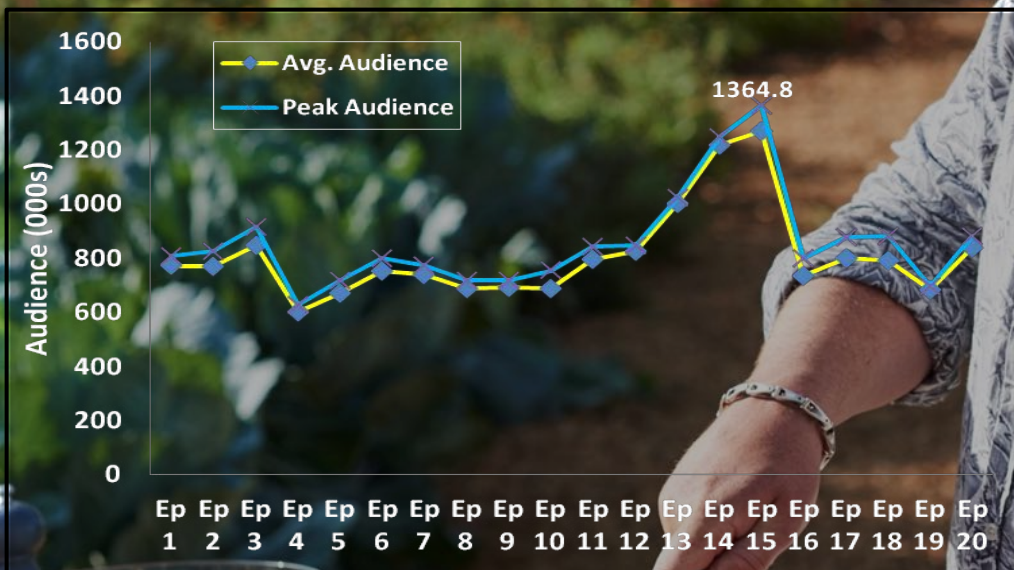


# James Martin's American Adventure

## 20 x 60' from Blue Marlin

### Weekdays on ITV at 2pm

Location	Avg. Audience	Avg. Share (%)	Peak Audience	Peak share
Napa	772.2	11	806.9	11.3
Santa Cruz	769.3	10.4	826.3	10.7
San Francisco	846.6	11.3	917.9	12.1
Sonoma	602	9.3	629.0	9.5
Sonoma Raceway	671.6	9.5	718.8	10.3
Los Angeles	752	10.2	801.3	11
San Antonio	738.1	11.8	772.6	12.4
Austin	690	11.2	716.4	11
Fort Worth	690.6	10.9	716.7	11.2
Dallas	687.1	10.7	754.9	12.1
New Orleans	794.8	11.6	842.8	12.5
Plantation	825.7	11.8	848.6	12.2
Lafayette	1002.9	12	1024.5	12.3
Avery Island	1220	11.9	1250.0	11.9
Baton Rouge	1270	11.5	1364.8	12.4
Boston	734.4	11.4	801.0	12.8
Salem	799.9	12.9	876.4	14
Hamptons	793.1	13.2	882.5	15.1
Philadelphia	684.2	11.9	696.7	12.4
New York	839.7	14.1	881.7	14.3



The average audience across the series for James Martin's American Adventure was 809.2k, which is very strong for the daytime slot. The episodes that aired in week one conflicted with coverage of the Winter Olympics but James Martin proved to be strong competition for the Olympics, with an average audience of 732k watching across the 5 episodes. Week 3 featured James travelling through the southern state of Louisiana and had the biggest audiences of the series. The episode featuring Baton Rouge, Louisiana, had the largest audience of the series; 1270k, peaking at 1.36m. The average audience for these episodes was 1.02m.