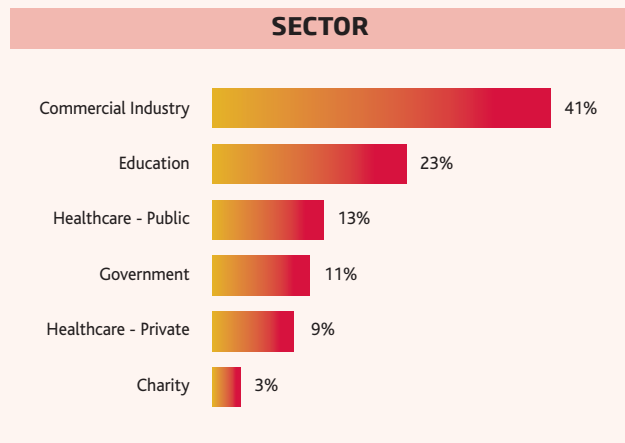
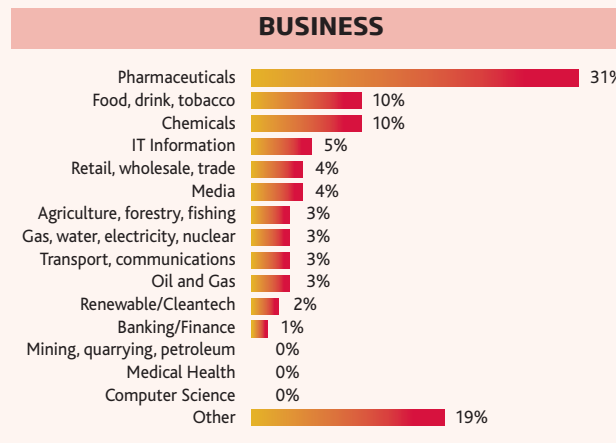


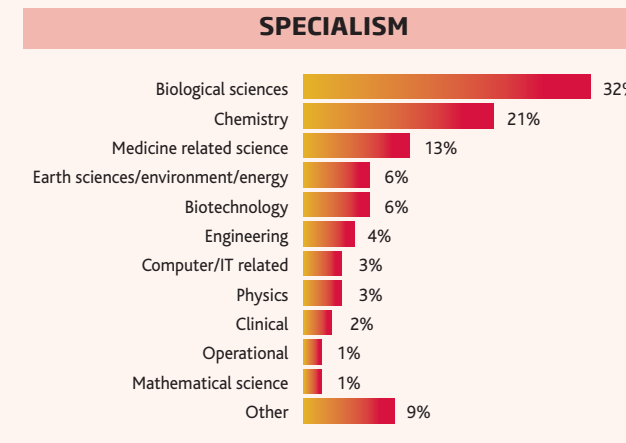
WHERE DO OUR AUDIENCE WORK?



Around 40% work in the commercial industry sector

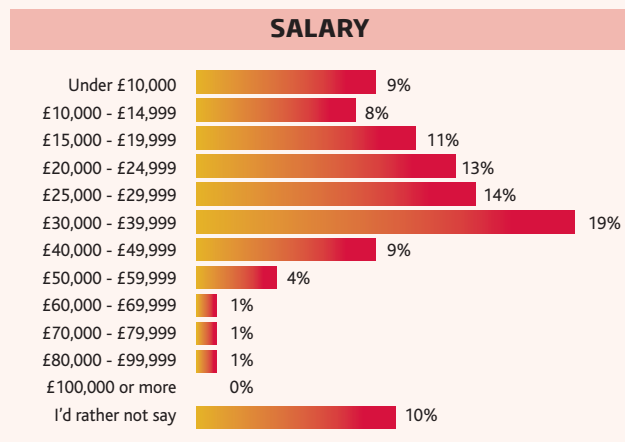


Around a third work in pharmaceuticals

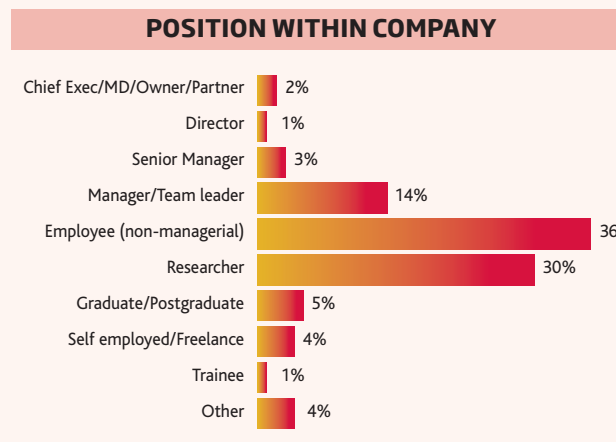


Around a third specialise in biological sciences

CURRENT ROLE



Their average salary is just over £25k



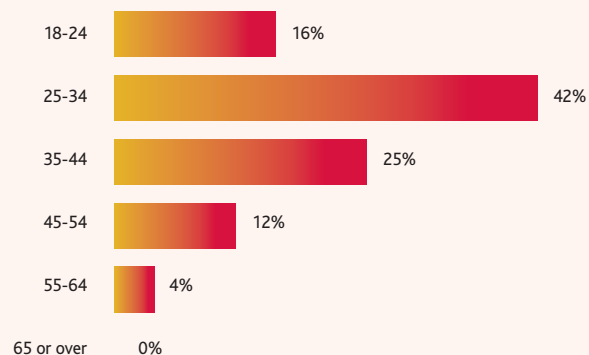
20% are managerial level or above

CURRENT SITUATION

- Two thirds of our audience are actively looking for a job whilst the remainder are currently browsing
- 50% are currently in permanent roles whilst 18% are students or recent graduates
- 34% work for an SME whilst 13% work for organisations with 10,000+ employees

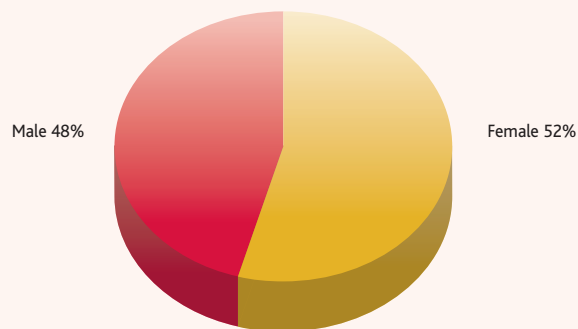
AUDIENCE DEMOGRAPHICS

AGE



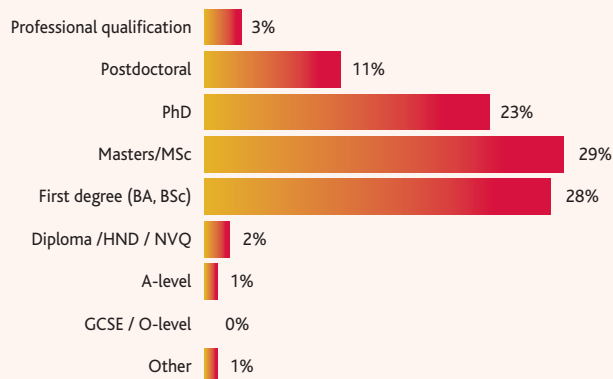
On average, our audience are 35 years old

GENDER



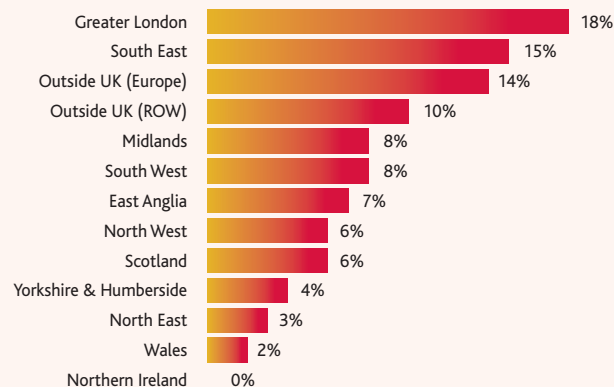
Just over half are female

HIGHEST QUALIFICATION LEVEL



94% have a first degree or higher

LOCATION



Around 40% are from the South

OUR AUDIENCE IN DETAIL

- On average, our audience have been working in science for 9 years
- On average, our audience have been in their current roles for 4 years
- 78% of our audience would consider relocating for a new job:
 - 56% would relocate to another city within the same country
 - 41% would relocate to another country in Europe
 - 34% would relocate to another country outside of Europe
- The most common reason for our jobseekers looking for a new job are:
 - "For better career development opportunities"
 - "For new work challenges/ experiences"
- Around two thirds of our audience visit New Scientist Jobs at least once a week