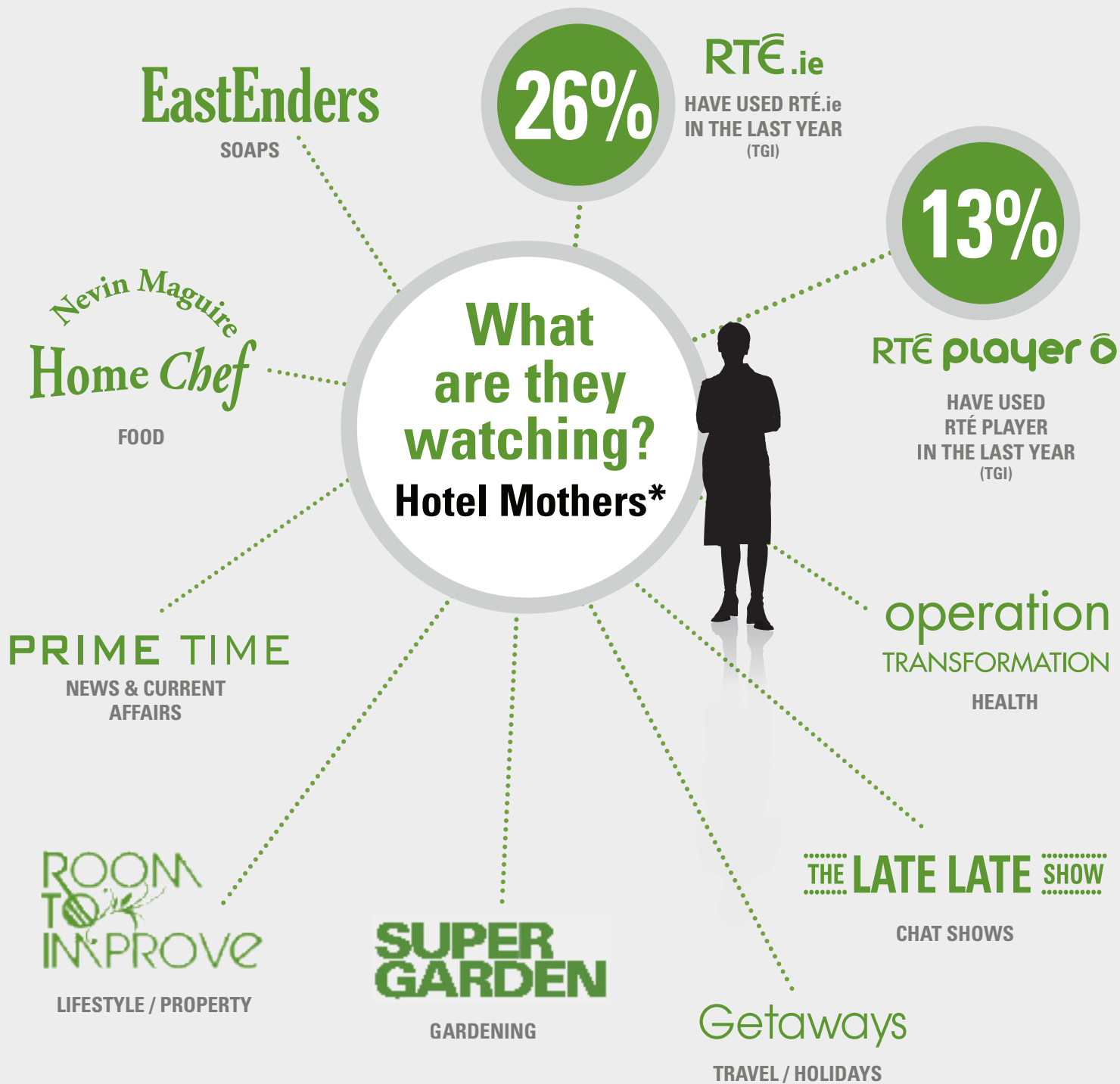


## AUDIENCE INFOGRAPHIC

Sources: TGI 2013,  
RTÉ Player Research (B&A),  
Nielsen TAM



\*Hotel Mothers – with grown up children at home

