

Supplementary table 1: Gross and per capita impressions per race by age

Race	Total			Child <16			Adult >16											
	Gross impressions (Million)	95% Confidence Interval		Per Capita Impressions	95% Confidence Interval		Gross impressions (Million)	95% Confidence Interval		Per Capita Impressions	95% Confidence Interval							
Australia	170.91	153.96	187.87	2.57	2.32	2.83	8.47	6.81	10.14	0.67	0.54	0.80	995.23	962.19	1028.26	18.50	17.88	19.11
Bahrain	61.65	65.86	66.45	0.93	0.86	1.00	3.70	3.17	4.22	0.29	0.25	0.33	353.73	345.15	362.31	6.57	6.42	6.73
China	213.08	192.98	233.19	3.21	2.91	3.51	8.54	6.79	10.32	0.68	0.54	0.82	1264.72	1225.82	1303.63	23.51	22.78	24.23
Azerbaijan	268.28	247.49	289.07	4.04	3.73	4.35	17.55	15.20	19.91	1.39	1.21	1.58	1528.01	1490.98	1565.04	28.40	27.71	29.09
Spain	132.58	121.36	143.81	2.00	1.83	2.17	6.21	5.13	7.28	0.49	0.41	0.58	752.84	732.14	773.54	13.99	13.61	14.38
Monaco	358.17	327.80	388.53	5.39	4.94	5.85	12.29	9.80	14.78	0.98	0.78	1.17	2105.66	2049.07	2162.26	39.14	38.09	40.19
Canada	129.43	113.82	145.03	1.95	1.71	2.18	2.60	1.63	3.58	0.21	0.13	0.28	751.62	720.08	783.15	13.97	13.38	14.56
France	23.50	20.84	26.17	0.35	0.31	0.39	0.51	0.34	0.69	0.04	0.03	0.05	134.46	129.15	139.76	2.50	2.40	2.60
Austria	169.89	153.08	186.69	2.56	2.31	2.81	6.94	5.45	8.44	0.55	0.43	0.67	993.01	960.25	1025.76	18.46	17.85	19.07
Britain	370.60	341.39	399.80	5.58	5.14	6.02	17.42	14.61	20.23	1.38	1.16	1.61	2140.79	2088.19	2193.39	39.79	38.81	40.77
German	185.28	169.60	200.96	2.79	2.55	3.03	5.57	4.36	6.77	0.44	0.35	0.54	1077.65	1048.54	1106.76	20.03	19.49	20.57
Hungarian	139.10	126.54	151.66	2.09	1.91	2.28	5.15	4.08	6.22	0.41	0.32	0.49	788.15	764.51	811.79	14.65	14.21	15.09
Belgium	357.95	328.96	386.94	5.39	4.95	5.83	12.07	9.71	14.44	0.96	0.77	1.15	2143.36	2090.07	2196.66	39.84	38.85	40.83
Italy	253.27	232.28	274.26	3.81	3.50	4.13	10.77	8.85	12.69	0.85	0.70	1.01	1477.27	1438.58	1515.97	27.46	26.74	28.18
Singapore	327.03	298.79	355.28	4.93	4.50	5.35	11.34	9.01	13.67	0.09	0.72	1.09	1886.64	1833.94	1939.34	35.07	34.09	36.05
Russia	93.96	85.08	102.84	1.42	1.28	1.55	4.73	3.86	5.61	0.38	0.31	0.45	535.42	518.47	552.37	9.95	9.64	10.27
Japan	81.51	70.29	92.74	1.23	1.06	1.40	4.84	3.64	6.04	0.38	0.29	0.48	454.81	432.13	477.48	8.45	8.03	8.88
USA	285.63	263.68	307.59	4.30	3.97	4.63	8.48	6.80	10.16	0.67	0.54	0.81	1642.94	1604.88	1683.01	30.56	29.83	31.28
Mexico	113.24	98.16	128.33	1.71	1.48	1.93	2.96	1.89	4.03	0.23	0.15	0.32	651.52	620.74	682.31	12.11	11.54	12.68
Brazil	129.62	112.77	146.47	1.95	1.70	2.21	1.70	0.85	2.55	0.14	0.07	0.20	739.06	704.91	773.21	13.74	13.10	14.37
Abu Dhabi	61.55	56.13	66.97	0.93	0.85	1.01	2.49	2.01	2.97	0.20	0.16	0.24	349.78	339.66	359.90	6.50	6.31	6.69