

## All Day

Audience	Ave TVR	Share	Profile	Daily Reach %	Weekly Reach %	Monthly Reach %
Adults 15+	0.30	2.0	94.5	14.8	43.5	70.2
Adults 15-34	0.12	1.0	13.4	7.6	27.4	55.8
Adults 35-54	0.22	1.5	25.2	13.4	43.9	73.2
Adults 55+	0.60	3.2	55.9	25.1	61.8	83.0
Adults ABC1	0.20	1.8	25.6	11.4	38.0	66.9
Adults C2DE	0.33	1.9	55.0	16.3	45.6	71.0
Adults F1F2	0.56	4.6	13.9	22.7	57.6	81.1
Men 15+	0.35	2.5	54.4	16.5	45.8	71.5
Women 15+	0.24	1.6	40.0	13.2	41.3	68.9
Housekeepers	0.33	1.9	49.1	16.4	47.6	74.9
Housekeepers with kids	0.14	0.9	7.3	9.3	35.6	67.3
Dublin: Adults	0.16	1.2	13.6	11.5	36.8	64.7
Rest of Leinster: Adults	0.27	1.8	23.5	13.8	43.5	68.8
Munster: Adults	0.38	2.6	34.7	16.8	47.0	73.9
Connacht/Ulster: Adults	0.40	2.5	22.6	18.3	47.9	74.4

## Peak-time

Audience	Ave TVR	Share	Profile	Daily Reach %	Weekly Reach %	Monthly Reach %
Adults 15+	0.76	2.1	96.2	10.6	35.2	61.3
Adults 15-34	0.28	1.0	12.1	4.6	18.8	43.7
Adults 35-54	0.52	1.4	24.0	9.2	35.1	64.1
Adults 55+	1.61	3.4	60.2	19.3	54.3	78.4
Adults ABC1	0.54	1.8	27.5	8.3	30.5	57.8
Adults C2DE	0.83	2.0	54.9	11.4	36.7	61.9
Adults F1F2	1.41	4.1	13.9	17.0	49.3	74.5
Men 15+	0.89	2.5	55.0	11.8	37.0	62.8
Women 15+	0.63	1.7	41.3	9.5	33.4	59.9
Housekeepers	0.88	2.1	51.4	11.9	39.3	66.5
Housekeepers with kids	0.35	0.9	7.2	6.2	27.0	55.9
Dublin: Adults	0.41	1.2	13.9	7.9	28.9	55.3
Rest of Leinster: Adults	0.66	1.8	22.7	9.6	34.9	60.3
Munster: Adults	0.98	2.7	35.7	12.1	38.1	64.6
Connacht/Ulster: Adults	1.05	2.7	23.9	13.7	40.2	66.6

Source TAM Ireland, all figures are consolidated and are based on the year August 2012 to July 2013