

## Daily Mail - Saturday Readership Breakdown

Circulation 2,958,000

(D. Mail Circulation Dept Oct 08 - Mar 09)

	Readership 000's	Coverage (% of Market)	Profile (% of Readers)
All Adults	6030	12.29%	100.00%
Men	2857	11.97%	47.38%
Women	3173	12.59%	52.62%
Female Main Shoppers	2867	13.41%	47.55%
<b><u>CLASS</u></b>			
ABC1	3836	14.07%	63.62%
AB	1829	13.92%	30.33%
C1	2006	14.20%	33.27%
C2	1223	11.87%	20.28%
DE	971	8.43%	16.10%
<b><u>AGE</u></b>			
15-24	423	5.34%	7.01%
25-34	436	5.73%	7.23%
35-44	760	8.55%	12.60%
45-54	1040	13.13%	17.25%
55-64	1383	19.51%	22.94%
65+	1987	20.58%	32.95%
<b><u>STANDARD REGION</u></b>			
London & S. East	2419	13.60%	40.12%
Midlands	974	12.03%	16.15%
South West & Wales	894	13.12%	14.83%
North West	681	12.91%	11.29%
North & North East	690	10.07%	11.44%
Scotland	372	8.74%	6.17%
England & Wales	5658	12.62%	93.83%

Sources: NRS January - December 2008