



Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 1 Media products and audiences

INSERT

Tuesday 10 January 2017 – Morning

Time allowed: 2 hours

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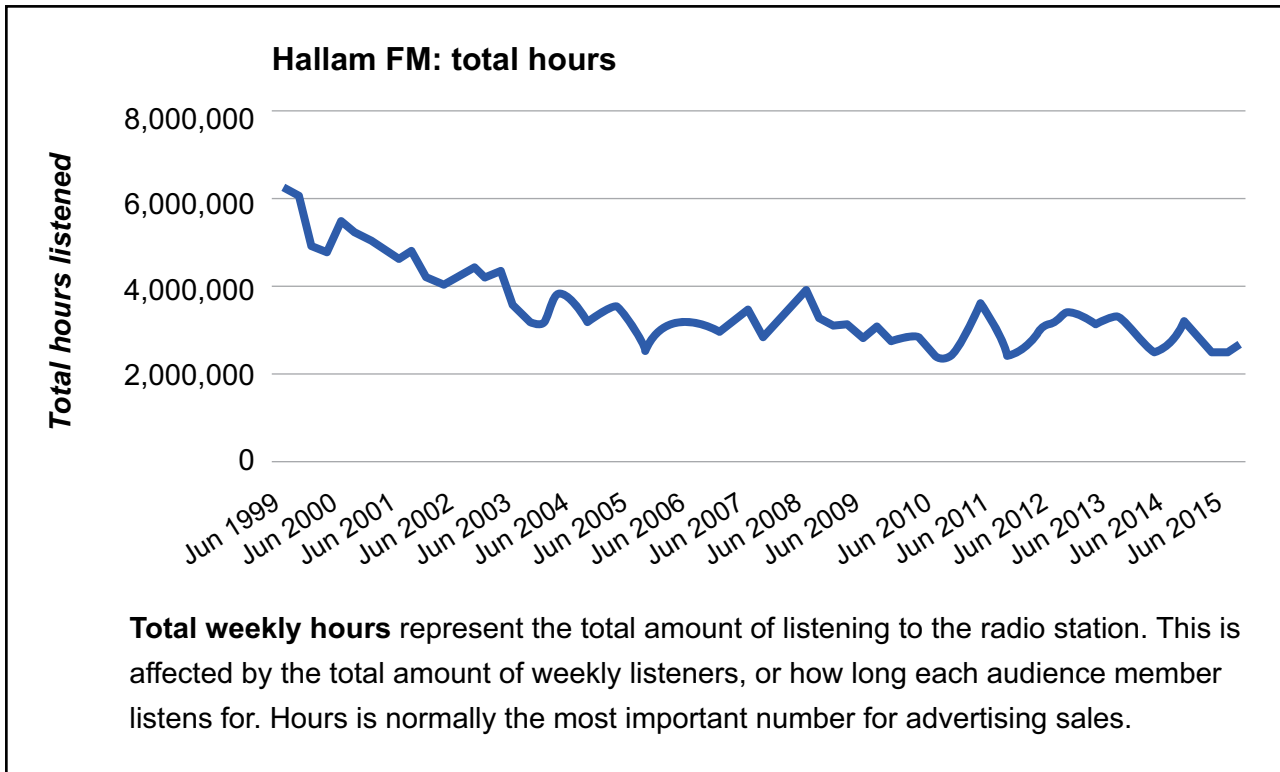
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Fig.1: Table from NRS (National Readership Survey) showing a selection of magazines and newspapers (Source: NRS, September 2015)

	Adults												
	Men				Women				Total				
	Total	ABC1	C2DE	15-34	35+	Total	%	Total	%	Total	%	Total	%
UNWEIGHTED SAMPLE	32644	18679	13965	8119	24525	14579		18065		18065		18065	
EST. POPULATION 15+ (000s)	51798	28057	23739	16428	35388	25301		26495		26495		26495	
	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Daily Newspapers - 6 Day AIR													
The Sun	4664	1654	3010	1193	3471	2692	7.3	1973	9.8	2692	10.6	1973	7.4
Daily Mail	3605	2304	1301	463	3142	1742	2.8	1864	8.9	1742	6.9	1864	7
Daily Mirror/Record	2433	871	1561	473	1959	1307	2.9	1126	5.5	1307	5.2	1126	4.3
Daily Mirror	1953	686	1266	404	1548	1051	2.5	902	4.4	1051	4.2	902	3.4
Daily Record	406	191	305	76	420	264	0.5	232	1.2	264	1.0	232	0.9
The Daily Telegraph	1150	995	155	112	1038	583	0.7	568	2.9	583	2.3	568	2.1
The Times	1014	918	96	172	842	578	1.0	437	2.4	578	2.3	437	1.6
Daily Express	845	452	393	59	785	412	0.4	433	2.2	412	1.6	433	1.6
Daily Star	838	190	648	223	615	534	1.4	304	1.7	534	2.1	304	1.1
The Guardian	793	699	94	208	585	435	1.3	357	1.7	435	1.7	357	1.3
I	533	413	121	125	408	335	0.8	199	1.2	335	1.3	199	0.7
The Independent	270	211	59	66	204	183	0.4	87	0.6	183	0.7	87	0.3
Net National Dailies	13528	7353	6175	2425	11103	7178	14.8	6350	31.4	7178	28.4	6350	24
Gross national dailies	16161	8712	7449	3102	13059	8807	18.9	7354	36.9	8807	34.8	7354	27.8
Metro	3272	1966	1306	1511	1761	1967	9.2	1305	5.0	1967	7.8	1305	4.9
London Evening Standard	1836	1233	603	840	996	1136	5.1	700	2.8	1136	4.5	700	2.6

NRS Readership Estimates - Newspaper and Supplements
AIR - Latest 12 Months: October 2014 - September 2015

Fig.2: Information from RAJAR showing the listening figures for Hallam FM from 1999-2015 (Source: Media Info, 2015)



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