

# **Non-Responsive Information**

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|                            | 2005/06   | 2006/07   | 2007/08   | 2008/09   | 2009/10   | 2010/11   | 2011/12   | 2012/13   |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Non-Responsive Information |           |           |           |           |           |           |           |           |
| Advertising                | 1,472,000 | 1,788,000 | 1,573,000 | 1,541,000 | 1,347,000 | 1,787,945 | 2,122,000 | 3,144,404 |
|                            |           |           |           |           |           |           |           | 32.7%     |

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|                            | 2005/06 | 2006/07 | 2007/08 | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 |
|----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Non-Responsive Information |         |         |         |         |         |         |         |         |
| Advertising                | 1.87    | 1.75    | 1.67    | 1.54    | 1.35    | 1.79    | 2.12    | 3.14    |
|                            |         |         |         |         |         |         |         | 48.2%   |

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