

I: What Garden?

17% of GB households
5% of garden retail spend

Younger than average renters
with low incomes who have a
very small garden or none at all.

£££££

Garden retail
spend

2.0

Ave. visits to garden
centres per year



Keeness on
gardening

About What Garden?

What Garden? tend to have virtually no garden space. They come in all ages, but tend to be young people under 45. They aren't interested in gardening, with only one in ten regularly doing it. On average this group has the lowest garden spend and don't visit garden centres much.

What Garden? rent and may move houses quite often. Two thirds of What Garden? live in flats so lack of visible neighbouring gardens also limits inspiration and ideas. Low-maintenance garden ideas for a balcony space or indoor houseplants may be relevant. They have stretched incomes and spending what little they have on gardening is a low priority.



Leanne and Wayne

Aged under 35 **46%**

48% Have a garden
or allotment

Take a great deal of
pleasure in their garden **27%**

10% Do gardening regularly



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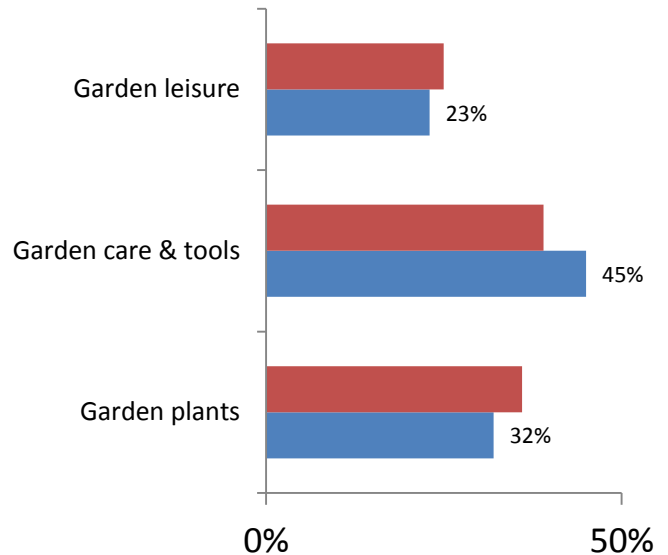
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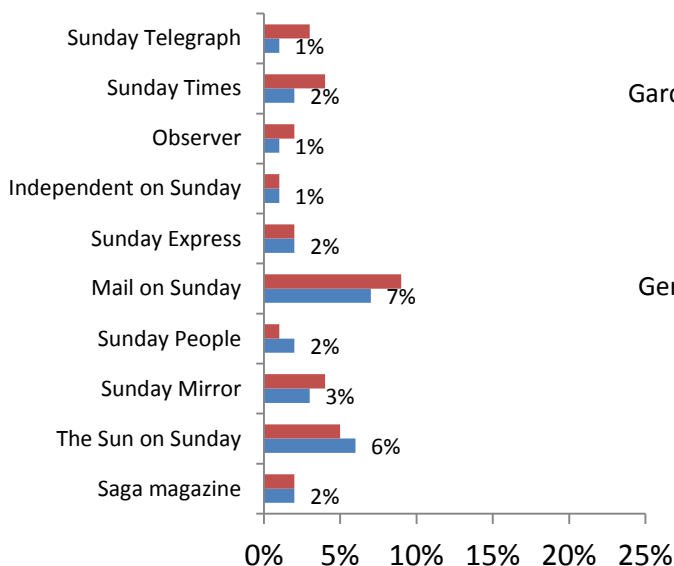
Reaching What Garden?

What Garden spend more time watching TV and browsing the internet than average but as they do not take much of an interest in gardening as an activity so they are less influenced by gardening in the media. What little they do spend on their garden space is likely to be spent on products to minimise the amount of gardening they have to do. They have typical newspaper reading habits, but tend to read papers generally less than average. If they get ideas for their gardens at all, it'll tend to be from the TV or their family and friends.

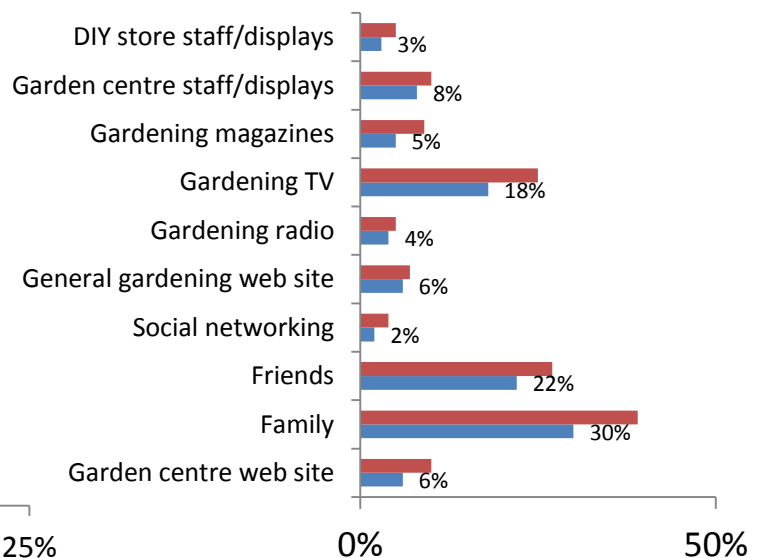
■ = GB average ■ = What Garden?



Media 'almost always' read



Where they get ideas for the garden



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Hooks

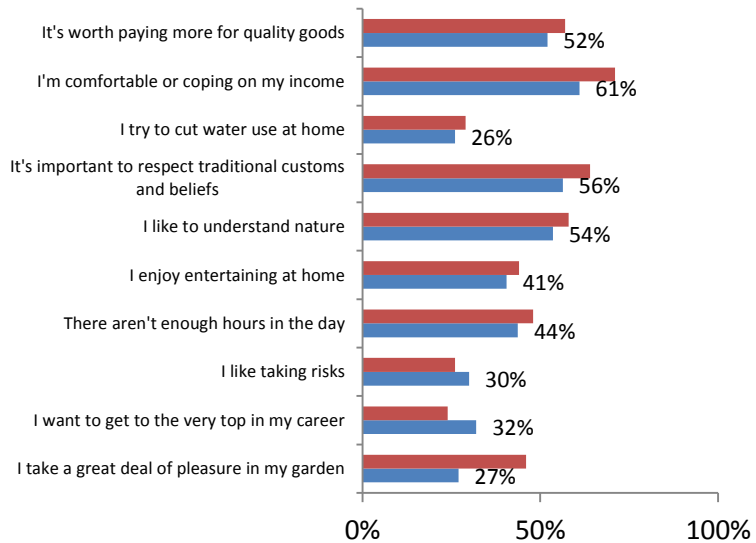
The following are likely to appeal to What Garden in promotion activity.

- Value ranges
- Low price and effort ideas for small/shared gardens and balconies
- Compact garden ideas
- Houseplants for flats and small indoor spaces
- Basic gardening products
- Low maintenance gardening
- Impulse purchases in non-specialist retail outlets

■ = GB average ■ = What Garden?

Values, attitudes and motivations

(% who agree. . .)



What's in their gardens

(% who have this in a garden)

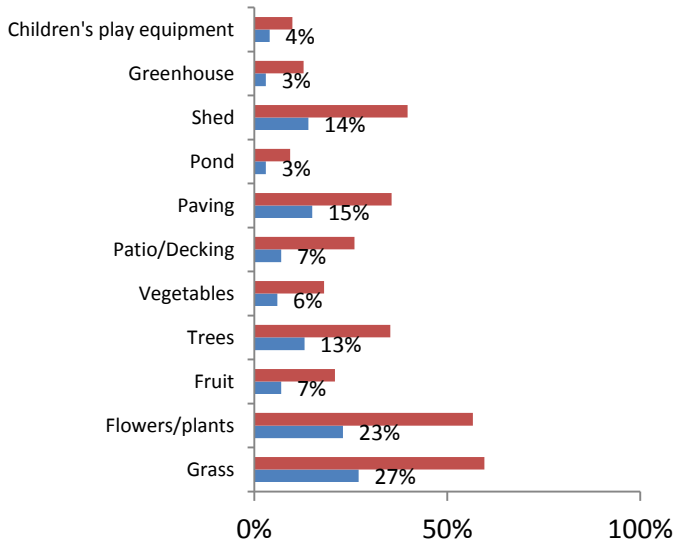
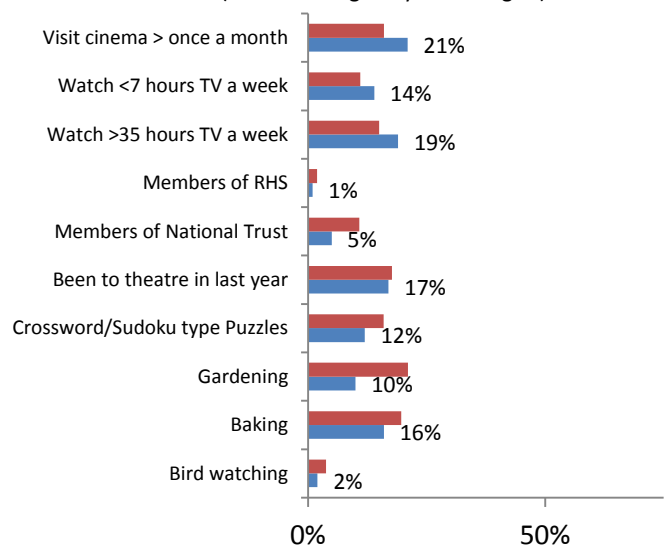


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

Hobbies and interests

(% who do regularly or belong to)



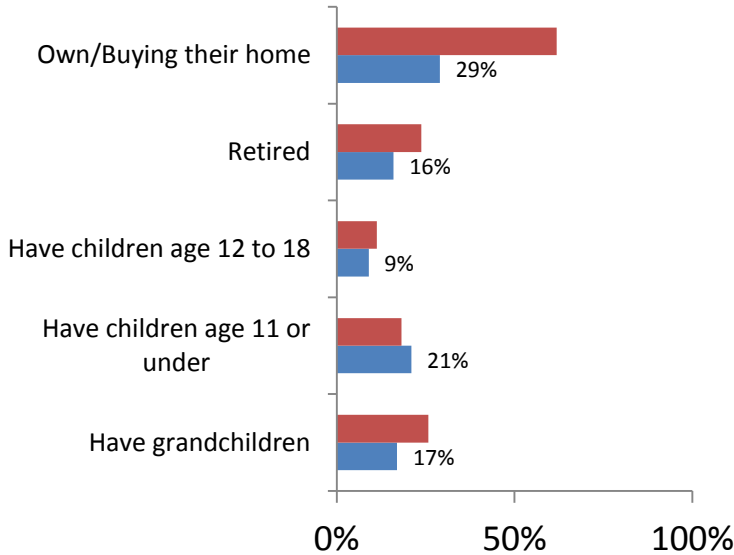
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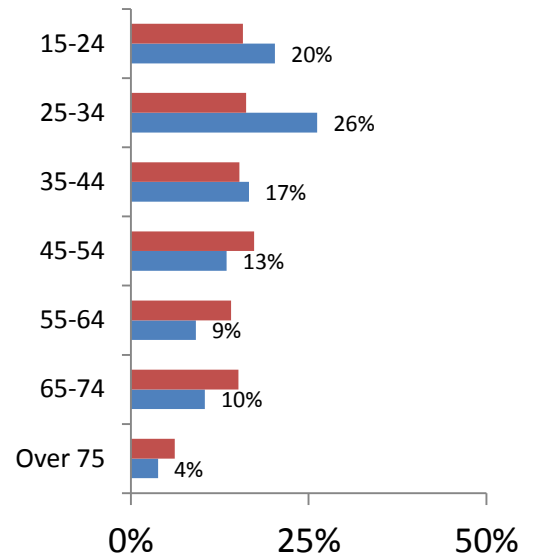
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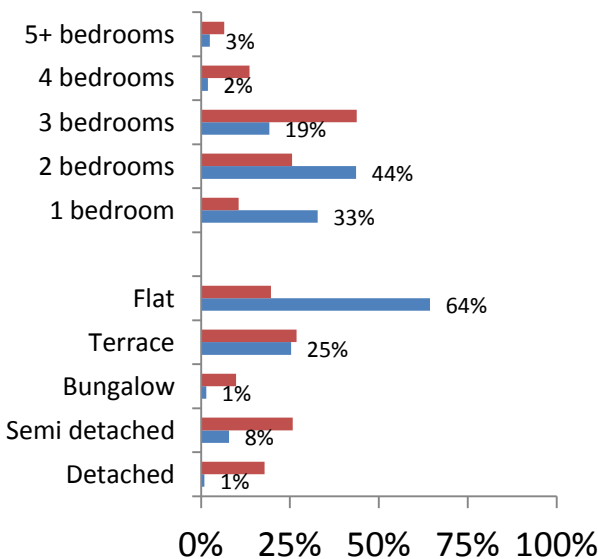
General characteristics



Age profile



The housing they live in



Gross family income

