

Garden Prouds



Wealthy mid-to-late-life professionals in large houses with moderate interest in gardening and high spend



18%

GB households



27%

Garden retail spend



Keeness on gardening

About Garden Prouds

Garden Prouds are mainly mid-to-late life couples at the top of their working careers, earning significantly more than the average household and living in large houses. Some have adult children living with them and their gardens tend to be big and have lots in them. Garden Prouds enjoy using the garden to entertain family and friends, and take inspiration from gardening magazines and garden centre staff, to be sure they're getting the highest quality goods. But they like to research a number of sources to ensure they get the best value too! Quality is really important to them and they like products that are eco-friendly or Organic too. They also get ideas from their family & friends and certainly don't want their gardens to be the worst in the neighbourhood! They tend to have very busy lives, balancing work with their many hobbies; and so they're not the very keenest gardeners, but goods and services that save time and make life easier really appeal to them. Their garden is really important to them and is a space to be proud of, meaning they significantly over-spend relative to the proportion of the population they make up. They have a taste for culture, enjoying activities such as visiting the theatre and eating foreign cuisines; and sports associated with affluence such as cycling and golf.



Andrew & Veronica



Over 45

65%

Get a good deal of pleasure from their gardens



Spend 46% More on their gardens than the avg. household

17%

Say they're quite likely to convince others about gardening products/ services



35% Tend to go for premium rather than standard goods



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Character profile



66%
aged over 45



77% own their homes
86% live in in a house/bungalow



2.4x
More likely than average have income of £75k+



48% have children aged 19+
1 in 4 have grandchildren



26% retired
36% work full-time
19% work part-time (<30hrs)

Their gardens & garden spend



78% have a Garden
3% an allotment



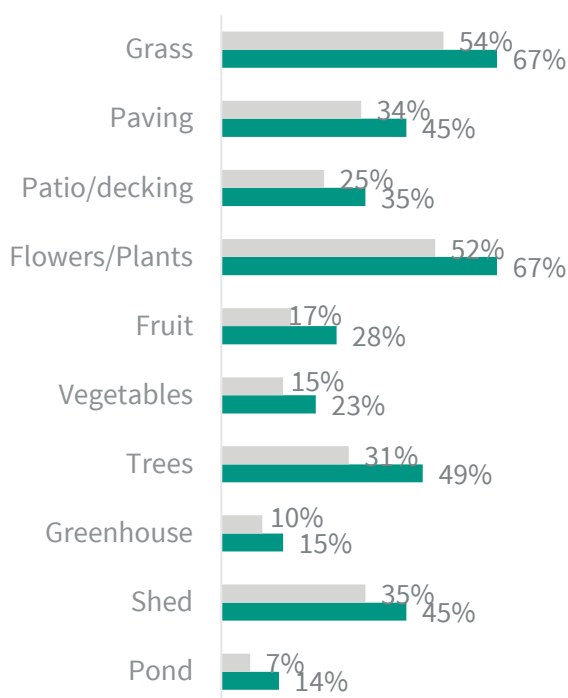
52million Visits to garden centres /yr.
(27% of total visits)



£251 average total garden retail spend /yr.

What's in their gardens?

■ GB average
■ Garden Prouds



	GB avg	Garden Prouds (18% GB households)	
Where does their garden spend go?	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£86	27%
Garden leisure	£42	£54	24%
Garden care & tools	£74	£111	28%

Majority of Garden Prouds are high-earning middle-aged and above couples in large detached houses with gardens to match. 30% of Garden Prouds are classified as 'Empty Nesters', whilst 14% are 'Hotel Parents' housing their adult children who often 'boomerang' back to the family home. They are 34% more likely than the average household to feel comfortable on their income and this reflects on their garden spend too. They make up 27% of all garden centre visits annually and spend around £80 more than the average household on their gardens each year. They make up 27% of garden plant sales and 28% of garden care category sales despite only accounting for 18% of the population; and their gardens are much more likely than average to have things in, especially trees - likely reflecting the larger size of their gardens.

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

Garden Prouds

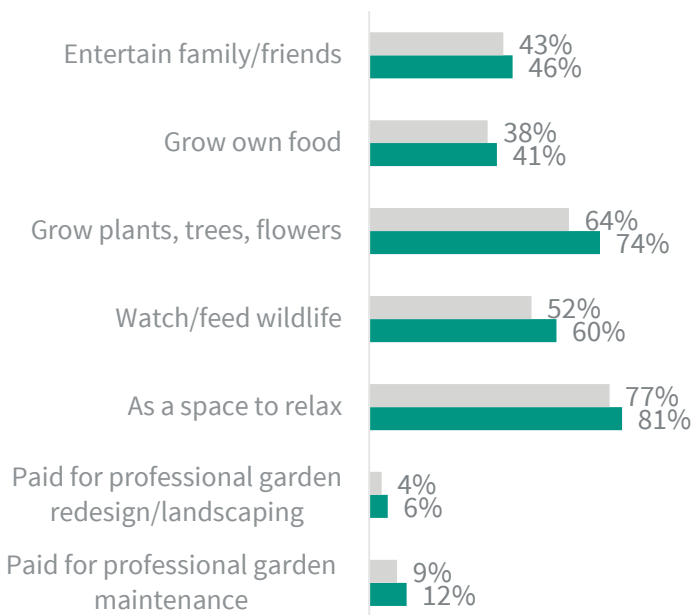


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Key garden hooks

What do they use the garden for?

■ GB average ■ Garden Prouds



89%
Agree gardens/green spaces benefit their state of mind



86%
Agree gardens/green spaces benefit their physical health



90%
Agree access to a gardens/green spaces is important to them



93%
Agree gardens /green spaces help to support wildlife

Promotions & messaging most likely to appeal to Garden Prouds:

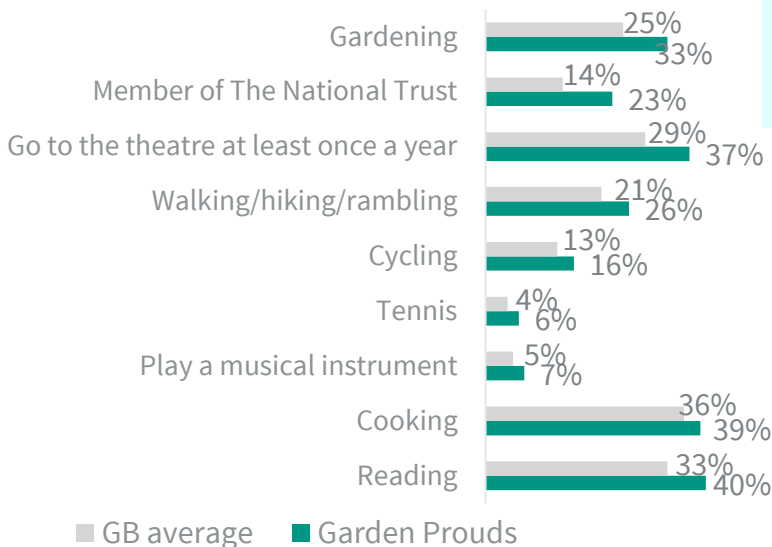
- Having an enviable garden entertaining space
- Wildlife- & environmentally-friendly plants and products
- Emphasis on the end results – not the work involved
 - High quality products
- Plants, trees & flowers for large spaces that look good

Garden Prouds like to use their large gardens as spaces to impress and entertain friends and family - they enjoy cooking, baking and hosting guests. Wildlife and the environment are important to them, and they are more likely than average to say they would pay more for eco-friendly options. High quality products appeal to them and they tend to do their research to find the best quality for the best price. They are also prepared to pay more for products that will save them time amidst their busy lifestyles – including paying for professional garden maintenance and care. They enjoy more hobbies than average especially those with cultural prestige such as theatre-going and tennis, or activities requiring greater investment like cycling and playing a musical instrument.

Other interests & hooks



Hobbies & interests



56%
Say they'd make lifestyle compromises to benefit the environment vs 51% GB



51%
Are prepared to pay more for products that make life easier vs 44% GB

75%
Say they check a number of sources before making a major purchase Vs 67% GB



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Garden centre catering

Garden Prouds over-index on eating out in general, likely due to their additional disposable income and busy lifestyles. But they are also more likely than average to visit restaurants of different countries' cuisines, possibly reflecting their greater travel experiences. They are more likely to prefer vegetarian foods, and over-index on attitude statements around eating healthily. They also buy Organic foods more than the average household, representing their attraction to quality products.

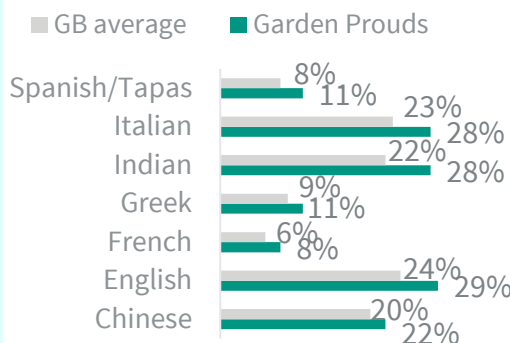


22%
GC catering
visitors
In the last 3 months



72%
Say they enjoy
eating foreign food
vs 64% avg.

Restaurants visited in last 12mths



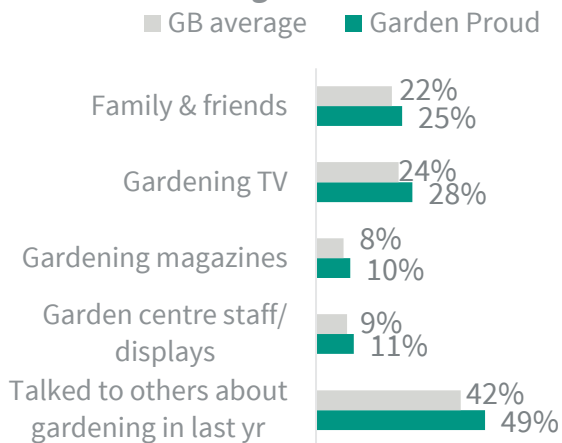
61%
Say they are eating
more healthy foods
than they have in
the past
vs 56% avg.



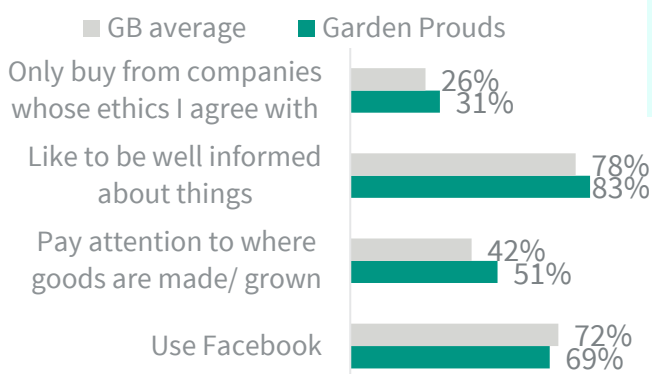
23%
Say they prefer to
eat vegetarian food
vs 19% avg.

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:

- Quality goods, that are ethical and eco-friendly
- Products that make life easier and save time
- Buying a 'look' with the end results clear

Preferred marketing tone:

- Quality-driven – how it was made/grown, where it was produced, it's environmental footprint
- Time-saving tools and tips
- Creating an enviable garden to entertain family/friends

Preferred information channel:

- Word of mouth/recommendations
- Gardening expert sources

Most responsive to:

- They trust 'expert' sources to be sure they're getting the best quality for their money

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