

# GEN X AGED 41-56

Mail METRO MEDIA



## MAIL METRO MEDIA REACH

### ADULTS

9.3m | 74% MONTHLY  
3.0m | 24% DAILY

### MALE

4.3m | 70% MONTHLY  
1.3m | 21% DAILY

### FEMALE

4.8m | 78% MONTHLY  
1.7m | 27% DAILY

## ENGAGEMENT

### ADULTS

AVERAGE TIME SPENT  
83 MINS



### MALE

AVERAGE TIME SPENT  
96 MINS



### FEMALE

AVERAGE TIME SPENT  
70 MINS



## WHERE TO FIND THEM

### ADULTS

1. i124 **METRO.co.uk**
2. i120 **inews.co.uk**
3. i117 **METRO**

### MALE

1. i120 **inews.co.uk**
2. i120 **METRO.co.uk**
3. i120 **METRO**

### FEMALE

1. i127 **METRO.co.uk**
2. i121 **MailOnline**
3. i120 **inews.co.uk**

## WHO ARE THEY?

i171  
**Business Decision Makers**

i162  
**Parents**

i154  
**Full time workers**

i122  
**South Asian**

i122  
**Married/ Cohabiting**

## GETTING TO KNOW THEM - PERSONAL FACTORS

### WHAT'S IMPORTANT TO THEIR IDENTITY?

- + Newspaper read regularly (print/online) i150
- + My ethnicity i117
- Political views i75
- My school/university i78

### WHAT QUALITIES DO THEY HAVE?

- + Reliability i106
- + Practicality i103
- Leadership i72
- Competitiveness i85

### WHAT CONCERNS DO THEY HAVE?

- + Welfare benefits i125
- + Personal taxation i114
- Transport i84
- Pensions i85

### WHAT ARE THEIR PRIORITIES?

- + Having money i123
- + My mental health i117
- Travelling/Exploring i77
- Owning my own home i79

## GETTING TO KNOW THEM - BRANDS AND ADVERTISING

### WHICH CAUSES RESONATE WITH THEM?

1. UK foodbanks 58%
2. Animal Testing 58%
3. Workers' rights 54%
4. Homelessness 53%

### WHO INSPIRES THEIR BRAND CHOICES?

1. Ads in online newspapers i156
2. Radio i132
3. Streaming services i106
4. TV shows/advertising i102

### WHAT MAKES A GOOD AD?

1. Catchy slogan/song i115
2. Humorous content i111
3. Feel good content i109
4. Show range of people i106

### WHAT MAKES A BAD AD?

1. Lack of branding i115
2. Trying too hard i105
3. Over personalisation i100

## 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.