

HOMES & GARDENS
DAILY MAIL

FACTS EXPOSED

Which newspaper audience are the largest spenders on their garden?
Who is more interested in the gardening pages of their newspaper?
What readers are most responsive to garden advertising?



Facts Exposed – An Introduction

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

ABC: The Audit Bureau Circulation: ABC independently verifies on media performance. Put simply, the body that measures and collates sales of newspapers. Our Saturday circulation is a publisher's estimate.

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 Homes and Gardens, then please contact your regular contact at the Mail or email our marketing department at classified.marketing@mailnewspapers.co.uk

The following surveys have been used from the above sources: ABC Jan – June 2009, NRS Jan – June 2009. TGI Jan – Dec 08.

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Classified

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Daily Mail vs. Daily Express & Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation – Saturday	2,995,000	827,000	262.2%	638,602	369.0%
Readership – Saturday	5,848,000	1,686,000	246.9%	1,618,000	261.4%
ABC1 Readers	3,797,000	1,009,000	276.3%	959,000	295.9%
Adults who are interested in the gardening pages in their newspaper	4,011,000	1,091,000	267.6%	1,133,000	254.0%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	1,347,000	258.9%	1,344,000	259.7%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	241,000	251.9%	285,000	197.5%
Adults who have bought power gardening equipment in the last 12 months	586,000	140,000	318.6%	162,000	261.7%
Adults who have bought garden furniture in the last 12 months	320,000	107,000	199.1%	102,000	213.7%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	41,000	148.8%	29,000	251.7%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	156,000	268.6%	138,000	316.7%
Daily Mail readers who do not read the Daily Express	n/a	5,640,000	n/a	5,522,000	n/a
Daily Mail readers who do not read the Sunday Express		(96.4%)		(94.4%)	

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Daily Mail vs. The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %
Circulation – Saturday	2,995,000	2,099,896	42.6%
Readership – Saturday	5,848,000	5,481,000	6.7%
ABC1 Readers	3,797,000	3,693,000	2.8%
Adults who are interested in the gardening pages in their newspaper	4,011,000	3,741,000	7.2%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	4,393,000	10.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	996,000	-14.9%
Adults who have bought power gardening equipment in the last 12 months	586,000	558,000	5.0%
Adults who have bought garden furniture in the last 12 months	320,000	387,000	-17.3%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	89,000	14.6%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	575,000	0.0%
Daily Mail readers who do not read The Mail on Sunday	n/a	2,906,000 (49.7%)	n/a

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Daily Mail vs. The Times & The Sunday Times

	Daily Mail	The Times	Difference %	Sunday Times	Difference %
Circulation – Saturday	2,995,000	901,000	232.4%	1,214,603	146.6%
Readership – Saturday	5,848,000	1,733,000	237.4%	3,213,000	82.0%
ABC1 Readers	3,797,000	1,526,000	148.8%	2,791,000	36.0%
Adults who are interested in the gardening pages in their newspaper	4,011,000	1,325,000	202.7%	2,225,000	80.3%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	1,418,000	240.9%	2,288,000	111.3%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	434,000	95.4%	736,000	15.2%
Adults who have bought power gardening equipment in the last 12 months	586,000	153,000	283.0%	255,000	129.8%
Adults who have bought garden furniture in the last 12 months	320,000	85,000	276.5%	184,000	73.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	15,000	580.0%	49,000	108.2%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	174,000	230.5%	336,000	71.1%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	5,562,000 (95.1%)	n/a	5,424,000 (92.8%)	n/a

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Daily Mail vs. The Daily Telegraph & The Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation – Saturday	2,995,000	1,051,000	185.0%	606,900	393.5%
Readership – Saturday	5,848,000	2,140,000	173.3%	1,658,000	252.7%
ABC1 Readers	3,797,000	1,865,000	103.6%	1,448,000	162.2%
Adults who are interested in the gardening pages in their newspaper	4,011,000	1,654,000	142.5%	1,263,000	217.6%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	1,834,000	163.6%	1,443,000	235.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	477,000	77.8%	373,000	127.3%
Adults who have bought power gardening equipment in the last 12 months	586,000	199,000	194.5%	110,000	432.7%
Adults who have bought garden furniture in the last 12 months	320,000	101,000	216.8%	109,000	193.6%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	47,000	117.0%	31,000	229.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	269,000	113.8%	195,000	194.9%
Daily Mail readers who do not read the Daily Telegraph	n/a	5,521,000	n/a	5,602,000	n/a
Daily Mail readers who do not read the Sunday Telegraph		(94.4%)		(95.8%)	

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Daily Mail vs. Evening Standard & London Metro

	Daily Mail	Evening Standard	Difference %	London Metro	Difference %
Circulation - Saturday	2,995,000	236,075	1168.7%	735,712	307.1%
Readership - Saturday	5,848,000	620,000	843.2%	1,874,000	212.1%
ABC1 Readers	3,797,000	498,000	662.4%	1,281,000	196.4%
Adults who are interested in the gardening pages in their newspaper	4,011,000	372,000	978.2%	812,000	394.0%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	382,000	1165.4%	785,000	515.8%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	129,000	557.4%	183,000	363.4%
Adults who have bought power gardening equipment in the last 12 months	586,000	27,000	2070.4%	67,000	774.6%
Adults who have bought garden furniture in the last 12 months	320,000	40,000	700.0%	37,000	764.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	4,000	2450.0%	24,000	325.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	92,000	525.0%	76,000	656.6%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read London Metro	n/a	5,746,000 (98.3%)	n/a	5,663,000 (96.8%)	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 - Saturday	2,995,000	235,000	1174.5%	169,603	1665.9%
Readership - Saturday	5,848,000	551,000	961.3%	606,000	865.0%
ABC1 Readers	3,797,000	474,000	701.1%	526,000	621.9%
Adults who are interested in the gardening pages in their newspaper	4,011,000	393,000	920.6%	466,000	760.7%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	432,000	1019.0%	508,000	851.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	163,000	420.2%	188,000	351.1%
Adults who have bought power gardening equipment in the last 12 months	586,000	67,000	774.6%	74,000	691.9%
Adults who have bought garden furniture in the last 12 months	320,000	80,000	300.0%	70,000	357.1%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	5,000	1940.0%	1,000	10100.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	46,000	1150.0%	37,000	1454.1%
Daily Mail readers who do not read The Independent	n/a	5,768,000	n/a	5,783,000	n/a
Daily Mail readers who do not read The Independent on Sunday		(98.6%)		(98.9%)	

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Daily Mail vs. Daily Mirror & the Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation – Saturday	2,995,000	1,599,000	87.3%	1,230,430	143.4%
Readership – Saturday	5,848,000	3,407,000	71.6%	3,960,000	47.7%
ABC1 Readers	3,797,000	1,218,000	211.7%	1,603,000	136.9%
Adults who are interested in the gardening pages in their newspaper	4,011,000	2,073,000	93.5%	2,281,000	75.8%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	2,574,000	87.8%	2,637,000	83.3%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	382,000	122.0%	370,000	129.2%
Adults who have bought power gardening equipment in the last 12 months	586,000	262,000	123.7%	257,000	128.0%
Adults who have bought garden furniture in the last 12 months	320,000	141,000	127.0%	192,000	66.7%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	59,000	72.9%	65,000	56.9%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	232,000	147.8%	258,000	122.9%
Daily Mail readers who do not read the Daily Mirror	n/a	5,491,000	n/a	5,394,000	n/a
Daily Mail readers who do not read the Sunday Mirror		(93.9%)		(92.2%)	

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Daily Mail vs. The Sun & News of the World

	Daily Mail	The Sun	Difference %	News of the World	Difference %
Circulation – Saturday	2,995,000	3,513,000	-14.7%	2,993,776	0.0%
Readership – Saturday	5,848,000	7,817,000	-25.2%	7,712,000	-24.2%
ABC1 Readers	3,797,000	2,845,000	33.5%	3,001,000	26.5%
Adults who are interested in the gardening pages in their newspaper	4,011,000	4,144,000	-3.2%	3,956,000	1.4%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	5,037,000	-4.0%	4,833,000	0.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	807,000	5.1%	835,000	1.6%
Adults who have bought power gardening equipment in the last 12 months	586,000	744,000	-21.2%	751,000	-22.0%
Adults who have bought garden furniture in the last 12 months	320,000	368,000	-13.0%	348,000	-8.0%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	135,000	-24.4%	146,000	-30.1%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	509,000	13.0%	552,000	4.2%
Daily Mail readers who do not read The Sun Daily Mail readers who do not read News of the world	n/a	5,185,000 (88.7%)	n/a	5,159,000 (88.2%)	n/a

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Daily Mail vs. Amateur Gardening & Garden News

	Daily Mail	Amateur Gardening	Difference %	Garden News	Difference %
Circulation – Saturday	2,995,000	42,691	6915.5%	35,538	8327.6%
Readership – Saturday	5,848,000	158,000	3601.3%	124,000	4616.1%
ABC1 Readers	3,797,000	89,000	4166.3%	66,000	5653.0%
Adults who are interested in the gardening pages in their newspaper	4,011,000	118,000	3299.2%	67,000	5886.6%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	135,000	3480.7%	107,000	4417.8%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	35,000	2322.9%	17,000	4888.2%
Adults who have bought power gardening equipment in the last 12 months	586,000	15,000	3806.7%	12,000	4783.3%
Adults who have bought garden furniture in the last 12 months	320,000	6,000	5233.3%	3,000	10566.7%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	6,000	1600.0%	2,000	5000.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	35,000	1542.9%	45,000	1177.8%
Daily Mail readers who do not read Amateur Gardening Daily Mail readers who do not read Garden News	n/a	5,819,000 (99.5%)	n/a	5,803,000 (99.2%)	n/a

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Daily Mail vs. BBC Gardeners' World & Garden Answers

	Daily Mail	BBC Gardeners' World	Difference %	Garden Answers	Difference %
Circulation - Saturday	2,995,000	266,179	1025.2%	23,360	12721.1%
Readership - Saturday	5,848,000	1,480,000	295.1%	204,000	2766.7%
ABC1 Readers	3,797,000	1,007,000	277.1%	115,000	3201.7%
Adults who are interested in the gardening pages in their newspaper	4,011,000	1,244,000	222.4%	146,000	2647.3%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	1,488,000	224.9%	176,000	2646.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	497,000	70.6%	68,000	1147.1%
Adults who have bought power gardening equipment in the last 12 months	586,000	133,000	340.6%	19,000	2984.2%
Adults who have bought garden furniture in the last 12 months	320,000	119,000	168.9%	13,000	2361.5%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	74,000	37.8%	1,000	10100.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	361,000	59.3%	46,000	1150.0%
Daily Mail readers who do not read BBC Gardeners' World	n/a	5,486,000	n/a	5,809,000	n/a
Daily Mail readers who do not read Garden Answers		(93.8%)		(99.3%)	

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Daily Mail vs. The Garden & Gardening Which?

	Daily Mail	The Garden	Difference %	Gardening Which	Difference %
Circulation – Saturday	2,995,000	Unknown	n/a	Unknown	n/a
Readership – Saturday	5,848,000	402,000	1354.7%	224,000	2510.7%
ABC1 Readers	3,797,000	323,000	1075.5%	159,000	2288.1%
Adults who are interested in the gardening pages in their newspaper	4,011,000	350,000	1046.0%	203,000	1875.9%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,834,000	374,000	1192.5%	204,000	2269.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	848,000	128,000	562.5%	63,000	1246.0%
Adults who have bought power gardening equipment in the last 12 months	586,000	42,000	1295.2%	23,000	2447.8%
Adults who have bought garden furniture in the last 12 months	320,000	58,000	451.7%	11,000	2809.1%
Adults who have bought a conservatory or greenhouse in the last 12 months	102,000	24,000	325.0%	3,000	3300.0%
Adults who have bought a Homes & Garden item as a result of seeing a newspaper ad in the last 12 months	575,000	Not available	n/a	Not available	n/a
Daily Mail readers who do not read the Garden Daily Mail readers who do not read Gardening Which?	n/a	5,988,000 (99.3%)	n/a	5,989,000 (99.3%)	n/a

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