## Adults

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UNWEIGHTED SAMPLE

EST. POPULATION 15+ (000s)

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<th>Adults</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>32644</td>
<td>19879</td>
<td>12765</td>
</tr>
<tr>
<td>% of Total</td>
<td>45.9%</td>
<td>49.0%</td>
<td>41.8%</td>
</tr>
<tr>
<td>15-34 Total</td>
<td>23772</td>
<td>14026</td>
<td>9746</td>
</tr>
<tr>
<td>% of Total</td>
<td>72.6%</td>
<td>70.8%</td>
<td>68.5%</td>
</tr>
<tr>
<td>35+ Total</td>
<td>8870</td>
<td>5853</td>
<td>3016</td>
</tr>
<tr>
<td>% of Total</td>
<td>27.4%</td>
<td>29.2%</td>
<td>31.5%</td>
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</tbody>
</table>

Adults

<table>
<thead>
<tr>
<th></th>
<th>ABC1</th>
<th>C2DE</th>
<th>15-34</th>
<th>35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>32644</td>
<td>19879</td>
<td>12765</td>
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</table>

Women

<table>
<thead>
<tr>
<th></th>
<th>ABC1</th>
<th>C2DE</th>
<th>15-34</th>
<th>35+</th>
</tr>
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<tbody>
<tr>
<td>Total</td>
<td>18892</td>
<td>11260</td>
<td>5830</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>57.6%</td>
<td>56.0%</td>
<td>48.2%</td>
<td></td>
</tr>
<tr>
<td>15-34</td>
<td>10923</td>
<td>6384</td>
<td>3539</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>61.0%</td>
<td>55.0%</td>
<td>49.2%</td>
<td></td>
</tr>
<tr>
<td>35+</td>
<td>8769</td>
<td>4876</td>
<td>2291</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>51.0%</td>
<td>53.3%</td>
<td>35.3%</td>
<td></td>
</tr>
</tbody>
</table>

Men

<table>
<thead>
<tr>
<th></th>
<th>ABC1</th>
<th>C2DE</th>
<th>15-34</th>
<th>35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>13752</td>
<td>8619</td>
<td>6925</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>42.1%</td>
<td>43.8%</td>
<td>51.3%</td>
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</tr>
<tr>
<td>15-34</td>
<td>12949</td>
<td>8042</td>
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<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>69.9%</td>
<td>69.9%</td>
<td>53.5%</td>
<td></td>
</tr>
<tr>
<td>35+</td>
<td>803</td>
<td>577</td>
<td>218</td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>4.7%</td>
<td>1.9%</td>
<td>1.8%</td>
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</tbody>
</table>

NRS Readership Estimates - Newspapers and Supplements
AIR - Latest 12 Months: October 2014 - September 2015
<table>
<thead>
<tr>
<th>Newspaper/Times</th>
<th>Adults</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>33644</td>
<td>8179</td>
<td>25465</td>
</tr>
<tr>
<td><strong>ABC1</strong></td>
<td>18879</td>
<td>474</td>
<td>18405</td>
</tr>
<tr>
<td><strong>C2DE</strong></td>
<td>13965</td>
<td>1309</td>
<td>12656</td>
</tr>
<tr>
<td><strong>15-34</strong></td>
<td>8179</td>
<td>1309</td>
<td>6870</td>
</tr>
<tr>
<td><strong>35+</strong></td>
<td>25465</td>
<td>12656</td>
<td>12809</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>33644</td>
<td>8179</td>
<td>25465</td>
</tr>
</tbody>
</table>

**UNWEIGHTED SAMPLE**

**EST. POPULATION 15+ (000s)**

<table>
<thead>
<tr>
<th>Newspaper/Times</th>
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<th>Adults</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mail on Sunday</strong></td>
<td>3707</td>
<td>73</td>
<td>3634</td>
</tr>
<tr>
<td><strong>The Times</strong></td>
<td>2857</td>
<td>596</td>
<td>2261</td>
</tr>
<tr>
<td><strong>Observer Food Monthly</strong></td>
<td>907</td>
<td>1153</td>
<td>1154</td>
</tr>
<tr>
<td><strong>The Sunday Times Magazine</strong></td>
<td>1605</td>
<td>1153</td>
<td>1154</td>
</tr>
<tr>
<td><strong>Daily Mail</strong></td>
<td>2172</td>
<td>666</td>
<td>1506</td>
</tr>
<tr>
<td><strong>The Independent Sunday</strong></td>
<td>407</td>
<td>232</td>
<td>175</td>
</tr>
<tr>
<td><strong>The New Review</strong></td>
<td>249</td>
<td>109</td>
<td>140</td>
</tr>
<tr>
<td><strong>The Observer</strong></td>
<td>711</td>
<td>32</td>
<td>679</td>
</tr>
<tr>
<td><strong>The Guardian</strong></td>
<td>585</td>
<td>143</td>
<td>442</td>
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<td><strong>The Independent</strong></td>
<td>2081</td>
<td>602</td>
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<tr>
<td><strong>The Sun on Sunday</strong></td>
<td>1113</td>
<td>342</td>
<td>771</td>
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<tr>
<td><strong>Mail Extra</strong></td>
<td>387</td>
<td>177</td>
<td>210</td>
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<tr>
<td><strong>Sunday Express</strong></td>
<td>907</td>
<td>513</td>
<td>394</td>
</tr>
<tr>
<td><strong>TV Magazine</strong></td>
<td>665</td>
<td>250</td>
<td>415</td>
</tr>
<tr>
<td><strong>TV Soap</strong></td>
<td>2338</td>
<td>889</td>
<td>1449</td>
</tr>
</tbody>
</table>
The notes below refer to the publication symbols which follow the publication names in this report.

- **H** May be analysed on a base of 6 months or longer.
- **Y** May be analysed on a base of 12 months or longer.
- **T** May be analysed on a base of 24 months or longer.
- **A** Publications suffixed by the letter ‘A’ have suffered significant losses in circulation during the period covered by the report and the published data have been adjusted.
- **J** REGIONAL DAILY NEWSPAPERS: Net readership figures are shown for two groups of regional titles: ANY REGIONAL MORNING OR EVENING and ANY REGIONAL EVENING. For titles which are not published on a Saturday, claims for Monday interviewed respondents are simulated based on Tuesday-Saturday results.
- **L** Published data for the LONDON EVENING STANDARD and METRO relate to Monday - Friday readership (Tuesday - Saturday interviews). Claims for Monday interviewed respondents have been simulated, based on Tuesday - Saturday results.
- **M** The combined figures for the DAILY MIRROR/RECORD are net readership figures for the Daily Mirror and the Daily Record.


The following title appeared on a Masthead screen for New Titles during the past 12 months: Nature's Home (October 2014 - March 2015 and July-September 2015).

Net and gross readership figures for NATIONAL DAILY NEWSPAPERS include all national daily newspapers with a recommended minimum analysis base of 6 months.

Net and gross readership figures for NATIONAL SUNDAY NEWSPAPERS include all national Sunday newspapers with a recommended minimum analysis base of 6 months.

INDIVIDUAL REGIONAL MORNING and EVENING NEWSPAPERS: Data for certain regional morning and evening newspapers are published individually in this report.

Figures for TV Soap (The Sun on Sunday) are available from August 2015. The figures shown for this publication under the heading ‘DATA FOR OTHER PERIODS’ are based on 2 months August - September 2015.

THE INDEPENDENT continues to be included in the six-month NRS database to enable combined analysis with I, as the two newspapers are jointly packaged for media sales and promotions. Users wishing to conduct a stand-alone analysis of data for The Independent are recommended to do so on a 12-month base, in accordance with standard NRS rules.

ASOS - The figures shown for this publication are derived from a ‘Special Reading’ question asked in the NRS interview from April 2011.

ES - Evening Standard Magazine. From November 2014, this title has ceased to be measured and reported as a supplement of London Evening Standard and instead is measured and reported as a weekly stand-alone magazine.

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