

Gardening Elders



Well-off retired and semi-retired elders with a keen interest in gardening



14%

GB households



19%

Garden retail spend



Keeness on gardening

About Gardening Elders

Gardening Elders are mainly retired and over 65, and have lived in their houses or bungalows for a long time. They've got grown up children and young grandchildren whom they love to spend time with. The rest of their leisure time is spent enjoying hobbies to keep their minds and bodies active such as puzzles, walking and reading, as well as their passion for gardening. Gardening Elders love connecting with nature and their gardens tend to have lots in. They're comfortable on their household income and they tend to turn to 'expert' sources and gardening-specific media channels for inspiration for their gardens. Heritage is important to Gardening Elders and they relish opportunities to learn new things even in their later stage of life. They often visit garden centre cafes and restaurants where eating healthily and avoiding high fat and sugar content is a priority. They tend to respond best to print media advertisements, and don't like to feel bombarded or hassled to purchase. Ease of use is an important factor in product choice for Gardening Elders and they pay attention to where the products they buy are made/grown.



John & Margaret



Over 65

86%

Have a garden



72%

Get a good deal of pleasure from their gardens

73%

Like to understand nature



18%

Claim they're likely to influence others on purchasing gardening products



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Character profile



69%
aged over 65



87% own their homes
91% live in in a house/bungalow



40%
Household income
£10k-£29,999



53% have grandchildren
1 in 3 have grandchildren under 11



69% retired
14% work full-time
8% work part-time (<30hrs)

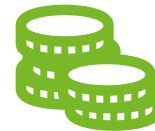
Their gardens & garden spend



86% have a Garden
3% an allotment



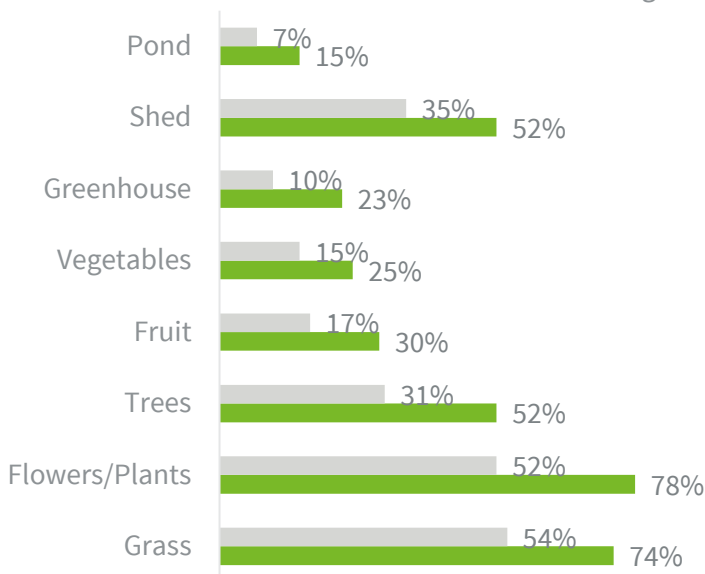
37million
Visits to garden centres /yr.
(19% of total visits)



£235
average total garden retail spend /yr.

What's in their gardens?

■ GB average
■ Gardening Elders



Where does their garden spend go?

	GB avg	Gardening Elders (14% GB households)	
	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	£93	23%
Garden leisure	£42	£40	14%
Garden care & tools	£74	£102	20%

Majority of Gardening Elders have lived in their homes for over 20 years (56%). They're much more likely to feel comfortable on their present income than the average British household (50% vs 32%) and are mostly retired. They're the most frequent visitors to garden centres and are more than twice as likely than average to have a pond or greenhouse in their gardens. They tend to turn to 'expert' sources for ideas on their gardens and gardening-specific media. They're more likely than average to have flowers, plants, fruit and vegetables growing; and a greater proportion of their garden spend falls under Garden Plants.

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



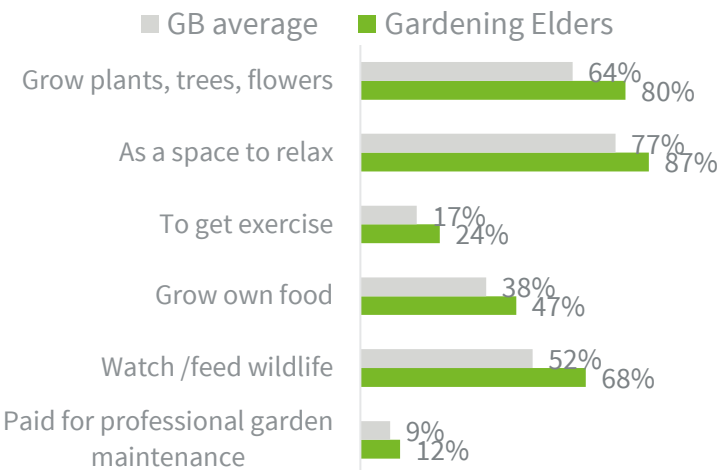
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Key garden hooks

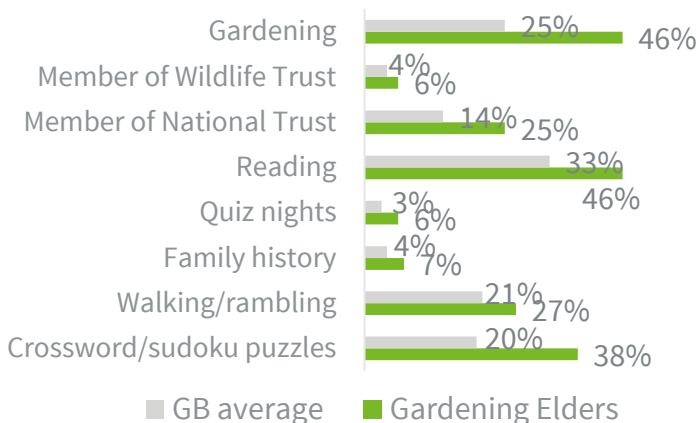
What do they use the garden for?



Other interests & hooks



Hobbies & interests



90%
Agree gardens/green spaces benefit their state of mind



87%
Agree gardens/green spaces benefit their physical health



94%
Agree access to a gardens/green spaces is important to them



96%
Agree gardens /green spaces help to support wildlife

Promotions & messaging most likely to appeal to Gardening Elders

- > Gardening!
- > Nature & wildlife
- > Health and wellbeing
- > Staying mentally & physically active
- > Heritage and local allure

Gardening Elders like to connect with and understand nature; and to spend their additional leisure time using the garden as a space to relax. They also value the health and wellbeing benefits that spending time outdoors brings, and like to garden as a way of keeping active as well as for the enjoyment and pleasure of nurturing something. Where their health may not allow, they choose to pay a professional to maintain and care for their gardens. Heritage is also important to Gardening Elders – they're more likely than average to say they regularly look into family history/genealogy; and buying goods from Britain and their local area is important to them. Half of Gardening Elders say they pay attention to where the products they buy are made/grown, compared to 41% of British adults on average.



51%
Agree "I buy goods produced in my own country whenever I can" (vs 43% avg.)



88%
Agree it's important to continue learning new things



54%
Always use money off vouchers/coupon



74%
Say they're more likely to buy a product if they can touch and feel it first (vs 43% avg.)



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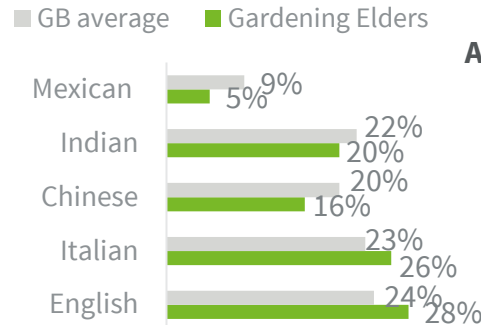
Garden centre catering

Gardening Elders are almost twice as likely than the average British adult to have visited a garden centre restaurant in the last 3 months. They tend to prefer more 'traditional' dishes; and eating well is important to them in order to preserve good health. They're more likely than average to have eaten in British or Italian restaurants in the last year, whilst they under-index on cuisines such as Chinese, Indian and Mexican.



52%
Always eat the
recommended 5 a
day
vs 39% avg.

Restaurants visited in last 12mths



29%
Always avoid high
fat content
vs 19% avg.

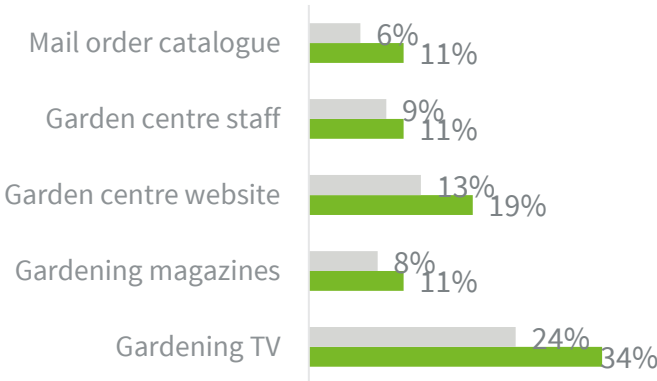


40%
Always avoid high
sugar content
vs 26% avg.

How to reach them

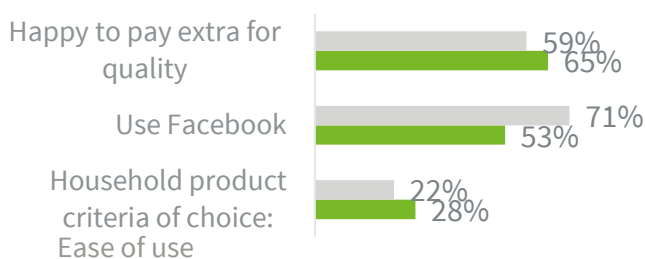
Where do they get ideas for the garden?

■ GB average ■ Gardening Elders



Media consumed & expectations from brands

■ GB average ■ Gardening Elders



How to act



Core expectations from brands, products or services:

- Human interaction at the point of purchase
- Ease of use an important factor
- More likely to buy if can touch and feel first
- Traditional tastes and local heritage

Preferred marketing tone:

- Tend to be put off by heavy advertising
- Educational
- Wildlife and health & wellbeing-benefit driven

Preferred information channel:

- Word of mouth
- Print media

Most responsive to:

- Newspapers & magazines
- Information from gardening-specific media

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

