



Level 3 Cambridge Technical in Digital Media

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Unit 1: Media products and audiences

INSERT

Tuesday 9 January 2018 – Afternoon

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Unit 1: Media products and audiences

Fig. 1

Table from NRS showing readership of a selection of newspapers (Source: NRS, September 2016)

	Adults									
	Total		ABC1		C2DE		15-34		35+	
UNWEIGHTED SAMPLE	27484		15900		11584		6654		20830	
EST. POPULATION 15+ (000s)	52171		28278		23893		16381		35790	
	(000s)	%								
Daily Newspapers - 6 Day AIR										
The Sun	4188	8.0	1329	4.7	2859	12.0	1027	6.3	3161	8.8
Daily Mail	3354	6.4	2082	7.4	1273	5.3	414	2.5	2941	8.2
Daily Mirror/Record	2283	4.4	781	2.8	1502	6.3	342	2.1	1941	5.4
Daily Mirror	1818	3.5	637	2.3	1181	4.9	296	1.8	1522	4.3
Daily Record	484	0.9	148	0.5	336	1.4	54	0.3	431	1.2
The Daily Telegraph	1183	2.3	972	3.4	211	0.9	123	0.8	1060	3.0
The Times	1047	2.0	888	3.1	159	0.7	170	1.0	877	2.5
The Guardian	865	1.7	690	2.4	174	0.7	226	1.4	639	1.8
Daily Express	842	1.6	476	1.7	367	1.5	69	0.4	773	2.2
Daily Star	800	1.5	199	0.7	601	2.5	203	1.2	598	1.7
	541	1.0	391	1.4	150	0.6	79	0.5	462	1.3
Net national dailies	12592	24.1	6551	23.2	6041	25.3	2039	12.4	10553	29.5
Gross national dailies	15124	29.0	7812	27.6	7312	30.6	2660	16.2	12463	34.8

Fig. 2

Table from NRS showing how a selection of newspapers were accessed by audiences (Source: NRS, September 2016)

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph/telegraph.co.uk	22223	3819	6740	16600
The Guardian/theguardian.com	26197	4037	6972	21839
No Print Publication/independent.co.uk	16940	0	4211	14569
The Times/thetimes.co.uk	5763	4378	662	1487
Daily Mail/dailymail.co.uk	29263	10068	7418	20437
Daily Mirror/mirror.co.uk	24969	5902	4374	19256
Daily Record/dailyrecord.co.uk	4561	1230	588	3650
The Sun/thesun.co.uk	24022	10661	2077	16544
London Evening Standard/standard.co.uk	11012	4986	1530	7069
Metro/metro.co.uk	17639	10582	1517	9374

Fig. 3

Quarterly Listening All individuals 15+ for period ending September 2016

Station/Group Press release ▲	Survey Period	Population (000s)	Reach (000s)	Reach Percent	Average Hours Per Head	Average Hours Per Listener	Total Hours (000s)	Listening Share In TSA %
BBC Radio 1	Q	54,029	9,873	18	1.1	6.3	62,017	6.0
BBC Radio 2	Q	54,029	15,144	28	3.2	11.4	173,115	16.7
BBC Radio 3	Q	54,029	1,977	4	0.2	6.2	12,294	1.2
BBC Radio 4 (including 4 Extra)	Q	54,029	11,632	22	2.5	11.5	133,621	12.9
BBC Radio 4	Q	54,029	11,227	21	2.3	10.9	122,676	11.8
BBC Radio 4 Extra	Q	54,029	2,043	4	0.2	5.4	10,945	1.1

Table from RAJAR showing listenership of national BBC Radio stations (Source: RAJAR, September 2016)

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