

A: Gardening Elders

14% of GB households

18% of garden retail spend

Well-off, retired or semi-retired elders with a keen interest in gardening and garden centre visiting.

£££££

Garden retail spend

5.3

Ave. visits to garden centres per year



Keeness on gardening

About Gardening Elders

Gardening elders love gardening. They're interested in plants and growing, and the garden is an outlet for creativity. Gardening provides enjoyable physical activity, fresh air, and the satisfaction of a beautiful home. For Gardening Elders their own satisfaction with the garden that counts – they're less motivated to 'Keep up with the Joneses' than others.

Gardening Elders are mainly retired and have lots of free time for hobbies and pursuits, and are well-off enough to pursue them all week long. The garden's usually got a lot in it, and is part of a medium or large house or bungalow. It's an outlet for creativity and a place to enjoy and share nature with grandchildren.



Cyril and Margaret

Aged over 65 **73%**

94% Have a garden or allotment

Take a great deal of pleasure in their garden **71%**

10% Claim to influence others on the purchase of gardening products



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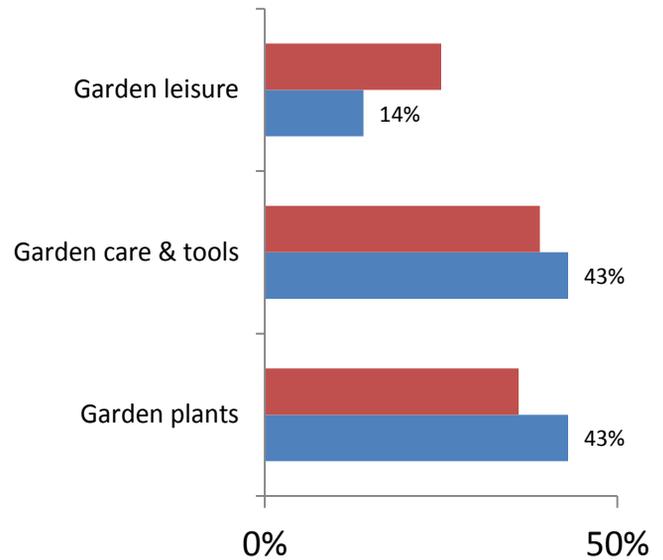
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Reaching Gardening Elders

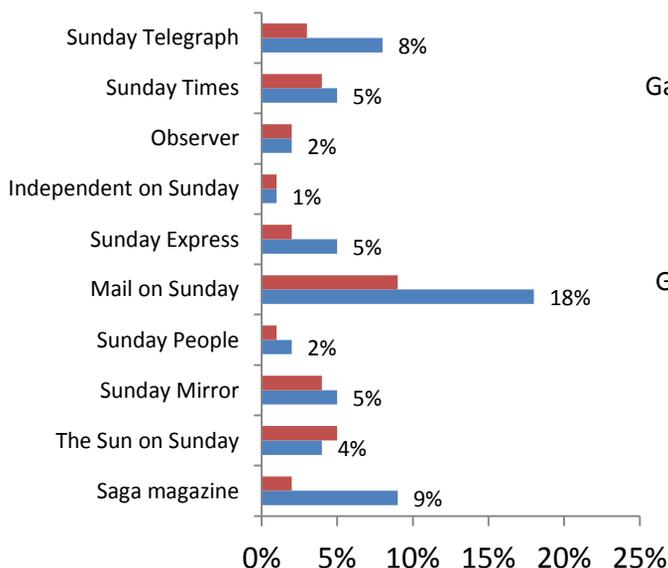
Gardening Elders are avid consumers of gardening TV, magazines and radio programmes. Garden centre in-store promotions are a great way of targeting them. They're tech savvy - 10% use garden centre web sites for garden ideas. They're likely to be hobby gardeners, with a high proportion of their spend going on plants. They're socially conservative, with respect for traditions and an aversion to risk. 10% of Gardening Elders claim to influence others' garden purchases, making them key in spreading word of mouth to their friends and adult children. Crosswords appeal, making sponsorship of them a possible way of increasing brand awareness.

■ = GB average ■ = Gardening Elders

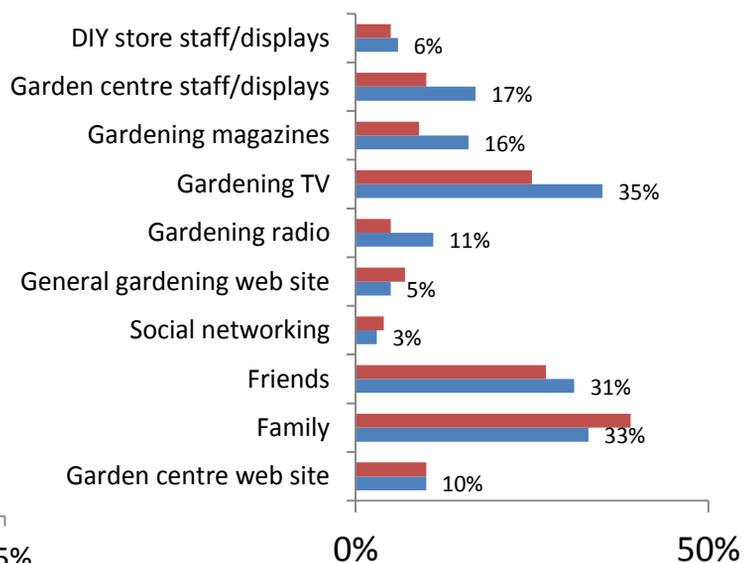
Where their garden retail spend goes



Media 'almost always' read



Where they get ideas for the garden



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Hooks

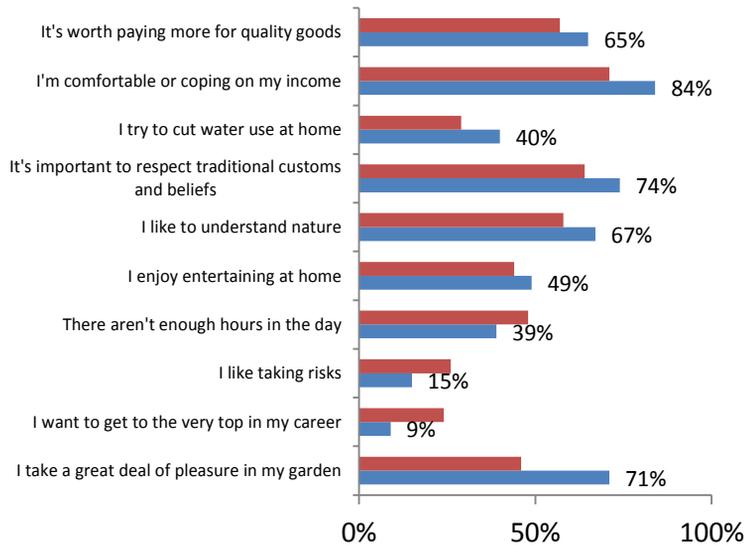
The following are likely to appeal to Gardening Elders in promotion activity.

- Plant quality
- Interest in gardening as a hobby
- Wildlife and nature in the garden
- Enjoying the garden with grand children
- Coffee & cake in the garden centre
- Gardening as part of an active lifestyle
- Fresh air
- Personal achievement in gardening
- Gardening for creative & nurturing instincts
- Helping adult children to garden
- Traditional products, plants and menus

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Values, attitudes and motivations

(% who agree . . .)



What's in their gardens

(% who have this in a garden)

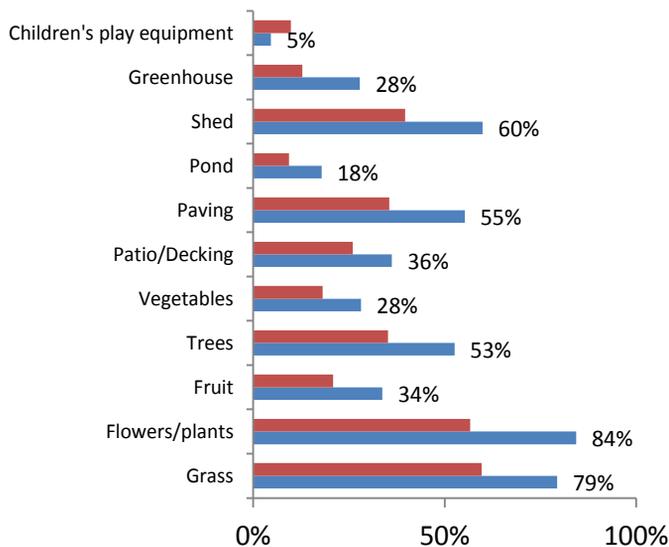
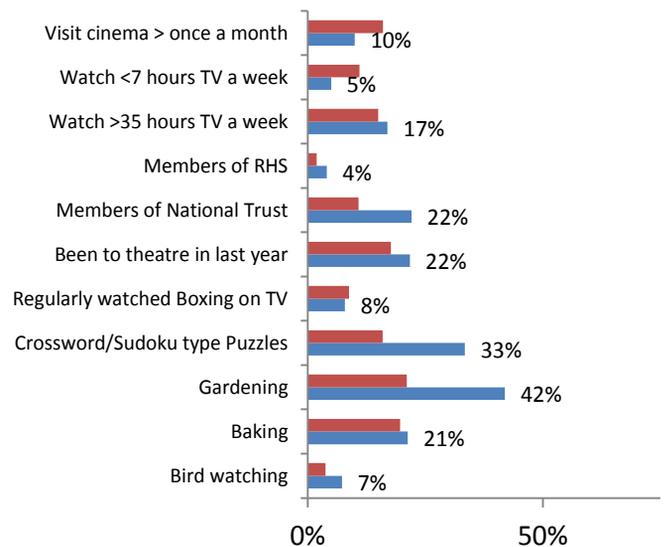


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

Hobbies and interests

(% who do regularly or belong to)



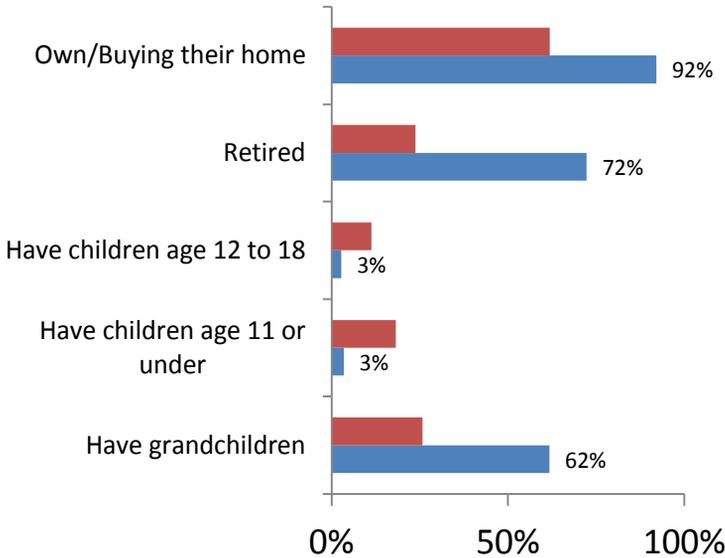
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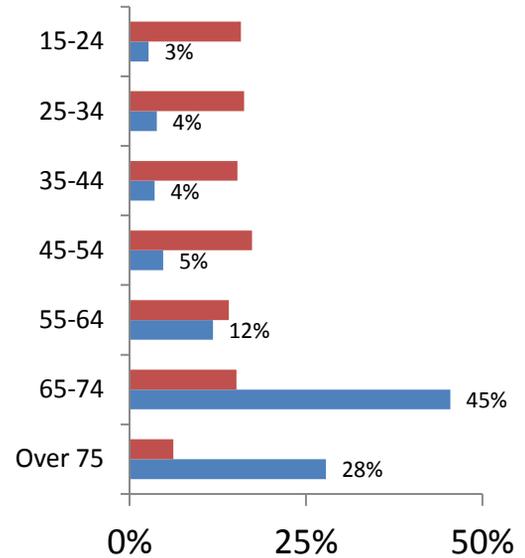
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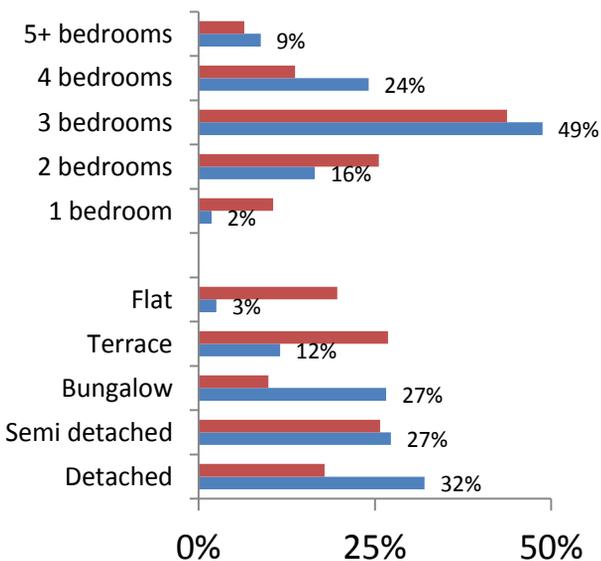
General characteristics



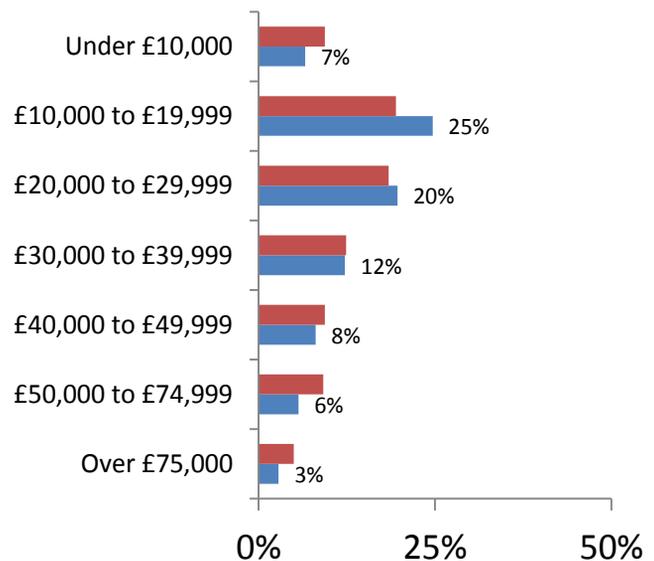
Age profile



The housing they live in



Gross family income



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

