

Mail on Sunday Readership Breakdown

Circulation 2,145,947 (October 2008 - March 2009)

	Readership 000's	Coverage (% of Market)	Profile (% of Readers)
All Adults	5612	11.44%	100.00%
Men	2741	11.48%	48.84%
Women	2871	11.39%	51.16%
Female Main Shoppers	2570	12.02%	45.79%
<u>CLASS</u>			
ABC1	3690	13.54%	65.75%
AB	1724	13.12%	30.72%
C1	1966	13.92%	35.03%
C2	1147	11.13%	20.44%
DE	774	6.72%	13.79%
<u>AGE</u>			
15-24	550	6.95%	9.80%
25-34	485	6.37%	8.64%
35-44	939	10.57%	16.73%
45-54	1106	13.96%	19.71%
55-64	1165	16.44%	20.76%
65+	1367	14.16%	24.36%
<u>ISBA AREAS</u>			
London	1222	12.31%	21.77%
Southern	650	14.25%	11.58%
East of England	526	14.21%	9.37%
Midlands	883	11.34%	15.73%
South West	183	11.81%	3.26%
Wales & West	464	11.33%	8.27%
Lancs/NW	679	12.04%	12.10%
Yorks	442	9.12%	7.88%
North East	271	11.28%	4.83%
Scotland/Border	291	21.97%	5.19%

Sources: NRS January - December 2008