|  |  |
| --- | --- |
| **Audiences = Ethnicity** | **Percentages** |
| British and N Ireland | 85% |
| Irish | 1% |
| Any other white back ground | 4% |
| White and Asian | 3% |
| Indian | 3% |
| Pakistani | 1% |
| Chinese | 2% |
| Caribbean | 1% |

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| --- | --- |
| **Audiences = Gender** | **Percentages** |
| Male | 45% |
| Female | 55% |

|  |  |
| --- | --- |
| **Audiences = Age** | **Percentages** |
| 11 – 19 | 25% |
| 20 – 29 | 13% |
| 30 – 39 | 10% |
| 40 – 49 | 18% |
| 50 – 59 | 17% |
| 60 – 65 | 7% |
| 65+ | 10% |