

F: Backyard Barbecues

6% of GB households
4% of garden retail spend

Mid-to-low disposable income
young families and couples in a mix
of rented and owned small homes.

£££££

Garden retail
spend

3.2

Ave. visits to garden
centres per year



Keeness on
gardening

About Backyard Barbecues

Backyard Barbecues tend to be young couples and families making their first homes. They're striving to get onto the housing ladder, and tend to live in small terraces and semis. Their modest incomes are stretched, as is their free time with work and family making time scarce. Most have a garden, albeit its small – most likely with a basic lawn and a paved/decked patio area for outdoor living. Those with young children have likely given over parts of the garden to children's play. The idea of an outdoor room for the small house appeals strongly as does the idea of enjoying social occasions in a good-looking, compact garden. Gardening as a hobby tends to be seen by Backyard Barbecues as for their (aging) mums and dads.



Lauren and Jonny

Aged under 45 **82%**

73% Have a garden
or allotment

Take a great deal of
pleasure in their garden **35%**

19% Got ideas for their garden
from DIY stores' web sites
in the last year



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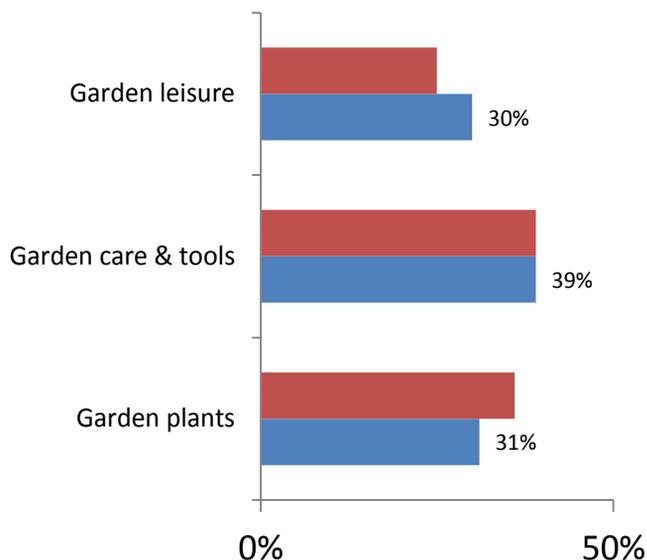
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Reaching Backyard Barbecues

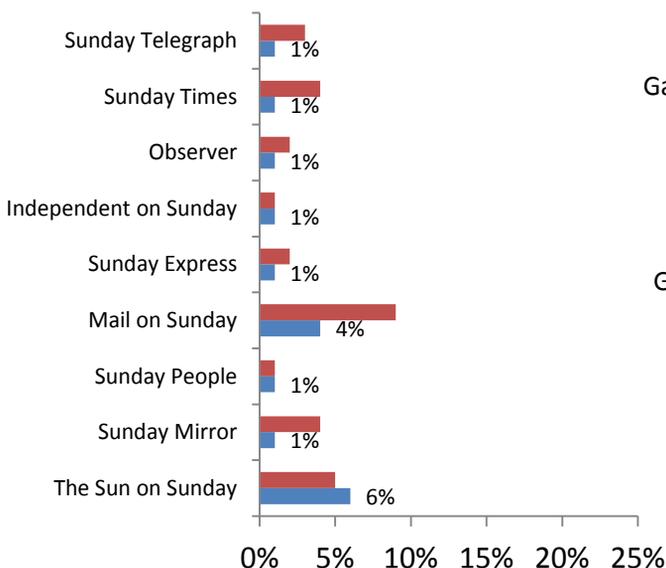
Parents tend to be a source of information and ideas for Backyard Barbecues' small gardens. They might have looked at gardening TV for some ideas for their gardens, but they don't really consume garden media. They look at retailers for ideas for their gardens, both store displays and web sites. DIY stores are used for garden ideas a lot by Backyard Barbecues in comparison with other types of consumer, which reflects the home-making activities of this age group.

■ = GB average ■ = Backyard Barbecues

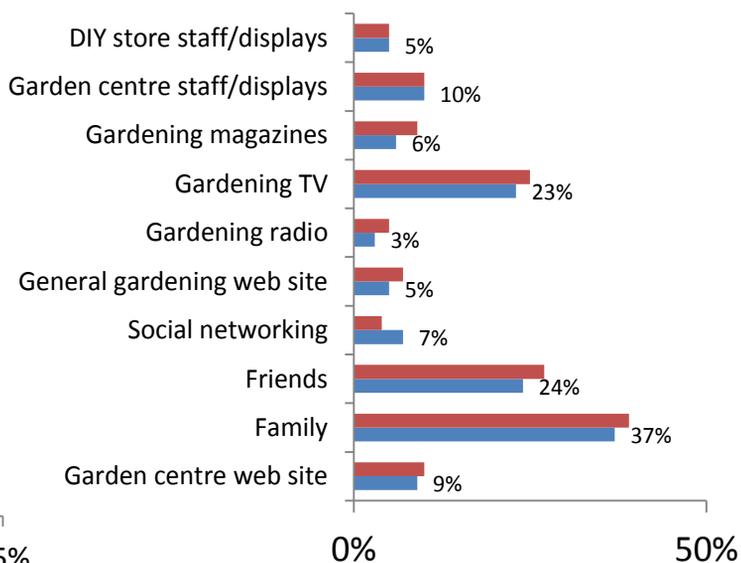
Where their garden retail spend goes



Media 'almost always' read



Where they get ideas for the garden



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Hooks

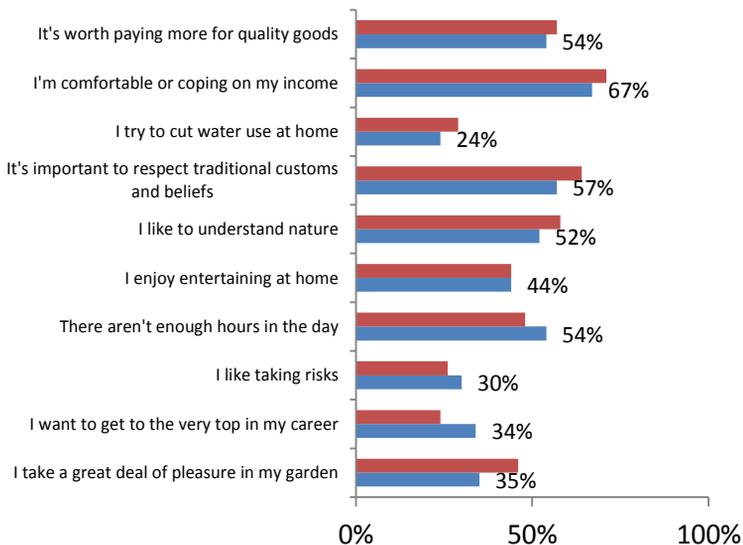
The following are likely to appeal to Backyard Barbecues in promotion activity.

- Before and after illustrations for easy small garden and patio makeovers
- Enjoyable occasions with family and friends in the garden
- A holiday feeling in the home (sun on face, glass of wine, book to read, music)
- Easy patio and container gardening looks
- Grow your own
- Tie ins with school gardening projects and ideas for young children
- Getting a good look for a minimum investment of time

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Values, attitudes and motivations

(% who agree . . .)



What's in their gardens

(% who have this in a garden)

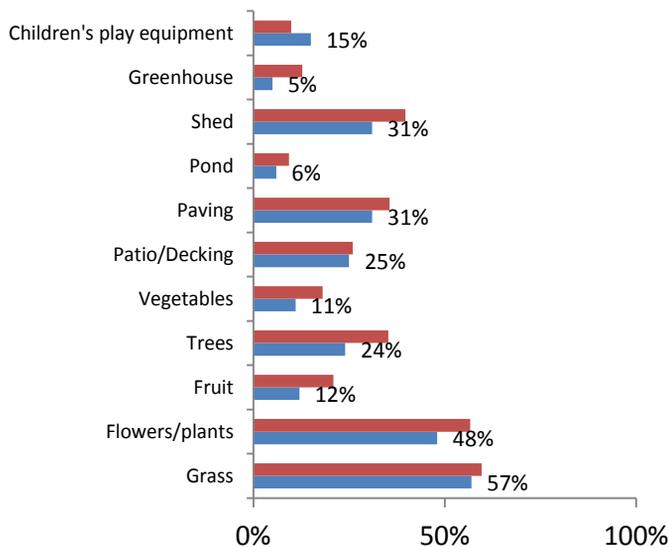
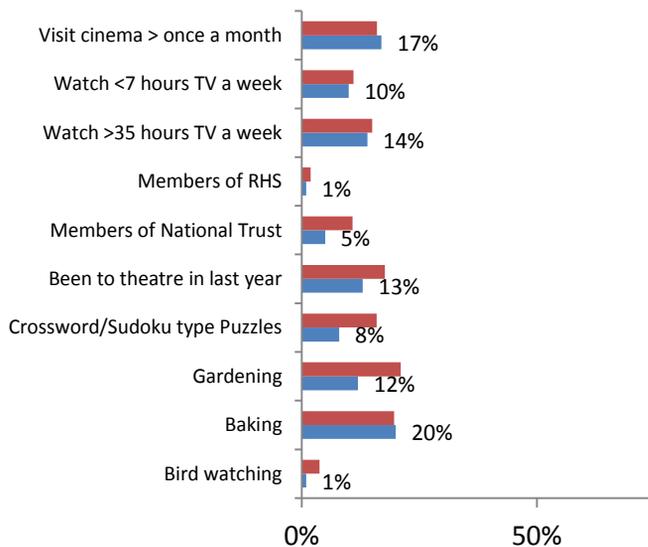


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

Hobbies and interests

(% who do regularly or belong to)



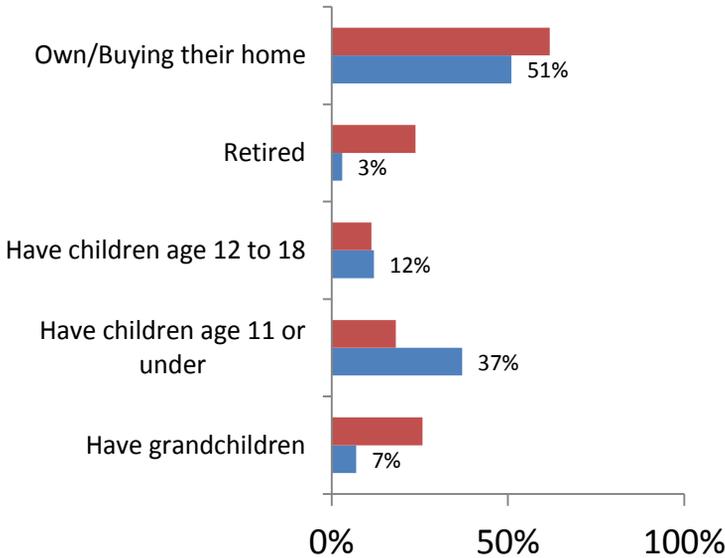
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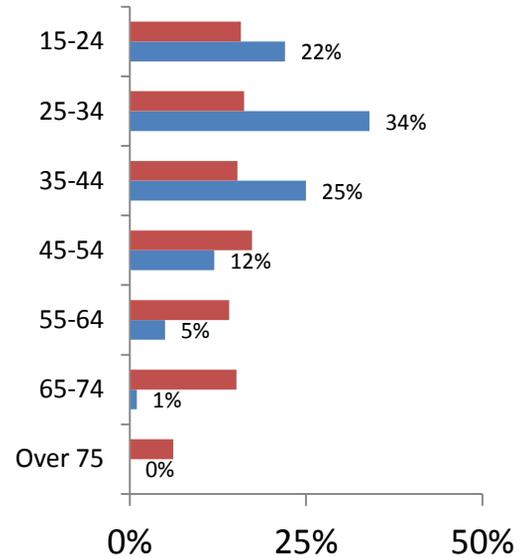
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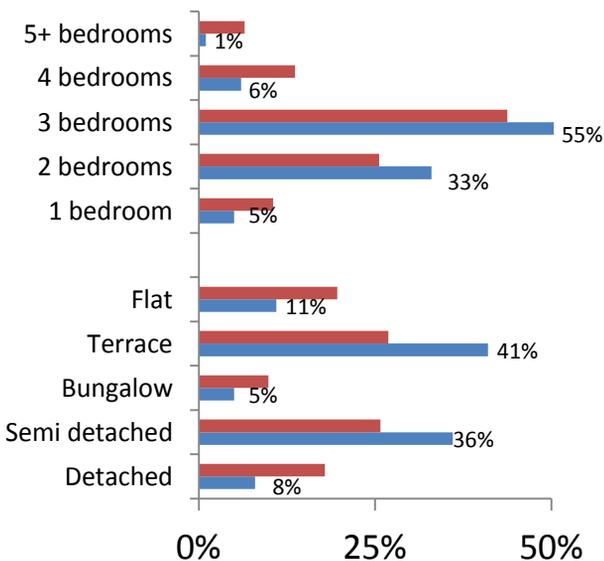
General characteristics



Age profile



The housing they live in



Gross family income

