



# Facts Exposed – An Explanation

This document contains information on all national newspapers and their readership in relation to recruitment. Data is taken from the following sources:

**ABC:** The Audit Bureau of Circulation: ABC independently verifies on media performance and is the body that measures and collates sales of newspapers.

**NRS:** The National Readership Survey provides an estimate of the number of readers of a publication and the type of people those readers are in terms of sex, age, regionality and many other demographic and lifestyle characteristics.

If you are looking for facts and figures on a particular area of recruitment, then please contact your regular contact at Mail Newspapers or email our marketing department at [classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

The following surveys have been used from the above sources: ABC January – June 2009, ABC June 2009 (where six monthly figures are not available) and NRS January – June 2009.

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Every Thursday in Daily Mail Classified

FACTS EXPOSED



# Daily Mail vs Daily Express & Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,198,983	725,364	203.2%	638,602	244.3%
Readership	4,853,000	1,655,000	193.2%	1,618,000	199.9%
ABC1 Readers	3,201,000	969,000	230.3%	959,000	233.8%
Adults who work	2,402,000	748,000	221.1%	799,000	200.6%
Adults who work in the Retail industry	185,000	69,000	168.1%	44,000	320.5%
Adults who work in the Sales industry	253,000	61,000	314.8%	53,000	377.4%
Adults who work in the Printing industry	14,000	4,000	250.0%	5,000	180.0%
Adults in Financial & Related occupations	164,000	42,000	290.5%	51,000	221.6%
Engineers	137,000	47,000	191.5%	32,000	328.1%
Adults who are Managers or Senior Officials	409,000	109,000	275.2%	128,000	219.5%
Adults who work in the Public Sector	563,000	174,000	223.6%	241,000	133.6%
Adults who read the recruitment pages of their newspaper	1,067,000	332,000	221.4%	414,000	157.7%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	4,599,000 (94.8%)	n/a	4,630,000 (95.4%)	n/a

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# Daily Mail vs The Times & The Sunday Times

	Daily Mail	The Times	Difference %	The Sunday Times	Difference %
Circulation	2,198,983	599,009	267.1%	1,214,603	81.0%
Readership	4,853,000	1,812,000	167.8%	3,213,000	51.0%
ABC1 Readers	3,201,000	1,562,000	104.9%	2,791,000	14.7%
Adults who work	2,402,000	1,097,000	119.0%	2,060,000	16.6%
Adults who work in the Retail industry	185,000	46,000	302.2%	97,000	90.7%
Adults who work in the Sales industry	253,000	86,000	194.2%	160,000	58.1%
Adults who work in the Printing industry	14,000	6,000	133.3%	3,000	366.7%
Adults in Financial & Related occupations	164,000	168,000	-2.4%	240,000	-31.7%
Engineers & Technologists	137,000	45,000	204.4%	101,000	35.6%
Adults who are Managers or Senior officials	409,000	242,000	69.0%	549,000	-25.5%
Adults who work in the Public Sector	563,000	279,000	101.8%	503,000	11.9%
Adults who read the recruitment pages of their newspaper	1,067,000	519,000	105.6%	878,000	21.5%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	4,617,000 (95.1%)	n/a	4,527,000 (93.3%)	n/a

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# Daily Mail vs Daily Telegraph & Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,198,983	829,538	165.1%	606,900	262.3%
Readership	4,853,000	1,898,000	155.7%	1,658,000	192.7%
ABC1 Readers	3,201,000	1,686,000	89.9%	1,448,000	121.1%
Adults who work	2,402,000	892,000	169.3%	828,000	190.1%
Adults who work in the Retail industry	185,000	43,000	330.2%	45,000	311.1%
Adults who work in the Sales industry	253,000	60,000	321.7%	72,000	251.4%
Adults who work in the Printing industry	14,000	0	n/a	0	n/a
Adults in Financial & Related occupations	164,000	85,000	92.9%	69,000	137.7%
Engineers & Technologists	137,000	33,000	315.2%	27,000	407.4%
Adults who are Managers or Senior officials	409,000	199,000	105.5%	172,000	137.8%
Adults who work in the Public Sector	563,000	260,000	116.5%	251,000	124.3%
Adults who read the recruitment pages of their newspaper	1,067,000	303,000	252.1%	336,000	217.6%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	4,564,000 (94.0%)	n/a	4,637,000 (95.6%)	n/a

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# Daily Mail vs Evening Standard & Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,198,983	236,075	831.5%	735,712	198.9%
Readership	4,853,000	620,000	682.7%	1,874,000	159.0%
ABC1 Readers	3,201,000	498,000	542.8%	1,281,000	149.9%
Adults who work	2,402,000	464,000	417.7%	1,353,000	77.5%
Adults who work in the Retail industry	185,000	15,000	1133.3%	78,000	137.2%
Adults who work in the Sales industry	253,000	17,000	1388.2%	93,000	172.0%
Adults who work in the Printing industry	14,000	0	n/a	7,000	100.0%
Adults in Financial & Related occupations	164,000	69,000	137.7%	153,000	7.2%
Engineers & Technologists	137,000	14,000	878.6%	29,000	372.4%
Adults who are Managers or Senior officials	409,000	124,000	229.8%	232,000	76.3%
Adults who work in the Public Sector	563,000	104,000	441.3%	276,000	104.0%
Adults who read the recruitment pages of their newspaper	1,067,000	207,000	415.5%	915,000	16.6%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read the Metro London	n/a	4,716,000 (97.2%)	n/a	4,644,000 (95.7%)	n/a

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# Daily Mail vs The Guardian & The Observer

	Daily Mail	The Guardian	Difference %	The Observer	Difference %
Circulation	2,198,983	341,686	543.6%	420,695	422.7%
Readership	4,853,000	1,147,000	323.1%	1,332,000	264.3%
ABC1 Readers	3,201,000	1,032,000	210.2%	1,195,000	167.9%
Adults who work	2,402,000	744,000	222.8%	885,000	171.4%
Adults who work in the Retail industry	185,000	16,000	1056.3%	26,000	611.5%
Adults who work in the Sales industry	253,000	55,000	360.0%	65,000	289.2%
Adults who work in the Printing industry	14,000	0	n/a	0	n/a
Adults in Financial & Related occupations	164,000	53,000	209.4%	78,000	110.3%
Engineers & Technologists	137,000	10,000	1270.0%	28,000	389.3%
Adults who are Managers or Senior officials	409,000	135,000	203.0%	156,000	162.2%
Adults who work in the Public Sector	563,000	289,000	94.8%	307,000	83.4%
Adults who read the recruitment pages of their newspaper	1,067,000	355,000	200.6%	450,000	137.1%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	4,776,000 (98.4%)	n/a	4,758,000 (98.0%)	n/a

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# Daily Mail vs The Independent & The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,198,983	205,482	970.2%	169,603	1196.5%
Readership	4,853,000	688,000	605.4%	606,000	700.8%
ABC1 Readers	3,201,000	589,000	443.5%	526,000	508.6%
Adults who work	2,402,000	422,000	469.2%	431,000	457.3%
Adults who work in the Retail industry	185,000	14,000	1221.4%	14,000	1221.4%
Adults who work in the Sales industry	253,000	33,000	666.7%	26,000	873.1%
Adults who work in the Printing industry	14,000	2,000	600.0%	0	n/a
Adults in Financial & Related occupations	164,000	30,000	446.7%	9,000	1722.2%
Engineers & Technologists	137,000	20,000	585.0%	13,000	953.8%
Adults who are Managers or Senior officials	409,000	93,000	339.8%	83,000	392.8%
Adults who work in the Public Sector	563,000	113,000	398.2%	144,000	291.0%
Adults who read the recruitment pages of their newspaper	1,067,000	236,000	352.1%	258,000	313.6%
Daily Mail readers who do not read The Independent	n/a	4,731,000	n/a	4,797,000	n/a
Daily Mail readers who do not read The Independent on Sunday		(97.5%)		(98.9%)	



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# Daily Mail vs Daily Mirror & Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,198,983	1,334,197	64.8%	1,230,430	78.7%
Readership	4,853,000	3,529,000	37.5%	3,960,000	22.6%
ABC1 Readers	3,201,000	1,413,000	126.5%	1,603,000	99.7%
Adults who work	2,402,000	1,790,000	34.2%	2,144,000	12.0%
Adults who work in the Retail industry	185,000	184,000	0.5%	198,000	-6.6%
Adults who work in the Sales industry	253,000	179,000	41.3%	225,000	12.4%
Adults who work in the Printing industry	14,000	10,000	40.0%	0	n/a
Adults in Financial & Related occupations	164,000	69,000	137.7%	108,000	51.9%
Engineers & Technologists	137,000	98,000	39.8%	82,000	67.1%
Adults who are Managers or Senior officials	409,000	196,000	108.7%	205,000	99.5%
Adults who work in the Public Sector	563,000	381,000	47.8%	476,000	18.3%
Adults who read the recruitment pages of their newspaper	1,067,000	969,000	10.1%	1,255,000	-15.0%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror	n/a	4,471,000 (92.1%)	n/a	4,482,000 (92.4%)	n/a



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# Daily Mail vs The Sun & News of the World

	Daily Mail	The Sun	Difference %	News of the World	Difference %
Circulation	2,198,983	3,022,058	-27.2%	2,993,776	-26.5%
Readership	4,853,000	7,986,000	-39.2%	7,712,000	-37.1%
ABC1 Readers	3,201,000	3,066,000	4.4%	3,001,000	6.7%
Adults who work	2,402,000	4,794,000	-49.9%	4,846,000	-50.4%
Adults who work in the Retail industry	185,000	464,000	-60.1%	454,000	-59.3%
Adults who work in the Sales industry	253,000	474,000	-46.6%	506,000	-50.0%
Adults who work in the Printing industry	14,000	22,000	-36.4%	31,000	-54.8%
Adults in Financial & Related occupations	164,000	269,000	-39.0%	234,000	-29.9%
Engineers & Technologists	137,000	236,000	-41.9%	273,000	-49.8%
Adults who are Managers or Senior officials	409,000	530,000	-22.8%	540,000	-24.3%
Adults who work in the Public Sector	563,000	694,000	-18.9%	809,000	-30.4%
Adults who read the recruitment pages of their newspaper	1,067,000	2,987,000	-64.3%	2,744,000	-61.1%
Daily Mail readers who do not read The Sun Daily Mail readers who do not read the News of the World	n/a	4,205,000 (86.7%)	n/a	4,286,000 (88.3%)	n/a

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