

UK PROPERTY
DAILY MAIL

FACTS EXPOSED

Which newspaper audience have paid off their mortgage outright?

Who is intending to move in the next six months?

How many first time buyers read newspapers and what do they read?



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Daily Mail

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Facts Exposed – An Explanation

Welcome to Facts Exposed UK Property. This document contains information on all national newspapers and their readership in relation to UK Property.

Data is taken from the following sources:

ABC: The Audit Bureau Circulation: ABC independently verifies on media performance. Put simply the body that measures and collates sales of newspapers.

NRS: The National Readership Survey provides an estimate of the number of readers of a publication and the type of people those readers are in terms of sex, age, regionality and many other demographic and lifestyle characteristics.

TGI: Target Group Index is a market research survey providing comparable consumer insights for newspapers and printed publications across the UK.

If you are looking for facts and figures on a particular area of property then please contact your regular contact at Mail Newspapers or email our marketing department at classified.marketing@mailnewspapers.co.uk

The following surveys have been used from the above sources: ABC January – June 2009, NRS January – June 2009, TGI January – December 2008.

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FACTS EXPOSED

Daily Mail vs. Daily Express & Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,198,983	725,364	203.2%	638,602	244.3%
Readership	4,853,000	1,655,000	193.2%	1,618,000	199.9%
ABC1 Readers	3,201,000	969,000	230.3%	959,000	233.8%
AB Readers	1,522,000	399,000	281.5%	388,000	292.3%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	4,000	900.0%	12,000	233.3%
Homeowners	4,043,000	1,370,000	195.1%	1,321,000	206.1%
Home owned outright	2,520,000	926,000	172.1%	845,000	198.2%
Intention to move in the next six months	239,000	81,000	195.1%	97,000	146.4%
Adults interested in the property pages of their newspaper	2,422,000	707,000	242.6%	782,000	209.7%
First time buyers	665,000	171,000	288.9%	148,000	349.3%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	4,599,000 (94.8%)	n/a	4,630,000 (95.4%)	n/a

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FACTS EXPOSED

Daily Mail vs. The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail and The Mail on Sunday
Circulation	2,198,983	2,099,896	4.7%	4,298,879
Readership	4,853,000	5,481,000	-11.5%	7,793,000
ABC1 Readers	3,201,000	3,693,000	-13.3%	5,182,000
AB Readers	1,522,000	1,723,000	-11.7%	2,402,000
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	54,000	-25.9%	78,000
Homeowners	4,043,000	4,425,000	-8.6%	6,325,000
Home owned outright	2,520,000	2,408,000	4.7%	3,509,000
Intention to move in the next six months	239,000	478,000	-50.0%	574,000
Adults interested in the property pages of their newspaper	2,422,000	2,792,000	-13.3%	3,793,000
First time buyers	665,000	733,000	-9.3%	1,048,000
Daily Mail readers who do not read The Mail on Sunday	n/a	2,313,000 (47.7%)	n/a	n/a

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FACTS EXPOSED

Daily Mail vs. The Times & The Sunday Times

	Daily Mail	The Times	Difference %	The Sunday Times	Difference %
Circulation	2,198,983	599,009	267.1%	1,214,603	81.0%
Readership	4,853,000	1,812,000	167.8%	3,213,000	51.0%
ABC1 Readers	3,201,000	1,562,000	104.9%	2,791,000	14.7%
AB Readers	1,522,000	1,090,000	39.6%	1,944,000	-21.7%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	25,000	60.0%	52,000	-23.1%
Homeowners	4,043,000	1,382,000	192.5%	2,588,000	56.2%
Home owned outright	2,520,000	675,000	273.3%	1,177,000	114.1%
Intention to move in the next six months	239,000	208,000	14.9%	380,000	-37.1%
Adults interested in the property pages of their newspaper	2,422,000	972,000	149.2%	1,909,000	26.9%
First time buyers	665,000	180,000	269.4%	337,000	97.3%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	4,617,000 (95.1%)	n/a	4,527,000 (93.3%)	n/a

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FACTS EXPOSED

Daily Mail vs. Daily Telegraph & Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,198,983	829,538	165.1%	606,900	262.3%
Readership	4,853,000	1,898,000	155.7%	1,658,000	192.7%
ABC1 Readers	3,201,000	1,686,000	89.9%	1,448,000	121.1%
AB Readers	1,522,000	1,133,000	34.3%	970,000	56.9%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	19,000	110.5%	4,000	900.0%
Homeowners	4,043,000	1,660,000	143.6%	1,398,000	189.2%
Home owned outright	2,520,000	1,149,000	119.3%	914,000	175.7%
Intention to move in the next six months	239,000	130,000	83.8%	157,000	52.2%
Adults interested in the property pages of their newspaper	2,422,000	990,000	144.6%	940,000	157.7%
First time buyers	665,000	122,000	445.1%	106,000	527.4%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	4,564,000 (94.0%)	n/a	4,637,000 (95.6%)	n/a

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FACTS EXPOSED

Daily Mail vs. Evening Standard & Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,198,983	236,075	831.5%	735,712	198.9%
Readership	4,853,000	620,000	682.7%	1,874,000	159.0%
ABC1 Readers	3,201,000	498,000	542.8%	1,281,000	149.9%
AB Readers	1,522,000	342,000	345.0%	704,000	116.2%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	27,000	48.1%	33,000	21.2%
Homeowners	4,043,000	463,000	773.2%	911,000	343.8%
Home owned outright	2,520,000	182,000	1284.6%	219,000	1050.7%
Intention to move in the next six months	239,000	59,000	305.1%	330,000	-27.6%
Adults interested in the property pages of their newspaper	2,422,000	329,000	636.2%	736,000	229.1%
First time buyers	665,000	45,000	1377.8%	186,000	257.5%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read Metro London	n/a	4,716,000 (97.2%)	n/a	4,644,000 (95.7%)	n/a

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FACTS EXPOSED

Daily Mail vs. The Guardian & The Observer

	Daily Mail	The Guardian	Difference %	The Observer	Difference %
Circulation	2,198,983	341,686	543.6%	420,695	422.7%
Readership	4,853,000	1,147,000	323.1%	1,332,000	264.3%
ABC1 Readers	3,201,000	1,032,000	210.2%	1,195,000	167.9%
AB Readers	1,522,000	712,000	113.8%	837,000	81.8%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	3,000	1233.3%	6,000	566.7%
Homeowners	4,043,000	824,000	390.7%	996,000	305.9%
Home owned outright	2,520,000	372,000	577.4%	400,000	530.0%
Intention to move in the next six months	239,000	135,000	77.0%	133,000	79.7%
Adults interested in the property pages of their newspaper	2,422,000	616,000	293.2%	720,000	236.4%
First time buyers	665,000	128,000	419.5%	175,000	280.0%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	4,776,000 (98.4%)	n/a	4,758,000 (98.0%)	n/a

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FACTS EXPOSED

Daily Mail vs. The Independent & The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,198,983	205,482	970.2%	169,603	1196.5%
Readership	4,853,000	688,000	605.4%	606,000	700.8%
ABC1 Readers	3,201,000	589,000	443.5%	526,000	508.6%
AB Readers	1,522,000	394,000	286.3%	334,000	355.7%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	1,000	3900.0%	6,000	566.7%
Homeowners	4,043,000	481,000	740.5%	405,000	898.3%
Home owned outright	2,520,000	206,000	1123.3%	149,000	1591.3%
Intention to move in the next six months	239,000	88,000	171.6%	110,000	117.3%
Adults interested in the property pages of their newspaper	2,422,000	367,000	559.9%	387,000	525.8%
First time buyers	665,000	103,000	545.6%	117,000	468.4%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	n/a	4,731,000 (97.5%)	n/a	4,797,000 (98.9%)	n/a

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Daily Mail vs. Daily Mirror & Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,198,983	1,334,197	64.8%	1,230,430	78.7%
Readership	4,853,000	3,529,000	37.5%	3,960,000	22.6%
ABC1 Readers	3,201,000	1,413,000	126.5%	1,603,000	99.7%
AB Readers	1,522,000	483,000	215.1%	600,000	153.7%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	12,000	233.3%	12,000	233.3%
Homeowners	4,043,000	2,289,000	76.6%	2,574,000	57.1%
Home owned outright	2,520,000	1,268,000	98.7%	1,282,000	96.6%
Intention to move in the next six months	239,000	282,000	-15.2%	315,000	-24.1%
Adults interested in the property pages of their newspaper	2,422,000	1,271,000	90.6%	1,734,000	39.7%
First time buyers	665,000	659,000	0.9%	709,000	-6.2%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror	n/a	4,471,000 (92.1%)	n/a	4,482,000 (92.4%)	n/a



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Daily Mail vs. The Sun & News of the World

	Daily Mail	The Sun	Difference %	News of the World	Difference %
Circulation	2,198,983	3,022,058	-27.2%	2,993,776	-26.5%
Readership	4,853,000	7,986,000	-39.2%	7,712,000	-37.1%
ABC1 Readers	3,201,000	3,066,000	4.4%	3,001,000	6.7%
AB Readers	1,522,000	953,000	59.7%	951,000	60.0%
Adults who have bought a property as a result of seeing an ad in their daily newspaper	40,000	37,000	8.1%	47,000	-14.9%
Homeowners	4,043,000	4,693,000	-13.9%	4,677,000	-13.6%
Home owned outright	2,520,000	1,802,000	39.8%	1,703,000	48.0%
Intention to move in the next six months	239,000	668,000	-64.2%	634,000	-62.3%
Adults interested in the property pages of their newspaper	2,422,000	3,405,000	-28.9%	3,321,000	-27.1%
First time buyers	665,000	1,500,000	-55.7%	1,481,000	-55.1%
Daily Mail readers who do not read the Sun Daily Mail readers who do not read the News of the World	n/a	4,205,000 (86.7%)	n/a	4,286,000 (88.3%)	n/a

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