

Every Thursday in the Daily Mail

FRANCHISING FACTS EXPOSED

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A GUIDE TO...

Facts Exposed Franchising. This document contains information on all national newspapers and their readership in relation to Franchising. 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 Franchising then please contact your regular contact at The Mail, or email our marketing department at classified.marketing@mailnewspapers.co.uk

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

COMPETITOR ANALYSIS

Daily Mail versus Daily Express and Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,070,310	627,743	429.80%	550,248	476.25%
Readership	4,622,000	1,457,000	317.23%	1,491,000	309.99%
ABC1 Readers	3,003,000	832,000	360.94%	904,000	332.19%
AB Adults	1,472,000	340,000	432.94%	418,000	352.15%
AB Business People	247,000	42,000	488.10%	36,000	586.11%
All Managers	751,000	201,000	373.63%	207,000	362.80%
Readers Who Are Self Employed	559,000	162,000	345.06%	183,000	305.46%
AB Adults With Savings & Investments Up To £24,999	427,000	110,000	288.18%	122,000	250.00%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	41,000	207.32%	39,000	223.08%
AB Adults With Savings & Investments £50,000+	313,000	72,000	334.72%	93,000	236.56%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	457,000	331.51%	504,000	300.60%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	4,402,000 (95.24%)	n/a	4,374,000 (94.63%)	n/a

COMPETITOR ANALYSIS

Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation	2,070,310	447,059	563.10%	1,030,215	300.96%
Readership	4,622,000	1,486,000	311.04%	2,794,000	165.43%
ABC1 Readers	3,003,000	1,291,000	232.61%	2,411,000	124.55%
AB Adults	1,472,000	913,000	161.23%	1,737,000	84.74%
AB Business People	247,000	178,000	38.76%	345,000	-28.41%
All Managers	751,000	307,000	244.63%	636,000	118.08%
Readers Who Are Self Employed	559,000	236,000	236.86%	428,000	130.61%
AB Adults With Savings & Investments Up To £24,999	427,000	289,000	47.75%	523,000	-18.36%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	125,000	0.80%	243,000	-48.15%
AB Adults With Savings & Investments £50,000+	313,000	266,000	17.67%	446,000	-29.82%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	761,000	199.08%	1,387,000	109.23%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	4,455,000 (96.39%)	n/a	4,294,000 (92.9%)	n/a

COMPETITOR ANALYSIS

Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,070,310	632,617	427.26%	486,844	525.25%
Readership	4,622,000	1,688,000	273.82%	1,476,000	313.14%
ABC1 Readers	3,003,000	1,449,000	207.25%	1,249,000	240.43%
AB Adults	1,472,000	1,014,000	145.17%	843,000	174.61%
AB Business People	247,000	175,000	41.14%	123,000	100.81%
All Managers	751,000	336,000	223.51%	289,000	259.86%
Readers Who Are Self Employed	559,000	233,000	239.91%	208,000	268.75%
AB Adults With Savings & Investments Up To £24,999	427,000	256,000	66.80%	210,000	103.33%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	125,000	0.80%	101,000	24.75%
AB Adults With Savings & Investments £50,000+	313,000	378,000	-17.20%	311,000	0.64%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	819,000	184.98%	660,000	229.55%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	4,391,000 (95.00%)	n/a	4,425,000 (95.74%)	n/a

COMPETITOR ANALYSIS

Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,070,310	701,743	395.02%	785,482	363.57%
Readership	4,622,000	1,570,000	294.39%	1,785,000	158.94%
ABC1 Readers	3,003,000	1,176,000	255.36%	1,136,000	164.35%
AB Adults	1,472,000	705,000	208.79%	551,000	167.15%
AB Business People	247,000	225,000	9.78%	173,000	42.77%
All Managers	751,000	260,000	288.85%	244,000	207.79%
Readers Who Are Self Employed	559,000	231,000	241.99%	181,000	208.84%
AB Adults With Savings & Investments Up To £24,999	427,000	282,000	51.42%	176,000	142.61%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	35,000	260.00%	38,000	231.58%
AB Adults With Savings & Investments £50,000+	313,000	115,000	172.17%	65,000	381.54%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	704,000	215.20%	684,000	121.49%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read London Metro	n/a	4,474,000 (96.80%)	n/a	4,323,000 (93.53%)	n/a

COMPETITOR ANALYSIS

Daily Mail versus The Guardian and The Observer

	Daily Mail	Guardian	Difference %	The Observer	Difference %
Circulation	2,070,310	263,458	885.82%	298,264	794.12%
Readership	4,622,000	1,143,000	404.37%	1,140,000	405.44%
ABC1 Readers	3,003,000	1,006,000	298.51%	990,000	303.33%
AB Adults	1,472,000	687,000	214.26%	661,000	222.69%
AB Business People	247,000	158,000	56.33%	122,000	102.46%
All Managers	751,000	158,000	475.32%	152,000	494.08%
Readers Who Are Self Employed	559,000	151,000	370.20%	166,000	336.75%
AB Adults With Savings & Investments Up To £24,999	427,000	181,000	135.91%	203,000	110.34%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	70,000	80.00%	70,000	80.00%
AB Adults With Savings & Investments £50,000+	313,000	164,000	90.85%	124,000	152.42%
Adults Who Are Interested In The Business Pages In their Newspaper	1,515,000	491,000	308.55%	469,000	323.03%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	4,537,000 (98.16%)	n/a	4,563,000 (98.72%)	n/a

COMPETITOR ANALYSIS

Daily Mail versus The Independent and The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,070,310	180,814	1244.99%	152,507	1457.52%
Readership	4,622,000	535,000	863.93%	469,000	985.50%
ABC1 Readers	3,003,000	442,000	679.41%	357,000	841.18%
AB Adults	1,472,000	275,000	535.27%	239,000	615.90%
AB Business People	247,000	56,000	341.07%	47,000	425.53%
All Managers	751,000	85,000	883.53%	75,000	1001.33%
Readers Who Are Self Employed	559,000	71,000	787.32%	74,000	755.41%
AB Adults With Savings & Investments Up To £24,999	427,000	74,000	477.03%	90,000	374.44%
AB Adults With Savings & Investments £25,000 - £49,000	126,000	21,000	500.00%	30,000	320.00%
AB Adults With Savings & Investments £50,000+	313,000	47,000	565.96%	46,000	580.43%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	254,000	596.46%	185,000	818.92%
Daily Mail readers who do not read The Independent	n/a	4,544,000 (98.31%)	n/a	4,577,000 (99.03%)	n/a
Daily Mail readers who do not read The Independent on Sunday	n/a				

COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror.

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,070,310	1,171,722	276.69%	1,086,664	290.52%
Readership	4,622,000	3,163,000	146.13%	3,529,000	130.97%
ABC1 Readers	3,003,000	1,250,000	240.24%	1,492,000	201.27%
AB Adults	1,472,000	448,000	328.57%	501,000	293.81%
AB Business People	247,000	46,000	436.96%	67,000	268.66%
All Managers	751,000	301,000	249.50%	353,000	212.75%
Readers Who Are Self Employed	559,000	263,000	212.55%	301,000	185.71%
AB Adults With Savings & Investments Up To £24,999	427,000	113,000	277.88%	181,000	135.91%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	26,000	384.62%	40,000	215.00%
AB Adults With Savings & Investments £50,000+	313,000	47,000	565.96%	45,000	595.56%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	659,000	229.89%	706,000	214.59%
Daily Mail readers who do not read the Daily Mirror	n/a	4,242,000	n/a	4,277,000	n/a
Daily Mail readers who do not read the Sunday Mirror		(91.78%)		(92.54%)	

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The Mail

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COMPETITOR ANALYSIS

Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation	2,070,310	2,839,248	-27.08%
Readership	4,622,000	7,683,000	-39.84%
ABC1 Readers	3,003,000	2,722,000	10.32%
AB Adults	1,472,000	833,000	76.71%
AB Business People	247,000	173,000	42.77%
All Managers	751,000	611,000	22.91%
Readers Who Are Self Employed	559,000	663,000	-15.69%
AB Adults With Savings & Investments Up To £24,999	427,000	305,000	40.00%
AB Adults With Savings & Investments £25,000 - £49,999	126,000	55,000	129.09%
AB Adults With Savings & Investments £50,000+	313,000	82,000	281.71%
Adults Who Are Interested In The Business Pages In Their Newspaper	1,515,000	1,469,000	3.13%
Daily Mail readers who do not read the Sun	4,040,000 (87.4%)	n/a	n/a