

B: Garden Prouds

17% of GB households

28% of garden retail spend

Wealthy mid-to-late-life professionals in large houses with moderate interest in gardening and high spend

££££££

Garden retail spend

4.7

Ave. visits to garden centres per year



Keeness on gardening

About Garden Prouds

Garden Prouds tend to be senior professionals with maturing families. Some have grown-up 'boomerang' children with them. They live in large houses with gardens to match. Their busy lives mean they're not the very keenest gardeners out there, but there's strong interest and high spending on quality products.

Garden Prouds have a taste for culture, with higher than average levels of theatre visiting and membership of bodies like the National Trust. The garden's a place to enjoy with family and friends and neighbours. It's also something to be proud of – many Garden Prouds have an eye on their neighbours' gardens and certainly don't want their garden to be the worst on the street.



Sandy and Fiona

Aged between 45 and 65 **44%**

85% Have a garden or allotment

Take a great deal of pleasure in their garden **57%**

7% Claim to influence others on the purchase of gardening products



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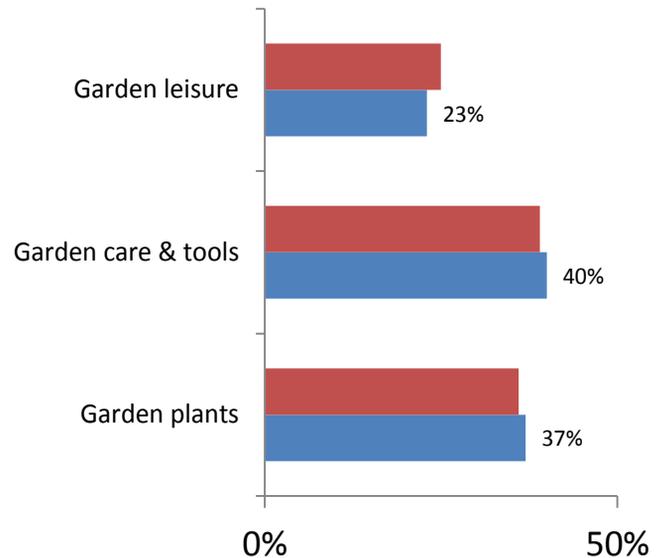
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Reaching Garden Prouds

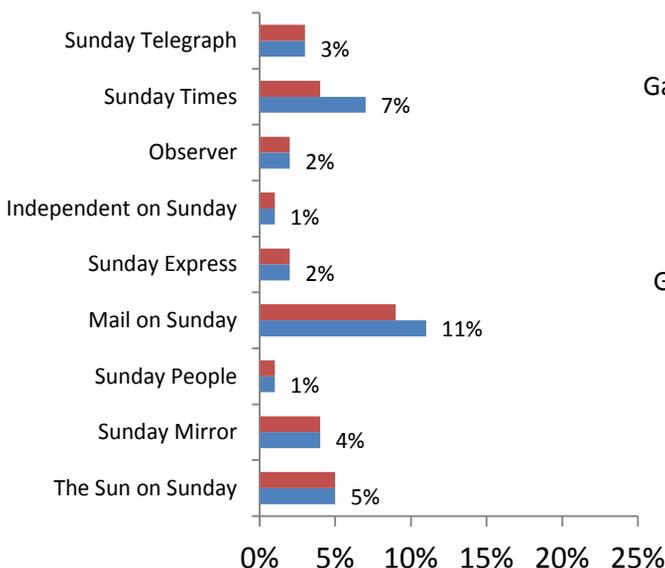
With their busy lives, cutting through to Gardening Prouds can be a challenge. They're influenced by friends and family, and 7% claim to be very likely to influence the garden purchases of others. They're more likely than average to consume garden media, so these media are likely to be key in reaching Garden Prouds or influencing their tastes. Around one in ten go to garden centre web sites for ideas for their garden, and they're more likely than average to visit gardening web sites meaning that 'digital' is increasingly important in reaching these customers.

■ = GB average ■ = Garden Prouds

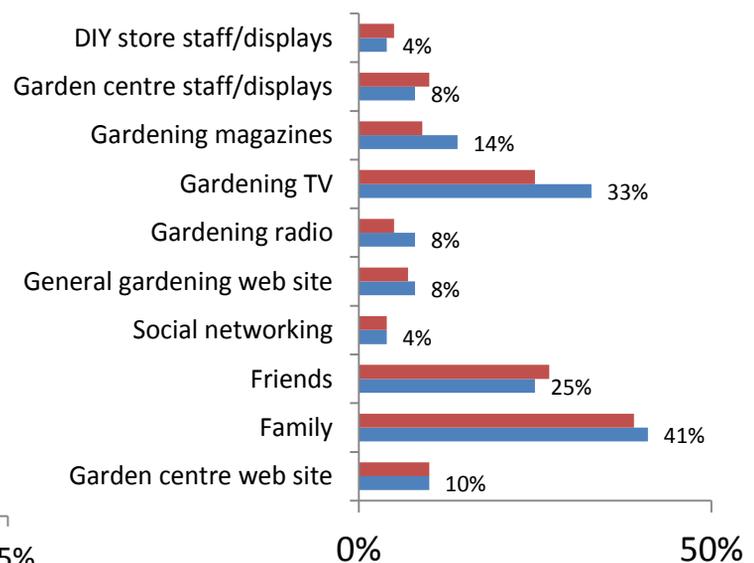
Where their garden retail spend goes



Media 'almost always' read



Where they get ideas for the garden



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Hooks

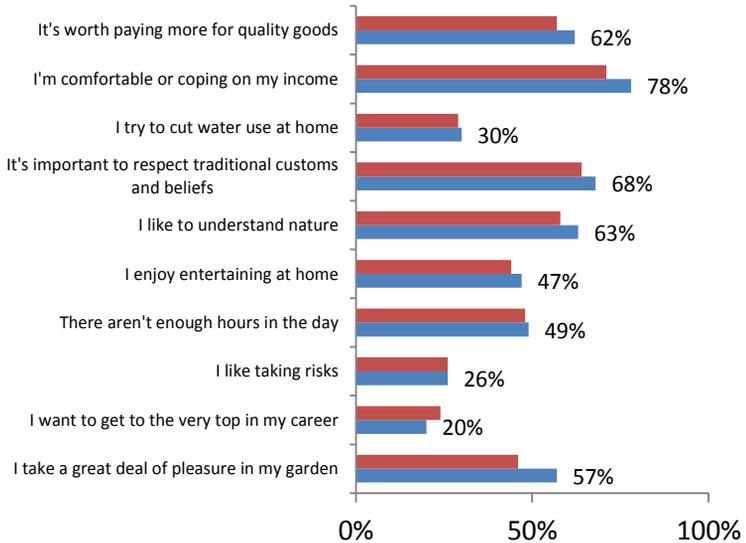
The following are likely to appeal to Garden Prouds in promotion activity.

- Top quality plants & products
- Garden entertaining and socialising
- Getting a bargain or deal
- Fresh air and release from the office
- The colours and scents of the garden
- Shopping together in the garden centre (women mainly)
- The garden - a peaceful haven to relax in
- Emphasis on the results, not on getting dirty with the gardening process
- A garden you can take pride in in the neighbourhood

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Values, attitudes and motivations

(% who agree . . .)



What's in their gardens

(% who have this in a garden)

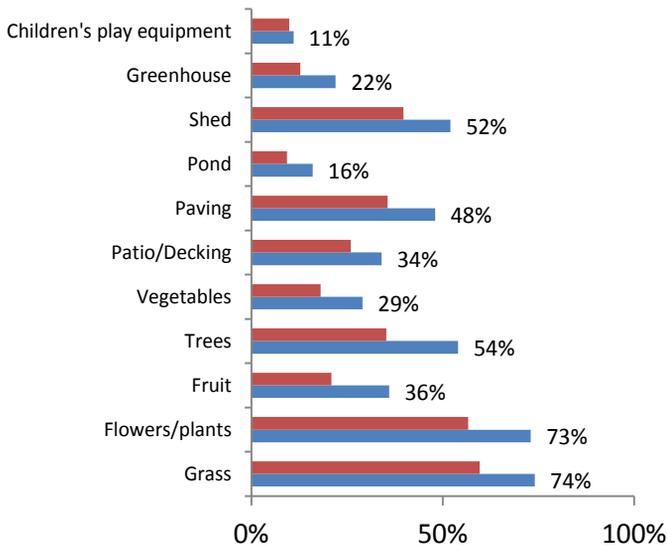
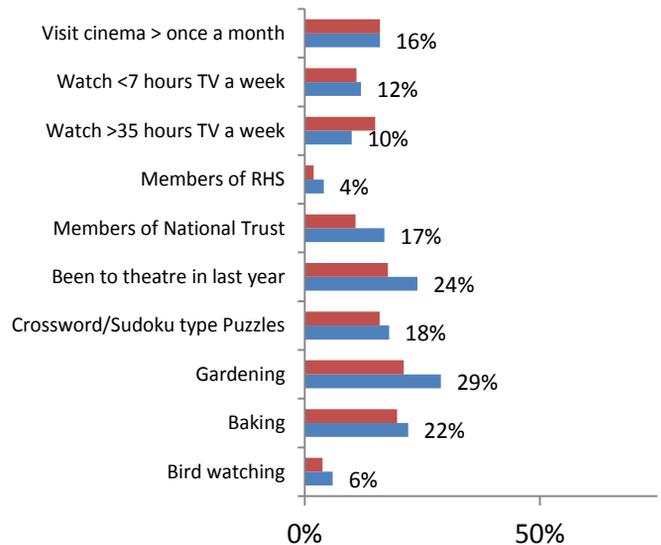


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

Hobbies and interests

(% who do regularly or belong to)



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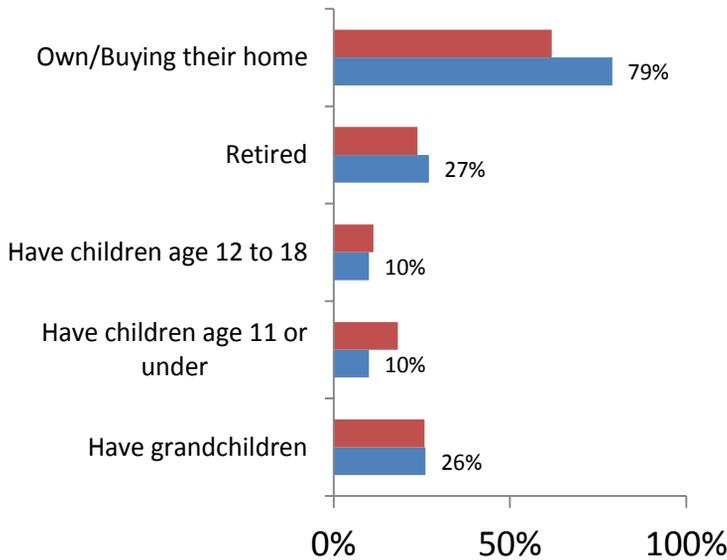
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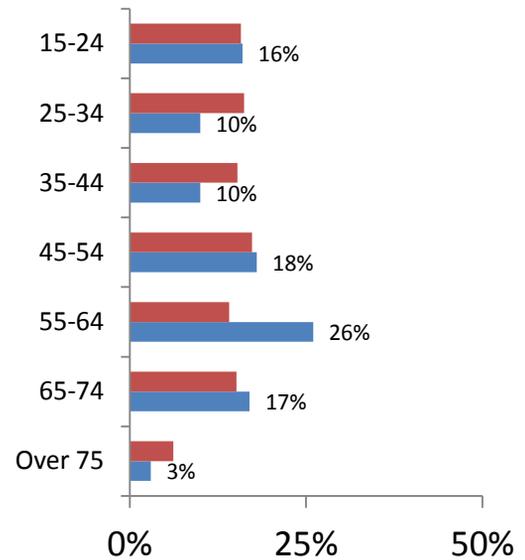
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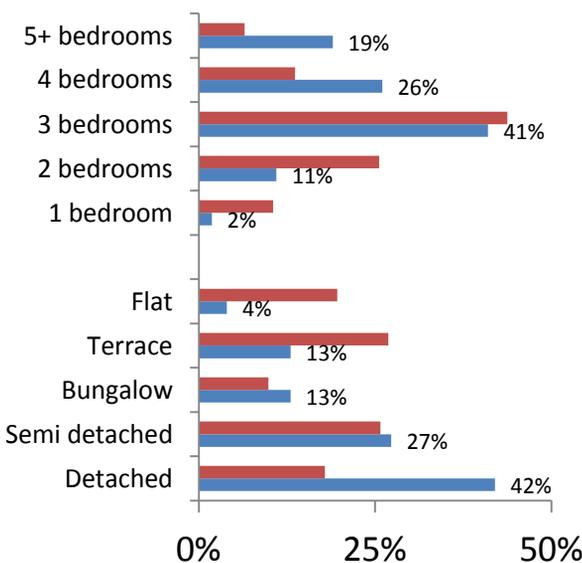
General characteristics



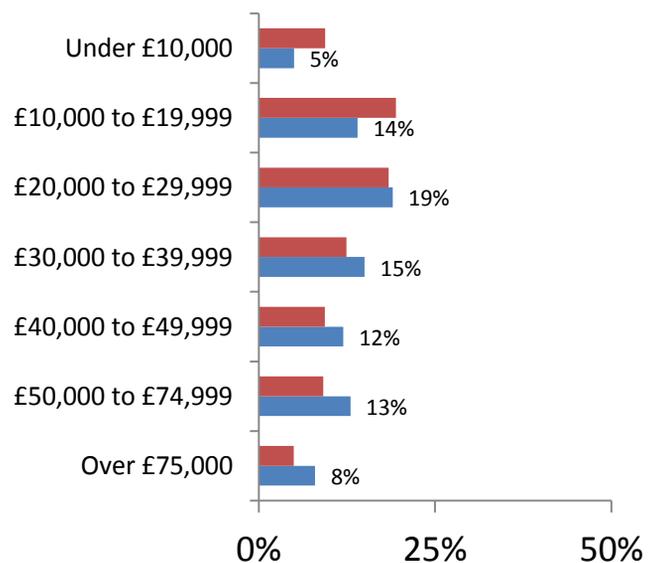
Age profile



The housing they live in



Gross family income



NB – figures exclude those who refuse to answer the survey question.