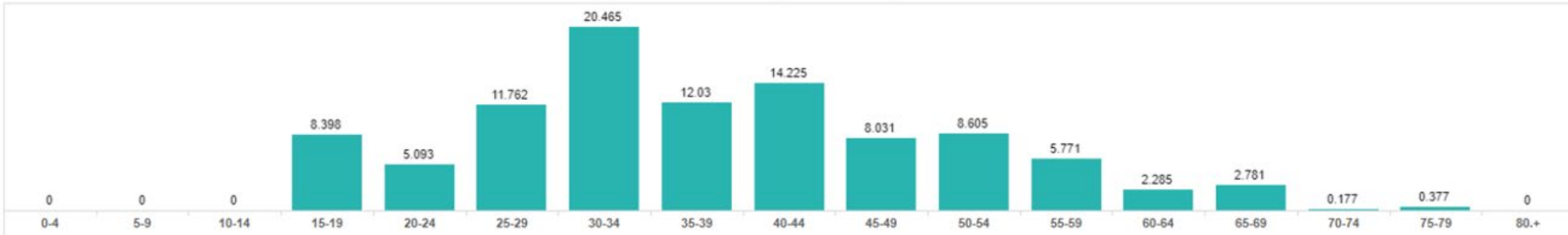
Age Profile (Weekly Reach%)



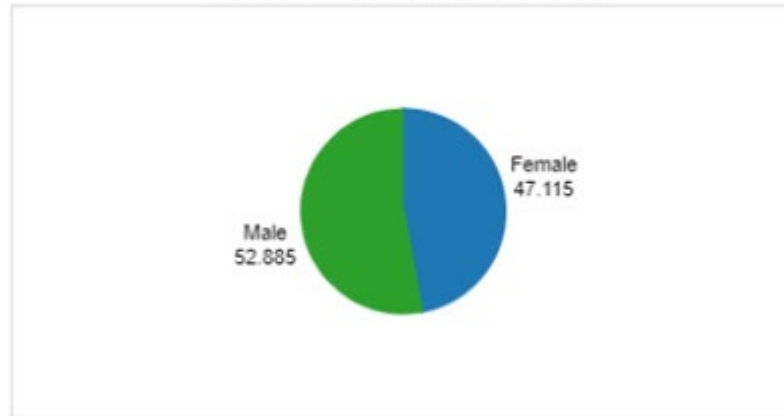
Gender Profile(Weekly Reach%)



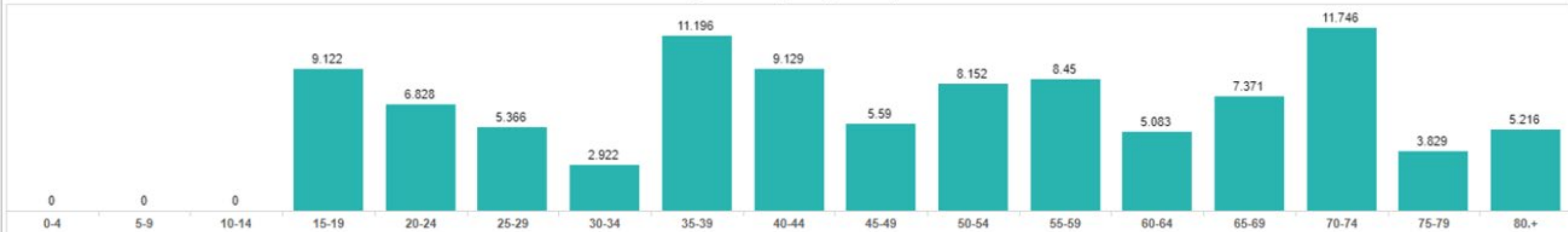
Age Profile (Weekly Reach%)



Gender Profile(Weekly Reach%)

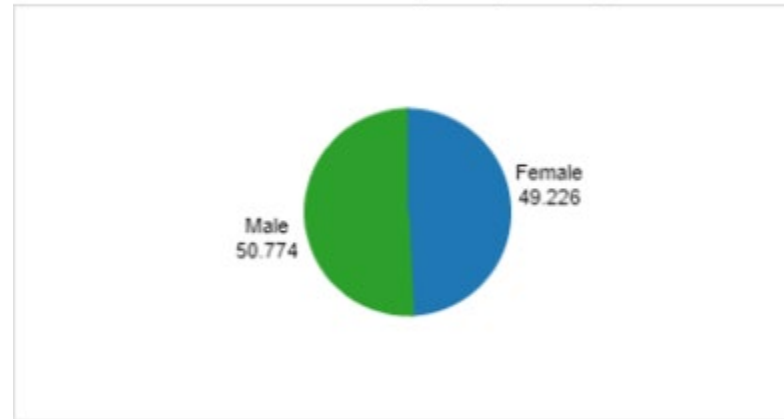


Age Profile (Weekly Reach%)

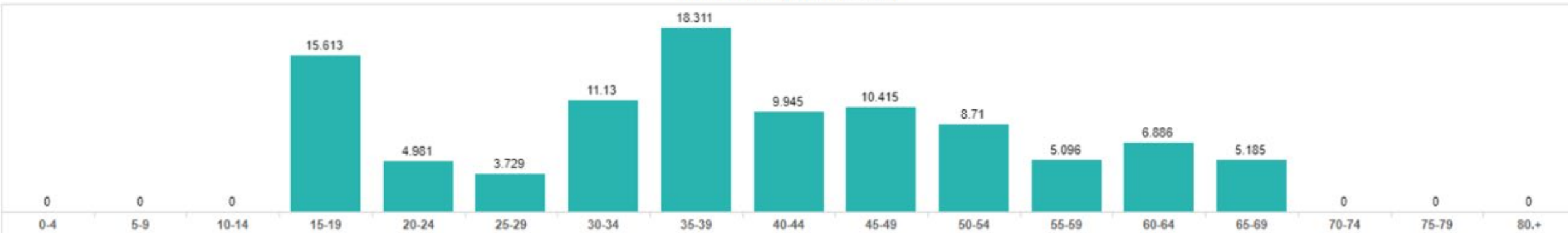




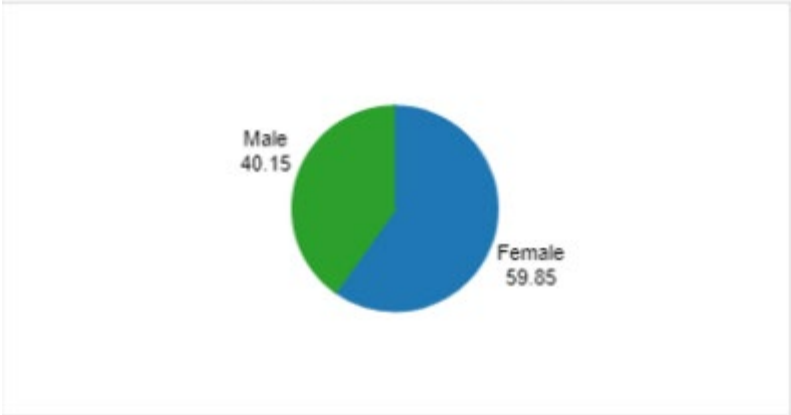
**Gender Profile(Weekly Reach%)**



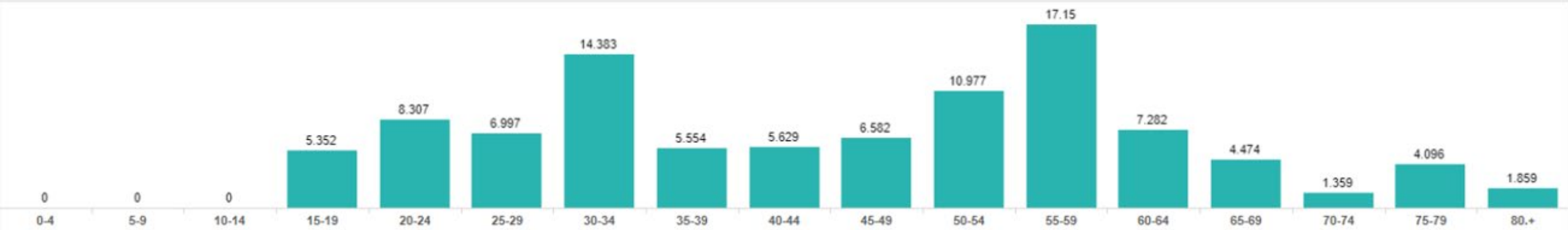
**Age Profile (Weekly Reach%)**



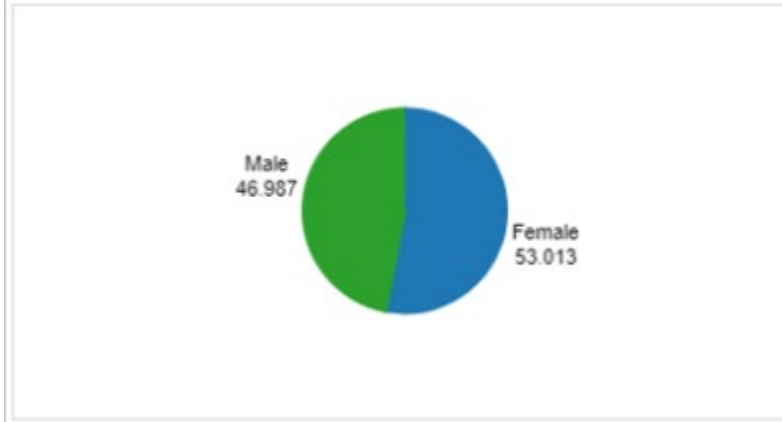
**Gender Profile(Weekly Reach%)**



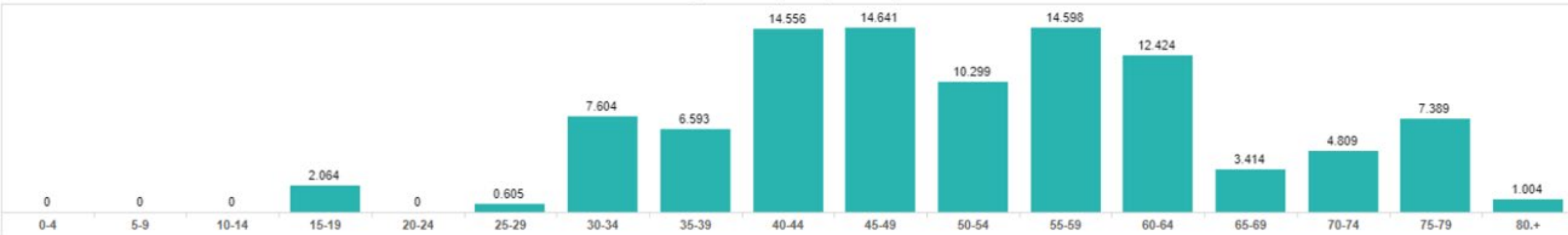
**Age Profile (Weekly Reach%)**



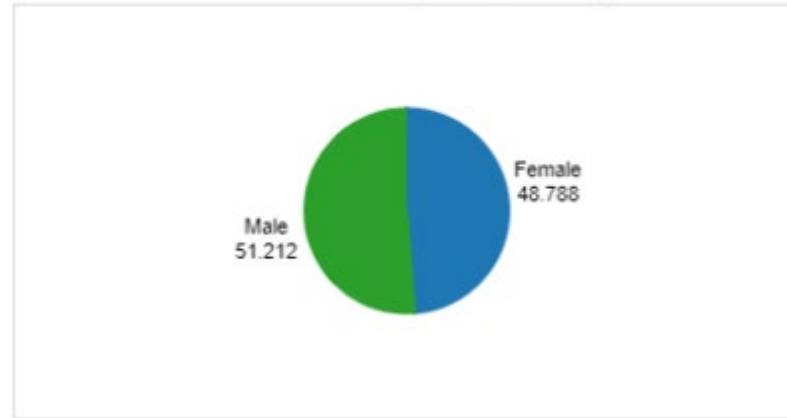
Gender Profile(Weekly Reach%)



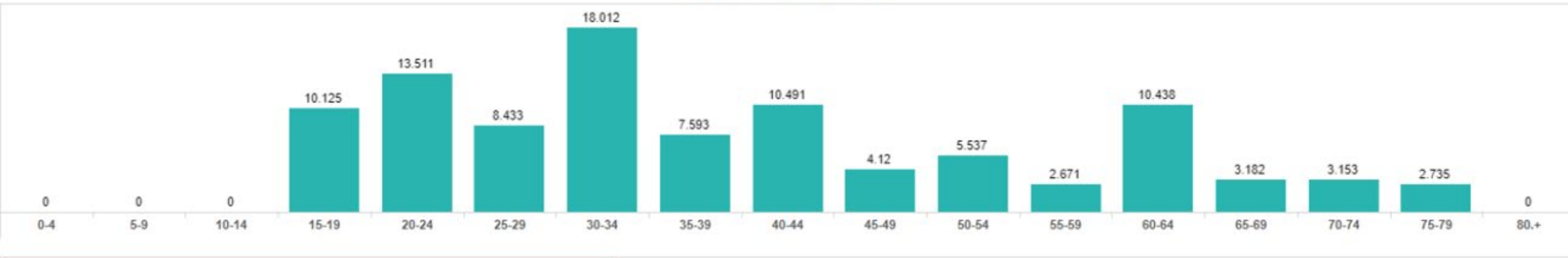
Age Profile (Weekly Reach%)



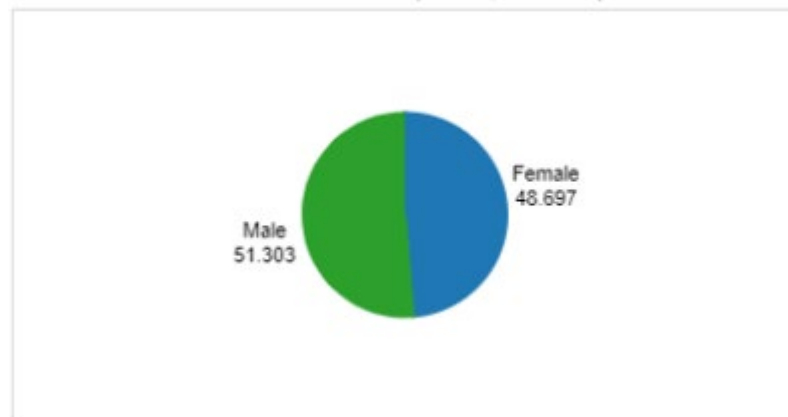
Gender Profile(Weekly Reach%)



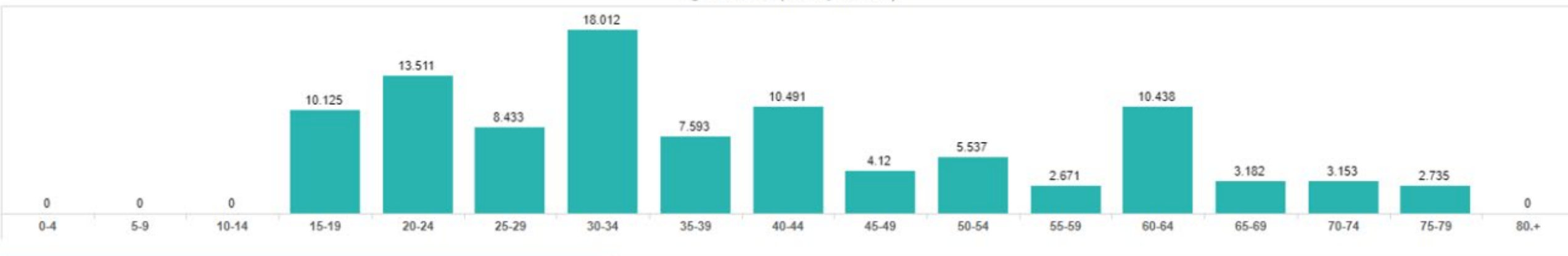
Age Profile (Weekly Reach%)



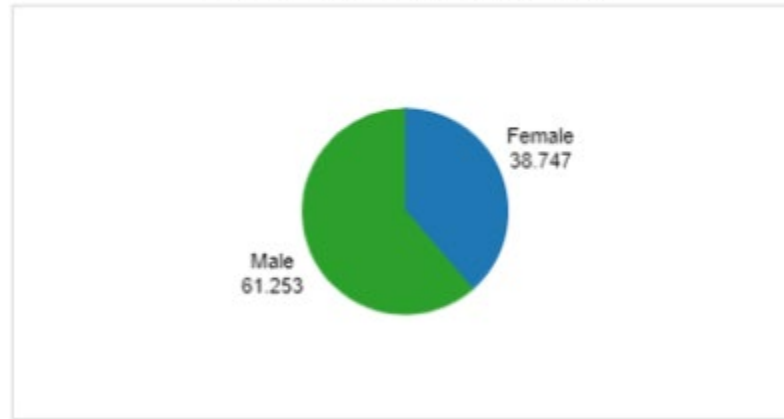
**Gender Profile(Weekly Reach%)**



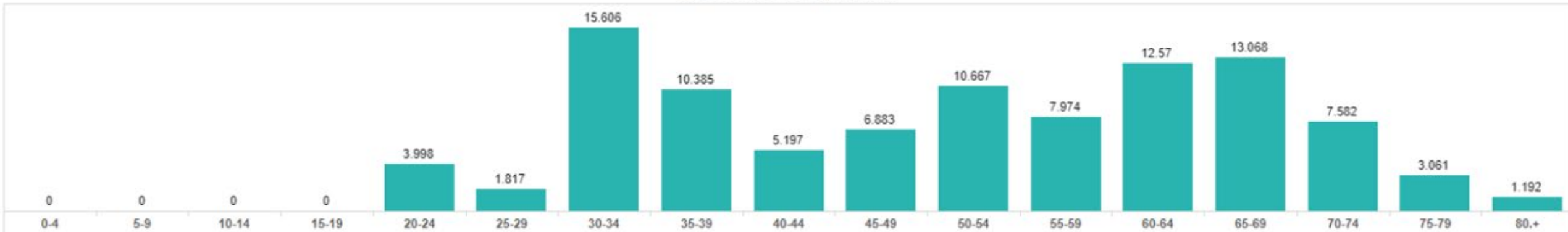
**Age Profile (Weekly Reach%)**



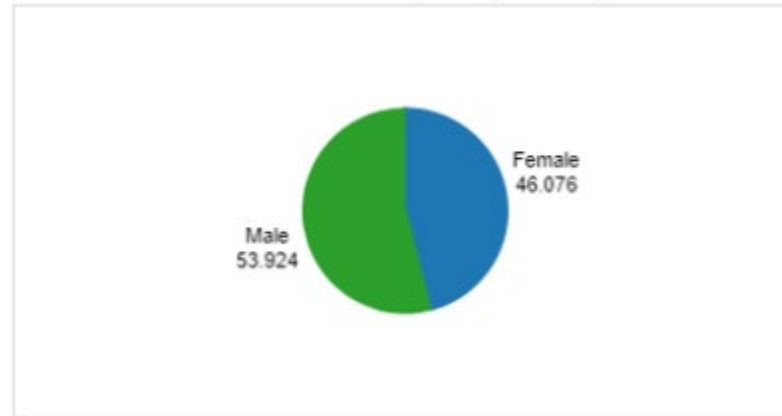
Gender Profile(Weekly Reach%)



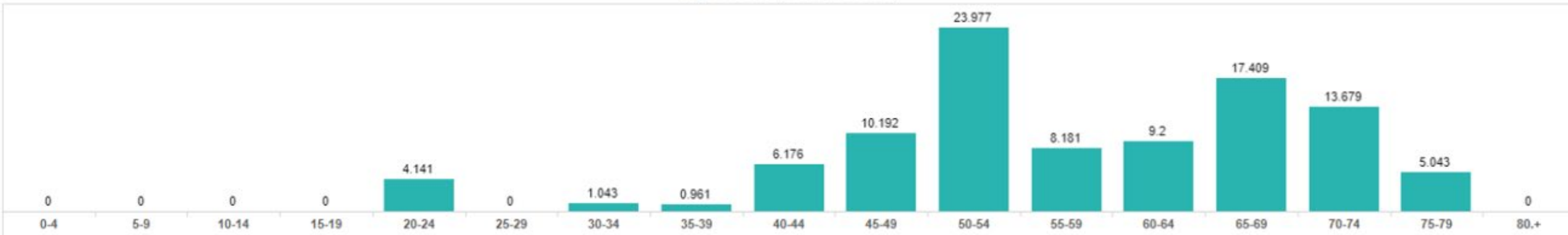
Age Profile (Weekly Reach%)



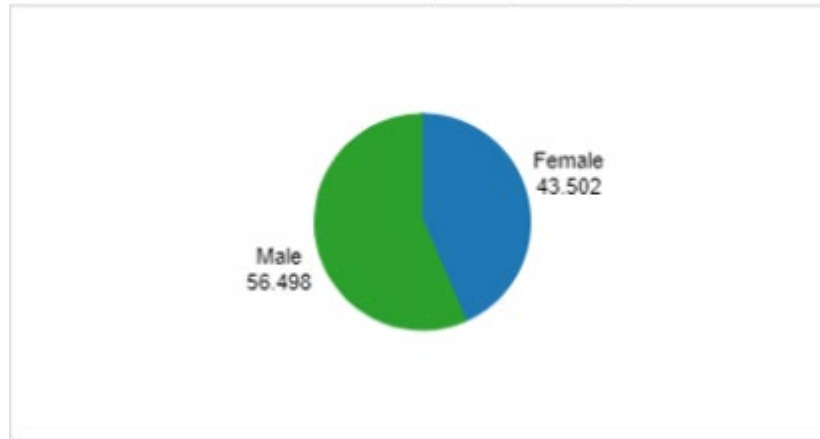
Gender Profile(Weekly Reach%)



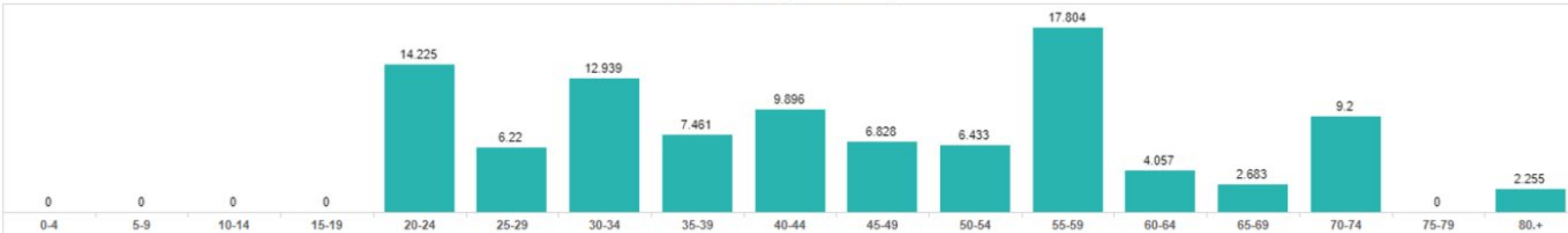
Age Profile (Weekly Reach%)



Gender Profile(Weekly Reach%)

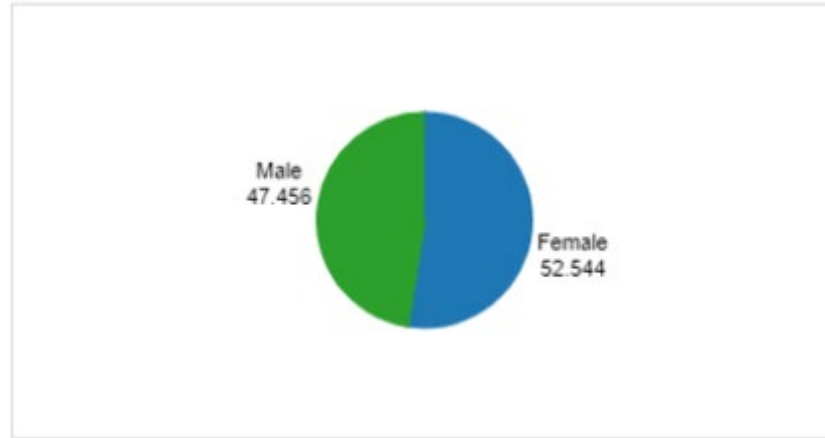


Age Profile (Weekly Reach%)

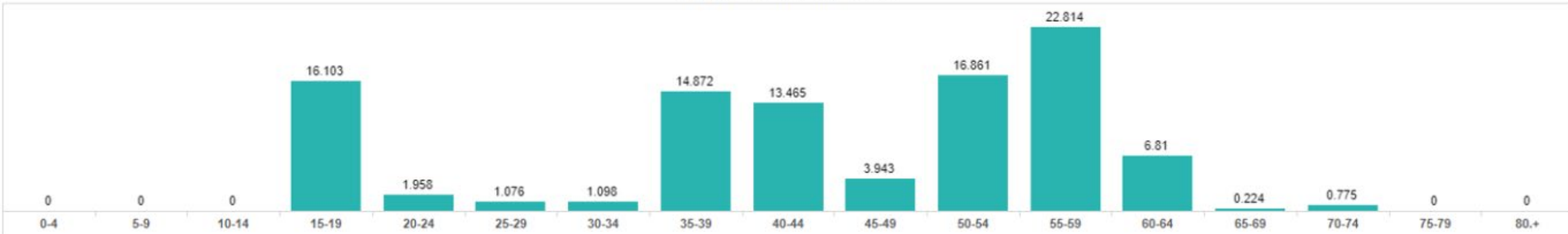




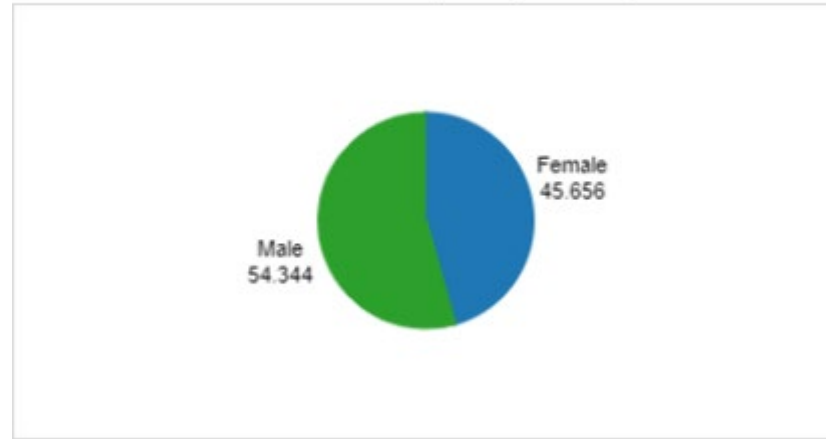
**Gender Profile(Weekly Reach%)**



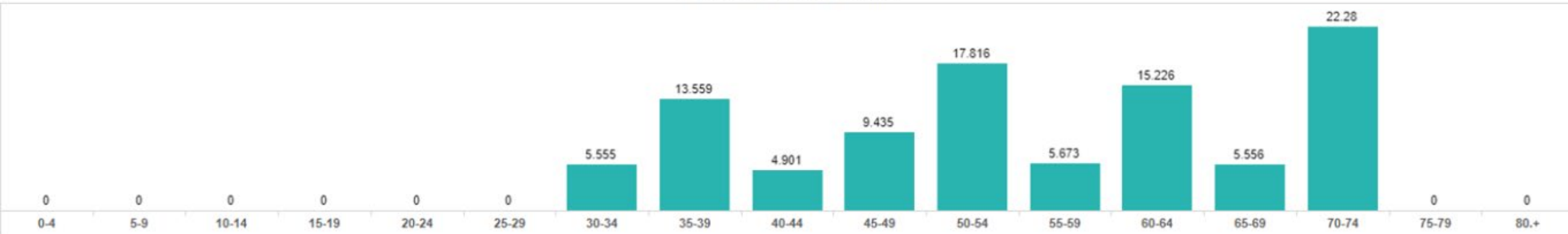
**Age Profile (Weekly Reach%)**



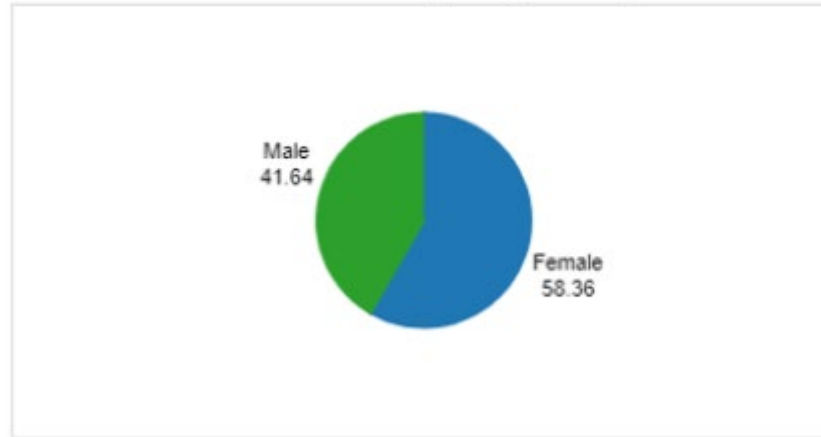
Gender Profile(Weekly Reach%)



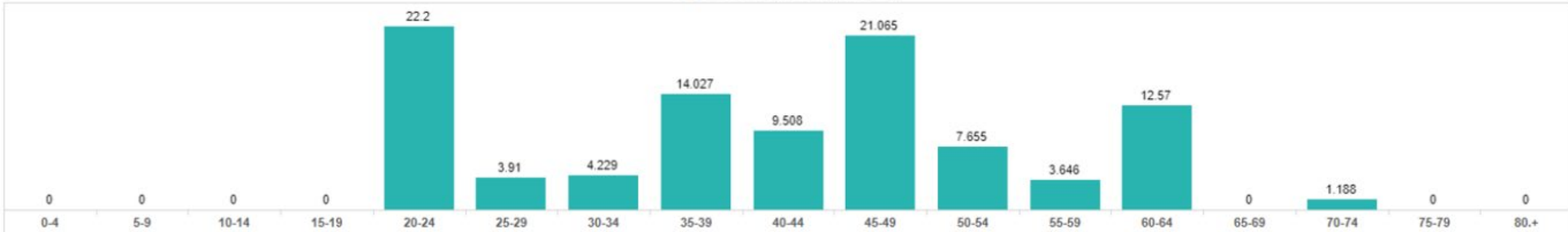
Age Profile (Weekly Reach%)



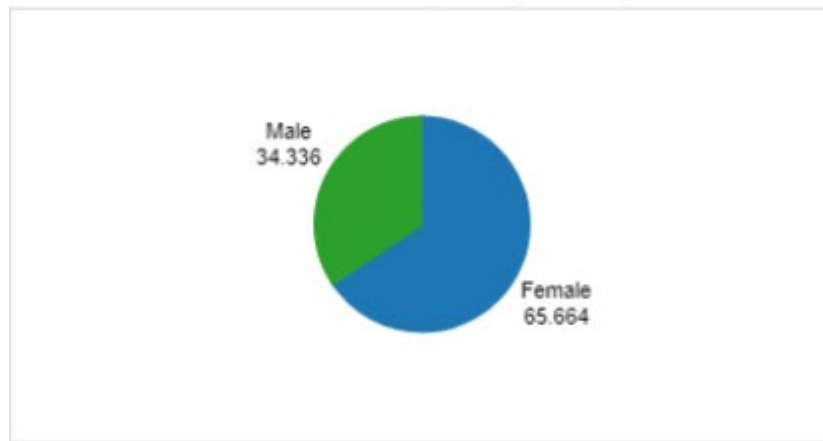
Gender Profile(Weekly Reach%)



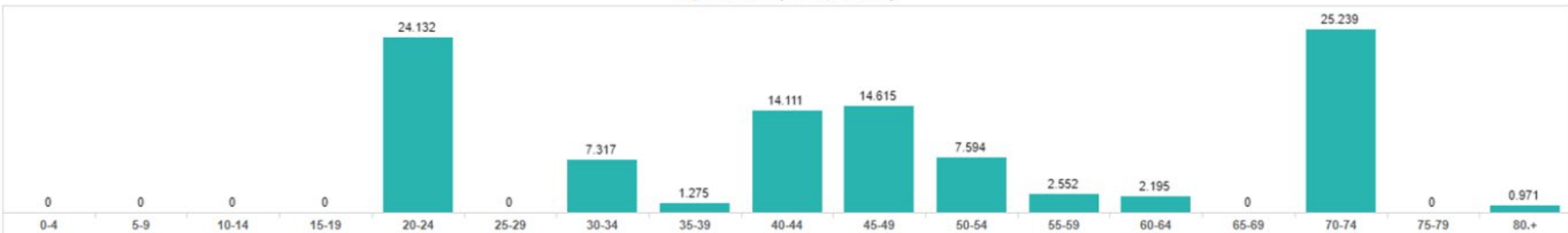
Age Profile (Weekly Reach%)



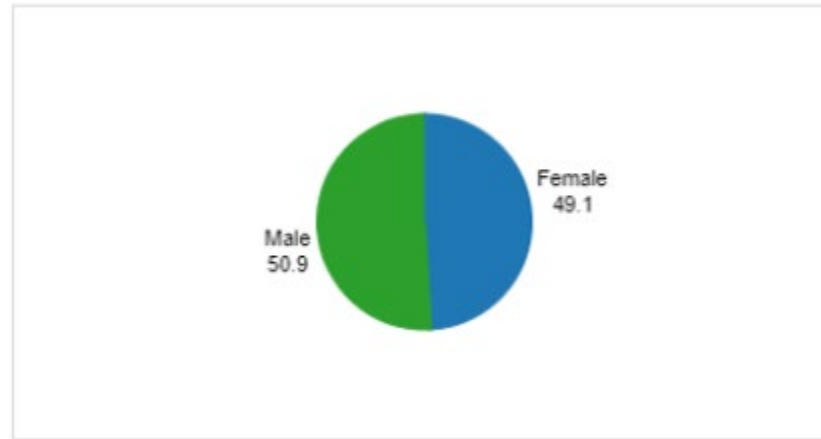
Gender Profile(Weekly Reach%)



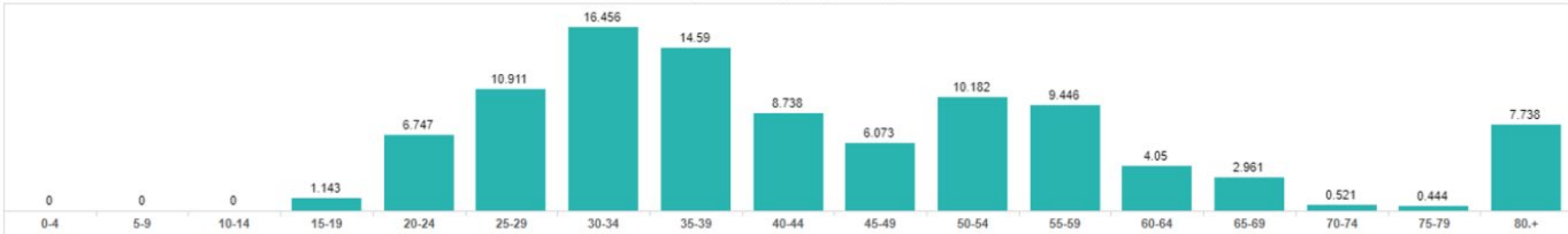
Age Profile (Weekly Reach%)



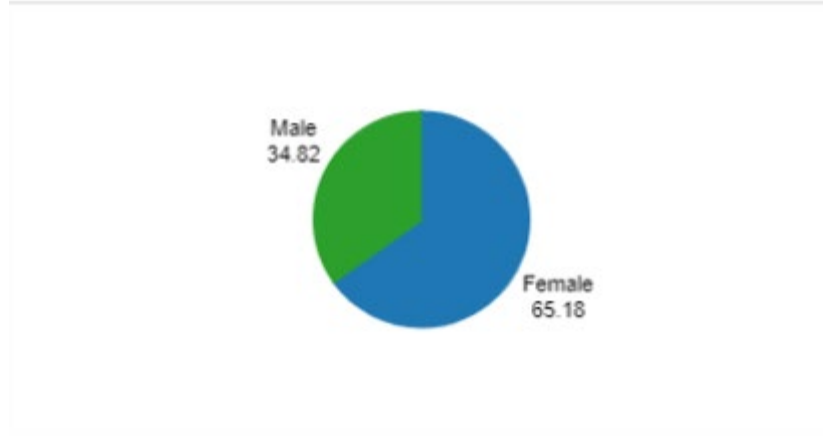
**Gender Profile(Weekly Reach%)**



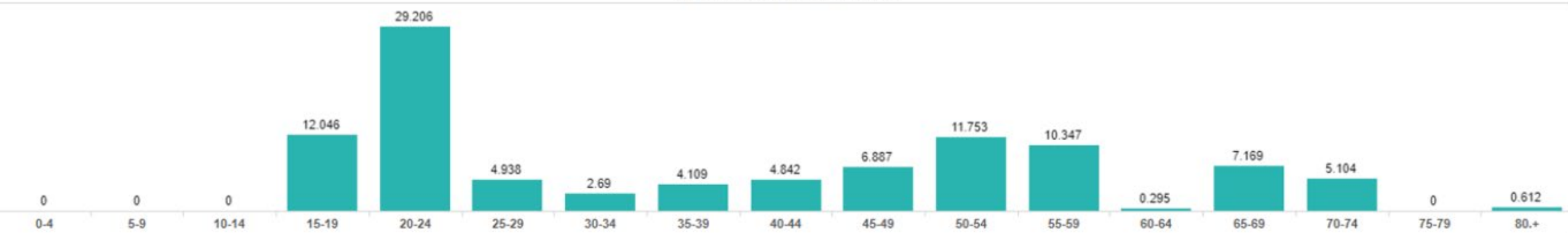
**Age Profile (Weekly Reach%)**



Gender Profile(Weekly Reach%)



Age Profile (Weekly Reach%)



# TV demographic information (source ITV/Channel 4)

Impact % by Audience		
	ITV	C4
<b>Children</b>	7.30%	4.10%
<b>Adults 16-24</b>	2.00%	2.60%
<b>Adults 25-34</b>	6.10%	6.20%
<b>Adults 35-44</b>	9.50%	14.50%
<b>Adults 45-54</b>	17.80%	21.20%
<b>Adults 55-64</b>	19.40%	16.10%
<b>Adults 65+</b>	38.10%	35.30%
Gender		
	ITV	C4
<b>Male</b>	40%	40%
<b>Female</b>	60%	60%