

APPENDIX 2.1  
(referred to in paragraph 2.80)

**Northern Ireland: net reach of daily and Sunday titles**

	<i>Penetration (%)*</i>	
	<i>All adults</i>	<i>Catholic community</i>
<i>Belfast Telegraph</i>	33	24
<i>The Mirror</i>	16	28
<i>News Letter</i> †	16	7
<i>The Irish News</i>	12	31
<i>The Mirror/News Letter</i>	30	33
<i>Belfast Telegraph/Mirror</i>	43	44
<i>Belfast Telegraph/Mirror/Irish News</i>	49	60
<i>Belfast Telegraph/News Letter</i>	42	28
<i>Belfast Telegraph/News Letter/Irish News</i>	49	48
<i>Mirror Group/Trinity dailies</i>	52	48
<i>Mirror Group/Trinity dailies/Irish News</i>	57	62
<i>Mirror Group/Trinity dailies and Sundays</i>	65	65
<i>Mirror Group/Trinity dailies and Sundays/Irish News</i>	68	73
<i>Mirror Group/Trinity dailies and Sundays except News Letter</i>	60	62
<i>Mirror Group/Trinity dailies and Sundays except News Letter/Irish News</i>	63	71

*Source: The Irish News and Trinity based on Northern Ireland Target Group Index 1998.*

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\*Proportion of population reading titles listed.

†*News Letter* includes both Ulster and Belfast editions throughout.