National Readership Survey

NRS DATA RELEASE | JANUARY 2016 – DECEMBER 2016
Source: NRS PADD
Data are strictly embargoed until 23:59 on Tuesday 28th February 2017

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES

94%

94%
of GB adults 15+

52 million

that's **49.4** million people consume *newsbrands & magazine brands* across print & digital

More than 9 in 10 adults in Great Britain consume a *newsbrand or magazine brand* either in print or digitally. 79% of GB adults 15+ read a print newspaper or magazine and 76% consume *newsbrand or magazine brand* content via their PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet
Based on all national & regional newsbrands & magazines in NRS PADD

PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS

91%

91%
of GB adults 15+

52 million

that's **47.6** million people consume *newsbrands* across print & digital

9 in 10 adults in Great Britain consume a *newsbrand* either in print or digitally. 65% of GB adults 15+ read a print newspaper and 75% consume *newsbrand* content via their PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet
Based on all national & regional newsbrands in NRS PADD

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES

72%

72%
of GB adults 15+

52 million

that's **37.7** million people consume *magazine brands* across print & digital

Almost three quarters of adults in Great Britain consume a *magazine brand* either in print or digitally. 57% of GB adults 15+ read a print magazine and 40% consume *magazine brands* via their PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet