

Audience	Jan-June 2016	July-Dec 2016
Adults	3371	3362
Adults 15 – 24	470	473
Adults 15 – 34	1015	1010
Adults 25 – 44	1223	1213
Adults ABC1	1370	1372
Men	1638	1633
Men 15 – 34	498	497
Men ABC1	660	657
Women	1733	1729
Women 15 – 34	517	513
Women ABC1	710	715
Housekeepers	1569	1574
Housekeepers with Kids	532	531
Children	733	730
Adults 18-34*	841	829
Men 18-34*	407	401
Women 18-34*	434	428