**Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Saturday Night Takeaway s19 (7 x 90) | Predicted Programme | | | | |
| 2023 weeks 8-14 | TVRs | % Share | 000s | Profile | Index vs Ads |
| Individuals | 9.2 | 32.6 | 5,549 | 100 | 94 |
| Adults | 9.7 | 30.9 | 4,945 | 89 | 100 |
| Adults ABC1 | 8.0 | 29.5 | 2,376 | 43 | 82 |
| Adults 16-24 | 3.4 | 41.0 | 201 | 4 | 35 |
| Adults 16-34 | 5.6 | 46.8 | 782 | 14 | 58 |
| Adults 16-54 | 8.0 | 41.7 | 2,532 | 46 | 82 |
| Men | 8.0 | 26.4 | 1,994 | 36 | 83 |
| Men ABC1 | 6.7 | 25.6 | 958 | 17 | 69 |
| Men 16-34 | 4.3 | 36.5 | 299 | 5 | 44 |
| Women | 11.3 | 34.4 | 2,950 | 53 | 116 |
| Women ABC1 | 9.2 | 32.7 | 1,416 | 26 | 95 |
| Women 16-34 | 7.0 | 56.8 | 475 | 9 | 72 |
| Housewives | 11.2 | 30.7 | 2,982 | 54 | 115 |
| Housewives ABC1 | 9.3 | 30.0 | 1,447 | 26 | 96 |
| Housewives 16-54 | 9.5 | 43.2 | 1,295 | 23 | 98 |
| Housewives WCh | 10.5 | 51.3 | 714 | 13 | 108 |
| Children 4-15 | 6.3 | 58.3 | 604 | 11 | 65 |
| Children 10-15 | 5.8 | 52.2 | 262 | 5 | 60 |
| Children 4-9 | 6.7 | 64.3 | 342 | 6 | 69 |
| Under 18s | 6.2 | 59.1 | 648 | 12 | 64 |
|  |  |  |  |  |  |
| *HFSS Index is* ***bold*** *when over 100,* ***red & bold*** *when over 120* |  |  |  |  |  |
| HFSS Index vs Inds | 69 |  |  |  |  |
| Kids 10-15 Index vs Inds | 63 |  |  |  |  |
| Kids 4-9 Index vs Inds | 74 |  |  |  |  |