



Media Maths!



Look at the following information from the 2018 Ofcom News Consumption in the UK report produced by Jigsaw Research:

- How adults access the news - 44% radio, 79% TV, 40% newspapers, 64% internet.
- Most used news sources – ITV 41%, Facebook 33%, BBC 62%.
- Six in ten children aged 12-15 claim to be interested in the news.

What is the most used news source?

What is the least popular way for adults to access the news?

Order how adults access the news from most popular to least popular.

Can you record each percentage as a decimal fraction and a fraction?

Percentage	Decimal fraction	Fraction
44%	0.44	$44/100 = 11/25$
79%		
40%		
64%		
41%		
33%		
62%		

How many 12-15 year olds in every ten are not interested in the news?

What percentage of 12-15 year olds do claim to be interested in the news?



Can you write your own mathematical question using the statistics above? See if someone in your family can answer it!

