

# RADIO AND TELEVISION AUDIENCES IN UK, OCTOBER – DECEMBER 1992

The line graph given compares the changing proportions of viewers throughout the day in the UK in 1992.

Looking from an overall perspective, it can be seen that the number of radio lovers increases significantly in the morning hours, while TV viewing increases sharply in the evening hours. However, in the early morning hours, a similar trend is observed for both media.

As the figure shows, at 1 a.m., less than 6% of people listened to radio and sharply watched television. As the day progressed, between 3 a.m. and 5 a.m., the percentage remained low (nearly 3% each). As the day progressed, the percentage of radio listeners increased steadily, peaking at 9 a.m. at 25%. Despite the slight increase among TV viewers, the percentage of radio lovers was 20% higher.

There was a sharp decline between 9 a.m. and 11 a.m. among both radio and television. For radio, the percentage dropped to 20%, with only 3% of viewers reaching for the latter medium. After 11 a.m., the share of radio listeners moved in the opposite direction, dropping to just 3%, while TV viewership rose to 45% at 9 p.m. and then declined steadily to drop by 30% at 11 p.m.