

Every Thursday in the Daily Mail

# CAREER MAIL

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## FACTS EXPOSED SOUTH



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# A GUIDE TO...

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

- **ABC:** The Audit Bureau of Circulation: ABC independently verifies on media performance. Put simply, 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.
- **TGI:** Target Group Index is a market research survey providing comparable consumer insights for newspapers and printed publications across the UK.

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The following surveys have been used from the above sources: ABC January – June 2011. NRS June 2010 – July 2011.

# COMPETITOR ANALYSIS

## Daily Mail versus Daily Express and Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	890,000	477.98%	974,000	445.38%
ABC1 Readers	2,205,000	505,000	536.63%	583,000	478.22%
AB Readers	1,107,000	209,000	629.67%	283,000	491.17%
Adults who work	1,522,000	368,000	513.59%	455,000	434.51%
Adults who work in the Retail industry	146,000	47,000	210.64%	54,000	170.37%
Adults who work in the Sales industry	96,000	35,000	174.29%	42,000	128.57%
Adults who work in the Printing industry	5,000	2,000	150.00%	2,000	150.00%
Managers	290,000	64,000	353.13%	82,000	253.66%
Engineers	78,000	10,000	680.00%	31,000	151.61%
Adults who read the recruitment pages of their newspaper	636,000	167,000	280.84%	217,000	193.09%
Adults who intend to change jobs in the next six months	217,000	66,000	228.79%	102,000	112.75%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	3,217,000 (95.63)	n/a	3,18,9000 (94.8%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	1,224,000	374.84%	2,120,000	258.68%
ABC1 Readers	2,205,000	1,075,000	305.12%	1,837,000	220.03%
AB Readers	1,107,000	762,000	245.28%	1,362,000	181.28%
Adults who work	1,522,000	712,000	313.76%	1,329,000	214.52%
Adults who work in the Retail industry	146,000	33,000	342.42%	76,000	92.11%
Adults who work in the Sales industry	96,000	19,000	405.26%	45,000	113.33%
Adults who work in the Printing industry	5,000	0	n/a	4,000	25.00%
Managers	290,000	217,000	33.64%	421,000	-31.12%
Engineers	78,000	26,000	200.00%	43,000	81.40%
Adults who read the recruitment pages of their newspaper	636,000	257,000	147.47%	503,000	26.44%
Adults who intend to change jobs in the next six months	217,000	151,000	43.71%	262,000	-17.18%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	3,232,000 (96.08%)	n/a	3,106,000 (92.33%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	1,337,000	351.61%	1,108,000	403.61%
ABC1 Readers	2,205,000	1,151,000	291.57%	940,000	334.57%
AB Readers	1,107,000	798,000	238.72%	651,000	270.05%
Adults who work	1,522,000	556,000	373.74%	486,000	413.17%
Adults who work in the Retail industry	146,000	30,000	386.67%	20,000	630.00%
Adults who work in the Sales industry	96,000	11,000	772.73%	10,000	860.00%
Adults who work in the Printing industry	5,000	2,000	150.00%	2,000	150.00%
Managers	290,000	176,000	64.77%	133,000	118.05%
Engineers	78,000	16,000	387.50%	14,000	457.14%
Adults who read the recruitment pages of their newspaper	636,000	175,000	263.43%	179,000	255.31%
Adults who intend to change jobs in the next six months	217,000	102,000	112.75%	89,000	143.82%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	3,185,000 (94.68%)	n/a	3,204,000 (95.24%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	1,555,000	316.33%	1,785,000	158.94%
ABC1 Readers	2,205,000	1,162,000	289.76%	1,136,000	164.35%
AB Readers	1,107,000	698,000	258.60%	551,000	167.15%
Adults who work	1,522,000	1,178,000	229.20%	1,296,000	61.65%
Adults who work in the Retail industry	146,000	68,000	114.71%	115,000	26.96%
Adults who work in the Sales industry	96,000	49,000	95.92%	83,000	15.66%
Adults who work in the Printing industry	5,000	n/a	n/a	3,000	66.67%
Managers	290,000	294,000	-1.36%	253,000	14.62%
Engineers	78,000	43,000	81.40%	41,000	90.24%
Adults who read the recruitment pages of their newspaper	636,000	612,000	3.92%	788,000	-19.29%
Adults who intend to change jobs in the next six months	217,000	302,000	-28.15%	342,000	-36.55%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read the Metro London	n/a	3,220,000 (95.72%)	n/a	3,118,000 (92.69%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Guardian and The Observer

	Daily Mail	Guardian	Difference %	The Observer	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	848,000	496.70%	849,000	496.23%
ABC1 Readers	2,205,000	758,000	390.90%	741,000	397.57%
AB Readers	1,107,000	543,000	303.87%	507,000	318.34%
Adults who work	1,522,000	538,000	382.90%	578,000	363.32%
Adults who work in the Retail industry	146,000	21,000	595.24%	20,000	630.00%
Adults who work in the Sales industry	96,000	14,000	585.71%	13,000	638.46%
Adults who work in the Printing industry	5,000	1,000	400.00%	n/a	n/a
Managers	290,000	157,000	84.71%	171,000	69.59%
Engineers	78,000	5,000	1460.00%	11,000	609.09%
Adults who read the recruitment pages of their newspaper	636,000	227,000	180.18%	235,000	170.64%
Adults who intend to change jobs in the next six months	217,000	121,000	79.34%	123,000	76.42%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	3,304,000 (98.22%)	n/a	3,323,000 (98.78%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Independent and The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	416,000	908.65%	357,000	1042.30%
ABC1 Readers	2,205,000	350,000	730.00%	273,000	907.69%
AB Readers	1,107,000	224,000	594.20%	204,000	642.65%
Adults who work	1,522,000	271,000	661.62%	269,000	665.80%
Adults who work in the Retail industry	146,000	7,000	1985.71%	6,000	2333.33%
Adults who work in the Sales industry	96,000	5,000	1820.00%	7,000	1271.43%
Adults who work in the Printing industry	5,000	n/a	n/a	n/a	n/a
Managers	290,000	69,000	320.29%	83,000	249.40%
Engineers	78,000	10,000	680.00%	6,000	1200.00%
Adults who read the recruitment pages of their newspaper	636,000	143,000	344.76%	123,000	417.07%
Adults who intend to change jobs in the next six months	217,000	67,000	223.88%	52,000	317.31%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	n/a	3,309,000 (98.37%)	n/a	3,329,000 (98.96%)	n/a

# COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror.

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	1,200,079	n/a	n/a	n/a	n/a
Readership	3,364,000	1,982,000	269.73%	2,276,000	247.80%
ABC1 Readers	2,205,000	833,000	364.71%	1,021,000	315.96%
AB Readers	1,107,000	308,000	459.42%	352,000	414.49%
Adults who work	1,522,000	1,030,000	247.77%	1,225,000	224.24%
Adults who work in the Retail industry	146,000	127,000	14.96%	119,000	22.69%
Adults who work in the Sales industry	96,000	82,000	17.07%	90,000	6.67%
Adults who work in the Printing industry	5,000	4,000	25.00%	6,000	-16.67%
Managers	290,000	139,000	108.63%	163,000	77.91%
Engineers	78,000	60,000	30.00%	72,000	8.33%
Adults who read the recruitment pages of their newspaper	636,000	561,000	13.37%	735,000	-13.47%
Adults who intend to change jobs in the next six months	217,000	196,000	10.71%	241,000	-9.96%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror	n/a	3,097,000 (92.06%)	n/a	3,106,000 (92.33%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation	1,200,079	n/a	n/a
Readership	3,364,000	5,335,000	163.06%
ABC1 Readers	2,205,000	2,058,000	207.14%
AB Readers	1,107,000	675,000	264.00%
Adults who work	1,522,000	3,286,000	146.32%
Adults who work in the Retail industry	146,000	414,000	-64.73%
Adults who work in the Sales industry	96,000	317,000	-69.72%
Adults who work in the Printing industry	5,000	23,000	-78.26%
Managers	290,000	357,000	-18.77%
Engineers	78,000	184,000	-57.61%
Adults who read the recruitment pages of their newspaper	636,000	1,768,000	-64.03%
Adults who intend to change jobs in the next six months	217,000	606,000	-64.19%
Daily Mail readers who do not read The Sun	n/a	2,900,000 (86.21%)	n/a