

Aging Ambivalents

Aging, low income households with modest spend and a degree of interest in their small gardens



13%

GB households



10%

Garden retail spend



Keeness on gardening

About Aging Ambivalents

Aging Ambivalents are largely aged over 65, living in a mixture of rented and owned small semi-detached houses. Their household finances are tight, with a large proportion now retired; and many have grown up children and grandchildren they enjoy spending time with. Although they get pleasure from their gardens and outdoor spaces, they have little spare money to improve them. They enjoy nurturing wildlife and their hobbies tend to be those they can do around the home without going out, including DIY crafts, crossword puzzles and cooking. Their gardens are likely to contain 'the basics' and they spend less than the average household on their gardens across all garden retail categories. They like to purchase British-produced goods and special offers or discounts are likely to appeal to them. They want easy-to-achieve results that are long-lasting so they can enjoy the garden with minimum spend and effort.



Sue & Martin



70%
aged 55+

45%
Say they're
'coping' on their
present income



26%
'definitely agree' they
get a good deal of
pleasure from their
garden
Vs. 19% GB avg.



68%
Like to
understand
nature



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Character profile



70%
aged 55+



57% own their homes, **38%** rent
82% live in in a house/bungalow



61%
Household income
≤ £29,999



44% are 2-person households
32% are 1-person households
48% have children aged 26+
43% have grandchildren



48% retired
23% work full-time
13% work part-time (<30hrs)

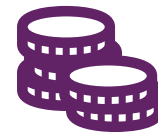
Their gardens & garden spend



77% have a
Garden
2% an allotment



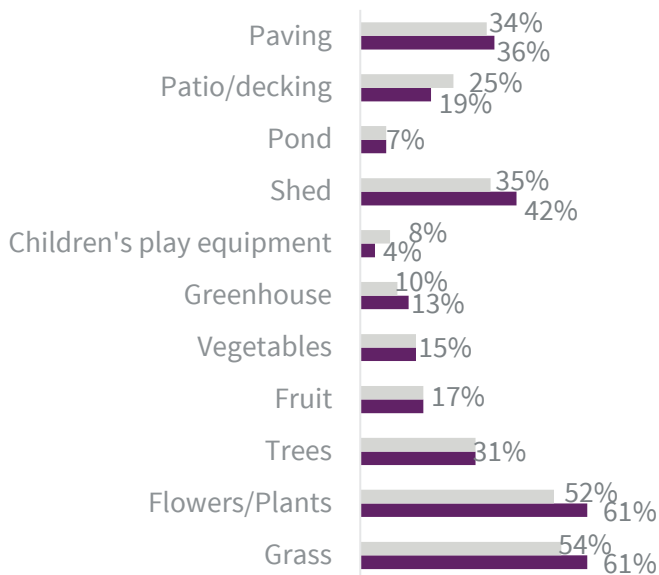
18.6million
Visits to garden
centres /yr.
(10% of total
visits)



£129
average total garden
retail spend /yr.

What's in their gardens?

■ GB average ■ Aging Ambivalents



Where does their garden spend go?	GB avg		Aging Ambivalents (13% GB households)	
	Avg £ /yr	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£44	£44	10%
Garden leisure	£42	£26	£26	8%
Garden care & tools	£74	£60	£60	10%

Almost half of Aging Ambivalents are aged over 65, a similar proportion of whom are retired, meaning their income is reduced and lower than average. Most are two-person households with grown up children who've flown the nest; but a significant proportion live alone and they enjoy visits from their grandchildren and families. They live in a mixture of rented and owner-occupied small semi-detached houses with small gardens. They spend less than the average household on their gardens each year, though enjoy visiting garden centres, accounting for 10% of visitors. Their gardens are more likely than the average household to have grass, plants and a shed – 'the basics'.

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



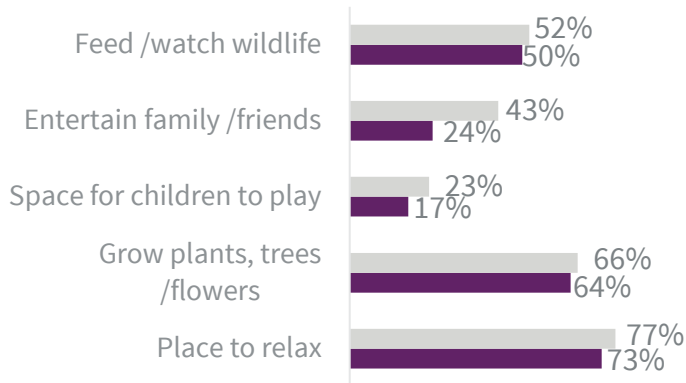
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Key garden hooks

What do they use the garden for?

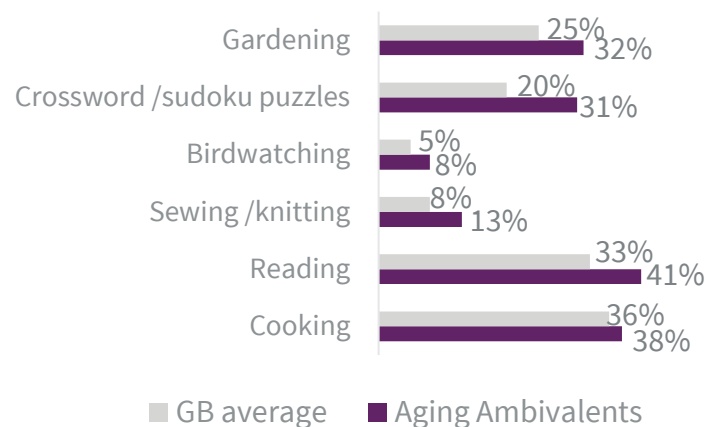
■ GB average ■ Aging Ambivalents



Other interests & hooks



Hobbies & interests



■ GB average ■ Aging Ambivalents



89%

Agree gardens/green spaces benefit their state of mind



80%

Agree gardens/green spaces benefit their physical health



85%

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



95%

Agree gardens /green spaces help to support wildlife

Promotions & messaging likely to appeal to Aging Ambivalents:

- Low prices & special deals
 - Garden care tools for easy maintenance
- Ideas for spending time with grandkids in the garden
- Perennials/shrubs – low maintenance/come back each year
 - Traditional/British produced goods
 - Supporting wildlife, birds and nature in the garden

Aging Ambivalents like to use their gardens to feed and watch wildlife, potentially driven by the desire to nurture something now the children have grown up. They see the health benefits of spending time outdoors and many of their hobbies revolve around the home in light of their tight finances. These include: crossword puzzles, reading, cooking and watching TV. They like to purchase British-made or –grown goods and discounts and deals are likely to appeal to them. Products which offer an easy solution and deliver long-lasting results are appealing to them.



54%

Get a good deal of pleasure from their gardens vs 51% GB



68%

Like to understand nature



49%

Say they buy goods produced in GB whenever they can vs 43% GB



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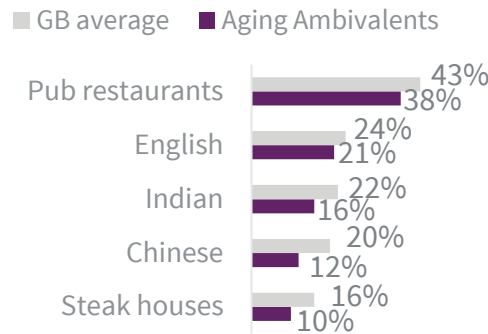
Garden centre catering

Aging Ambivalents are much less likely than the average household to eat out at any kind of restaurant due to their relatively low income. However, they tend to prefer traditional British dishes. They also over-index on saying they try to avoid high fat, salt and sugar content in their diets, and try to include plenty of fibre in their diets; desire to maintain good health in older age a likely factor.



28%
Always avoid high cholesterol content
vs 19% avg.

Restaurants visited in last 12mths



59%

“I try to include plenty of fibre in my diet these days”

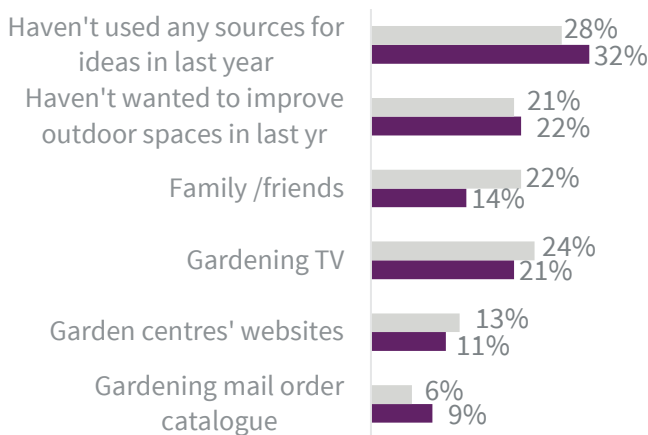


28%
Regularly buy budget food ranges
vs 26% avg.

How to reach them

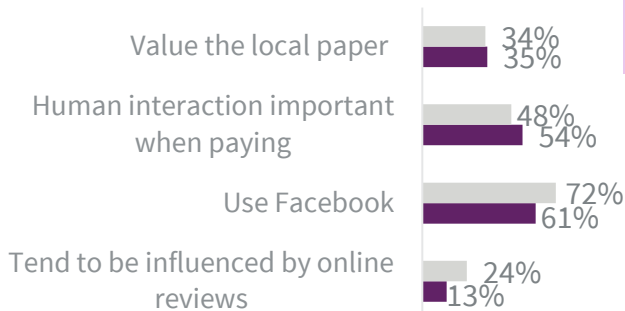
Where do they get ideas for the garden?

■ GB average ■ Aging Ambivalents



Media consumed & expectations from brands

■ GB average ■ Aging Ambivalents



How to act



Core expectations from brands, products or services:

Perceived value for money or low-budget options
Human interaction at the point of purchase – problem-solving
Easily-achieved, low maintenance solutions

Preferred marketing tone:

Helpful & friendly
Money-saving / long-lasting solutions

Preferred information channel:

Local newspapers
Word of mouth

Most responsive to:

Quick & easy solutions for a garden to be enjoyed
Supporting wildlife on a budget

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

