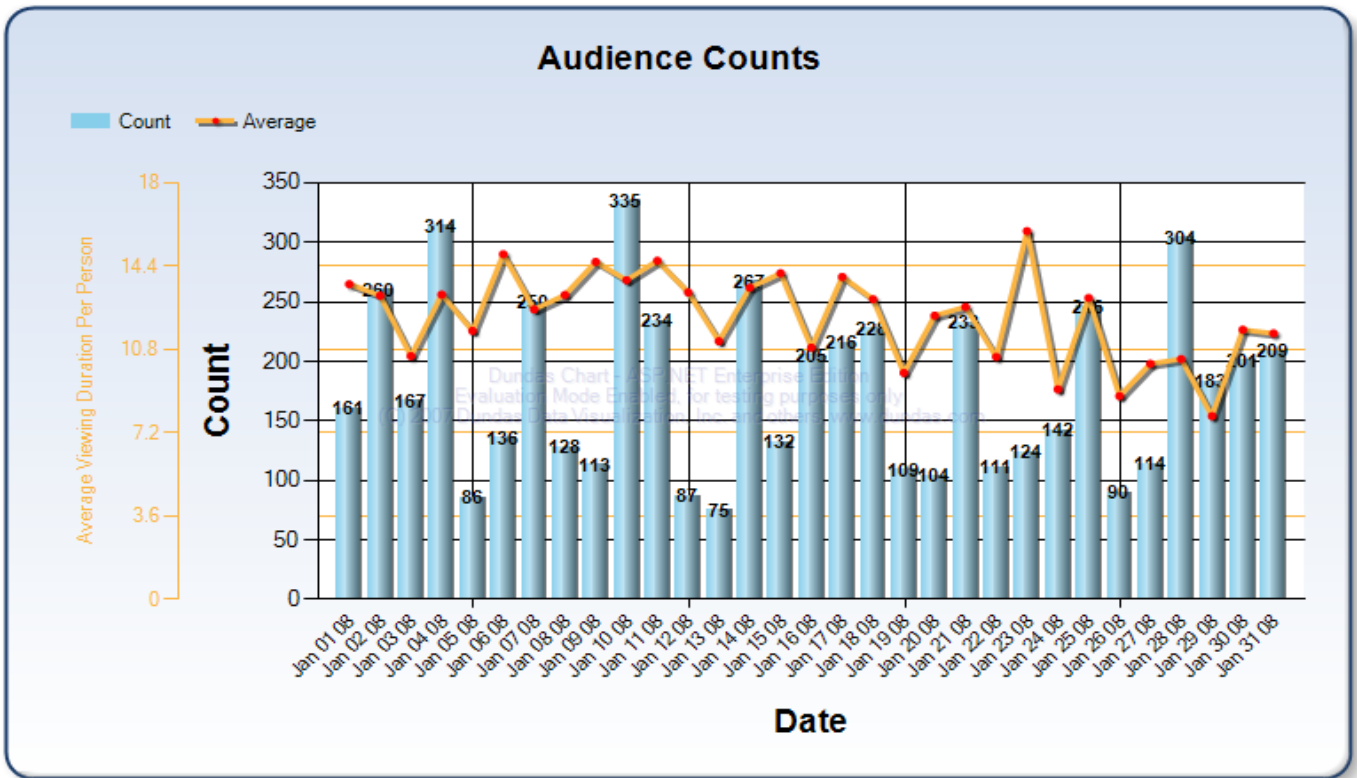


## Audience Count 1 (1/1/2008 - 1/31/2008)

Devices:  
 Demo Device 1 [Demo Site]  
 Demo Device 2 [Demo Site]  
 AgeGroup: All  
 Gender: All



Date	Num	Attention	Average
1/1/2008	161	2193	13.62
1/2/2008	260	3413	13.13
1/3/2008	167	1756	10.51
1/4/2008	314	4135	13.17
1/5/2008	86	998	11.6
1/6/2008	136	2028	14.91
1/7/2008	250	3132	12.53
1/8/2008	128	1684	13.16
1/9/2008	113	1648	14.58
1/10/2008	335	4620	13.79
1/11/2008	234	3424	14.63
1/12/2008	87	1154	13.26
1/13/2008	75	837	11.16
1/14/2008	267	3596	13.47
1/15/2008	132	1860	14.09
1/16/2008	205	2231	10.88
1/17/2008	216	3010	13.94
1/18/2008	228	2957	12.97
1/19/2008	109	1067	9.79
1/20/2008	104	1275	12.26
1/21/2008	233	2945	12.64
1/22/2008	111	1163	10.48
1/23/2008	124	1973	15.91
1/24/2008	142	1289	9.08
1/25/2008	246	3204	13.02
1/26/2008	90	791	8.79
1/27/2008	114	1161	10.18
1/28/2008	304	3157	10.38
1/29/2008	183	1450	7.92
1/30/2008	201	2342	11.65
1/31/2008	209	2402	11.49

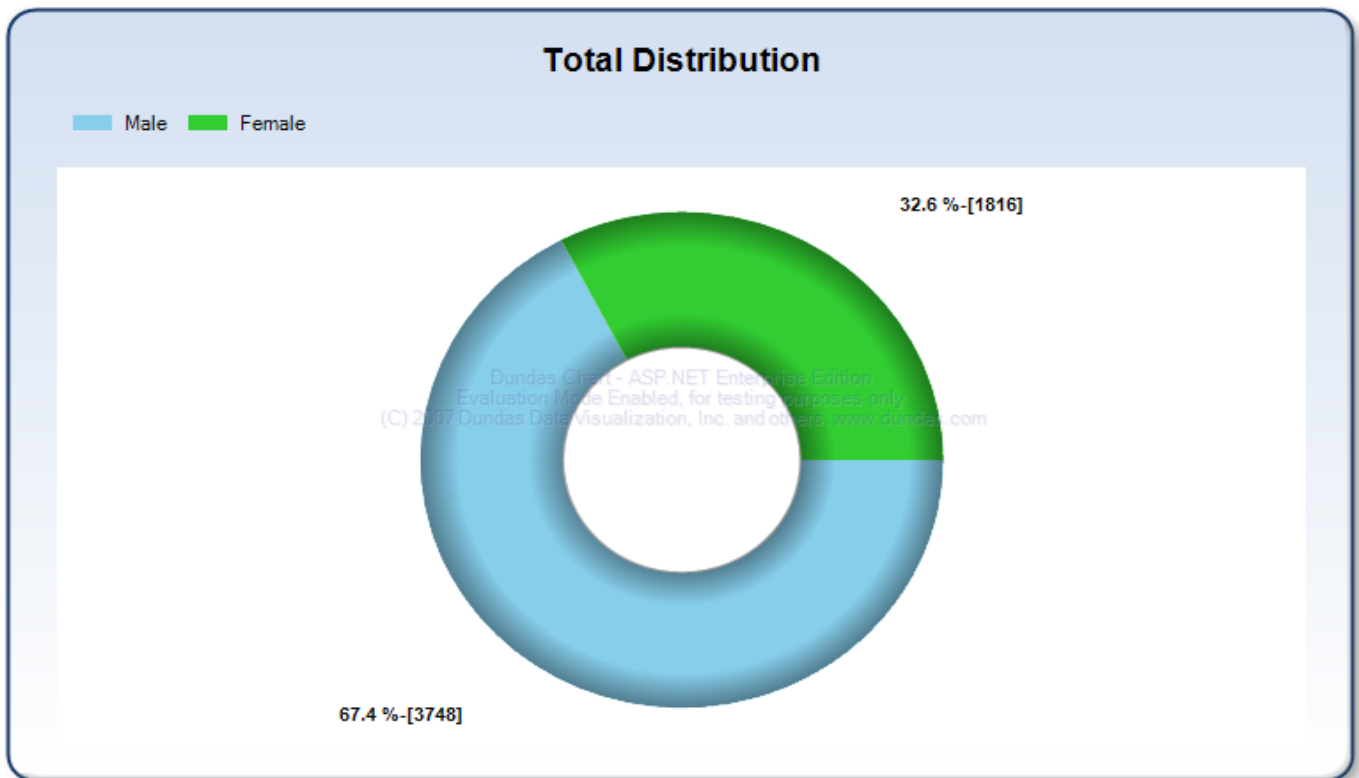
## Total Distribution 1 (1/1/2008 - 1/31/2008)

Devices:

Demo Device 1 [Demo Site]

Demo Device 2 [Demo Site]

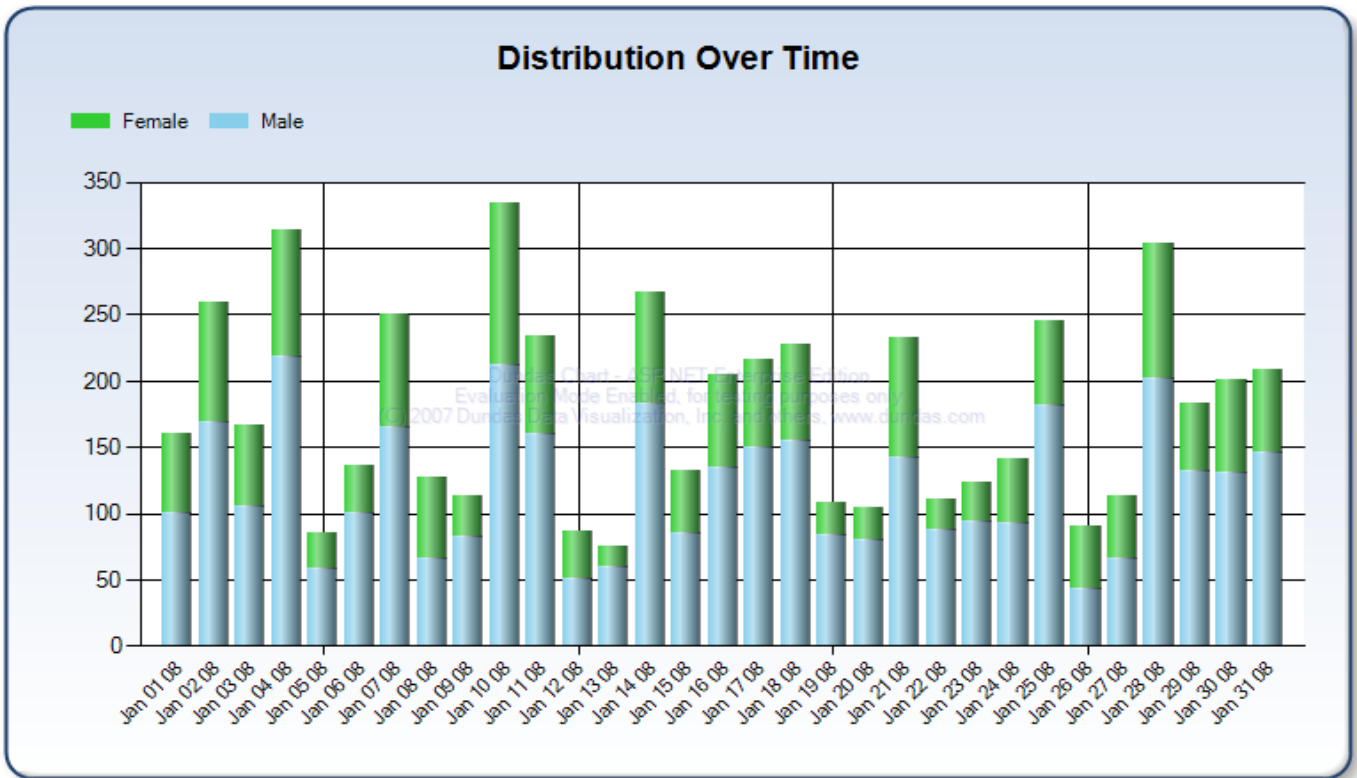
GroupType: Gender



Gender	Num	Attention	Average	GenderID
Male	3748	42413	11.32	1
Female	1816	26482	14.58	2

## Distribution Over Time 1 (1/1/2008 - 1/31/2008)

Devices:  
Demo Device 1 [Demo Site]  
Demo Device 2 [Demo Site]  
DataType: Count  
GroupType: Gender



Date	Description	Num	Attention	Average
1/1/2008	Male	101	1229	12.17
	Female	60	964	16.07
1/2/2008	Male	169	2048	12.12
	Female	91	1365	15
1/3/2008	Male	106	1050	9.91
	Female	61	706	11.57
1/4/2008	Male	219	2561	11.69
	Female	95	1574	16.57
1/5/2008	Male	59	590	10
	Female	27	408	15.11
1/6/2008	Male	101	1429	14.15
	Female	35	599	17.11
1/7/2008	Male	166	1932	11.64
	Female	84	1200	14.29
1/8/2008	Male	66	668	10.12
	Female	62	1016	16.39
1/9/2008	Male	83	1283	15.46
	Female	30	365	12.17
1/10/2008	Male	212	2609	12.31
	Female	123	2011	16.35
1/11/2008	Male	160	1953	12.21
	Female	74	1471	19.88
1/12/2008	Male	51	591	11.59
	Female	36	563	15.64
1/13/2008	Male	60	577	9.62
	Female	15	260	17.33
1/14/2008	Male	183	2367	12.93
	Female	84	1229	14.63
1/15/2008	Male	86	932	10.84
	Female	46	928	20.17
1/16/2008	Male	135	1216	9.01
	Female	70	1015	14.5
1/17/2008	Male	150	1818	12.12
	Female	66	1192	18.06
1/18/2008	Male	155	1741	11.23
	Female	73	1216	16.66
1/19/2008	Male	84	826	9.83
	Female	25	241	9.64
1/20/2008	Male	80	928	11.6
	Female	24	347	14.46
1/21/2008	Male	143	1539	10.76
	Female	90	1406	15.62
1/22/2008	Male	88	819	9.31
	Female	23	344	14.96
1/23/2008	Male	94	1562	16.62

Date	Description	Num	Attention	Average
	Female	30	411	13.7
1/24/2008	Male	93	859	9.24
	Female	49	430	8.78
1/25/2008	Male	182	2141	11.76
	Female	64	1063	16.61
1/26/2008	Male	43	363	8.44
	Female	47	428	9.11
1/27/2008	Male	67	678	10.12
	Female	47	483	10.28
1/28/2008	Male	202	2059	10.19
	Female	102	1098	10.76
1/29/2008	Male	133	970	7.29
	Female	50	480	9.6
1/30/2008	Male	131	1437	10.97
	Female	70	905	12.93
1/31/2008	Male	146	1638	11.22
	Female	63	764	12.13