MAIL METRO MEDIA REACH

**ADULTS**
- **MONTHLY**
  - 9.3m | 74%
  - 3.0m | 24%
- **DAILY**
  - 4.3m | 70%
  - 1.3m | 21%

**MALE**
- **MONTHLY**
  - 4.3m | 70%
  - 1.3m | 21%
- **DAILY**
  - 4.8m | 78%
  - 1.7m | 27%

**FEMALE**
- **MONTHLY**
  - 4.9m | 74%
  - 1.7m | 26%
- **DAILY**
  - 4.5m | 68%
  - 1.6m | 24%

**ENGAGEMENT**

**ADULTS**
- **AVERAGE TIME SPENT**
  - **DAILY**
    - 83 MINS
  - **MONTHLY**
    - 96 MINS

**MALE**
- **AVERAGE TIME SPENT**
  - **DAILY**
    - 83 MINS
  - **MONTHLY**
    - 96 MINS

**FEMALE**
- **AVERAGE TIME SPENT**
  - **DAILY**
    - 70 MINS
  - **MONTHLY**
    - 83 MINS

WHERE TO FIND THEM

**ADULTS**
1. i124
2. i120
3. i117

**MALE**
1. i120
2. i120
3. i117

**FEMALE**
1. i127
2. i121
3. i120

WHO ARE THEY?

**BUSINESS DECISION MAKERS**
- i171

**PARENTS**
- i162

**FULL TIME WORKERS**
- i154

**SOUTH ASIAN**
- i122

**MARRIED/ COHABITING**
- i122

GETTING TO KNOW THEM - PERSONAL FACTORS

**WHAT’S IMPORTANT TO THEIR IDENTITY?**
- + Newspaper read regularly
  - - My ethnicity
  - - My school/university

**WHAT QUALITIES DO THEY HAVE?**
- + Reliability
  - - My mental health
  - - Owning my own home

**WHAT CONCERNS DO THEY HAVE?**
- + Welfare benefits
  - - Personal taxation

**WHAT ARE THEIR PRIORITIES?**
- + Having money
  - - Transport

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

**WHICH CAUSES RESONATE WITH THEM?**
1. **58%**
   - UK foodbanks
2. **58%**
   - Animal Testing
3. **54%**
   - Workers’ rights
4. **53%**
   - Homelessness

**WHO INSPIRES THEIR BRAND CHOICES?**
1. **56%**
   - Ads in online newspapers
2. **52%**
   - Radio
3. **50%**
   - Streaming services
4. **47%**
   - TV shows/advertising

**WHAT MAKES A GOOD AD?**
1. **59%**
   - Catchy slogan/song
2. **57%**
   - Humorous content
3. **55%**
   - Feel good content
4. **53%**
   - Show range of people

**WHAT MAKES A BAD AD?**
1. **59%**
   - Lack of branding
2. **54%**
   - Trying too hard
3. **53%**
   - Over personalisation

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS

1. **TOP DOGS**
   - More likely to be business decision makers and 42% more likely to earn £50k+

2. **POSITIVE VIBES**
   - More likely to respond to an advert with a catchy slogan or humorous content that makes them feel good

3. **POWER OF NEWSBRANDS**
   - 50% more likely to agree that the print/online newspaper they regularly read is a top factor of their personal identity

4. **UNDER THE INFLUENCE**
   - 56% more likely to be influenced by advertising in online newspapers

5. **ADVERTISE FOR CHARITABLE CAUSES**
   - More likely to shop at brands who speak about issues such as animal testing and UK foodbanks

Source: PAMCo 2022 Q4, Mail Metro Media The Diversity Factor 2022, TGI September 2022