

BIODIVERSITY

Communications Toolkit

Television viewers and demographics

(Average weekly viewing figures)

Title	Total	Men	Women	15-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65-74 yrs	75+	ABC1	C2DE
BBC1 & BBC2*	33,130,000											
STV	3,077,600	1,169,488	1,908,112	430,864		461,640	584,744	615,520	984,832		1,046,384	2,031,216
Channel 4*	17,274,000	7,562,557	9,711,443	4,282,225		2,784,568	2,770,750	7,514,190		7,033,972	10,240,027	
Channel 5*	9,707,000	4,271,080	5,435,920	679,490	1,067,770	1,747,260	3,203,310	4,853,500		3,203,310	6,503,690	

* Figures provided are for UK-wide audience viewing

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