

Al Fresco Aspirations



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



6%

GB households



4%

Garden retail spend



Keeness on gardening

About Al Fresco Aspirations

Al Fresco Aspirations tend to be young, career-driven professionals living in flats that often have small gardens, balconies, window boxes or no garden at all. They've got very busy lives balancing their professional jobs with socialising and their leisure time in which they like to keep active. They're on high salaries and so tend to go for high quality products and jump on new trends and technology before their friends. They largely rent and so portable solutions for small spaces like balconies are likely to appeal. They lack gardening know-how so products with instant effect and easy maintenance are a hit. They enjoy entertaining friends and so providing inspiration for how to create an enviable hosting space is an opportunity to reach these consumers. They tend to turn to the internet, social media and mum and dad for ideas to improve their outdoor spaces. The environment is important to Al Fresco Aspirations and they show a keen interest in where the products they buy come from and how they're made, grown or produced. Eating healthy and sustainably is also important to these consumers.



Mike & Rochelle



Under 45

2.4x
more likely than
average to live in a flat



54%
Prefer to be active in
leisure time
Vs. 47% GB average

60%
Say there's not enough
time in the day
Vs. 51% GB average



39%
Only buy products
from a company whose
ethics they agree with
Vs. 26% GB average



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Character profile



77%
aged under 45



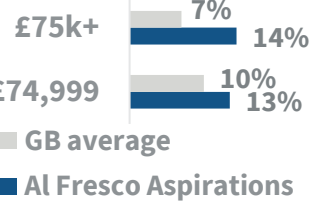
47% rent their homes

43% live in a flat

22% have lived there for less than a year, **35%** 1-4 years



Household income



53% have children - vs 75% of households on average

33% have children aged 11 and under



51% work full-time vs GB average of 38%

Their gardens & garden spend



41% have a Garden
4% an allotment

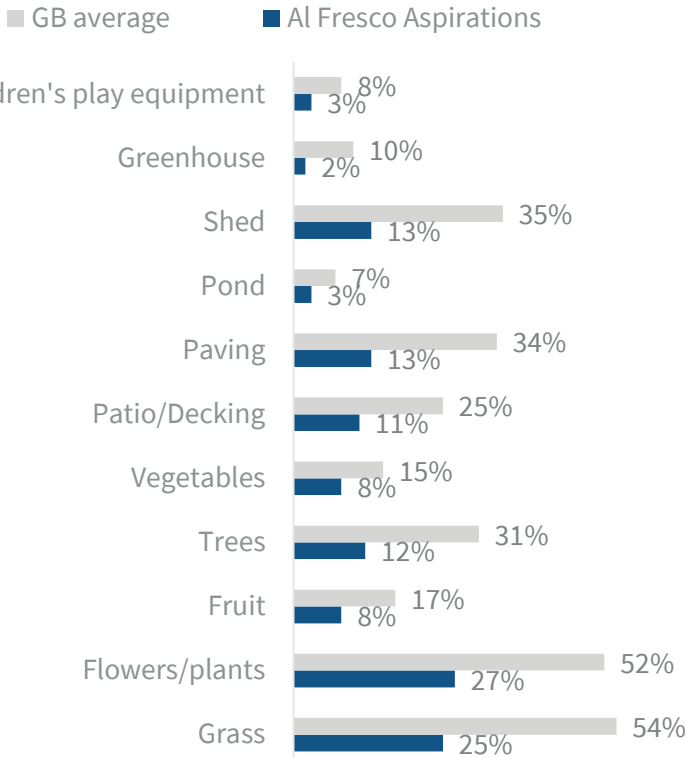


8.6million Visits to garden centres /yr.
(4% of total visits)



£114 average total garden spend /yr.

What's in their gardens?



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

	GB avg	Al Fresco Aspirations (6% GB households)	
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Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£30	3%
Garden leisure	£42	£27	4%
Garden care & tools	£74	£41	4%

Al Fresco Aspirations are largely working career professionals living in flats and earning more than the average British household. They're likely to have rented their flats for a short period of time and under half of them have gardens. However, these may be communal and many are likely to have balconies or window boxes too. For this reason, they make up a very small proportion of garden retail market spend and their gardens are much less likely than the average household to have things in them.



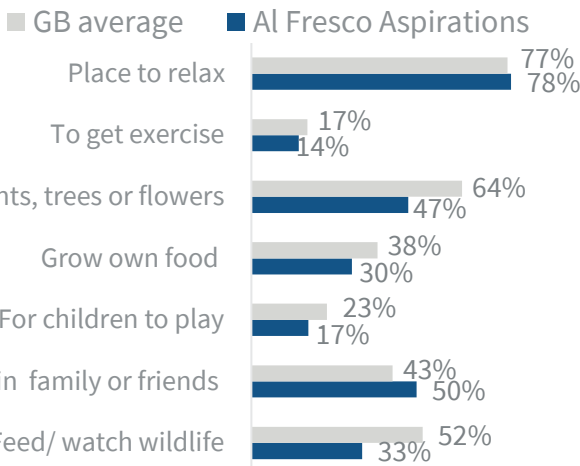
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Key garden hooks

What do they use the garden for?



92%
Agree gardens/green spaces benefit their state of mind



88%
Agree gardens/green spaces benefit their physical health



87%
Agree access to a gardens/green spaces is important to them



91%
Agree gardens /green spaces help to support wildlife

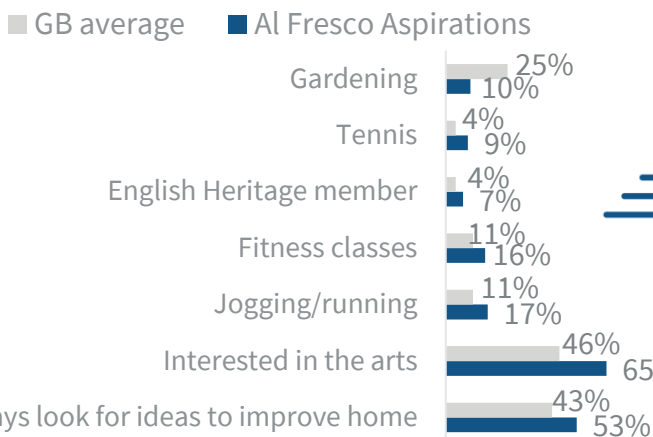
Promotions & messaging likely to appeal to Al Fresco Aspirations:

- > Health & wellbeing benefits – air purifying plants and bringing nature inside
- > Window sill/ balcony/ indoor container gardening
- > Grow your own – herbs and spices for the dinner party
 - > Entertaining spaces that bring in plants/nature
- > Environmentally-friendly or reusable/refillable products

Other interests & hooks



Hobbies & interests



60%
Agree there are not enough hours in the day to do everything they want to vs 51% GB



54%
Enjoy entertaining people at home vs 46% GB



47%
Agree they want to get to the very top in their careers vs 28% GB



62%
Say they'd make lifestyle compromises to benefit the environment vs 51% GB

Al Fresco Aspirations take interest in the arts – they are more likely than average to sing or play a musical instrument and 3 times as likely to do amateur dramatics. They generally like to be more active and busy in their leisure time, over-indexing on many sports and hobbies compared to the average household, regularly attending fitness classes or playing sports. They also like to entertain and host friends. They are extremely career- and environment-driven, over-indexing on behaviours such as using refillable water bottles, recycling and supporting brands who support eco causes.



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Garden centre catering

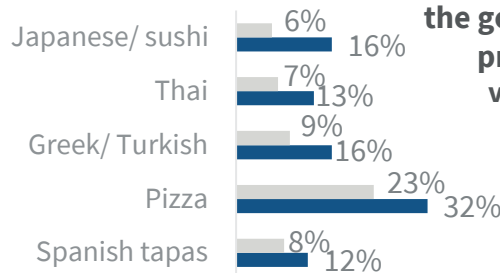
55% of Al Fresco Aspirations consider their diets to be very healthy, compared with 41% British adults on average. They check the nutritional content in the food they eat and are concerned about food supply chains and their impact on the environment. As a result, over one third of Al Fresco Aspirations say they prefer to eat vegetarian. They prefer eating foreign cuisines, especially those offering healthy options and containing lots of vegetables or lean meats, such as sushi and Thai food.



71%
Enjoy eating foreign food
vs 65% avg.

Restaurants visited in last 12mths

■ GB average ■ Al Fresco Aspirations



43%

Often eat snacks on the go rather than a proper meal
vs 30% avg.

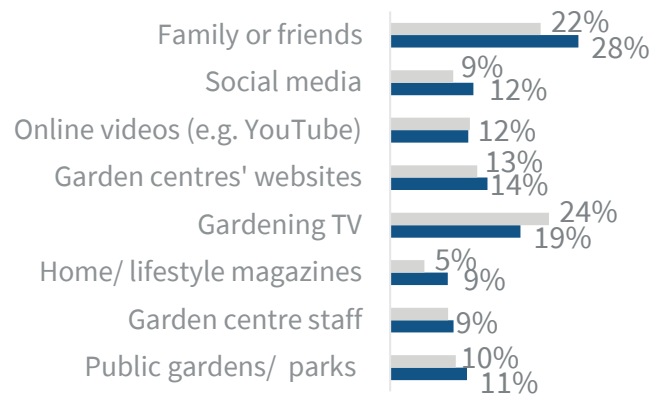


35%
Prefer to eat vegetarian foods
vs 19% avg.

How to reach them

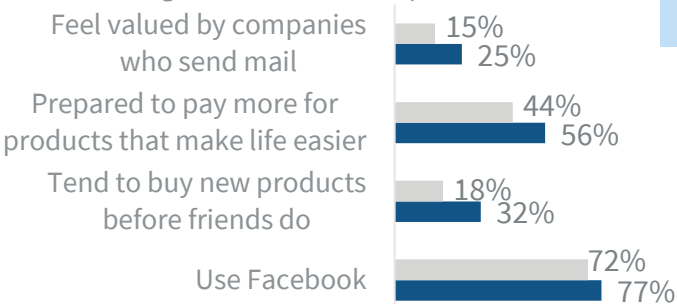
Where do they get ideas for the garden?

■ GB average ■ Al Fresco Aspirations



Media consumed & expectations from brands

■ GB average ■ Al Fresco Aspirations



How to act



Core expectations from brands, products or services:

- Ideas for small spaces
- Easy 'urban greening' solutions for those without gardening know-how
- Eco-friendly
- Quality products to create an enviable entertaining space

Preferred marketing tone:

- Inspiration
- Providing a solution/upgrading their space
- 'Next big thing'

Preferred information channel:

- Family & friends
- Social media/online
- Email

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

