

Mail
METRO
MEDIA

YOU Magazine
Reader Survey
April 2023



We wanted to find out how women consume YOU Magazine, what they like most about it (including their favourite topics and sections) and how they engage with what they've seen. We also wanted to discover how YOU readers engage across 5 different categories.



APPROACH:

10 min online survey sent to external access panel



FIELDWORK DATES:

28th February – 13th March 2023



SAMPLE:

548 participants drawn from CRM database, aged 18+ monthly YOU Magazine readers

Data weighted to monthly print audience by age; reporting limited to female participants

METHODOLOGY

A LITTLE ABOUT YOU!

YOU Magazine the most read Sunday Supplement and read by more people than almost all women's weeklies and monthlies

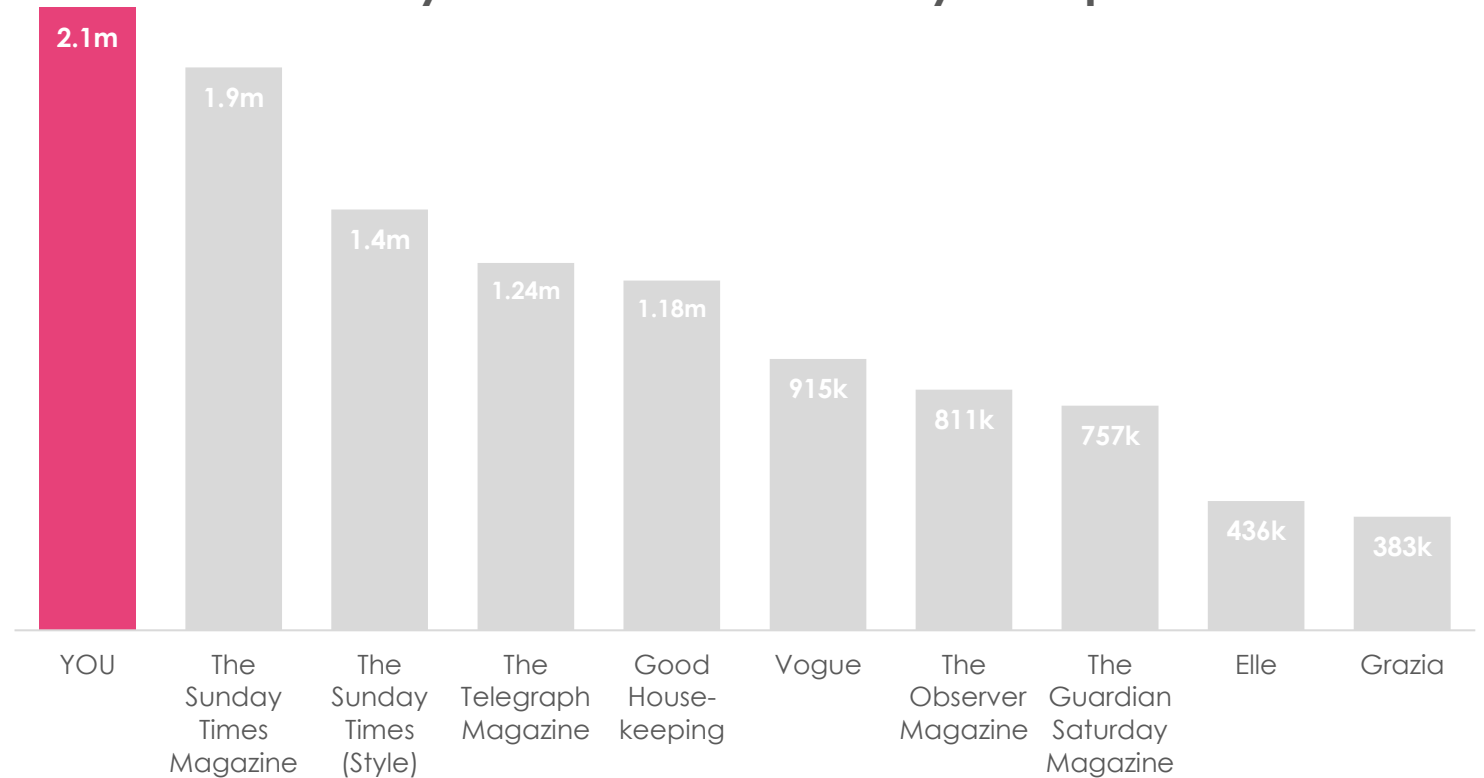
1.4m

read YOU Magazine
every week
(863k women)

2.1m

read YOU Magazine
every month
(1.3m women)

Monthly Reach of YOU vs. Key Competitors



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**KEY
FINDINGS**

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KEY FINDINGS SUMMARY 1

YOU Magazine is **#1 amongst its competitors** with **2.1m readers every month!**

HOW DO WOMEN CONSUME YOU MAGAZINE?

- **On average**, YOU Magazine is **read for 33 minutes** and **kept for 4 days**
- YOU is read by **multiple people** in the household
- **7 in 10 read most / all of their copy** of YOU Magazine

WHY DO WOMEN CONSUME YOU MAGAZINE?

- 7 in 10 YOU Magazine readers say YOU is a reason to **purchase the Mail on Sunday**
- YOU Magazine **readers are loyal**, having **read for an average of 15 years**
- YOU Magazine is seen as **entertaining** (76%), **relatable** (58%) and **makes readers feel positive** (48%)
- YOU Magazine is **trusted for advice** and **providing inspiration**
- **Health, 'real life' features** and **food & drink recipes** are the **most read** topics / features



KEY FINDINGS SUMMARY 2

WHY DO WOMEN CONSUME YOU MAGAZINE? (cont.)

- **Food & drink, crossword, health** and **beauty** are the **most favoured** topics / features
- The **Canny Cook, Ageless Style** and **Everyone's Talking About** are the **most read** sections
- **Liz Jones' Diary** is a **favourite section to 2 in 5** readers

HOW DO WOMEN ENGAGE WITH WHAT THEY'VE SEEN?

- The **majority recall seeing advertising recently** in YOU Magazine (8 in 10), **1 in 2** are **satisfied with the range** included
- YOU Magazine drives action with **3 in 10** having **taken action as a result of seeing an advert or article**
- **1 in 2 recall seeing advertising** in YOU Magazine **for skincare** recently

A BIT ABOUT YOU READERS

- Readers are **most interested in eating and drinking well** (58%)
- Given **£20,000 to spend**, 15% of you readers would **spend it on home improvements** or **treating family and friends**

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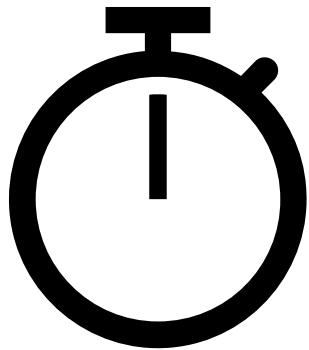
**HOW DO WOMEN
CONSUME YOU
MAGAZINE?**

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READERS SPEND JUST OVER HALF AN HOUR READING YOU MAGAZINE AND KEEP FOR 4 DAYS, ON AVERAGE, WITH 7 IN 10 READING THEIR COPY MOSTLY, IF NOT FULLY, COVER-TO-COVER

Q - Thinking about the last time you read YOU Magazine in its printed format, approximately how much of the edition did you read? / How long IN TOTAL did you spend reading it? / How long do you typically keep an edition of YOU Magazine in your home to read?

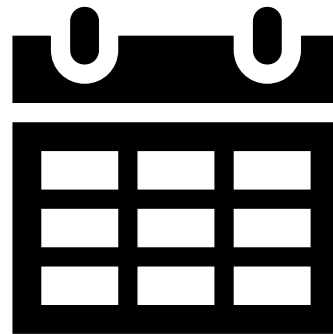
AVERAGE TIME SPENT READING



33 minutes

in total spent by women reading their copy of YOU Magazine on average

AVERAGE TIME COPY KEPT FOR

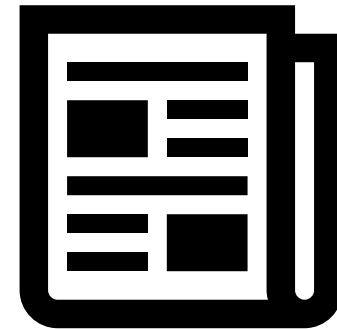


4 days

The average amount of time that women keep their copy of YOU

1 in 3 keep for a week or more

PROPORTION OF EDITION READ



7 in 10

women read most if not all of their edition of YOU Magazine

A COPY OF YOU MAGAZINE IS WIDELY READ - HALF OF READERS SHARE THEIR COPY WITH OTHERS

Q - Who else reads your copy of YOU Magazine?

READ BY OTHERS: 52%

NO ONE, JUST ME



48%

18-34: 28%
35-54: 45%
55+: 51% ↑

MY HUSBAND,
PARTNER



30%

FRIENDS



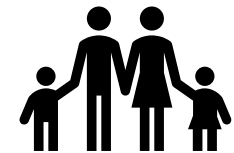
10%

OTHER FAMILY
MEMBERS



10%

MY CHILDREN



8%

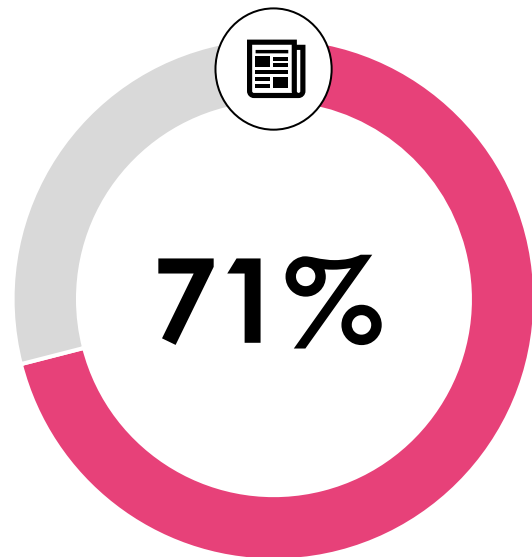
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**WHY DO WOMEN
READ YOU
MAGAZINE?**

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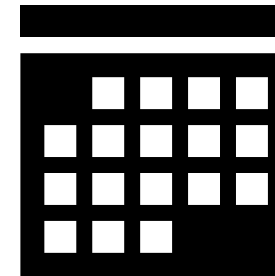
7 IN 10 SAY YOU MAGAZINE IS A REASON TO PURCHASE THE MAIL ON SUNDAY; A STRONG RELATIONSHIP THAT STRETCHES TO 15 YEARS

Q - Continuing to think about YOU Magazine in its printed format, which, if any, of the following statements do you agree with the most? [NET: Only Reason, a Main Reason, a Positive Reason] / How long have you been a regular reader of YOU Magazine?



agree YOU Magazine is a reason, if not the only reason, they buy the Mail On Sunday

(32% agree its one of the main reasons they buy)



15 years

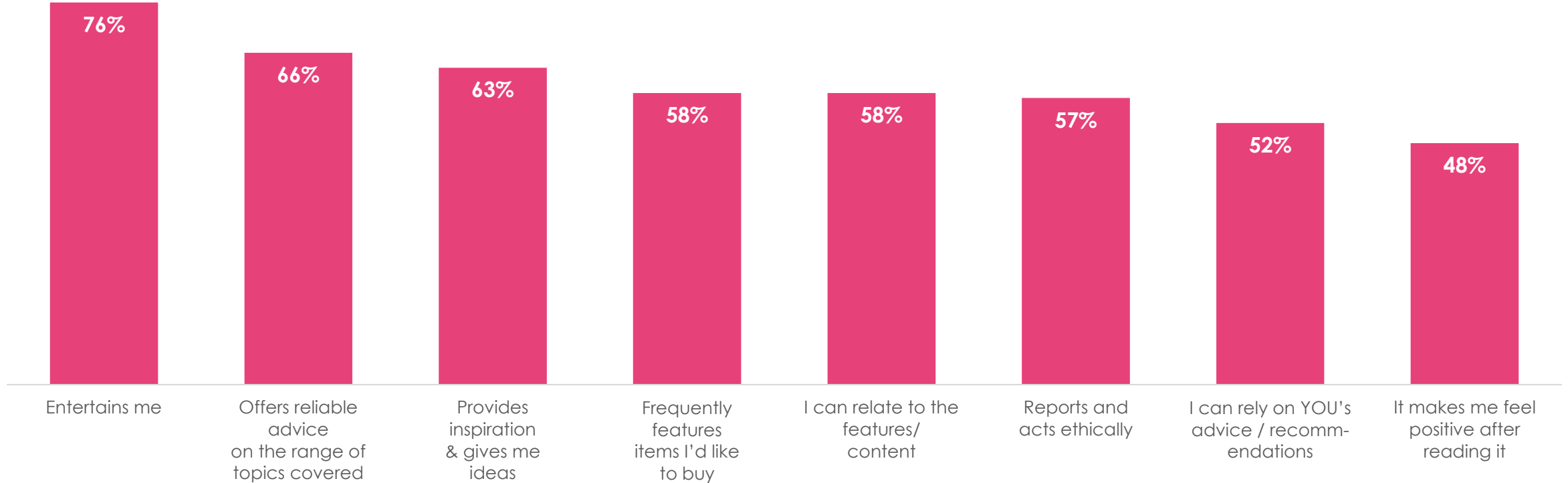
average number of years read for

YOU MAGAZINE IS SEEN AS ENTERTAINING (76%), INSPIRATIONAL (63%) AND MAKES READERS FEEL POSITIVE AFTER READING (48%)

66% feel YOU provides reliable advice and 58% say it features items they want to buy

Q - Continuing to think about YOU Magazine in its printed format, which, if any, of the following statements do you agree with?

Top Brand Associations



HEALTH, 'REAL LIFE' FEATURES AND FOOD & DRINK RECIPES ARE THE MOST READ TOPICS / FEATURES

Those 35-54 are significantly more likely to read the home interiors section, those 55+ are significantly less likely to read horoscopes

Q – How frequently, if at all, do you read each of the articles / features on the following? [NET: Always, Often & Occasionally Read]

Frequency of Reading - Topics / Features

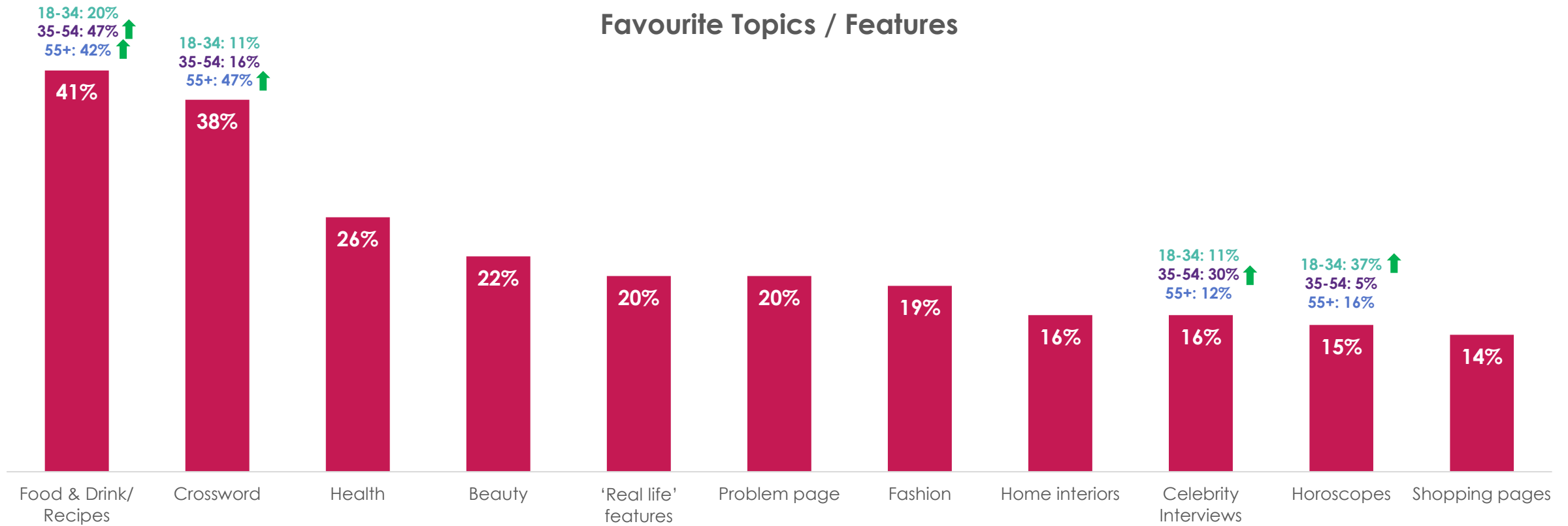


FOOD & DRINK, CROSSWORD, HEALTH AND BEAUTY ARE THE MOST FAVOURED TOPICS / FEATURES AMONGST MONTHLY READERS

Those 55+ are significantly more likely to favour crosswords whilst those under 35 are significantly more likely to favour horoscopes

Q - Which, if any, of these would you say are your 3 MOST FAVOURITE topics / sections of YOU Magazine? [Top 3]

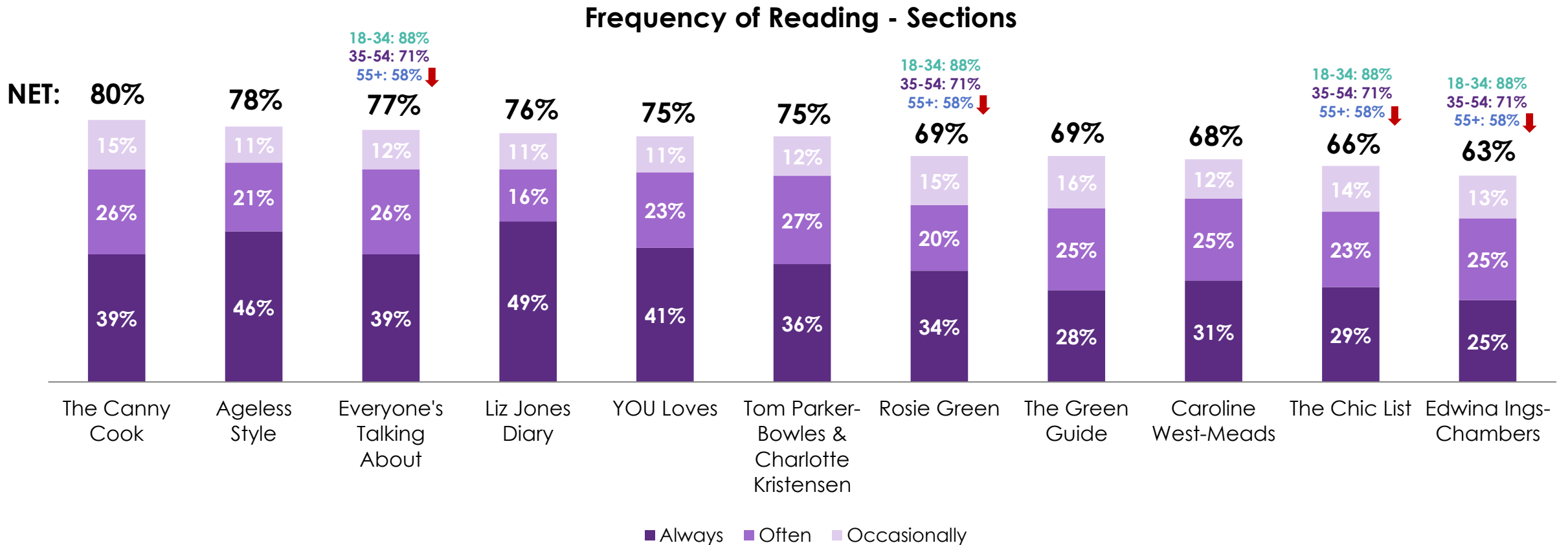
Favourite Topics / Features



THE CANNY COOK, AGELESS STYLE AND 'EVERYONE'S TALKING ABOUT' ARE THE MOST READ SECTIONS

Everyone's Talking About, Rosie Green, The Chic List and Edwina Ings-Chambers sections appeal to younger audiences

Q - How frequently, if at all, do you read the following sections? [NET: Always, Often & Occasionally Read]

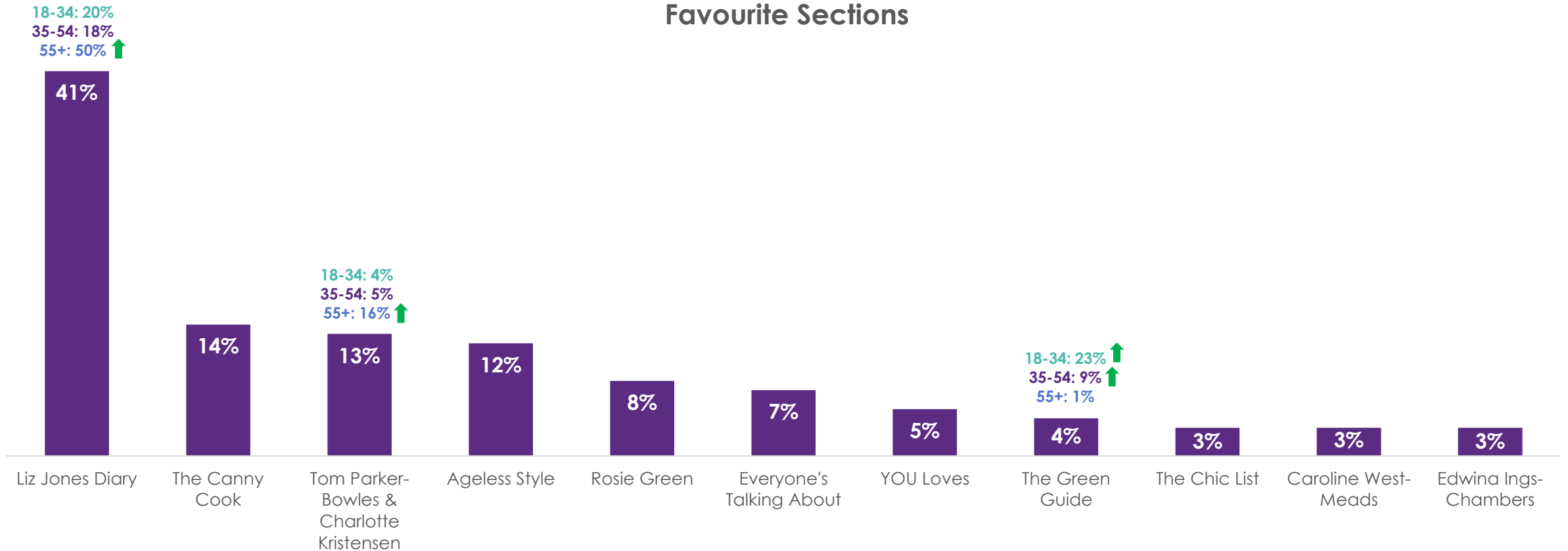


2 IN 5 OF LIZ JONES' DIARY READERS SAY IT IS A FAVOURITE SECTION OF THEIRS

Those below the age of 55 are significantly more likely to favour The Green Guide

Q - Which, if any, of these would you say are your 3 MOST FAVOURITE topics / sections of YOU Magazine? [Top 3]

Favourite Sections



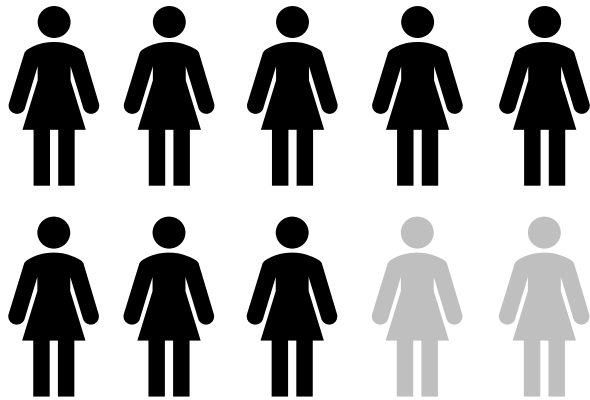
“ HOW DO
WOMEN ENGAGE
WITH WHAT
THEY’VE SEEN? ”

THE MAJORITY RECALL SEEING ADVERTISING RECENTLY

Almost half of readers say that advertising draws their attention to new brands

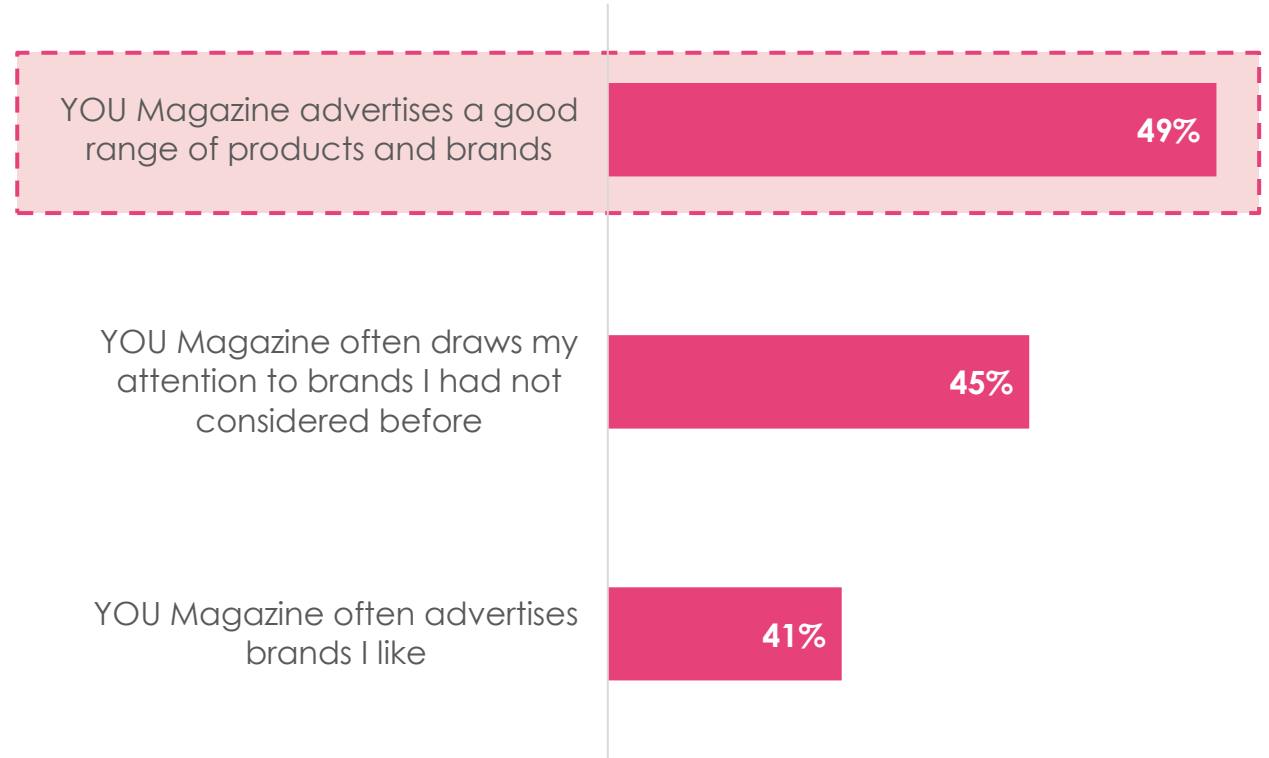
Q - Have you taken any action as a result of things you have seen and read recently? By recently we mean in the last month or so? / Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]

Advertising Awareness – Base: Monthly Print Readers



8 in 10

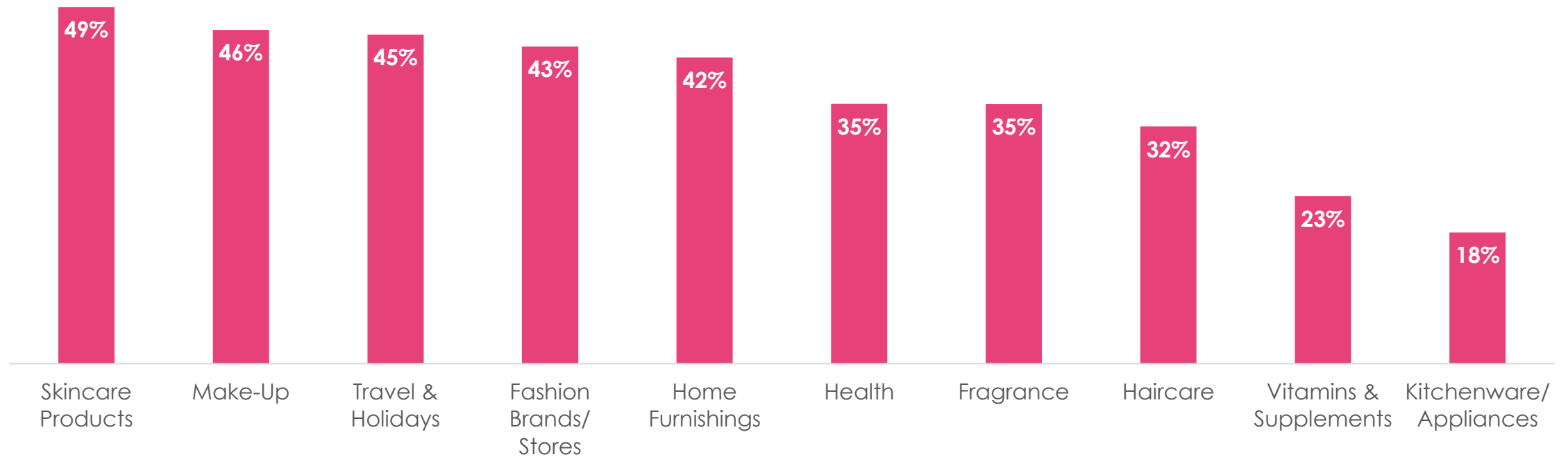
recall seeing advertising in
YOU Magazine recently



1 IN 2 READERS RECALL SEEING ADVERTISING FOR SKINCARE PRODUCTS WHILST OVER 2 IN 5 RECALL SEEING ADVERTISING FOR MAKE-UP, TRAVEL, FASHION AND HOME FURNISHINGS

Q - Continuing to think about YOU Magazine. Which, if any, of the following categories do you recall seeing advertising for recently?

Top 10 Types of Advertising Recalled

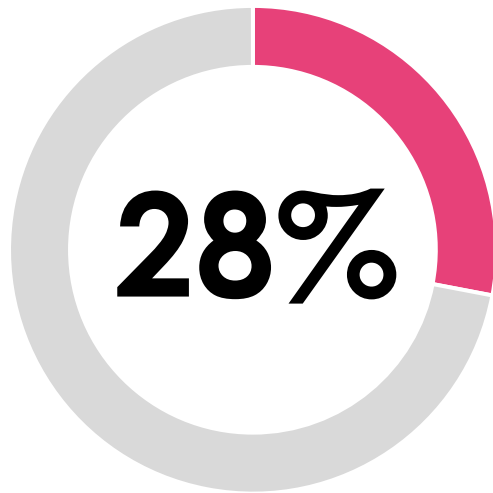


3 IN 10 HAVE TAKEN ACTION AS A RESULT OF SEEING AN ADVERT OR ARTICLE

Over 1 in 2 have bought something as a result of seeing advertising or torn out the page to buy later after seeing an article

Q - Have you taken any action as a result of things you have seen and read recently? / Which, if any, of the following have you done recently as a result of seeing an article/advertising?

CALL TO ACTION BY MONTHLY PRINT READERS



Have taken action as a result of seeing an advert or article

ACTION TAKEN FROM SEEING ADVERT



54%

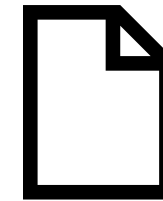
Have bought something



52%

Have looked for more information online / in store

ACTION TAKEN FROM SEEING ARTICLE



53%

Have torn out the page with the intention of buying



40%

Have looked for more information online / in store

“

**YOU READERS –
KEY CATEGORIES**

”

FASHION

YOU READERS ARE FASHIONISTAS. THEY RELY ON YOU'S FASHION CONTENT FOR ADVICE AND INSPIRATION AND ARE BIG SPENDERS IN THE CATEGORY.

POWERFUL CONTENT

85%

readers are interested in YOU's fashion content

#2

Ageless Style is YOU's second most favourite section amongst readers

A VALUABLE FASHIONISTAS AUDIENCE

YOU
MAGAZINE

#1

more readers than Vogue, Elle and Grazia



1 in 2

really enjoy shopping for clothes



+134%

more likely to be influenced to buy clothes after seeing them on a magazine model

£

£684m

spent by readers on clothing & accessories in the last 12 months

DRIVING ACTION

2 in 3

say YOU provides them with inspiration and ideas

3 in 10

have taken action as a result of seeing an ad or article

BEAUTY

YOU READERS ARE BEAUTY LOVERS. THEY GO TO YOU THE LATEST BEAUTY TIPS AND INSPIRATION AND ARE BIG SPENDERS IN THE CATEGORY.

POWERFUL CONTENT

85%

readers are interested in YOU's beauty content

#1

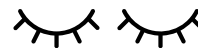
most recalled advertising in YOU

A VALUABLE BEAUTY LOVERS AUDIENCE

YOU
MAGAZINE

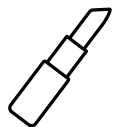
#1

more readers than Vogue, Elle and Grazia



3 in 5

YOU women say beauty products make them feel good about themselves



+75%

more likely to feel they can't leave their home without makeup

£

£192m

spent by readers in total on skincare and cosmetics each month

DRIVING ACTION

2 in 3

say YOU provides them with inspiration and ideas

3 in 10

have taken action as a result of seeing an ad or article

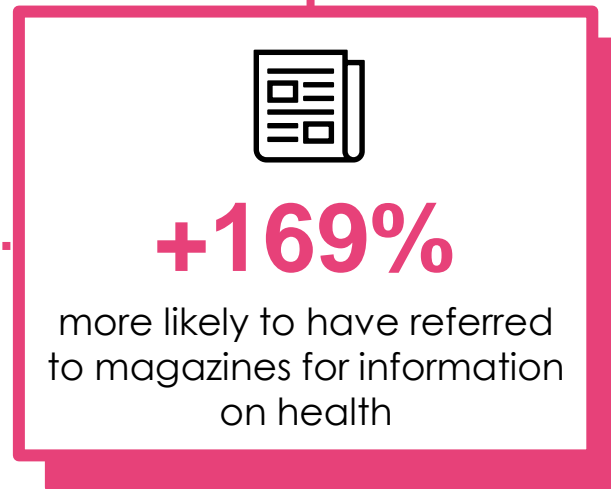
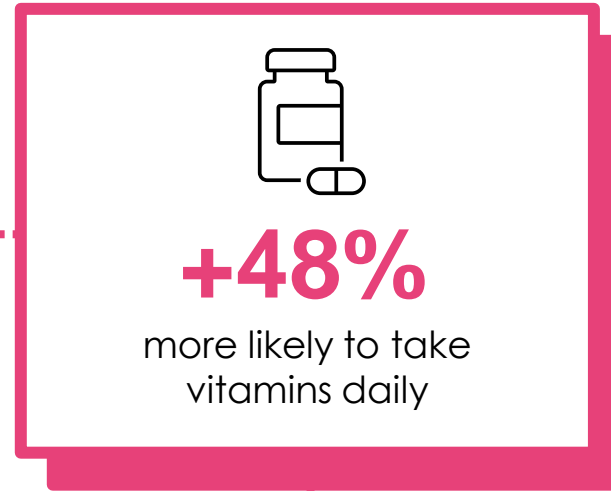
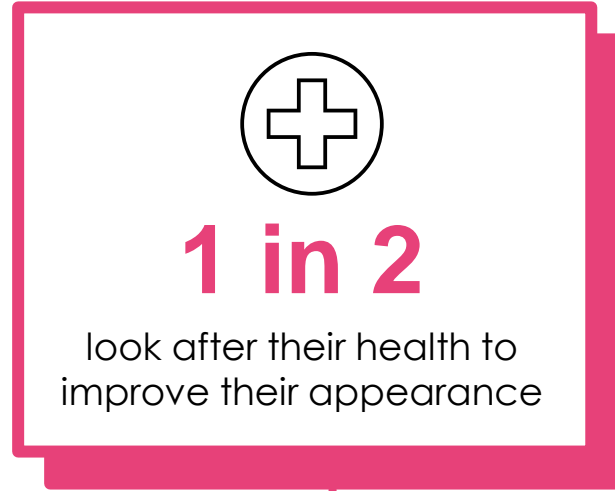
HEALTH

YOU READERS ARE HEALTH CONSCIOUS WITH THEIR PERSONAL WELL-BEING A TOP PRIORITY. THEY RELY ON YOU'S HEALTH CONTENT AS A RELIABLE SOURCE OF ADVICE.

POWERFUL CONTENT



A VALUABLE HEALTH CONSCIOUS AUDIENCE



DRIVING ACTION



POWERFUL CONTENT

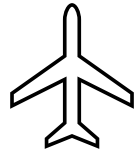
7 in 10

readers are interested in reading about travel

#1

vs. its competitors among those interested in reading about travel

A VALUABLE TRAVEL LOVING AUDIENCE



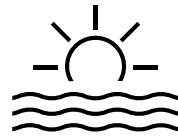
1 in 2

readers are passionate about travelling



2 in 3

plan to book a holiday in the next 12 months



+92%

more likely to have their holiday choice influenced by magazine articles



Ave. £2,852

spent by each reader on holidays in the last 12 months vs. £2,444 GB average

DRIVING ACTION

2 in 3

say YOU provides them with inspiration and ideas

3 in 10

have taken action as a result of seeing an ad or article

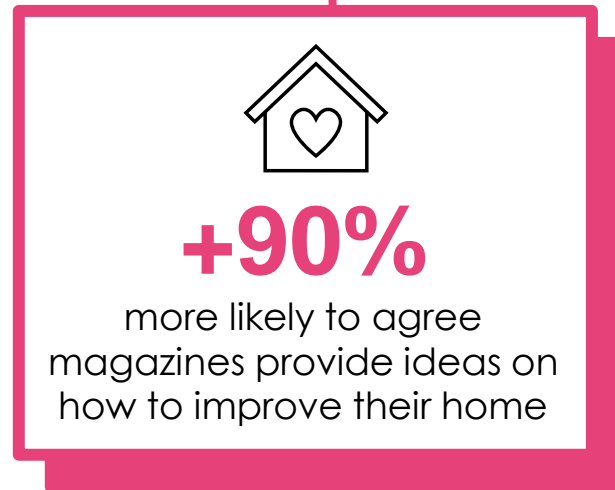
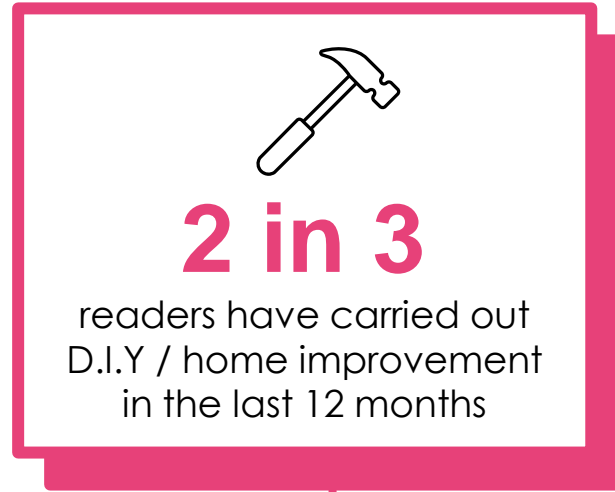
INTERIORS

YOU READERS ARE INTERIOR OBSESSED, LOOKING TO YOU'S HOME INTERIORS CONTENT FOR HOME IMPROVEMENT IDEAS AND INSPIRATION.

POWERFUL CONTENT



A VALUABLE INTERIORS OBSESSED AUDIENCE



DRIVING ACTION



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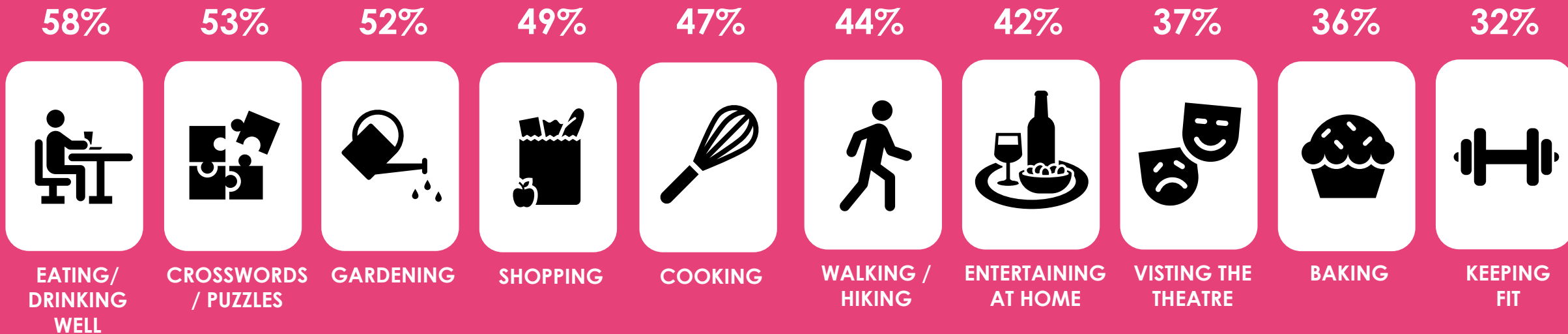
APPENDIX

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READERS ARE MOST INTERESTED IN EATING AND DRINKING WELL, CROSSWORDS AND PUZZLES, AND GARDENING

Q - Continuing to think about your hobbies, interests and pastimes, which, if any, of the following do you consider to be a hobby, interest or priority of yours?

Top 10 Hobbies & Interests



GIVEN £20,000 TO SPEND, 15% OF YOU READERS WOULD SPEND IT ON HOME IMPROVEMENTS OR TREATING FAMILY AND FRIENDS

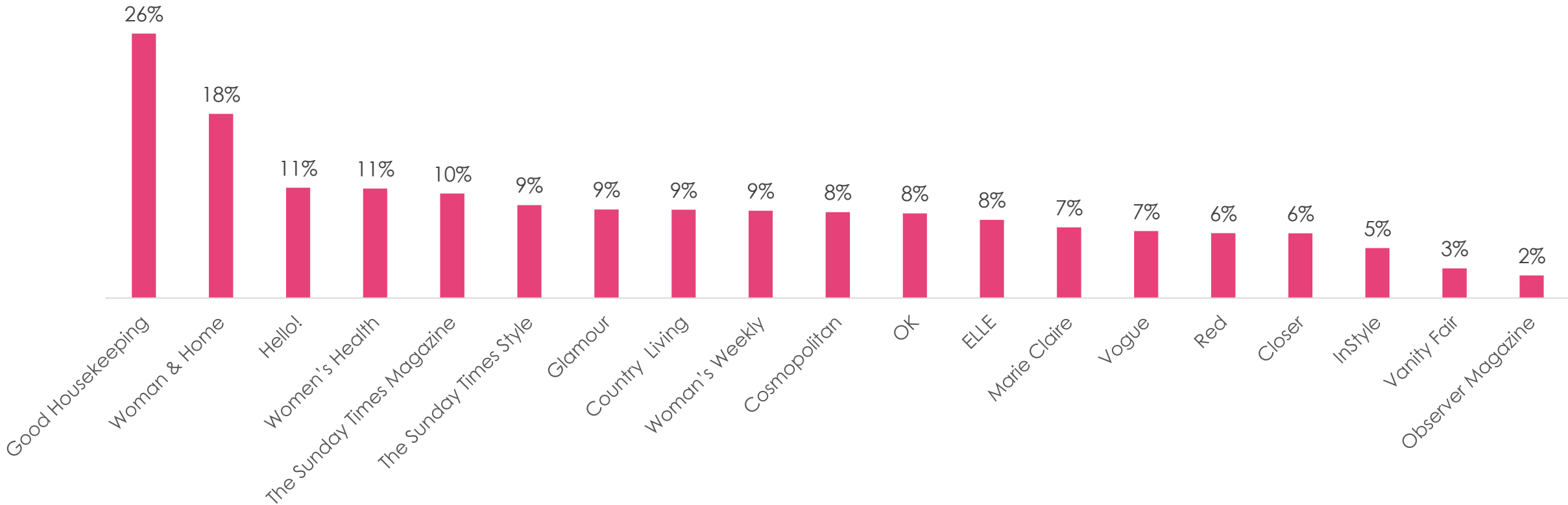
Q - Imagine you were given £20,000 tomorrow to spend on one of the following. Which, if any, would you choose?

Top 10 Ways to Spend £20,000



GOOD HOUSEKEEPING AND WOMAN & HOME ARE THE MOST COMMONLY READ MAGAZINES BY READERS IN ADDITION TO YOU MAGAZINE

Q - Continuing to think about your reading habits, which, if any, of the following magazines do you read at least once a month?



4 IN 5 YOU READERS USE FACEBOOK MONTHLY WHILST OVER 1 IN 2 USE INSTAGRAM

Those 55+ are less likely to use all social media platforms monthly

Monthly Social Media Platform Usage

FACEBOOK



80%

18-34: 93%
35-54: 94%
55+: 77%

INSTAGRAM



54%

18-34: 88%
35-54: 76%
55+: 48%

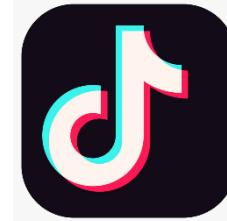
TWITTER



42%

18-34: 68%
35-54: 61%
55+: 37%

TIKTOK



25%

18-34: 63%
35-54: 43%
55+: 19%

SNAPCHAT



8%

18-34: 43%
35-54: 14%
55+: 3%