

BABY BOOMERS

AGED 57-73

Mail METRO MEDIA

MAIL METRO MEDIA REACH

ADULTS

10.6m | 72% MONTHLY
3.9m | 27% DAILY

MALE

5m | 70% MONTHLY
1.8m | 25% DAILY

FEMALE

5.6m | 74% MONTHLY
2.1m | 28% DAILY

ENGAGEMENT

ADULTS

AVERAGE TIME SPENT
327 MINS



MALE

AVERAGE TIME SPENT
321 MINS



FEMALE

AVERAGE TIME SPENT
329 MINS



WHERE TO FIND THEM

ADULTS

1. i169 YOU
2. i155 weekend
3. i155 The Mail

MALE

1. i156 The Mail
2. i156 weekend
3. i149 Daily Mail

FEMALE

1. i166 YOU
2. i154 The Mail
3. i153 weekend

WHO ARE THEY?



i201

Retired



i129

Disabled



i126

Home owners



i115

Married/
Cohabiting



i108

White

GETTING TO KNOW THEM - PERSONAL FACTORS

WHAT'S IMPORTANT TO THEIR IDENTITY?

- + Being from the home nations i139
- + Political views i138
- My school/University i33
- Job I do/did i82

WHAT QUALITIES DO THEY HAVE?

- + Practicality i140
- + Observation i129
- Competitiveness i79
- Leadership i84

WHAT CONCERNS DO THEY HAVE?

- + Pensions i168
- + Global conflicts i137
- Education i51
- Equality i55

WHAT ARE THEIR PRIORITIES?

- + Living a healthy lifestyle i139
- + Make my own decisions i127
- Being seen as successful i18
- Having a good job i26

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

WHICH CAUSES RESONATE WITH THEM?

1. Fairtrade products 54%
2. UK foodbanks 53%
3. Boycott oppressive regimes 53%
4. Animal testing 53%

WHO INSPIRES THEIR BRAND CHOICES?

1. Wider family members i159
2. Ads in print newspapers i159
3. Ads in newspaper mags i122
4. Magazines (excl. supps.) i112

WHAT MAKES A GOOD AD?

1. Clear information i121
2. Humorous content i111
3. Eye-catching visuals i107
4. Catchy slogan/song i104

WHAT MAKES A BAD AD?

1. Not enough product detail i124
2. Over personalisation i122
3. Too much text i118
4. Lack of branding i116

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS



RETIRED &
MONEY
COMFY

Twice as likely to be retired and 38% more likely to feel comfortable on their present income.



BE
DETAILED

Less likely to respond to an advert with little product detail, too much text and lack of branding.



BE
CLEAR

More likely to respond to adverts with clear information, humorous content and eye-catching visuals.



UNDER THE
INFLUENCE

59% more likely to be influenced by adverts in the newspapers.



ADVERTISE
FOR
CHARITABLE
CAUSES

More likely to shop at brands who speak about issues such as UK foodbanks and Fairtrade Products.