

Convenience Gardeners

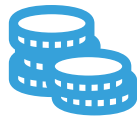


Mid-income professionals and public sector workers with busy lives in modest housing



9%

GB households



9%

Garden retail spend



Keeness on gardening

About Convenience Gardeners

Convenience Gardeners span all age-groups and tend to be around about average in most respects – both in terms of socio-economics, attitudes and expenditure. They typically live in 3 bedroom semi-detached houses with medium-sized gardens, and earn middle-of-the-range incomes. A large majority have children they're responsible for, either younger children who keep them busy with lots of hobbies, or grown-up children who still live in the family home. Only around 1 in 10 are grandparents yet. Convenience Gardeners spend slightly more than the average household on their gardens, though their spending is skewed towards the garden leisure categories. They see the garden as an extension of the house and an extra 'room' to relax in; though they tend to see gardening as a chore. Easy-to-maintain solutions appeal to Convenience Gardeners, who are more likely to have paving and patios or decking in their gardens. They like products that save them time, but also achieve good-looking results. They tend to get ideas for their gardens online and the internet is the first place they go for information. They're less likely to engage with gardening-specific media, but having a garden is important to them and they enjoy spending time relaxing outdoors.



Karen & Richard



57%
aged 35-64

48%
Household income
£20k-£49,999



48%
Have children
aged under 18

66%
Say shopping
online makes
their life easier



26%
Say they're
influenced by
reviews online



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Character profile



57%
aged 35-64



69% own/rent their homes
88% live in in a house/bungalow



48%
Household income
£20k-£49,999



48% have children aged 18 or under
33% have children aged 19+



45% work full-time
19% work part-time (<30hrs)
11% retired

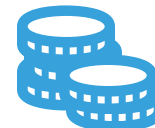
Their gardens & garden spend



75% have a Garden
2% an allotment



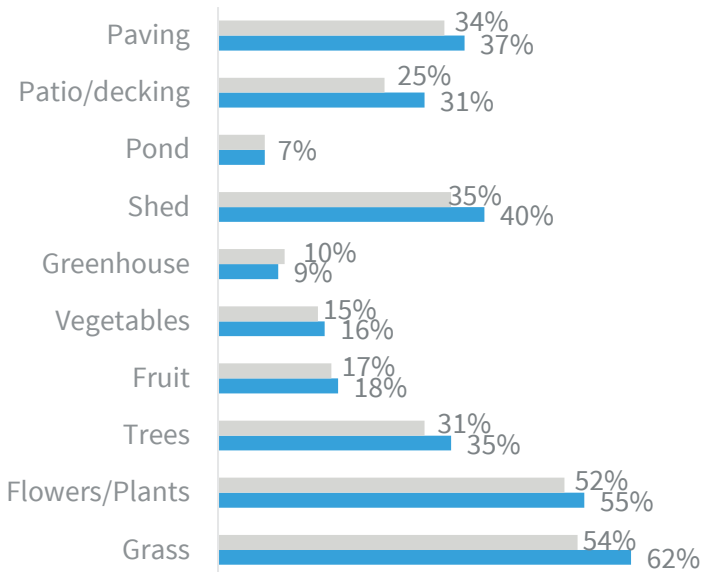
19million
Visits to garden centres /yr.
(10% of total visits)



£179
average total garden spend /yr.

What's in their gardens?

■ GB average ■ Convenience Gardeners



	GB avg	Convenience Gardeners (9% GB households)	
Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£59	9%
Garden leisure	£42	£50	10%
Garden care & tools	£74	£70	8%

Convenience Gardeners are spread across all age groups but are concentrated around middle age, when life tends to be at its busiest with work and childcare commitments. They are generally on middle-range income and have children of all ages, often grown-up children who're still living in the family home. Few are grandparents yet. They own their own homes with gardens of a decent size and spend slightly more than the average household on them. Their spend tends to be skewed towards garden leisure categories. Similarly, the contents of their gardens are generally on par with the average household, though they're more likely than average to contain grass, paving, sheds and patio/decking; reflecting their decent sized gardens and desire for convenience and easy up-keep.

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



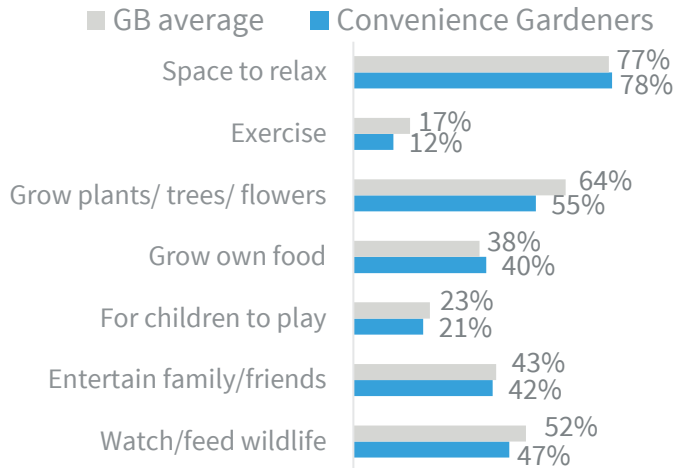
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Key garden hooks

What do they use the garden for?



86%
Agree gardens/green spaces benefit their state of mind



79%
Agree gardens/green spaces benefit their physical health



88%
Agree access to a gardens/green spaces is important to them



94%
Agree gardens /green spaces help to support wildlife

Promotions & messaging likely to appeal to Convenience Gardeners:

- > Convenience! Plants and solutions that look great but are easy achievable
 - > Labour-saving tools & products
 - > Grow Your Own – access to own food supply
 - > Relaxing in the garden – an outdoor room

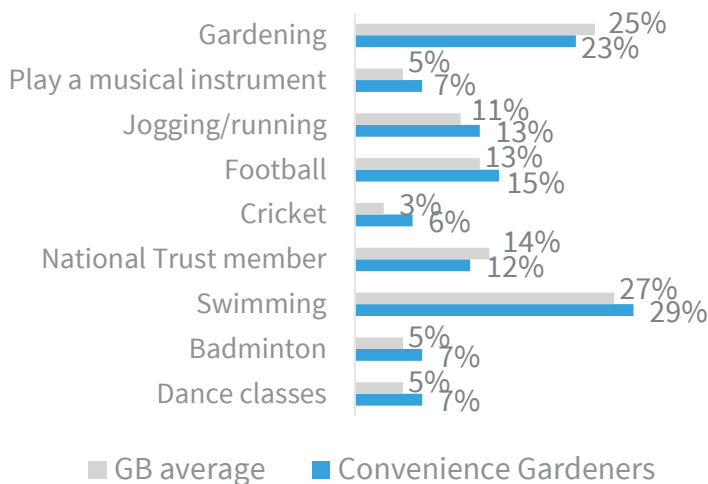
Having a garden is important to Convenience Gardeners but they lack the time and often see gardening as a chore.

Therefore, time-saving, easy-maintenance and easily-achievable solutions are likely to appeal to these consumers. The convenience of having access to their own home-grown food supply has appeal, as well as the sense of achievement and the mental health benefits they feel from spending time outdoors. They tend to enjoy active hobbies and their work-life is important to them; though both impact on their disposable time. Shopping online appeals to Convenience Gardeners and they're more likely than average to turn to the internet for information before purchasing.

Other interests & hooks



Hobbies & interests



26%
Find it difficult balancing work, children & social life vs 23% GB



66%
Say shopping online makes their life easier vs 62% GB



33%
Say they want to get to the very top in their career vs 28% GB



56%
Look for the lowest possible prices when shopping vs 54% GB

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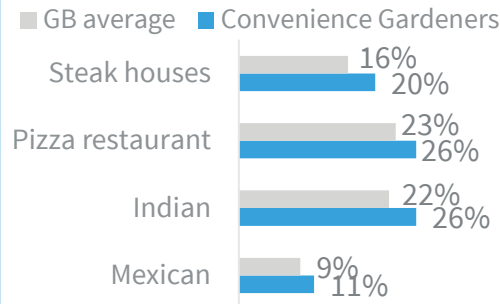
Garden centre catering

Convenience Gardeners make up 9% of all British adults who say they've visited a garden centre café/restaurant in the last 3 months. Two-thirds of Convenience Gardeners say they enjoy eating foreign foods and a further 1 in 5 prefer eating vegetarian. These consumers tend to under-index on healthy-eating behaviours and attitudes compared to the average British adult, likely due to their lack of spare time when cooking – another appeal for visiting the garden centre cafes/restaurants.



67%
Say they enjoy
eating foreign food
vs 65% avg.

Restaurants visited in last 12mths



20%
Prefer to eat
vegetarian foods

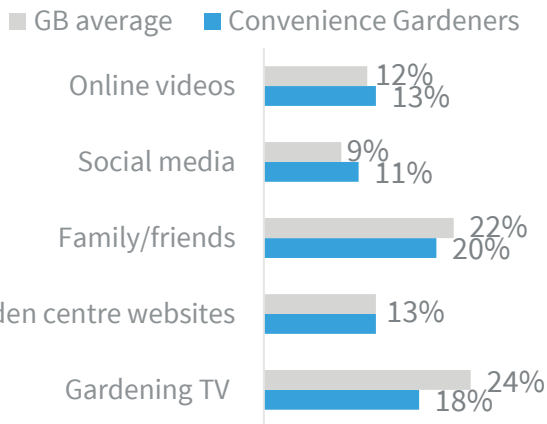


63%
Say they like to treat
themselves to food
that's not good for
you vs 61% avg.

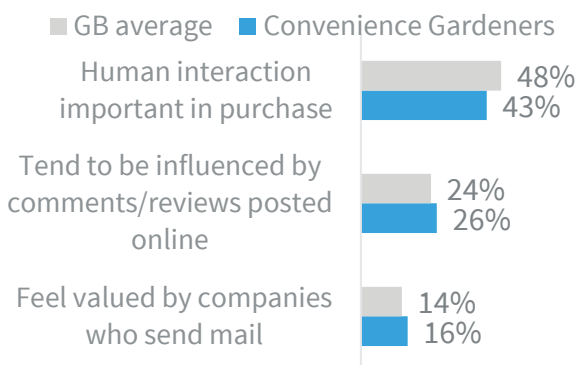


How to reach them

Where do they get ideas for the garden?



Media consumed & expectations from brands



How to act



Core expectations from brands, products or services:

Convenience
Offer an easy solution with good results
Help save them time

Preferred marketing tone:

Helpful friend/time-saving benefits
Fun – take the chore out of gardening

Preferred information channel:

Online
Email

Most responsive to:

Easy maintenance gardens
The garden as a place to relax
End results not the work involved

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