The HTA Garden Spender Segmentation

An introduction and ideas for using it for business improvement

www.the-hta.org.uk

Introduction

The HTA **Garden Spender Segmentation** is a way of grouping and describing households with similar garden attitudes and spending.

It describes nine types of garden spender. Each is described in its own **Garden Spender Profile**[1].

The profile describes them, their preferred products and characteristics like age, income, garden contents, number of children and house size. It's linked to Experian's Mosaic segmentation and so can be used in promotional activity.

They can help you improve your business by helping you to:

1. Identify types of customer best suited to your strategy
2. Get your organisation focused on their wants and need
3. Target and reach them with promotions tailored to their needs

This brochure summarises the HTA **Garden Spender Segmentation**, and provides ideas for how you can use it to improve your business.

What is the Segmentation?

The **HTA Garden Spender Segmentation** is based on a statistical analysis of several consumer surveys of tens of thousands of UK adults undertaken between 2010 and 2015

It's based on Experian's Mosaic system, which means that all the garden spender types can be targeted using postcode data.

The analysis 'groups' different households together into nine types of **garden spender** which are similar in their wants, needs and behaviour around their gardens.

It's been sanity checked through dozens of hours of listening to what different consumers say about their gardens and gardening through qualitative research. We've also checked the results with our members' own experience to check that it rings true.

The page overleaf summarises they nine types of **garden spender** that make up the segmentation.

HTA Garden Spender Segmentation

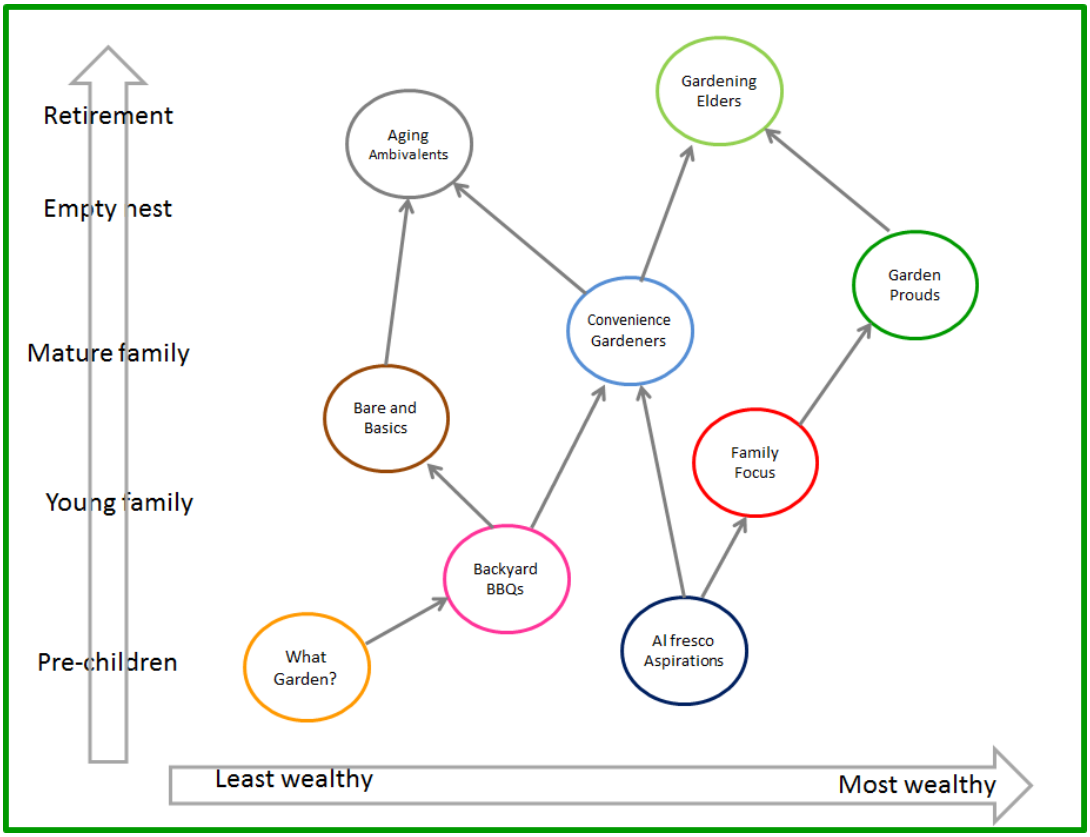
Garden Spender		Description
Gardening Elders (14% of households)		Gardening's a hobby for Gardening Elders and many have significant expertise and ideas which they like to share with others making them important influencers and advocates. They have time to tend to their large gardens and spend significantly on garden products and services. They're heavy watchers of gardening TV programmes and magazines like BBC Gardeners' World.
Garden Proud (17% of households)		In this segment gardening activity and spend is high, partly due to the fact they own houses with large gardens that contain lots of plants and features. They also have the income to purchase quality gardening products. Maintaining their gardens often develops into a deeper interest in gardening. These consumers are wealthy and live in well-appointed, large houses.
Convenience Gardeners (9% of households)		The interest in gardening within this segment tends to be over shadowed by busy lifestyles. Gardens are not as large as those within the Garden Proud segment, but they still want and enjoy a nice garden and spend slightly more than average on them.
Family Focus (8% of households)		For Family Focus a garden is as much a place for adults to socialise as it is for children to play. They have good intentions to grow plants, and some interest in 'grow your own' but are not particularly keen or expert gardeners. They spend highly on their gardens (often on garden leisure products) and visit garden centres a lot, both for the garden and for Santa's grotto.
Al Fresco Aspirations (6% of households)		Al Fresco Aspirations tend to have a small garden, patio, balcony or no garden at all. Young, affluent and career focused, they like the idea of stylish entertaining in their gardens, but have little interest in gardening as a hobby although some would like to know more about how to get the best from their gardens. They have low intention to become gardeners, but some interest in 'grow your own' products like herbs, especially to show off their cooking skills.
Backyard Barbecues (6% of households)		This segment will perform basic maintenance on their gardens in order to keep them up to a minimum standard, and might also use them for the odd barbeque or gathering in summer. They are disinterested in gardening as a hobby, butlike to use their gardens for socialising. They are unlikely to be willing to pay a premium for quality garden products.
Aging Ambivalents (13% of households)		Aging Ambivalents have time to spend on their gardens and some interest in gardening. But they're not keen gardeners or high spenders - partly due to small garden size and partly due to lack of money. They may go to garden centres to relax or window shop, but they have few strong feelings on gardens.
Bare and Basics (10% of households)		These consumers don't much care about their small gardens or gardening and have little money to spend on them anyway. They may feel helpless to improve their garden and have given it over to their children to play in. The chances are the garden has very little in it, and had very little spent on it through the year.
What Garden? (17% of households)		This segment doesn't regularly purchase gardening products and if they have a garden at all it'll be very small. Garden spend is low in all product categories and tends to be occasional and most likely driven by price. Their low incomes and young age make this the lowest spending segment of all.

Detailed garden spender profiles are available to download from:
www.the-hta.org.uk/marketinformation

The segments, wealth and life stage

The **HTA Garden Spender Segmentation** takes into account many variables, including wealth (which drives things like disposable income and garden size) and life stage (which influences different consumer wants and needs around leisure and the home).

The following chart outlines how consumers can 'progress' from one segment to the other as they go through life. It's not applicable to every consumer, but does show how needs around the garden are likely to change through life.

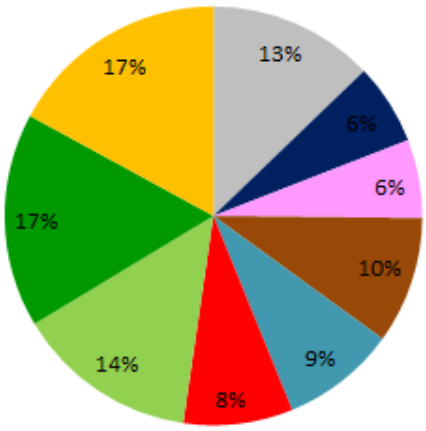


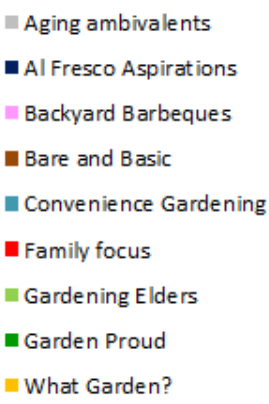
The segments and their spending

The **HTA Garden Spender Segmentation** takes into account households' spending on their gardens. The following chart shows the estimated percentage of garden retail spend that is made by each segment, alongside the proportion of GB houses each segment makes up.

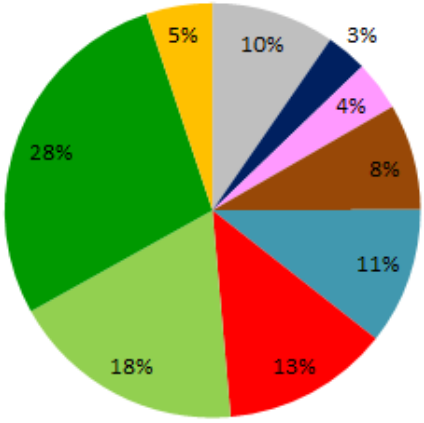
We can see that Garden Proud and Gardening Elders together account for 31% of all households, but almost half of all spend. We can also see that the younger segments like Family Focus, Backyard Barbecues and Al Fresco Aspirations account for about a fifth of all spending. This type of analysis at a local level can help identify areas for targeted local promotions.

Proportion of households





Proportion of garden retail spend



TGI, ©Kantar Media UK, 2015

Ideas for using the segmentation

The following section contains ideas for using the segmentation to improve your business. They're not prescriptive – please do adapt the ideas or content as you see fit.

Define and focus on your customer

Aim of exercise

1. Identify the customers whose needs are most suited to your strengths
2. Ensure teams or managers understand who you're targeting and what they value
3. Create buy-in and creativity around improving to better meet customer needs.

Business benefits

Ensures customer satisfaction is improved. Generates a shared understanding of the customers you want to target and their needs.

You will need

- The full set of garden spender profiles for everyone taking part
- Flip charts & felt pens and a room.

Process

1. Ask a small group (ideally 4-10 colleagues) to take part in the exercise, which will involve a two-ish hour workshop and some pre-workshop preparation
2. Ask each participant to review the profiles before the meeting, and give each profile two scores out of 10. A score for how much your business should want to attract them; and a score for how well you're meeting their needs. No conferring!
3. At the workshop, ask everyone to read out their scores and why they gave them. Chart up everybody's scores. Where individuals score profiles differently explore why this is
4. Once done, work out an average for both scores for each segment
5. For profiles that score highly on both scores (e.g. ones you want to attract and whose needs you meet well), brainstorm whether there are any gaps or opportunities to do more that come out of the pen portraits. Could you optimise ranging, promotional messages, offers, customer service/experience or store layout?
6. For profiles that score highly as customers you should want to attract but whose needs you don't meet well, try brainstorming what you could do for these customers based on the profile and other knowledge you have about them.
7. At the end of the meeting record the ideas for opportunities and issues that have come to the surface. These should be reviewed and fed into business planning as potential ways to improve your offer to customers you want to win and retain.

The process of going through this exercise brings together different perspectives on customers and the business. It can be great for building team spirit and uncovering new opportunities or threats related to customers' needs.

Shop floor area analysis

Aim of exercise

1. Identify the customers you want to attract
2. Assess whether or not they're coming into store
3. Assess which areas of the store are working best for them

Business benefits

Gives a qualitative view of which areas of your store are working best for the customers you want to satisfy and win

You will need

- The full set of garden spender profiles
- Time to walk and watch the shop floor, ideally involving colleagues

Process

1. Pick the garden spender profiles that most closely match the types of customer you want to target (pick a maximum of two or three)
2. Either alone or with colleagues, observe different areas of your store, both during the week and at the weekend. Ask yourselves and note down:
    a. Which areas of the store are customers like those in the profiles visiting?
    b. How long are they staying there?
    c. What areas of the store aren't they going to?
3. When you've made your notes, meet up to share what you saw with each other.
4. Discuss which areas are proving most and least popular with your target customers and at what times. What have the most popular areas got in common ? Can any of this be applied to the least popular areas? Does this tie in with your sales data for the different areas of your store?
5. Having shared your observations, try brainstorming for ideas which could make the least visited areas of the store more attractive to your target customers, improving their experience and your sales

This exercise can be a great way of identifying which bits of your store work best for your target customer. It can uncover improvement opportunities around signage, improved merchandising, ranging and other areas. It's also a great way of 'joining up' different perspectives if you can involve colleagues from the different departments /areas of your store in the process. You can go on to test your observations and ideas generated with customers themselves.

Postcard game

Aim of exercise

1. Tap into customer-facing staff's knowledge/experience
2. Refresh and recognise their focus on your target customer
3. Unearth opportunities to add value to customers

Business benefits

Motivates staff to focus on customer needs and service, and identifies new opportunities to increase sales and/or customer satisfaction

You will need

- Involvement of your shop floor staff – a minimum of six is advisable
- A post card for them all
- A drop box or a second class stamp for each post card
- Garden spender profiles to hand out

Process

1. Pick the garden spender profile(s) that most closely match the types of customer you want to target (maximum three)
2. Give out one profile to each customer-facing staff member you want to involve
3. Ask them to think about the customers they've dealt with that most closely match the profile they've been given. Ask them to think about what they ask, where they go/don't go, what they look at and touch, what they buy and when they buy it
4. Based on this, get them to write you a post card, written as if it were being sent from that profile. The post card has to list one thing your business should start, stop and kee doing for them and why it'd improve that customer's view of your business
5. Get everyone taking part to sign the postcard with the name of the profile they're writing on behalf of (e.g. Gardening Elders, etc). The postcard should be anonymous.
6. Review the advice you get back. Pick out any commonly recurring themes that come up. Ask yourself if they point to any barriers to effective customer service, opportunities you could be taking to upsell or cross-sell or generally improve the customer experience
7. Try to pick out up to three or four ideas that you could run with to improve things for the customer. You could test these with customers through a short feedback form or survey, or just by running the ideas past customers in store.

This exercise gets customer-facing staff to put themselves in the shoes of the customer, and taps into their wealth of experience and all the customer knowledge in their heads. It can uncover improvements that really make a difference to customers' views of the business. It's also motivating for colleagues when they see their ideas put into action.

Look around you

Aim of exercise

1. Identify new local neighbourhoods that you can bring customers into store from

Business benefits

Helps you find areas around your store(s) that could be a good source of new customers

You will need

1. The set of Garden Spender Profiles and a map of your local area
2. A view on which types of garden spender you most want to target

Process

1. Pick out (individually or as a team) the two or three pen portraits that most closely match the consumers you want to target
2. As a team, get a map of the local area around your store
3. Ask yourself which estates, areas, villages or other locations are most likely to have lots of these consumers living in them
4. Review what you're doing to promote your store to these areas. Try asking:
    a. Are consumers in these areas reading free/local papers? Should you consider door drops or direct mail to these neighbourhoods?
    b. Is it worth sponsoring traffic roundabouts in any of these areas?
    c. If you want to target younger consumers, are there primary schools in the area whose school gardening projects you could support?
    d. Are there competing stores in/around these areas? If so what could you do to set yourself apart from them to your target customers in these areas?

*This exercise helps to start the thought process around local promotions – where they need to be targeted, what options there are for reaching the customers you want to target, how to win them away from competitors, etc. To take this to the next level the HTA can provide a **Garden Spender Location Report** to members. This shows how many households of each garden spender type live around your store, how much they're likely to spend on garden products, and the post code sectors they live in (essential for planning door drops and direct marketing). This really gives you a precise view of where the opportunities for local promotions are around your store(s). Please call us for more details: (0118) 930 3132*

Staff briefing

Aim of exercise

1. Ensure new starters, especially those new to the industry, have a basic feel for customers and their needs around gardening

Business benefits

Helps you get your new staff up-to-speed quickly with who you're aiming to satisfy, and what they're like

You will need

1. The Garden spender profiles that most closely match your target customer, or one you've pulled together yourself based on our data and other knowledge/information you have

Process

1. Pick out the garden spender profiles that most closely match the types of consumer your business wants to target
2. If you don't feel they're quite right, use the information in them to create your own simple 'pen portrait' of your target customers
3. For new starters (especially those new to the garden industry), provide these portraits as part of a new starter/induction pack

This can be a great way to give new colleagues a basic feel for the customers they're likely to come across. It's no substitute for getting out there onto the shop floor and meeting customers, but it makes that first step of getting to know your customers that little bit less intimidating and can really help build confidence in those new to the industry or business. They can also be useful in briefings for suppliers you work with who don't share your knowledge of your customers, for instance businesses putting together brochures, signage or adverts for you.

About the HTA Garden Spender Segmentation

Targeting the garden spender types

The HTA Garden Spender Segmentation is based on Experian's Mosaic geo-demographic system. This means that all nine garden spender types are directly related to the 67 'types' of household that are defined in Mosaic. This is an important feature of the segmentation as it means that the nine types can be targeted through different promotional activities.

For instance national or local contact lists of the different gardening spenders can be purchased from Experian. Post code areas – usually the basis for targeting door-drop marketing such as inserts in free newspapers – can be profiled according to the presence of different garden spender types in them. Or, the highest spending postcode sectors can be identified and profiled for the types of garden spender living in them.

In short, the segmentation has been designed so that you can target the garden spender types identified.

Source data

The segmentation is based on several different sources. The main ones are:

HTA Surveys

HTA commissioned two major consumer surveys with Ipsos Mori in 2011 into consumer attitudes which between them coverer 5,000 GB adults aged 15+. These look at attitudes to gardens, contents of the garden, intentions to grow/plant different plants, visits to garden centres and reasons for visiting garden centres.

Experian

Experian holds a comprehensive database of geo-demographic information from a range of sources, including the census. They also collect consumer shopping and attitude data. This data forms the basis for the demographic information in the segmentation such as income, age, house size, presence of children, council tax band

Kantar Media's Target Group Index (TGI) Survey

Kantar Media's TGI survey collects data on consumers garden spending, media consumption, contents of consumers' gardens. It's based on a nationally representative survey of 25,000 adults a year and is the most comprehensive single source of consumer media, shopping and attitudinal data.

Providing comprehensive market information
for the garden industry

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www.the-hta.org.uk/marketinformation