

TABLE 1

Youth TGI Figures 1997

| TITLE | PUBLISHER | % FEMALE READERSHIP AGED UNDER 15 | AVERAGE AGE OF READERSHIP |
|-----------------|------------------|--|----------------------------------|
| Big! | EMAP Metro | 63.65 | 12.51 |
| Live & Kicking | BBC Worldwide | 66.33 | 12.08 |
| Shout | DC Thomson | 67.84 | 13.43 |
| Smash Hits | EMAP Metro | 63.85 | 12.06 |
| TV Hits | Attic Futura | 61.98 | 12.79 |
| It's Bliss | EMAP Elan | 56.19 | 14.21 |
| J17 | EMAP Elan | 44.88 | 14.68 |
| Mizz | IPC Magazines | 49.96 | 14.67 |
| Sugar | Attic Futura | 50.87 | 14.44 |
| Top of the Pops | BBC Worldwide | 63.15 | 12.29 |

TABLE 2

Complaint letters per meeting

| 1997 | Total no. of letters | Specific complaints | General complaints | Outside remit of TMAP | Already adjudicated by TMAP |
|-----------------|-----------------------------|----------------------------|---------------------------|------------------------------|------------------------------------|
| January | 0 | - | - | - | - |
| March | 26 | 20 (2)* | 3 | 3 | 0 |
| August | 86 | 2 | 33 | 4 | 47 |
| December | 3 | 1 (1)* | 1 | 1 | 0 |

* numbers in **bold type** indicate complaints upheld

TABLE 3

Complaint components per meeting

| 1997 | Total no. of complaint components | Specific complaints | General complaints | Outside remit of TMAP | Already adjudicated by TMAP |
|-----------------|--|----------------------------|---------------------------|------------------------------|------------------------------------|
| January | 0 | - | - | - | - |
| March | 82 | 33 (15)* | 3 | 46 | 0 |
| August | 252 | 4 | 45 | 13 | 190 |
| December | 14 | 11 (1)* | 1 | 1 | 2 |

* numbers in **bold type** indicate complaint components upheld. Only two articles were found to be in breach of the guidelines, specified 15 times by complainants in letters received by the secretariat.