

Every Tuesday in the Daily Mail

# EDUCATION & COURSES

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## FACTS EXPOSED



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# A GUIDE TO...

Facts Exposed Education & Courses. This document contains information on all national newspapers and their readership in relation to Education & Courses. 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.

If you are looking for facts and figures on a particular area of Education & Courses then please contact your regular contact at The Mail, 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 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	2,070,310	627,743	429.80%	550,248	476.25%
Readership	4,622,000	1,457,000	317.23%	1,491,000	309.99%
ABC1 Readers	3,003,000	832,000	360.94%	904,000	332.19%
AB Business People	247,000	42,000	488.10%	36,000	586.11%
Adults who read the education pages in their newspaper/magazine	1,749,000	503,000	347.71%	572,000	305.77%
Adults who are still studying	221,000	55,000	401.82%	48,000	460.42%
Playschool parents, primary school parents or secondary school parents	623,000	182,000	242.31%	186,000	234.95%
Graduates	844,000	285,000	196.14%	255,000	230.98%
Adults with a PC at home	2,842,000	807,000	352.17%	919,000	309.25%
Adults with children in private education	34,000	5,000	680.00%	4,000	850.00%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	4,402,000 (95.24%)	n/a	4,374,000 (94.63%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation	2,070,310	447,059	563.10%	1,030,215	300.96%
Readership	4,622,000	1,486,000	311.04%	2,794,000	165.43%
ABC1 Readers	3,003,000	1,291,000	232.61%	2,411,000	124.55%
AB Business People	247,000	178,000	38.76%	345,000	-28.41%
Adults who read the education pages in their newspaper/magazine	1,749,000	815,000	214.60%	1,481,000	118.10%
Adults who are still studying	221,000	145,000	152.41%	227,000	97.36%
Playschool parents, primary school parents or secondary school parents	623,000	293,000	112.63%	770,000	-19.09%
Graduates	844,000	711,000	18.71%	1,419,000	-40.52%
Adults with a PC at home	2,842,000	1,190,000	238.82%	2,311,000	122.98%
Adults with children in private education	34,000	29,000	117.24%	64,000	53.13%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	4,455,000 (96.39%)	n/a	4,294,000 (92.9%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,070,310	632,617	427.26%	486,844	525.25%
Readership	4,622,000	1,688,000	273.82%	1,476,000	313.14%
ABC1 Readers	3,003,000	1,449,000	207.25%	1,249,000	240.43%
AB Business People	247,000	175,000	41.14%	123,000	100.81%
Adults who read the education pages in their newspaper/magazine	1,749,000	802,000	218.08%	702,000	249.15%
Adults who are still studying	221,000	76,000	290.79%	94,000	235.11%
Playschool parents, primary school parents or secondary school parents	623,000	239,000	160.67%	224,000	178.13%
Graduates	844,000	675,000	25.04%	542,000	55.72%
Adults with a PC at home	2,842,000	1,182,000	240.44%	1,051,000	270.41%
Adults with children in private education	34,000	44,000	77.27%	23,000	147.83%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	4,391,000 (95.00%)	n/a	4,425,000 (95.74%)	n/a

# COMPETITOR ANALYSIS

Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,070,310	701,743	395.02%	785,482	363.57%
Readership	4,622,000	1,570,000	294.39%	1,785,000	158.94%
ABC1 Readers	3,003,000	1,176,000	255.36%	1,136,000	164.35%
AB Business People	247,000	225,000	9.78%	173,000	42.77%
Adults who read the education pages in their newspaper/magazine	1,749,000	822,000	212.77%	950,000	84.11%
Adults who are still studying	221,000	191,000	115.71%	306,000	-27.78%
Playschool parents, primary school parents or secondary school parents	623,000	419,000	48.69%	395,000	57.72%
Graduates	844,000	760,000	11.05%	791,000	6.70%
Adults with a PC at home	2,842,000	1,283,000	221.51%	1,452,000	95.73%
Adults with children in private education	34,000	29,000	117.24%	19,000	78.95%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read Metro London	n/a	4,474,000 (96.80%)	n/a	4,323,000 (93.53%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Guardian and The Observer

	Daily Mail	Guardian	Difference %	The Observer	Difference %
Circulation	2,070,310	263,458	885.82%	298,264	794.12%
Readership	4,622,000	1,143,000	404.37%	1,140,000	405.44%
ABC1 Readers	3,003,000	1,006,000	298.51%	990,000	303.33%
AB Business People	247,000	158,000	56.33%	122,000	102.46%
Adults who read the education pages in their newspaper/magazine	1,749,000	720,000	242.92%	696,000	251.29%
Adults who are still studying	221,000	154,000	143.51%	136,000	162.50%
Playschool parents, primary school parents or secondary school parents	623,000	290,000	114.83%	253,000	146.25%
Graduates	844,000	695,000	21.44%	689,000	22.50%
Adults with a PC at home	2,842,000	957,000	296.97%	950,000	299.16%
Adults with children in private education	34,000	29,000	117.24%	25,000	136.00%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	4,537,000 (98.16%)	n/a	4,563,000 (98.72%)	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	2,070,310	180,814	1244.99%	152,507	1457.52%
Readership	4,622,000	535,000	863.93%	469,000	985.50%
ABC1 Readers	3,003,000	442,000	679.41%	357,000	841.18%
AB Business People	247,000	56,000	341.07%	47,000	425.53%
Adults who read the education pages in their newspaper/magazine	1,749,000	317,000	551.74%	272,000	643.01%
Adults who are still studying	221,000	86,000	256.98%	61,000	362.30%
Playschool parents, primary school parents or secondary school parents	623,000	109,000	471.56%	123,000	406.50%
Graduates	844,000	323,000	161.30%	277,000	204.69%
Adults with a PC at home	2,842,000	464,000	612.50%	393,000	723.16%
Adults with children in private education	34,000	0	N/A	10,000	340.00%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	n/a	4,544,000 (98.31%)	n/a	4,577,000 (99.03%)	n/a

# COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror.

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,070,310	1,171,722	276.69%	1,086,664	290.52%
Readership	4,622,000	3,163,000	146.13%	3,529,000	130.97%
ABC1 Readers	3,003,000	1,250,000	240.24%	1,492,000	201.27%
AB Business People	247,000	46,000	436.96%	67,000	268.66%
Adults who read the education pages in their newspaper/magazine	1,749,000	1,047,000	167.05%	1,254,000	139.47%
Adults who are still studying	221,000	189,000	116.93%	291,000	75.95%
Playschool parents, primary school parents or secondary school parents	623,000	640,000	-2.66%	911,000	-31.61%
Graduates	844,000	407,000	107.37%	427,000	97.66%
Adults with a PC at home	2,842,000	1,819,000	156.24%	2,241,000	126.82%
Adults with children in private education	34,000	9,000	377.78%	2,000	1700.00%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror	n/a	4,242,000 (91.78%)	n/a	4,277,000 (92.54%)	n/a

# COMPETITOR ANALYSIS

## Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation	2,070,310	2,839,248	172.92%
Readership	4,622,000	7,683,000	60.16%
ABC1 Readers	3,003,000	2,722,000	110.32%
AB Business People	247,000	173,000	42.77%
Adults who read the education pages in their newspaper/magazine	1,749,000	2,434,000	71.86%
Adults who are still studying	221,000	514,000	43.00%
Playschool parents, primary school parents or secondary school parents	623,000	2,175,000	-71.36%
Graduates	844,000	797,000	5.90%
Adults with a PC at home	2,842,000	4,843,000	58.68%
Adults with children in private education	34,000	13,000	261.54%
Daily Mail readers who do not read The Sun	n/a	4,040,000 (87.41%)	n/a