

Family Focus



Well-off young families with some interest in gardening. High spenders on their family-friendly gardens.



8%

GB households



12%

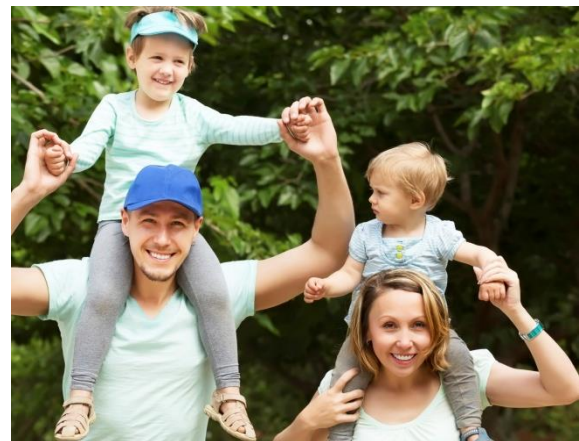
Garden retail spend



Keeness on gardening

About Family Focus

Family Focus tend to be young families with primary-school aged children. They're high earners but majority of their income and time goes on the family and children. They spend heavily on their gardens and visit the garden centre frequently, but are not necessarily keen gardeners. They enjoy the friendly, day-out experience aspect, often visiting for seasonal occasions and outside of gardening season. The garden is an extremely important place to them, a space for their children to play, enjoy, learn and develop; and a space to entertain family and friends for much-loved social time. As such, majority of their garden spend goes on garden leisure products. Their gardens contain play equipment, patios and decking. Grow your own appeals to them, but they often lack the knowledge and time to learn; frequently turning to their family or online for advice. They respond well to inspiration for how their gardens could become a hosting area to be proud of, a great space for the children to play and a source of delicious fruit and vegetables.



Stuart & Julia



Under 45s

48%
have children
<11yrs old



96%
say access to a
garden is
important to
them



Spend 2x
More than
average on
garden leisure



49%
Would pay more
for products that
make life easier



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Character profile



59%
aged under 45



78% own their homes
90% live in in a house/bungalow



42%
Household income £50k+



58% have children aged under 14
23% have primary school aged kids
17% have pre-school aged kids



49% work full-time
21% work part-time (<30hrs)

Their gardens & garden spend



76% have a Garden
2% an allotment



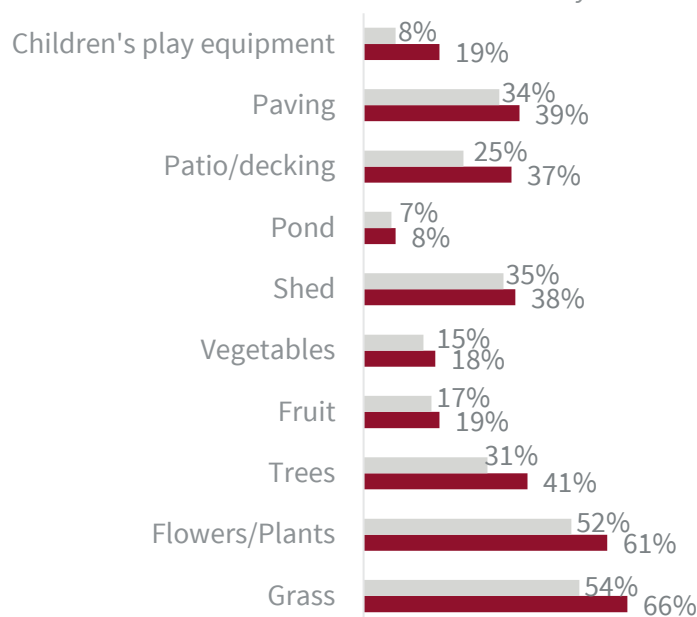
18million Visits to garden centres /yr.
(9% of total visits)



£243 average total garden retail spend /yr.

What's in their gardens?

■ GB average
■ Family Focus



Note: average spend figures are based on average household spend. Garden retail spend excludes spend on garden buildings and professional services.

	GB avg	Family Focus (8% GB households)	
Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£71	10%
Garden leisure	£42	£82	16%
Garden care & tools	£74	£90	10%

Majority of Family Focus live in their own houses earning a high income, most of which goes on supporting and providing for their family. 43% have children aged 11 or under and a Family Focus' garden is very child-friendly more likely than average to feature play equipment, patio/decking for outdoor entertainment and less likely to contain features like ponds and greenhouses. Family Focus make up 16% of total Garden Leisure spend yet they only account for 8% of the population – highlighting the different purpose for which their gardens are used and the hooks that can attract them. They like to visit garden centres and not always in gardening season – they love Christmas in garden centres and other events or displays for children.



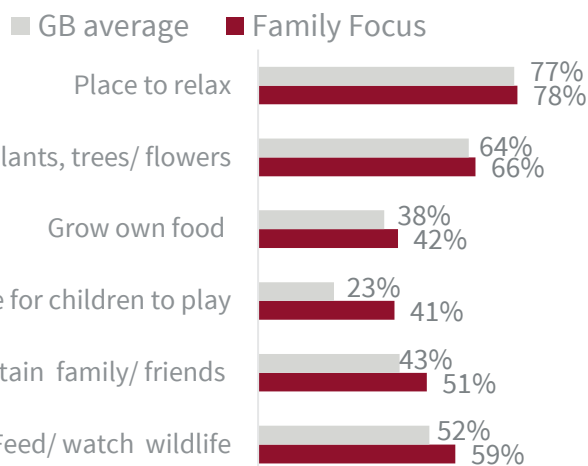
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Key garden hooks

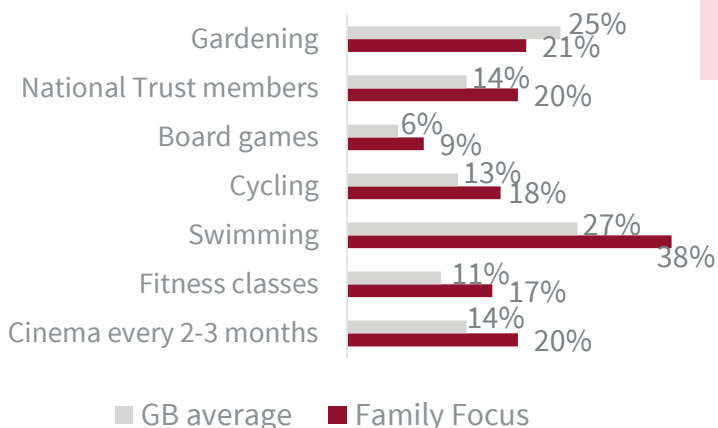
What do they use the garden for?



Other interests & hooks



Hobbies & interests



94%
Agree gardens/green spaces benefit their state of mind



93%
Agree gardens/green spaces benefit their physical health



96%
Agree access to a gardens/green spaces is important to them



97%
Agree gardens /green spaces help to support wildlife

Promotions & messaging most likely to appeal to Family Focus:

- > Child-friendly gardens & gardening project ideas
- > Grow your own tips & easy gardening results
 - > Wildlife activities
- > Entertaining or relaxing in the garden

Family Focus love to use the garden for family-time and to entertain guests. Their gardens contain play equipment and garden leisure products, and grow-your-own appeals to them but they often lack the gardening know-how and time. They are easily influenced by online reviews and the opinions of others, so it's important to give them inspiration and ideas for how their garden might look. For Family Focus, spending time in the garden is also about letting their children explore and learn about nature and wildlife. So, supporting school gardening projects and family-friendly events can be a good way to reach them. They're also more likely than average to see the health & wellbeing benefits of gardens; and having access to a garden is extremely important to them (96% vs 88% on average). Their hobbies tend to be taken over by things they can do as a family e.g. board games, cycling and swimming.



34%
Find it difficult to balance, work, children and a social life vs 23% GB



49%
Say they're prepared to pay more for products that make life easier vs 44% GB



41%
Ask people for advice before buying new things vs 34% GB



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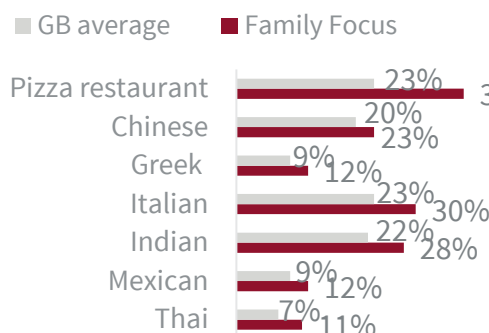
Garden centre catering

Family Focus love a visit to the garden centre café as part of their 'day out' experience looking round the garden centre. They often come at seasonal occasions, so special menus and bespoke treats are likely to appeal. They're also more likely than average to enjoy eating foreign cuisines, and believe it's important for their children to have a well balanced diet low in fat and sugar.



77%
Enjoy eating foreign food
vs 65% avg.

Restaurants visited in last 12mths



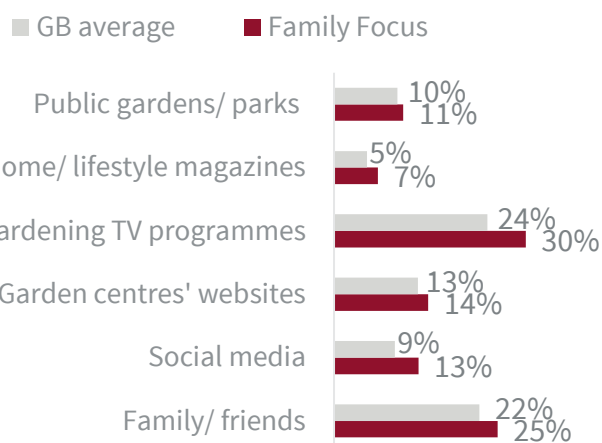
70%
Try to eat healthily but not at expense of what they enjoy
vs 66% avg.



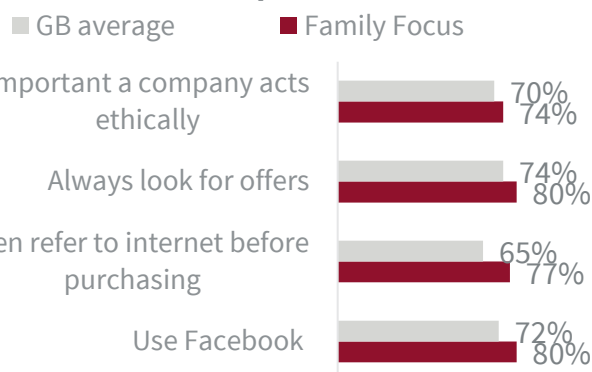
75%
Believe it is important a child's diet is low in fat and sugar
vs 72% avg.

How to reach them

Where do they get ideas for the garden?



Media consumed & expectations from brands



How to act



Core expectations from brands, products or services:

- To be helpful and make life easier for them
- To promote health and wellbeing benefits
- To be educational/rewarding for child development

Preferred marketing tone:

- Helpful/solving their problems
- Ease of use
- Time-saving

Preferred information channel:

- Online
- From friends and family

Most responsive to:

- Short, easy 'how to' tips and inspiration
- Ideas for how their garden might look

Find out more about how you can use this pen portrait to target consumers on social media, in the segmentation User Guide

