



Media Audiences - facts & figures

Radio:

- 90% of the UK population listen to the radio
- Internet radio listening is also steadily increasing. It now stands at 20.8% of adults, a growth of 20% year on year
- Mobile phones are proving increasingly popular as a means of listening to radio, especially for young adults. 3.2 million adults (8.8% of mobile phone owners) now claim to listen to the radio via their mobile phones and this percentage increases to 21.2% for the age group 15-24 (1.3 million).

Source: www.rajar.co.uk

Television:

- The average person spends 26 hours a week watching TV
- The shares of the total amount of viewing break down as follows:
 - o 31% - BBC
 - o 35% - Commercial terrestrial
 - o 34% - Other (eg cable, satellite)

Source: www.barb.co.uk

Newspapers:

Circulation refers to the number of sold, reduced price and free copies of a title distributed on an average day.

Readership refers to the number of people reading a title on an average day

Western Mail:

Circulation: 42,000
Readership: 135,000

Readership age profile:

15-24	10%
25-34	8%
35-44	13%
45-54	16%
55-64	21%
65-74	19%
75+	13%

Readership by socio-economic group

AB	41%
C1	34%
C2	10%
DE	15%

Source: <http://www.mediainwales.co.uk/Map.aspx?pubid=3>

Daily Post North Wales:

Circulation: 39,651
Readership: 124,000

Readership age profile

15-24	10%
25-34	11%
35-54	28%
55-54	21%
65+	30%

Readership by socio-economic group

AB	20%
C1	38%
C2	18%
DE	25%

Source: www.icnorthwestflash.co.uk/mediapacks/WalesDailyPost.pdf

Readership figures for all newspapers in Wales can be found at:

www.abc.org.uk/cgi-bin/gen5?runprog=nav/abc&noc=y