



Deleted Audiences

| ID | Audience Description |
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| 302 | Adults 15-35 Cinema Goers 2/ 3 times/ month |
| 427 | ABC1 Adults 18-44 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 428 | Adults 18-34 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 481 | ABC1 Adults 20-54 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth) |
| 485 | ABC1 Adults 20-34 & 45-54 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth) |
| 491 | ABC1 Adults 30-50 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 492 | ABC1 Adults 15+ Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 516 | Adults 25-44 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 524 | Women 25-44 Internet Often (Once a Week) |
| 528 | Women 25-44 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 548 | ABC1 Adults 25-44 Internet Access (Home) |
| 550 | Women 25-44 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ LessOften) |
| 552 | ABC1 Adults 25-44 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 554 | ABC1 Adults 16-34 Cinema Goers 2-3 times/ month |
| 573 | Women 18-34 Cinema Goers 2/ 3 times/ month |
| 574 | Women 18-35 Cinema Goers Once/ Month |
| 579 | Women 18-34 Cinema Goers Once/ Week or More |
| 606 | Women 16-34 Cinema Goers 2/ 3 times/ month |
| 609 | Adults 16-34 Cinema Goers Once/ Month or More |
| 632 | Women 25-54 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 650 | ABC1 Women 20 - 50 in Full Time Employment and Internet Access |
| 659 | ABC1 Adults 18-45 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ LessOften) |
| 666 | Men 16-34 Cinema Goers 2/ 3 times/ year |
| 667 | Men 16-34 Cinema Goers Once/ Month or More |
| 673 | Men 16-34 Cinema Goers 2/ 3 times/ year or more |
| 682 | Men 16-34 Cinema Goers Once/ 2/ 3 months or more |
| 685 | ABC1 Adults 18-34 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 688 | Adults 16-34 Cinema Goers 2/ 3 times/ year or More |
| 691 | Adults 16-34 Cinema goers 2/ 3 times/ year |
| 708 | Adults 15+ Cinema Goers Once a Month or More |
| 709 | All Cinema Goers |
| 710 | Adults 15+ Cinema Goers 2/ 3 times/ month or more |
| 711 | All Cinema Goers Once a Month or More |
| 713 | Adults 15-44 Cinema goers 2/ 3 times/ year |
| 714 | AB 35+ Access Internet once a week or more |
| 715 | AB 35+ Access Internet once a week or less |
| 725 | Men 15-44 Cinema Goers 2/ 3 times/ year or More |
| 727 | Men 15-34 Cinema Goers 2/ 3 times/ year or More |
| 742 | Women 25-44 Internet Access (Home/ Work) |
| 743 | ABC1 Adults 15+ Cinema Goers |



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| 752 | ABC1 Women 15-44 Cinema Goers Once/ Month or More |
| 757 | Men 15-44 Cinema Goers 2/ 3 times/ year |
| 767 | Adults 15+ Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth) |
| 768 | Adults 15+ Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 782 | Adults 16-34 Cinema Goers 2/ 3 times/ month or more |
| 819 | Adults 20-40 No Children 0-14 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 824 | Adults 20-40 Internet Access (Home/Work/ School/ Cafe/ Elsewhere) |
| 857 | Adults 20-40 No Children Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ Less Often) |
| 954 | AB Men 25-65 in Full-Time Employment Mobile Phone Owner |
| 964 | ABC1 Adults 18-40 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 965 | ABC1 Adults 40+ Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 976 | Adults 18-39 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 977 | Adults 40+ Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 982 | Adults 17-35 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 984 | ABC1 Adults 18-39 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 991 | Adults 17-35 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth) |
| 998 | ABC1 Adults 15+ Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ LessOften) |
| 1061 | ABC1 Adults 25-45 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 1079 | ABC1 Men 15+ Internet Access(Home/ Work/ School/ Cafe/ Elsewhere) |
| 1096 | ABC1 Adults 25-35 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 1233 | Adults 16-34 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ LessOften) |
| 1263 | Adults 16-24 with mobile phone |
| 1314 | Adults 15-44 with mobile phone |
| 1320 | Adults 15+ with Internet Services:Downloading Music |
| 1321 | Adults 15+ Internet Access (Home) |
| 1335 | AB Adults 15+ in Full Time Employment who use Internet Everyday or Most Days |
| 1343 | ABC1 Adults 25-44 Internet Often (MostDays) |
| 1364 | ABC1 Adults 25-39 Cinema Goers |
| 1401 | ABC1 Adults 25+ Cinema Goers |
| 1410 | ABC1 25+ Cinema Goers 2/ 3 times/ year |
| 1454 | Adults 25-45 with one or more car and Internet access and own mobile phone |
| 1493 | Adults 18-55 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 1495 | Adults 18-55 Internet Access (Home) |
| 1521 | Persons 13-19 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ Less Often) |
| 1529 | Adults 18-55 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth/ LessOften) |
| 1601 | C1C2D Adults 25-54 Internet Access (Home/Work) |
| 1603 | C1C2DE Adults 25-54 Internet Access (Home/Work) |
| 1701 | C1C2 Adults 25-44 Internet accessed (Home /Cafe) |
| 1702 | ABC1C2 Adults 25-44 with Children 0-3 Internet accessed (Home /Cafe) |
| 1793 | Adults 17-50 in FT/PT Emp/Self Emp with one or more cars and any business influence |
| 1843 | Adults 15+ with Business Influence < £20k |
| 1868 | Women 15+ Internet Access (Home/ Work/ School) |
| 1877 | BC1C2 Adults 20-44 Internet Access in the last 3 months (Home/ Work/ School/ Cafe/ Elsewhere) |



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| 1882 | BC1C2 Adults 20-44 Internet Often (Everyday/ MostDays/ OnceWeek/ OnceMonth) |
| 1910 | BC1C2 Women 25-44 access Internet (Home/School/Work/Internet Cafe) |
| 1983 | ABC1 Adults 35+ with any Business influence |
| 2219 | ABC1 Adults 15+ Internet Access (Home) |
| 2223 | C1C2DE Adults 15+ Internet Access once a month or more |
| 2485 | Men 20-28 Cinema Goers Once a Month |
| 2493 | BC1C2 Women 20-44 With Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 2494 | BC1C2 Women 25-44 With Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 2544 | Adults 15+ with any Business influence |
| 2546 | Adults 15+ with Business Influence >£5000 |
| 2547 | Adults 15+ with Business Influence < £5000 |
| 2602 | AB 35+ Access Internet Most Days |
| 2636 | AB Adults 25+ in Full Time Employment with any Business Influence |
| 2760 | ABC1 Adults 25-54 Internet Access (Home/Work/ School/ Cafe/ Elsewhere) with Children 0-14 |
| 2798 | ABC1C2 Adults 15+ with Business Influence £5k+ |
| 2799 | Adults 15+ in Full Time Employment/ Self-Employed with Business Influence £5k+ |
| 2881 | Adults 15+ in Full/Part Time Employment/Self-Employed with Business Influence £5k+ |
| 2910 | ABC1 Adults 45-64 Internet Access (Home) |
| 2917 | ABC1 Adults 45-64 Internet Access (Home/ Work/ School/ Cafe/ Elsewhere) |
| 2919 | Adults 15+ with business influence £20,000+ |
| 2959 | ABC1 Adults 20+ with Business Influence £5k+ |
| 2960 | ABC1 Adults 20+ with any Business influence |
| 3014 | ABC1 Adults 15+ in Full Time Employment with any Business Influence |
| 3086 | ABC1 Adults 15+ with any Business influence |
| 3096 | ABC1 Adults 15+ IN Full Time Employment with Business Influence £5k - £50k |
| 3097 | ABC1 Adults 15+ In Full Time Employment with Business Influence £5k+ |
| 3116 | Adults 15+ with Business influence between £5000 and £19,999 |
| 3117 | Adults 15+ with Business influence between £20,000 and £49,999 |
| 3118 | Adults 15+ with Business influence over £50,000 |