

Monday to Saturday in the Daily Mail

# MOBILITY

# FACTS EXPOSED

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ON SUNDAY

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# A GUIDE TO...

Facts Exposed Mobility. This document contains information on all national newspapers and their readership in relation to Mobility. Data is taken from the following sources:

- **ABC:** The Audit Bureau of 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 Mobility then please contact your regular contact at The Mail, or email our marketing department at [classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

The following surveys have been used from the above sources: ABC January – June 2011. NRS June 2010 – July 2011.

TGI April 2010– March 2011. Saturday circulation is publisher's estimate

# COMPETITOR ANALYSIS

## Daily Mail versus Daily Express and Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation – Saturday	2,836,000	725,000	291.2%	550,248	415.4%
Circulation – Monday - Saturday	2,070,310	627,743	229.8%	550,248	276.3%
Readership – Saturday	5,440,000	1,504,000	261.7%	1,491,000	264.9%
ABC1 Readers – Saturday	3,525,000	893,000	294.7%	904,000	289.9%
AB Readers – Saturday	1,731,000	394,000	339.3%	418,000	314.1%
Adults aged 55+	3,311,000	970,000	241.3%	845,000	291.8%
Adults aged 65+	2,128,000	675,000	215.3%	595,000	257.6%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	328,000	332.9%	301,000	371.8%
Adults who are tempted to purchase products they have seen advertised	1,210,000	383,000	215.9%	351,000	244.7%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	5,201,000 (95.61%)	N/A	5,155,000 (94.76%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	687,000	285.6%	692,000	282.8%

# COMPETITOR ANALYSIS

## Daily Mail and The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail or The Mail on Sunday
Circulation – Saturday	2,836,000	1,923,372	47.4%	4,759,372
Circulation – Monday - Saturday	2,070,310	1,923,372	7.6%	3,993,682
Readership – Saturday	5,440,000	4,866,000	11.8%	7,577,000
ABC1 Readers – Saturday	3,525,000	3,137,000	12.4%	4,823,000
AB Readers – Saturday	1,731,000	1,564,000	10.7%	2,351,000
Adults aged 55+	3,311,000	2,483,000	33.3%	4,080,000
Adults aged 65+	2,128,000	1,443,000	47.5%	2,497,000
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	1,217,000	16.7%	1,817,000
Adults who are tempted to purchase products they have seen advertised	1,210,000	1,163,000	4.0%	1,707,000
Daily Mail readers who do not read The Mail on Sunday The Mail on Sunday readers who do not read the Daily mail	2,711,000 (50%)	2,137,000 (44%)	n/a	7,577,000
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	2,601,000	1.8%	3,819,000

# COMPETITOR ANALYSIS

## Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation – Saturday	2,836,000	555,000	411.0%	1,030,215	175.3%
Circulation – Monday - Saturday	2,070,310	447,059	363.1%	1,030,215	101.0%
Readership – Saturday	5,440,000	1,553,000	250.3%	2,794,000	94.7%
ABC1 Readers – Saturday	3,525,000	1,321,000	166.8%	2,411,000	46.2%
AB Readers – Saturday	1,731,000	950,000	82.2%	1,737,000	-0.3%
Adults aged 55+	3,311,000	710,000	366.3%	1,034,000	220.2%
Adults aged 65+	2,128,000	387,000	449.9%	514,000	314.0%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	452,000	214.2%	631,000	125.0%
Adults who are tempted to purchase products they have seen advertised	1,210,000	345,000	250.7%	652,000	85.6%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	5,253,000 (96.56%)	N/A	5,073,000 (93.25%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	792,000	234.5%	1,482,000	78.7%

# COMPETITOR ANALYSIS

## Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation – Saturday	2,836,000	835,000	239.6%	486,844	482.5%
Circulation – Monday - Saturday	2,070,310	632,617	227.3%	486,844	325.3%
Readership – Saturday	5,440,000	1,970,000	176.1%	1,476,000	268.6%
ABC1 Readers – Saturday	3,525,000	1,692,000	108.3%	1,249,000	182.2%
AB Readers – Saturday	1,731,000	1,155,000	49.9%	843,000	105.3%
Adults aged 55+	3,311,000	1,308,000	153.1%	883,000	275.0%
Adults aged 65+	2,128,000	878,000	142.4%	608,000	250.0%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	562,000	152.7%	437,000	224.9%
Adults who are tempted to purchase products they have seen advertised	1,210,000	327,000	270.0%	291,000	315.8%
Daily Mail readers who do not read The Daily Telegraph Daily Mail readers who do not read The Sunday Telegraph	n/a	5,154,000 (94.74%)	N/A	5,242,000 (96.36%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	953,000	178.0%	749,000	253.7%

# COMPETITOR ANALYSIS

## Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation – Saturday	2,836,000	701,743	304.1%	785,482	261.1%
Circulation – Monday - Saturday	2,070,310	701,743	195.0%	785,482	163.57%
Readership – Saturday	5,440,000	1,570,000	246.5%	1,785,000	204.8%
ABC1 Readers – Saturday	3,525,000	1,176,000	199.7%	1,136,000	210.3%
AB Readers – Saturday	1,731,000	705,000	145.5%	551,000	214.2%
Adults aged 55+	3,311,000	269,000	1130.9%	209,000	1484.2%
Adults aged 65+	2,128,000	99,000	2049.5%	72,000	2855.6%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	341,000	316.4%	666,000	113.2%
Adults who are tempted to purchase products they have seen advertised	1,210,000	468,000	158.5%	1,015,000	19.2%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read Metro London	n/a	5,294,000 (97.32%)	N/A	5,171,000 (95.06%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	105,000	183.8%	1,034,000	156.2%

# COMPETITOR ANALYSIS

Daily Mail versus The Independent and The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation – Saturday	2,836,000	200,000	1318.0%	152,507	1759.6%
Circulation – Monday - Saturday	2,070,310	180,814	1045.0%	152,507	1257.5%
Readership – Saturday	5,440,000	417,000	1204.6%	469,000	1059.9%
ABC1 Readers – Saturday	3,525,000	338,000	942.9%	357,000	887.4%
AB Readers – Saturday	1,731,000	222,000	679.7%	239,000	624.3%
Adults aged 55+	3,311,000	144,000	2199.3%	122,000	2613.9%
Adults aged 65+	2,128,000	52,000	3992.3%	44,000	4736.4%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	96,000	1379.2%	136,000	944.1%
Adults who are tempted to purchase products they have seen advertised	1,210,000	138,000	776.8%	126,000	860.3%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	n/a	5,378,000 (98.86%)	N/A	5,385,000 (98.99%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	224,000	1082.6%	262,000	911.1%

# COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation – Saturday	2,836,000	1,440,000	96.9%	1,086,664	161.0%
Circulation – Monday – Saturday	2,070,310	1,171,722	76.7%	1,086,664	90.5%
Readership – Saturday	5,440,000	3,184,000	70.9%	3,529,000	54.2%
ABC1 Readers – Saturday	3,525,000	1,233,000	185.9%	1,492,000	136.3%
AB Readers – Saturday	1,731,000	391,000	342.7%	501,000	245.5%
Adults aged 55+	3,311,000	1,537,000	115.4%	1,287,000	157.3%
Adults aged 65+	2,128,000	1,017,000	109.2%	773,000	175.3%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	764,000	85.9%	797,000	78.2%
Adults who are tempted to purchase products they have seen advertised	1,210,000	779,000	55.3%	977,000	23.8%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror	n/a	5,098,000 (93.71%)	N/A	5,070,000 (93.20%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	1,521,000	74.2%	1,773,000	49.4%

# COMPETITOR ANALYSIS

## Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation – Saturday	2,836,000	3,120,000	-9.1%
Circulation – Monday - Saturday	2,070,310	2,839,248	-27.1%
Readership – Saturday	5,440,000	7,383,000	-26.3%
ABC1 Readers – Saturday	3,525,000	2,614,000	34.9%
AB Readers – Saturday	1,731,000	778,000	122.5%
Adults aged 55+	3,311,000	2,342,000	41.4%
Adults aged 65+	2,128,000	1,358,000	56.7%
Readers who find ads most useful when making purchase decisions or pay most attention to newspaper adverts	1,420,000	1,571,000	-9.6%
Adults who are tempted to purchase products they have seen advertised	1,210,000	2,151,000	-43.7%
Daily Mail readers who do not read The Sun	n/a	4,801,000 (88.25%)	n/a
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	3,736,000	-29.1%