

FSE Interliga BY'10

Demographic	Schedule Name	Units	AA Reach%	AA Reach Proj(000)	AA Average Frequency	AA Average Minutes	Qualified AA GRP%	Qualified AA	
								GRP Proj(000)	AA Effective Reach(3+)
Household	Interliga10	14	14.23	1,843	4.95	212.77	70.50	9,130	8.91
Persons 18 - 49	Interliga10	14	12.50	2,889	3.52	140.87	44.05	10,177	5.67
Males 18 - 49	Interliga10	14	14.73	1,796	3.97	165.19	58.47	7,131	8.09