

## Daily Mail Readership Breakdown

Circulation 2,184,426 (ABC Oct 2008 - Mar 2009)

	Readership 000's	Coverage (% of Market)	Profile (% of Readers)
All Adults	5062	10.3%	100.0%
Men	2400	10.1%	47.4%
Women	2662	10.6%	52.6%
Female Main Shoppers	2385	11.2%	47.1%
<b><u>CLASS</u></b>			
ABC1	3307	12.1%	65.3%
AB	1558	11.9%	30.8%
C1	1749	12.4%	34.6%
C2	994	9.7%	19.6%
DE	762	6.6%	15.1%
<b><u>AGE</u></b>			
15-24	373	4.7%	7.4%
25-34	392	5.2%	7.7%
35-44	628	7.1%	12.4%
45-54	874	11.0%	17.3%
55-64	1143	16.1%	22.6%
65+	1652	17.1%	32.6%
<b><u>STANDARD REGION</u></b>			
London & S. East	2146	12.1%	42.4%
Midlands	802	9.9%	15.8%
South West & Wales	728	10.7%	14.4%
North West	539	10.2%	10.7%
North & North East	535	7.8%	10.6%
Scotland	312	7.3%	6.2%
England & Wales	4750	10.6%	93.8%

Sources: NRS January - December 2008