

# G: Aging Ambivalents

13% of GB households  
10% of garden retail spend

Aging, low income households with modest spend and a degree of interest in their small gardens

£££££

Garden retail spend

3.1

Ave. visits to garden centres per year



Keeness on gardening

## About Aging Ambivalents

Nearly half of Aging Ambivalents are aged over 65, with most of the others in late middle-age. Many enjoy visits from grandchildren and watching TV. Aging Ambivalents are likely to live in a mix of rented and owner-occupied small semis or terraces with small gardens.

Although they visit garden centres around 3 times a year, they don't spend much on garden products and plants due to tight finances. They are just about coping on their incomes but like to save money where they can. In their gardens you are likely to see grass, flowers and a shed – the basics. Around half take pleasure in the garden they've got.



Ada and John

Aged 65 or over **46%**

**84%** Have a garden or allotment

Take a great deal of pleasure in their garden **49%**

**27%** Watch more than 35 hours TV a week



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13% of GB households

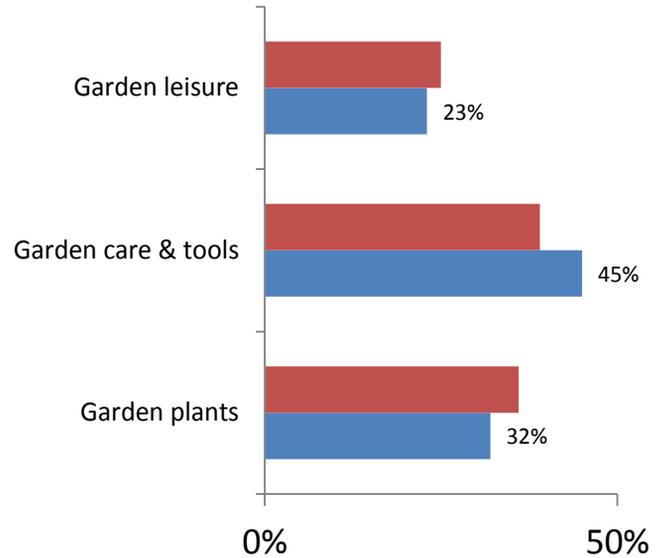
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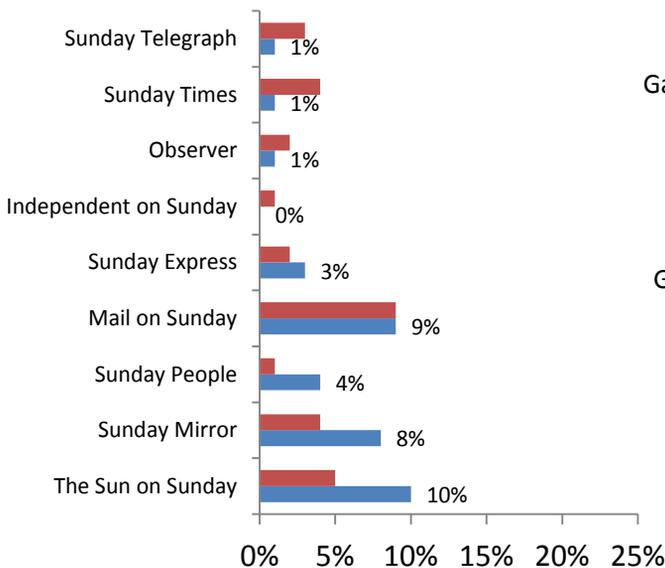
## Reaching Aging Ambivalents

You can catch these consumers filling out a crossword in a Sunday newspaper, most likely one of the tabloid 'red tops'. They tend not to get 'out and about' as much as other groups. Despite their high levels of TV viewing Aging Ambivalents use gardening TV for ideas less than average – they simply don't care enough about their gardens to be regular viewers. When they do look for ideas for improving their garden they tend to ask relatives or friends. The challenge with Aging Ambivalents is offering value garden solutions that are easy and quick to put in place so that their gardens can be enjoyed by themselves and perhaps their grand children.

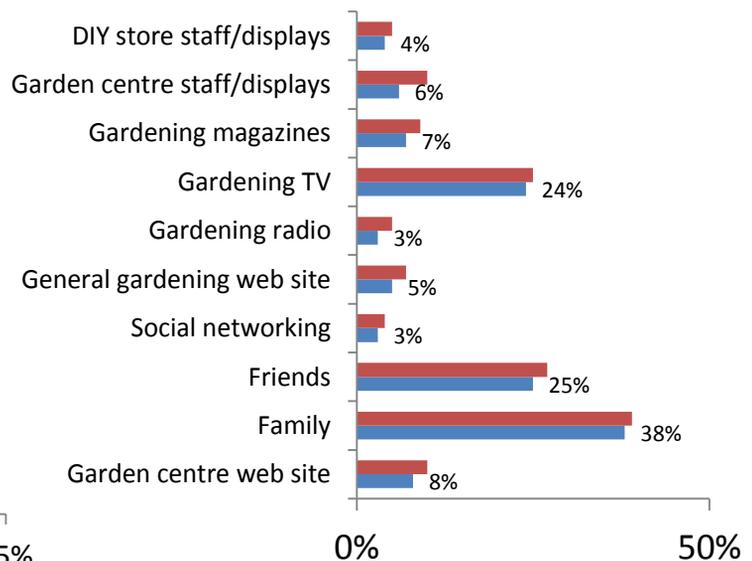
■ = GB average    ■ = Aging Ambivalents



## Media 'almost always' read



## Where they get ideas for the garden



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## Hooks

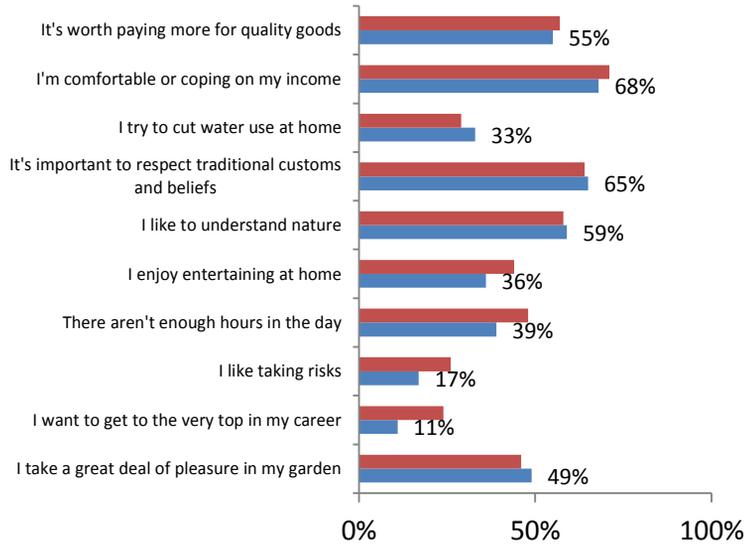
The following are likely to appeal to Aging Ambivalents in promotion activity.

- Low prices & deals
- Garden care & tools – minimise the time needed to and maintain the garden
- Time with grandchildren in the garden
- Perennials/shrubs (low maintenance - come back year after year)
- Traditional garden ranges and foods
- Christmas/seasonal gifts
- Supporting wildlife, birds and nature in the garden

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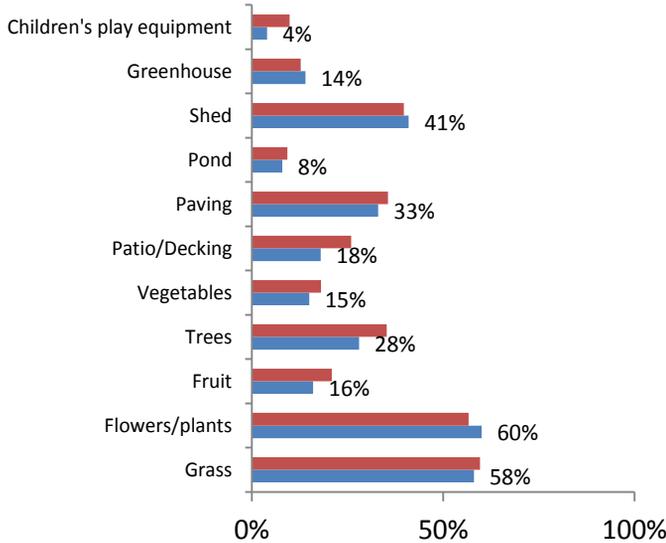
## Values, attitudes and motivations

(% who agree . . .)



## What's in their gardens

(% who have this in a garden)



## Hobbies and interests

(% who do regularly or belong to)

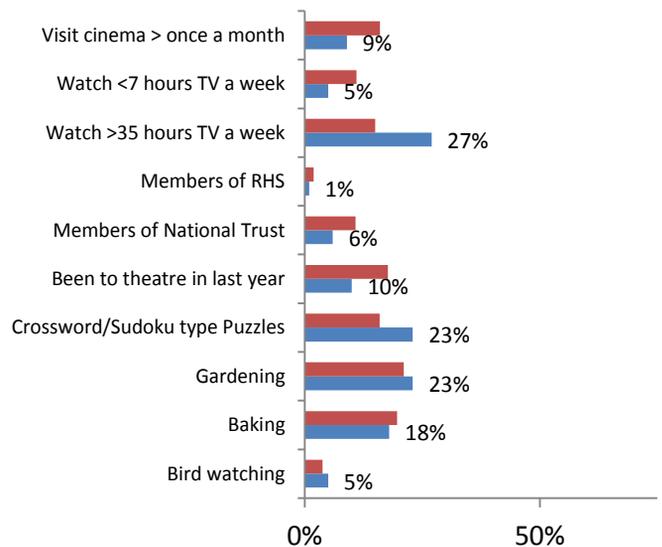


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

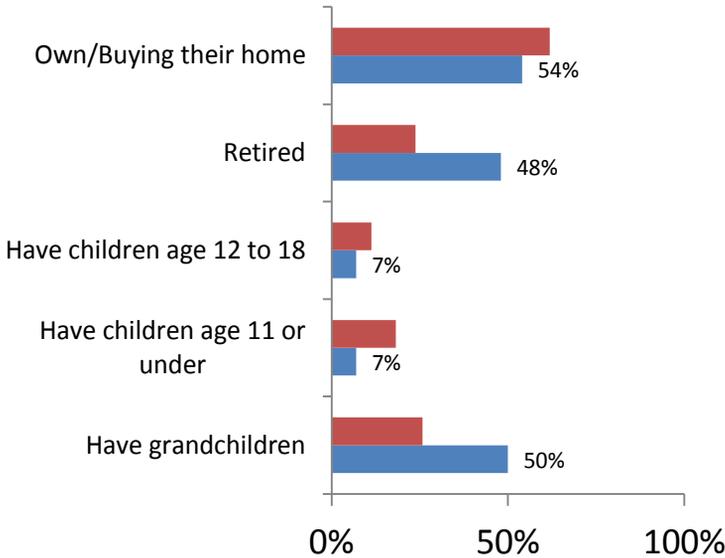
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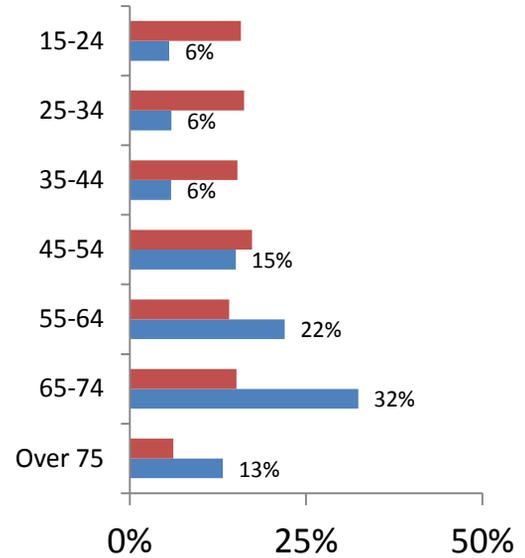
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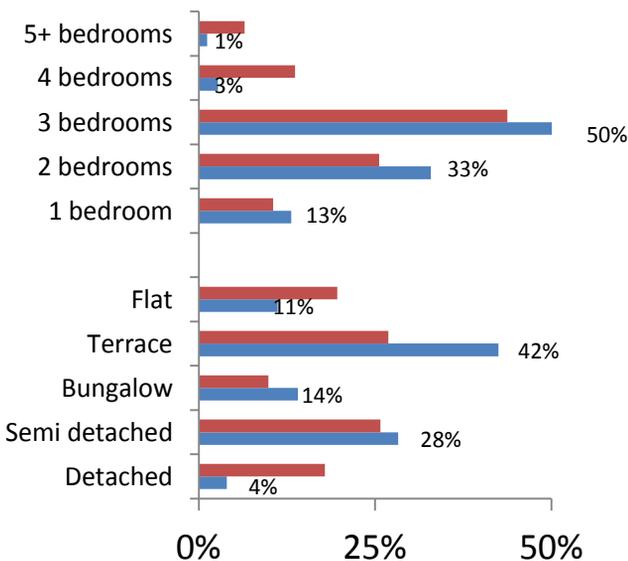
## General characteristics



## Age profile



## The housing they live in



## Gross family income

