

H: Bare and Basics

10% of GB households
8% of garden retail spend

Mid-life families with low incomes in basic, mainly rented housing in urban and suburban areas.

£££££

Garden retail spend

2.0

Ave. visits to garden centres per year



Keeness on gardening

About Bare and Basics

Bare and Basics have little interest in gardening, and spend less on gardening than average. What they purchase is generally not from premium ranges, and tends not to be purchased in specialist garden centres which are visited fairly infrequently.

Money's an issue for Bare and Basics, with keeping heads above water a priority. Few own their own homes, and so spending on the landlord's garden doesn't feature highly on their day-to-day priorities. That said most Bare and Basics have gardens, it's just that they tend to have fewer things in them than average and little time or money to spend looking after them.



Alan and Denise

Aged between 25 and 54 **67%**

73% Have a garden or allotment

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

14% Regularly do gardening as a hobby



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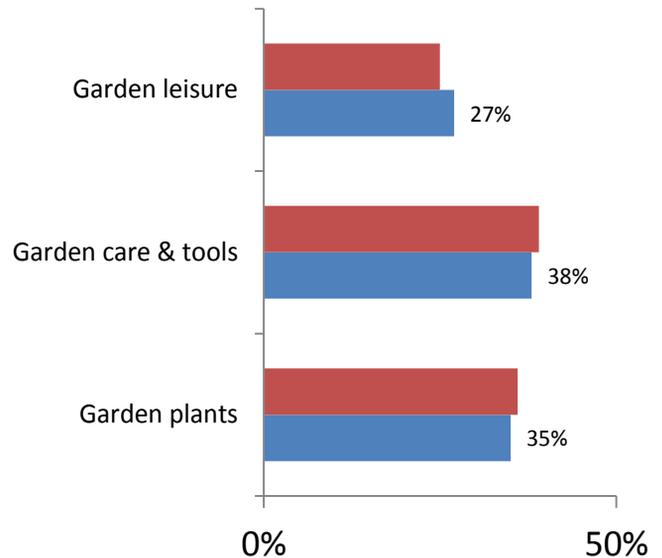
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Reaching Bare and Basics

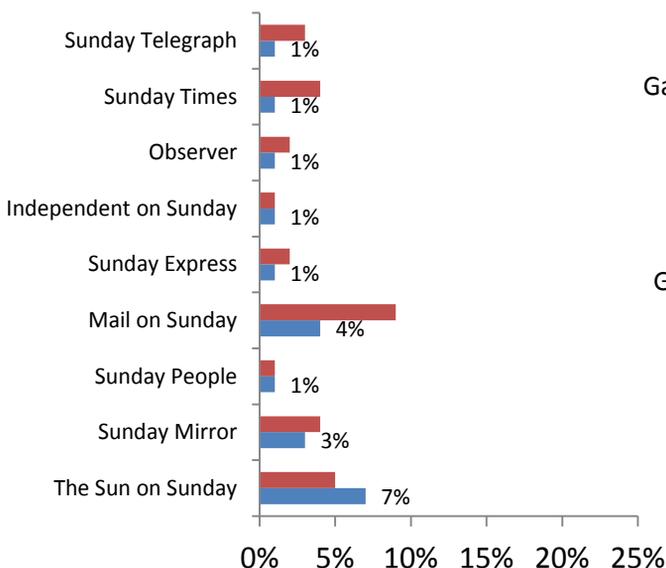
Bare and Basics have higher than average readership of red top tabloid newspapers, and rely on friends and family for ideas on gardening. They are less engaged with gardening media than average, and gardening displays and ideas in retail channels like DIY stores or supermarkets play an important part in influencing Bare and Basics' purchasing decisions. Given the low levels of interest in gardening as a hobby, impulse purchasing is likely to play an important part in the garden spending of Bare and Basics.

■ = GB average ■ = Bare and Basics

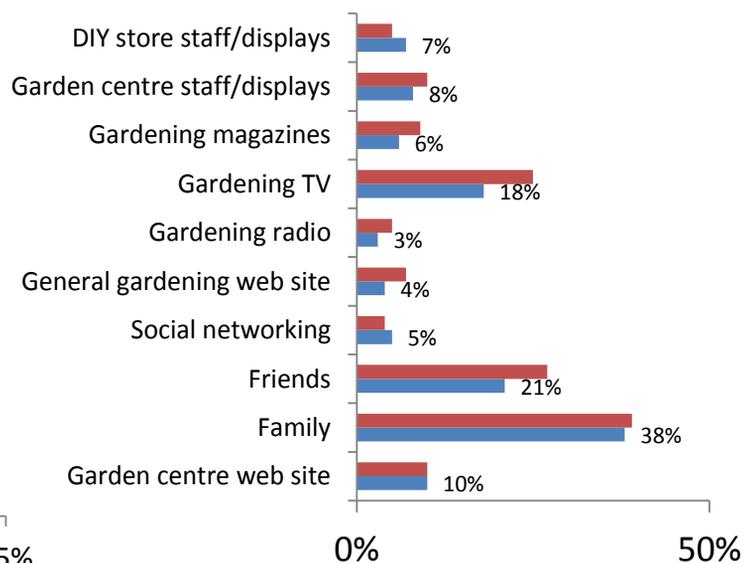
Where their garden retail spend goes



Media 'almost always' read



Where they get ideas for the garden



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Hooks

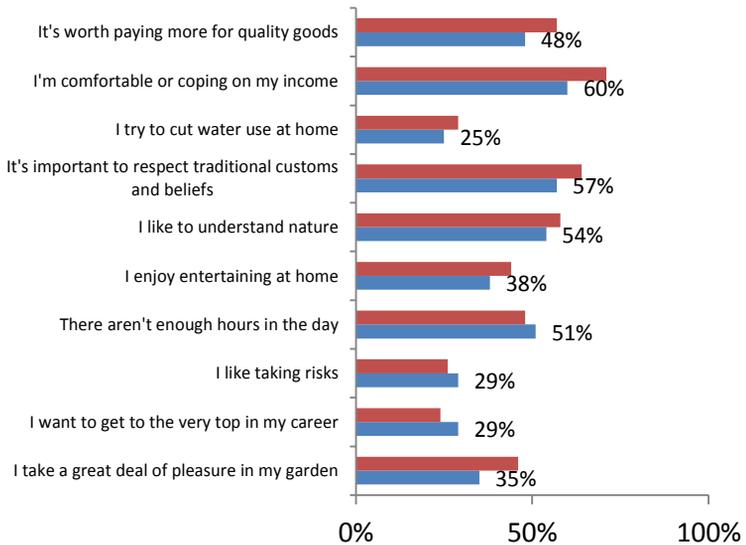
The following are likely to appeal to bare and Basics in promotion activity.

- Affordable ways of getting a good garden look quickly
- Garden products which aren't tied to the landlord's home (containers, baskets, portable furniture)
- Durable solutions for the garden that children playing won't destroy
- Garden ideas for small gardens and patios

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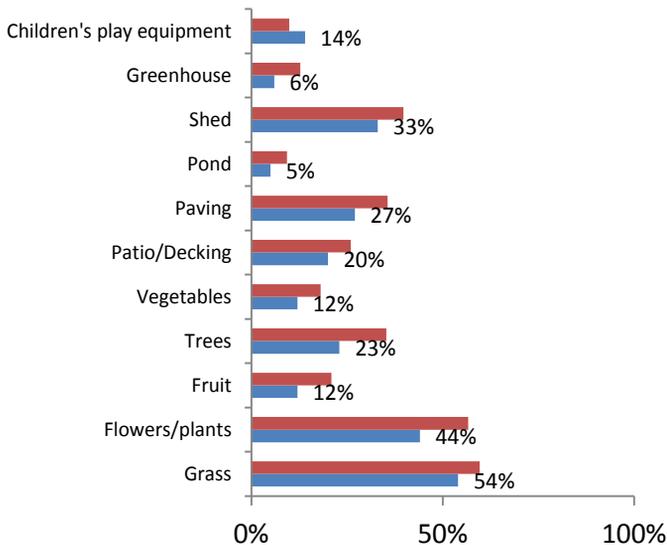
Values, attitudes and motivations

(% who agree . . .)



What's in their gardens

(% who have this in a garden)



Hobbies and interests

(% who do regularly or belong to)

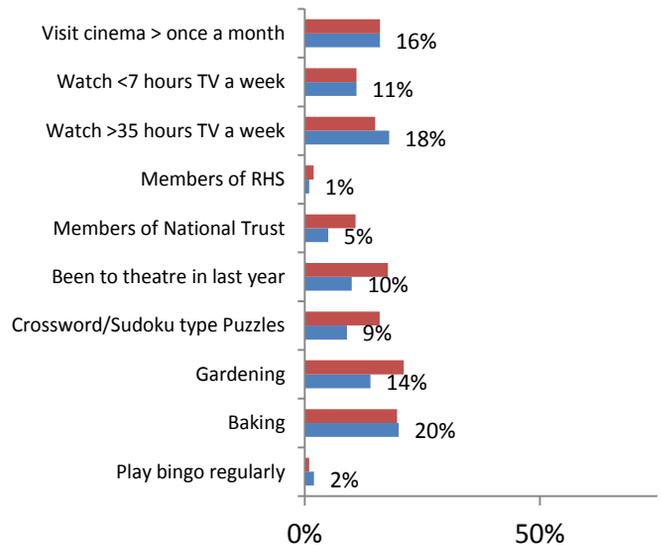


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

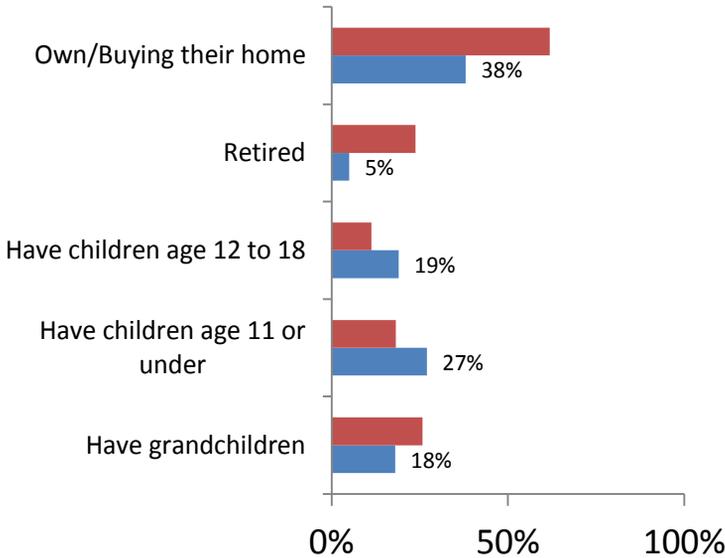
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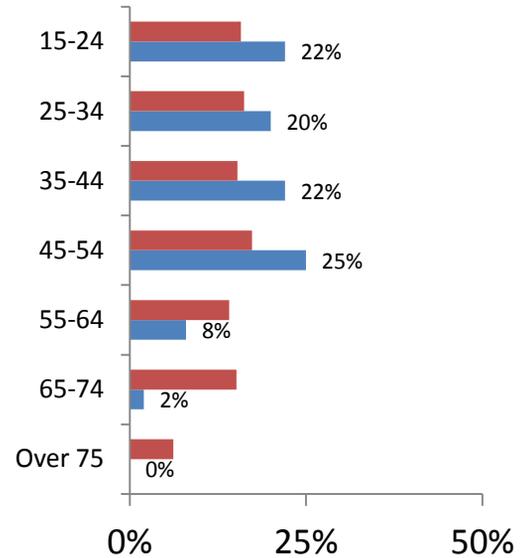
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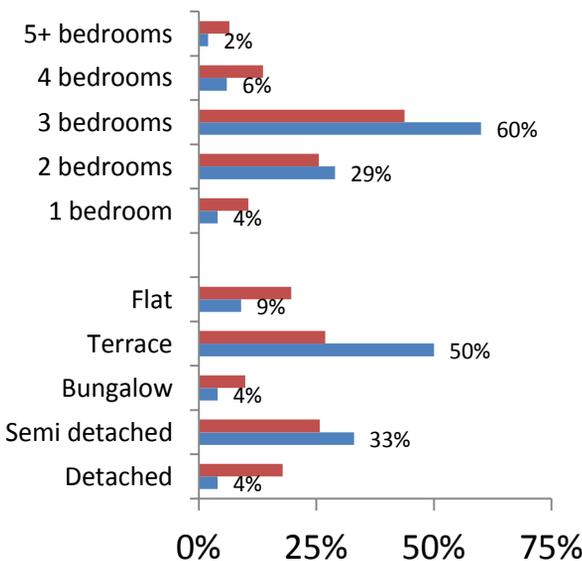
General characteristics



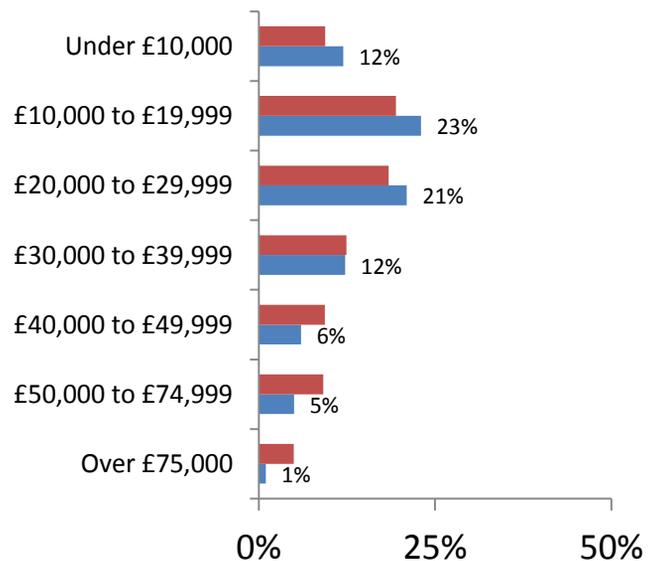
Age profile



The housing they live in



Gross family income



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

