

E: Al Fresco Aspirations

6% of GB households
3% of garden retail spend

Young, wealthy, cosmopolitan professionals in good flats and rented housing.

£££££

Garden retail spend

2.3

Ave. visits to garden centres per year



Keeness on gardening

About Al Fresco Aspirations

Al Fresco Aspirations tend to see gardening as for old people and spend little money on it (fewer than half have a garden). Busy lives leave little time for gardening. But they're the prospective gardeners of tomorrow, with high salaries, ambitions and job prospects. They can be tempted by instant hits that help them make an impact at social occasions – the home grown herbs chopped over the barbecue for friends, the touch-sensitive plant they can show off to house guests. They largely rent and have small spaces like balconies, so garden solutions for this group need to take this into account. The outdoor spaces they have tend to be sparse, and if they're looking for ideas for them the internet and mum and dad are likely first ports of call.



Sarah



James



Aged between 15 and 34 **61%**

40% Have a garden or allotment

Take a great deal of pleasure in their garden **30%**

5% Regularly do gardening

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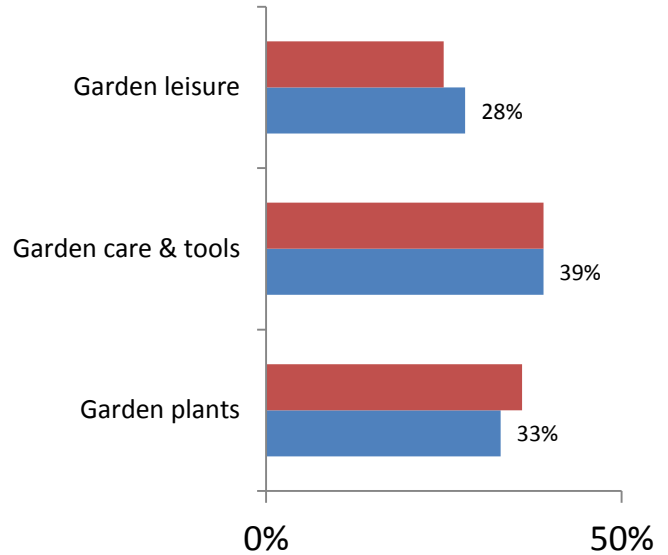
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Reaching Al Fresco Aspirations

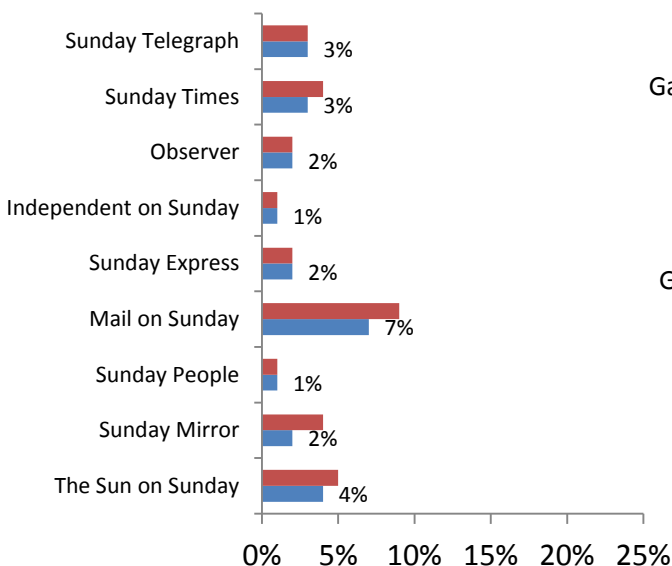
Traditional gardening media won't reach Al Fresco Aspirations. They're switched into the online world, and use sources like social media and YouTube for information and entertainment (they watch less TV than many consumers). They see themselves as able to use the internet or people to find out 'how' to do something, and share this with family and friends. But they lack inspiration to do this. They do visit garden centres, but it's almost as likely they'll go for a Christmas tree as for their garden. Cross-selling gardening ranges from home making and entertaining is a way of engaging these consumers.

■ = GB average ■ = Al Fresco Aspirations

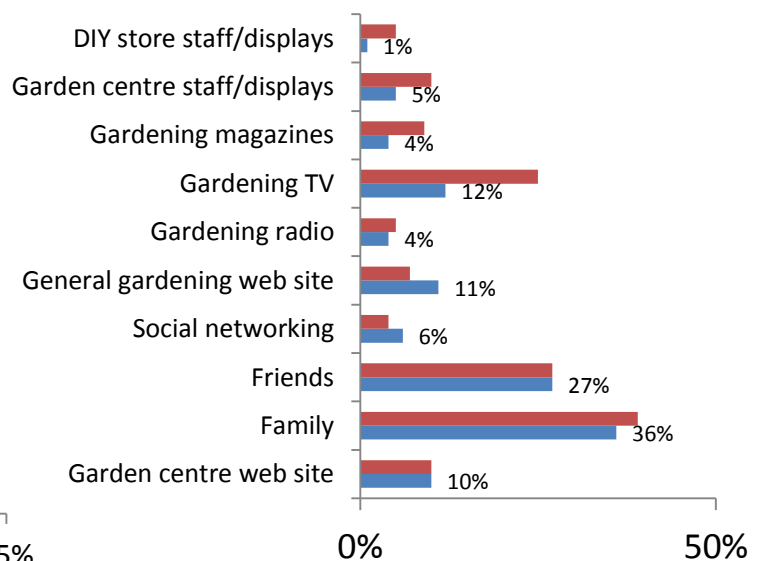
Where their garden retail spend goes



Media 'almost always' read



Where they get ideas for the garden



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Hooks

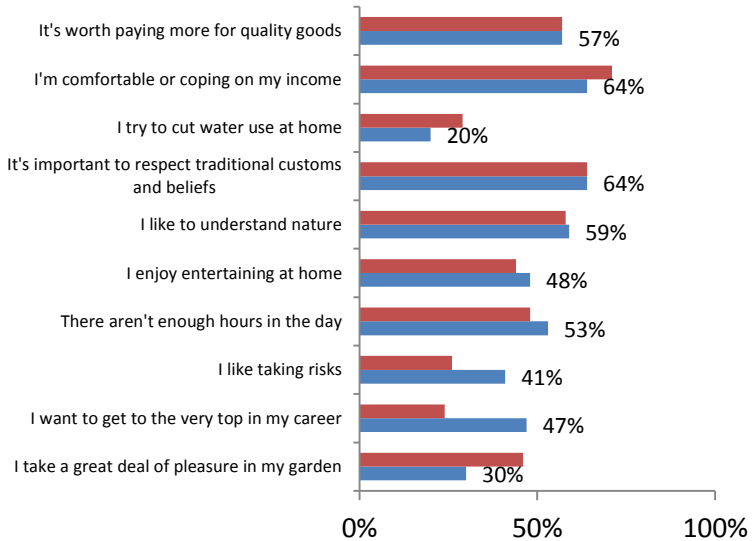
The following are likely to appeal to Al Fresco Aspirations in promotion activity.

- Low effort and instant impact
- Low-involvement grow your own and dining with flare
- Balcony and patio ideas and container gardening for small spaces
- Quirky, edgy and unusual items (e.g. planted pallets, Mimosa Pudica, herbs for cooking)
- Aspirational social occasions on the balcony or patio – garden lighting, patio sets, etc.
- Stylish looks and being 'on trend'
- Garden gifts or vouchers for their parents, esp. near Mother's day

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Values, attitudes and motivations

(% who agree . . .)



What's in their gardens

(% who have this in a garden)

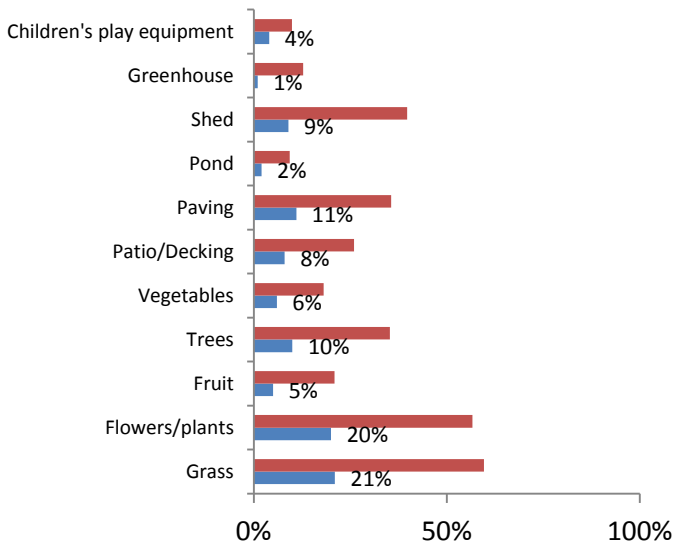
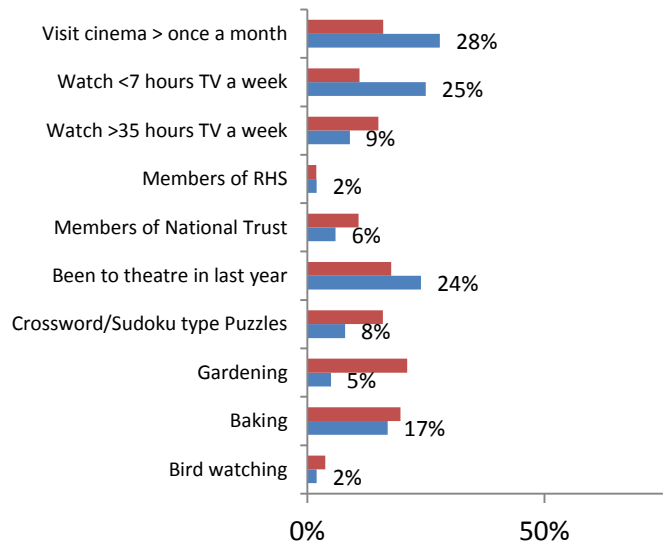


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

Hobbies and interests

(% who do regularly or belong to)



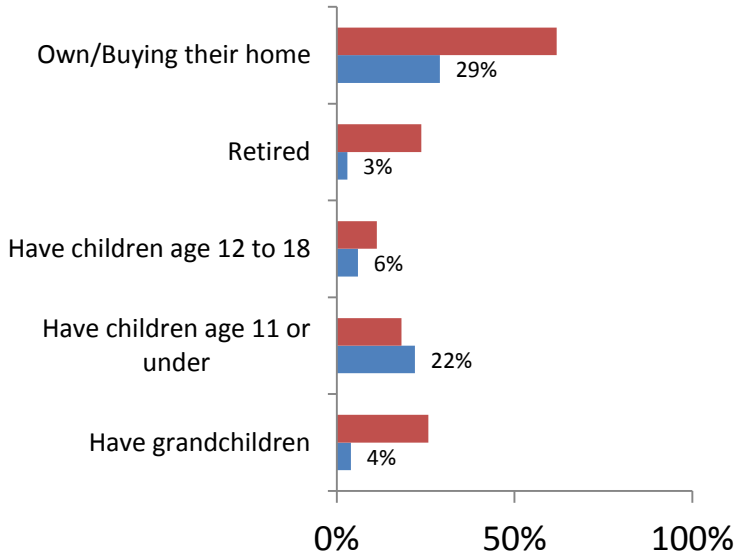
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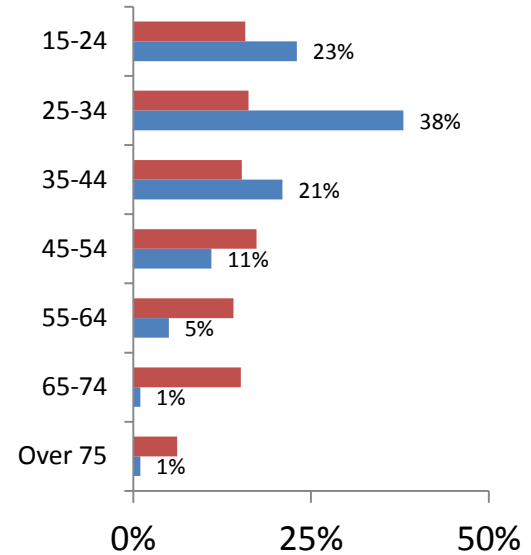
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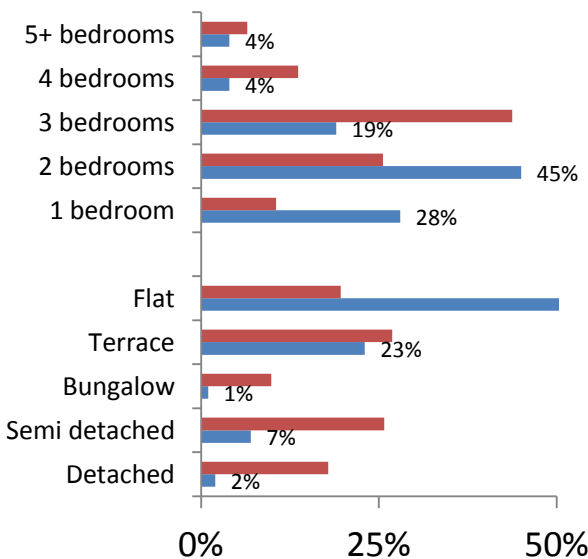
General characteristics



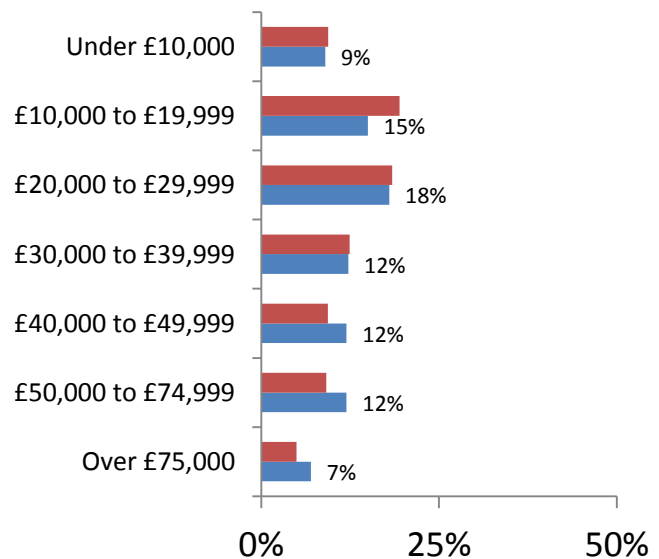
Age profile



The housing they live in



Gross family income



NB – the young age [profile the high proportion of single-person households among Al Fresco Aspirations masks high salaries and disposable incomes.