

Demographic	Program Name	MC US	MC US
		AA %	AA Proj (000)
P18 - 49 Program A Non-Viewer	Program 1	7.53	7,912
P18 - 49 Program A Non-Viewer	Program 2	7.31	7,682
P18 - 49 Program A Non-Viewer	Program 3	5.89	6,197
P18 - 49 Program A Non-Viewer	Program 4	5.68	5,945
P18 - 49 Program A Non-Viewer	Program 5	5.38	5,526
P18 - 49 Program A Light Viewer	Program Z	13.41	639
P18 - 49 Program A Light Viewer	Program Y	11.56	551
P18 - 49 Program A Light Viewer	Program X	10.97	523
P18 - 49 Program A Light Viewer	Program W	8.78	411
P18 - 49 Program A Light Viewer	Program V	8.48	402