

Bare & Basics

Mid-life families with low incomes in basic, mainly rented housing in urban and suburban areas.



10%

GB households



9%

Garden retail spend



Keeness on gardening

About Bare & Basics

Bare & Basics span the age groups and tend to live in rented or local authority housing with small gardens. Money is an issue for these consumers and whilst having a garden is important to them, spending on the landlord's property is not a priority and they lack the time to spend looking after it. Their gardens tend to have fewer things in them and they often have to juggle work and childcare commitments. They often use the garden to relax, to spend time with family and friends, and as a space for the kids to play. They're more likely than the average household to say they're always looking for ideas to improve the home, and they take inspiration from social media, online video hacks and home/lifestyle magazines to achieve quick and affordable makeovers. Portable garden solutions are also likely to appeal as these consumers may move to their next rented property.



Paul & Lisa



Aged 25-64

29%

Finding it difficult on present income
a further 40% are 'coping'



49%
Always looking for ideas to improve the home

63%

Always look for the lowest prices when shopping



49%
Feel the need to check social media everyday



Bare & Basics

Mid-life families with low incomes in basic, mainly rented housing in urban and suburban areas.

Character profile



63%
aged 25-64



52% rent their homes
81% live in in a house/bungalow



66%
Household income
<£39,999



31% have children aged 19+
32% have children aged 9-18yrs
28% have children aged 8 and under



45% work full-time
18% work part-time (<30hrs)

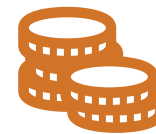
Their gardens & garden spend



64% have a Garden
2% an allotment



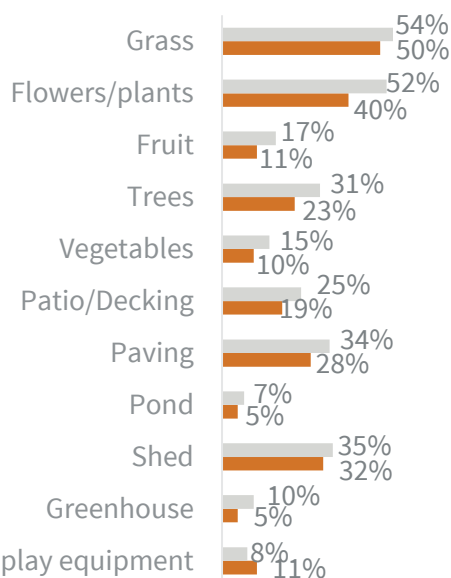
13.8million
Visits to garden centres /yr.
(7% of total visits)



£147
average total garden spend /yr.

What's in their gardens?

■ GB average ■ Bare & Basics



	GB avg	Bare & Basic (10% GB households)
--	--------	-------------------------------------

Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£40	7%
Garden leisure	£42	£42	10%
Garden care & tools	£74	£65	9%

Bare & Basics spread the age groups but the main thing that defines these consumers is their household income, with keeping their heads above water a priority. Few own their own homes and so spending on the landlord's garden isn't a high priority. Majority of Bare & Basics have gardens but they tend to have fewer things in them than the average household. They spend less on their gardens than average, but spend proportionately more on garden leisure categories. Many have young children to support too, and so their gardens are more likely than average to contain play equipment.

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

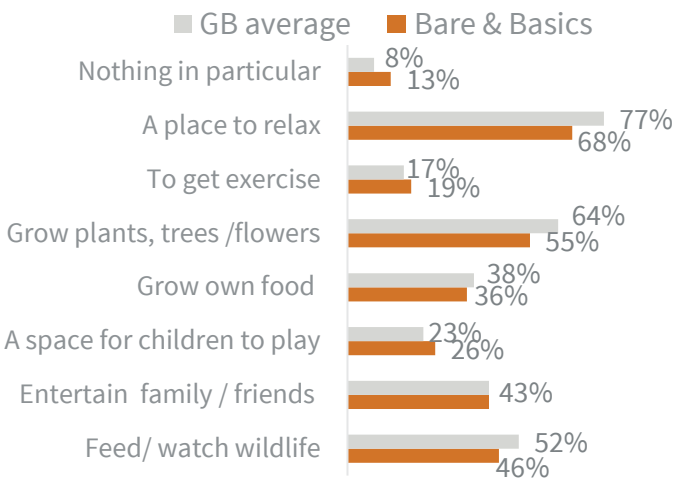


Bare & Basics

Mid-life families with low incomes in basic, mainly rented housing in urban and suburban areas.

Key garden hooks

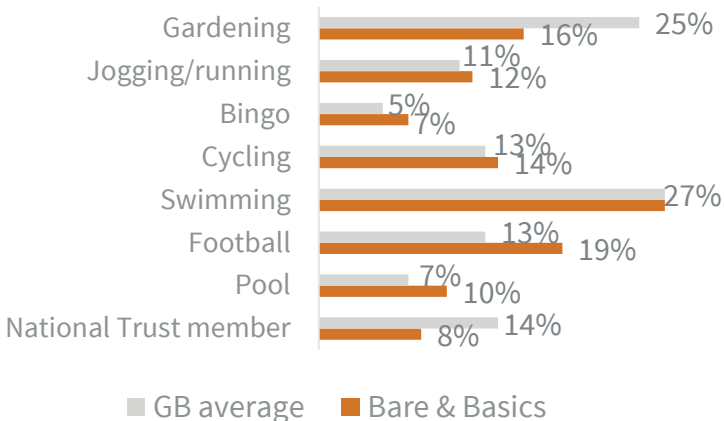
What do they use the garden for?



Other interests & hooks



Hobbies & interests



■ GB average ■ Bare & Basics



73%
Agree gardens/green spaces benefit their state of mind



78%
Agree gardens/green spaces benefit their physical health



80%
Agree access to a gardens/green spaces is important to them



88%
Agree gardens /green spaces help to support wildlife

Promotions & messaging likely to appeal to Bare & Basics:

- Portable garden products that aren't tied to the landlord's home e.g. containers, baskets, furniture
 - Ideas for small spaces/patios
 - Durable products that are child-proof!
 - Sense of value for money
- Affordable ways to get a good-looking garden quickly

Having a garden is important to majority of Bare & Basics and they're frequently used as a space for children to play and for entertaining. Gardening is seen as a bit of a chore amongst their busy lives and with minimum disposable income it isn't seen as a priority. However, cost-effective solutions that have immediate impact and require little time or effort are likely to appeal. They tend to have fewer hobbies than average and instead spend free time at home or with the family.



49%
Agree they're always looking for ideas to improve their home vs 43% GB



74%
Prefer to spend a quiet evening at home than to go out vs 68% GB



58%
Say there are not enough hours in the day to do everything they want vs 51% GB



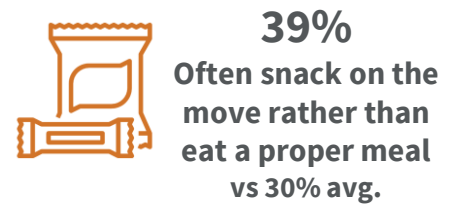
83%
Enjoy spending time with family vs 82% GB

Bare & Basics

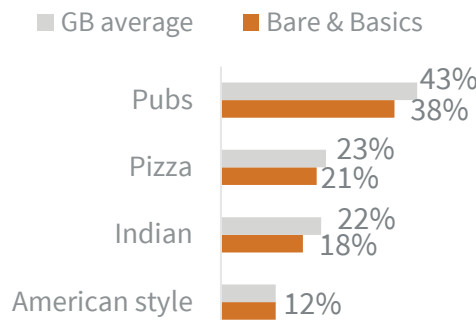
Mid-life families with low incomes in basic, mainly rented housing in urban and suburban areas.

Garden centre catering

The Bare & Basics segment tend to under-index on eating out in general due to their squeezed finances, and they make up only a small proportion of people who've visited a garden centre café in the last 3 months. They tend to stick to popular cuisines like pubs and pizza restaurants, and are often tempted by meal deals and discounted offers. 18% of Bare & Basics prefer to eat vegetarian foods and 12% prefer vegan foods; and snackable items are well suited to their busy lives juggling work and childcare.

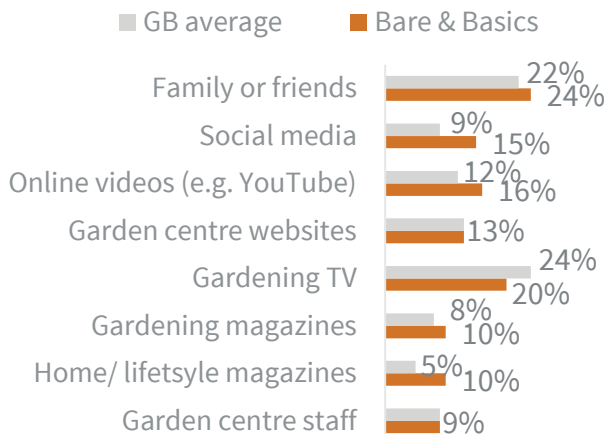


Restaurants visited in last 12mths

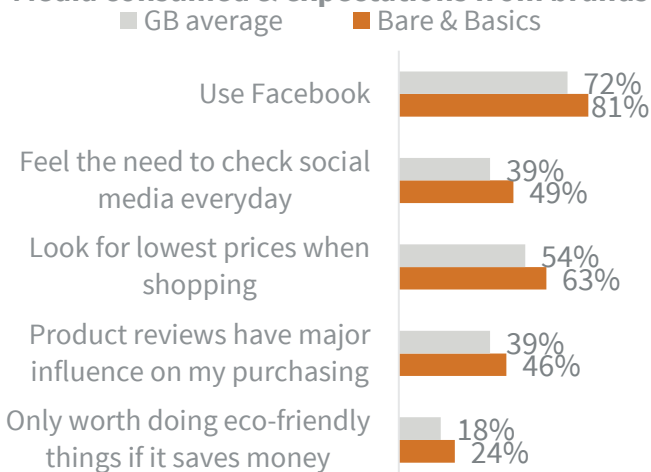


How to reach them

Where do they get ideas for the garden?



Media consumed & expectations from brands



How to act



Core expectations from brands, products or services:

- Portable
- Low-maintenance
- A quick fix solution with great results
- Affordable and durable

Preferred marketing tone:

- Personalised to their space and financial situation
- Problem solving
- Help and inspiration

Preferred information channel:

- Home/lifestyle magazines or TV programmes
- Social media / online

Most responsive to:

- Displays and images providing inspiration
- Sense of a good deal

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