

# C: Convenience Gardeners

9% of GB households

11% of garden retail spend

Mid-income professionals and public sector workers with busy lives in modest housing

£££££

Garden retail spend

3.2

Ave. visits to garden centres per year



Keeness on gardening

## About Convenience Gardeners

Convenience Gardeners in most respects are 'average'. They span the age groups, and tend to lead busy lives with family and friends, and are on middle incomes. Typically living in suburban 3 bedroom semis with medium sized gardens, they spend (slightly) more than average on their gardens. But they're not keen hobby gardeners, and what they spend on the garden tends to be skewed towards leisure categories rather than gardening categories.

Convenience is key for these shoppers, both in terms of time spent finding out ideas for their gardens, and the time needed to achieve a good look in the garden that they can enjoy.



Karen



Richard



Aged between 35 and 64 **57%**

**81%** Have a garden or allotment

Take a great deal of pleasure in their garden **44%**

**53%** Got ideas for their garden from a family member in the last year

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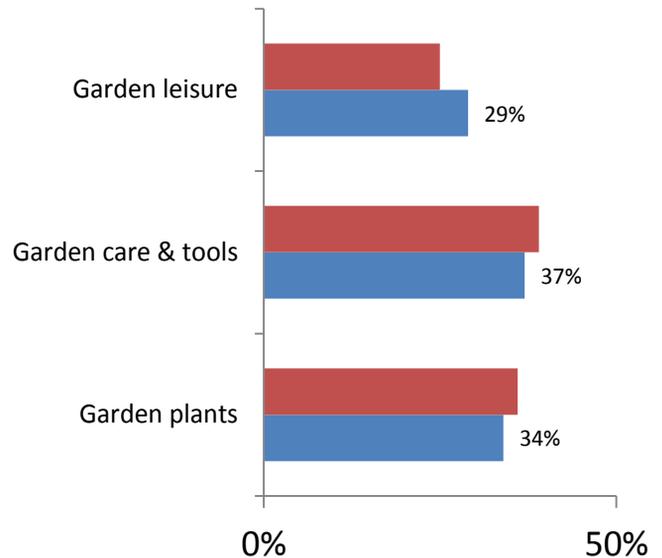
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## Reaching Convenience Gardeners

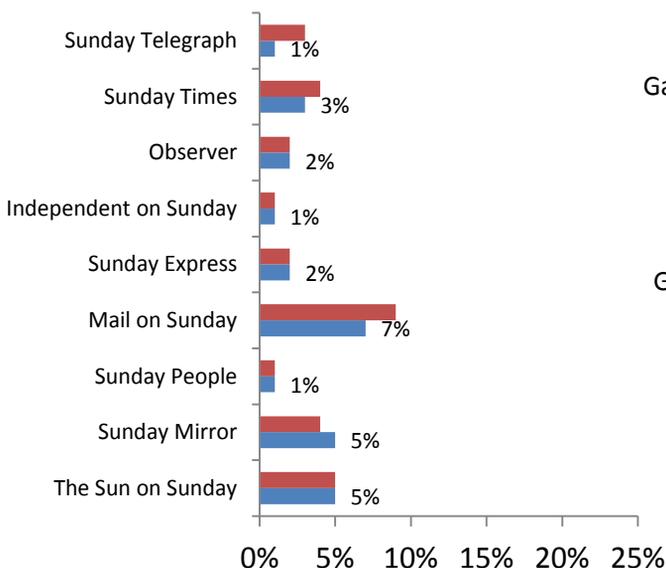
Convenience Gardeners are unlikely to go out of their way to look for ideas for their garden in the same way that keener gardeners do. They rely on 'easy' sources of information like friends and family and the internet, and gardens in the neighbourhood. They rely more on garden centres' web sites than they do their store displays, which are visited only moderately often. Above all, showing the ease of achieving good results in a garden they can enjoy is likely to chime with these shoppers

■ = GB average    ■ = Convenience Gardeners

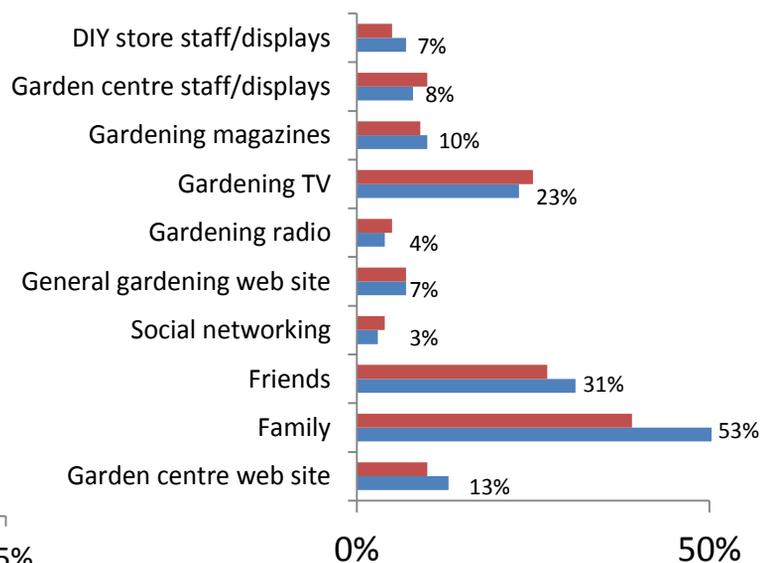
## Where their garden retail spend goes



## Media 'almost always' read



## Where they get ideas for the garden



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## Hooks

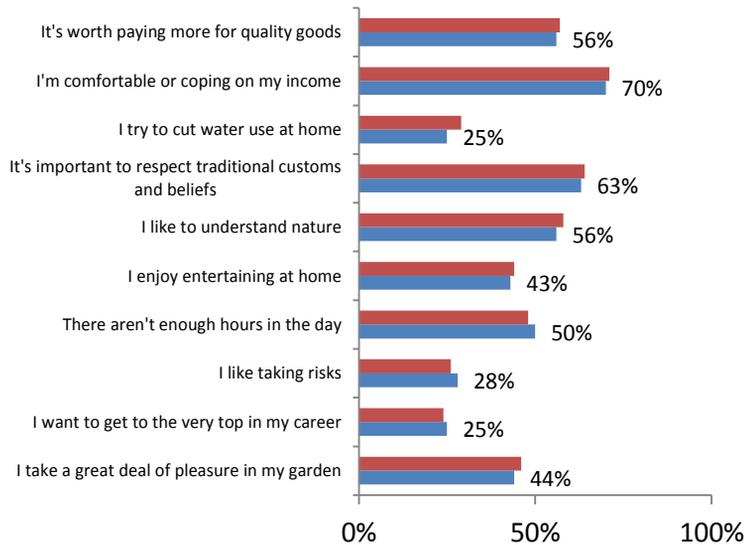
The following are likely to appeal to Convenience Gardeners in promotion activity.

- Taking the time and chores out of gardening
- Pre-planted or easy-to-achieve looks in medium sized gardens
- Labour saving tools and devices
- Patio gardening
- Taking the pain out of lawn maintenance
- The garden as an easy-to-enjoy outdoor room

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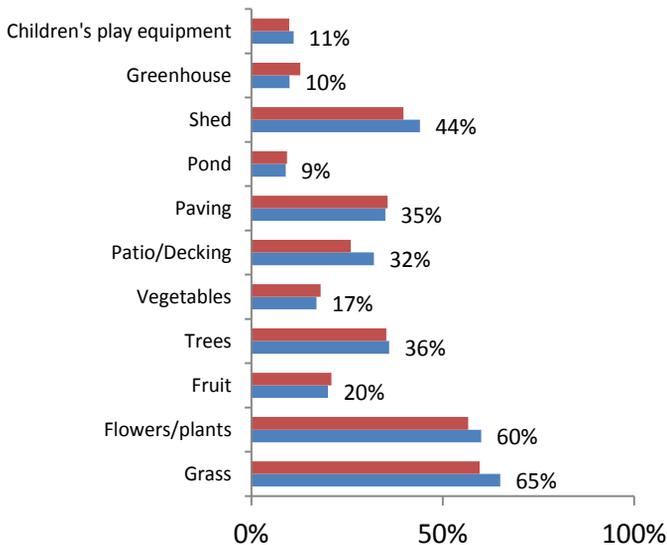
## Values, attitudes and motivations

(% who agree . . .)



## What's in their gardens

(% who have this in a garden)



## Hobbies and interests

(% who do regularly or belong to)

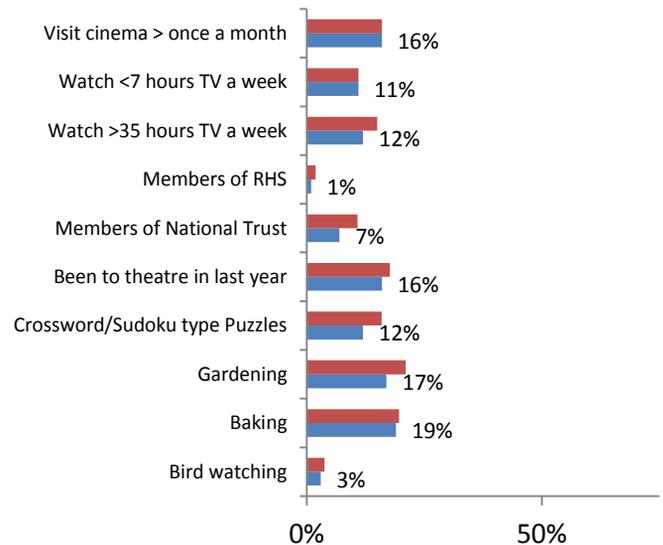


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

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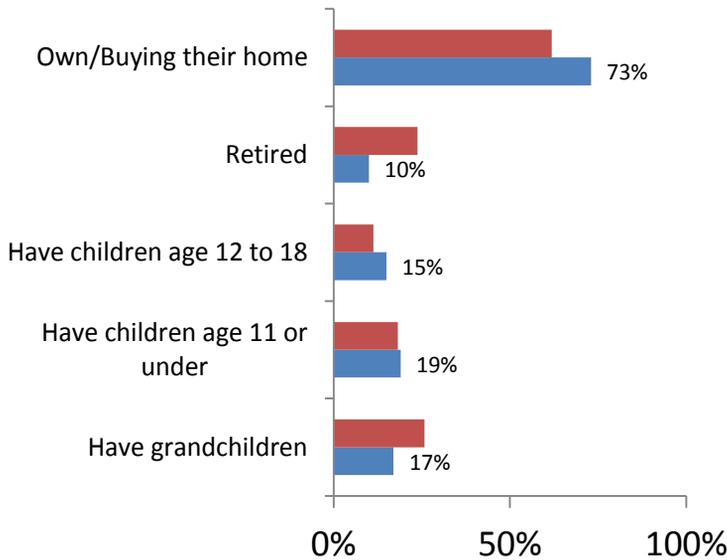
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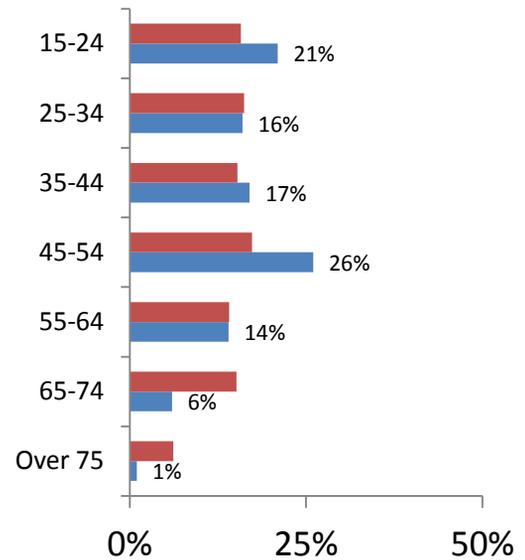
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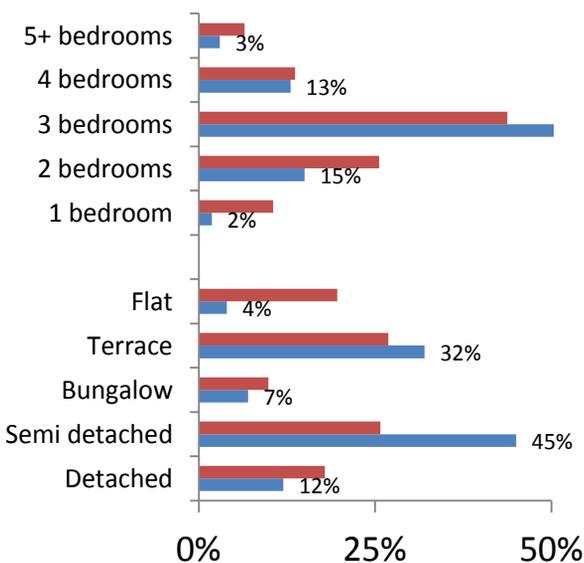
## General characteristics



## Age profile



## The housing they live in



## Gross family income

