

# Backyard Barbecues

Mid-to-low disposable income young families and couples in a mix of rented and owned small homes.



7%

GB households



7%

Garden retail spend



Keeness on gardening

## About Backyard Barbecues

Backyard Barbecues tend to be young couples, some with young children, in semi-detached or terraced houses with small gardens. Their gardens generally contain patios and are less likely to contain plants, flowers and trees amongst other gardening categories. However, they spend more than the average household on garden leisure and enjoy using the garden to entertain family and friends. Any small grassed area they may have is generally used as a space for children to play too. They're more likely than average to say they're always looking to improve their home, so providing inspiration on how to make the most of small spaces is likely to appeal to these consumers. They turn to retailers for ideas and are often investing in 'making a home'. They tend to under-index on memberships to organisations and a lot of hobbies, largely due to their restricted disposable income and free time - as they're more likely than average to be working full-time and juggle family commitments too. Easily achievable solutions to spruce up their spaces, inspiration for how to convert small spaces into great entertaining areas, low-cost children's gardening projects and container gardening are likely to appeal to these consumers.



**Chloe & Matt**



**Under 44**

**45%**

**have children under 8**



**68%**

**earn <£49,999**

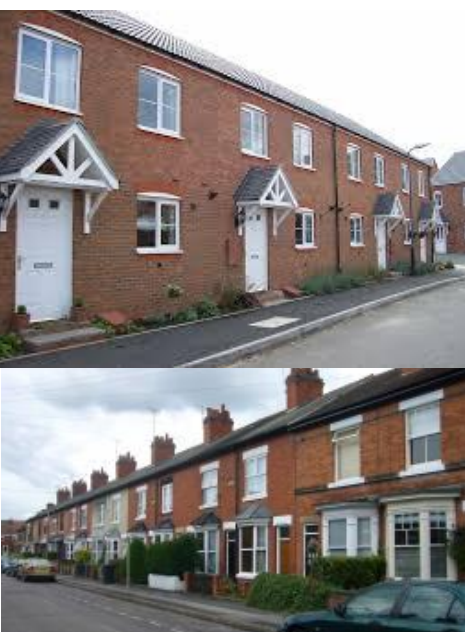
**39%**

**find it difficult to balance work, children and social life**



**42%**

**get a good deal of pleasure from their garden**



# Backyard Barbecues

Mid-to-low disposable income young families and couples in a mix of rented and owned small homes.

## Character profile



**78%**  
aged under 44



**54%** own their homes  
**85%** live in in a house/bungalow



**68%**  
Household income <£49,999



**45%** have children aged under 8  
**26%** are two-person households  
**47%** are three to four person households



**56%** work full-time  
**20%** work part-time (<30hrs)

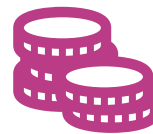
## Their gardens & garden spend



**68%** have a Garden  
**1%** an allotment



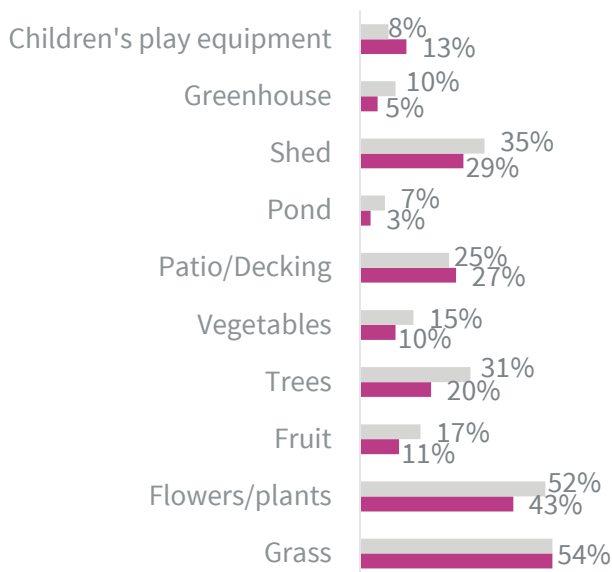
**9.7million** Visits to garden centres /yr.  
(5% of total visits)



**£163** average total garden spend /yr.

### What's in their gardens?

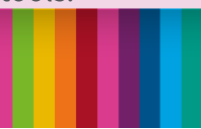
■ GB average ■ Backyard Barbecues



Where does their garden spend go?	GB avg	Backyard Barbecues (7% GB households)	
	Avg £ /yr	Avg £ /yr	% of category market spend they account for
Garden plants	£57	<b>£42</b>	<b>5%</b>
Garden leisure	£42	<b>£55</b>	<b>9%</b>
Garden care & tools	£74	<b>£66</b>	<b>6%</b>

Backyard Barbecues tend to be young co-habiting couples in small to medium sized semi-detached or terraced homes. A large proportion have young children, and they earn low to middle of the range incomes. Their gardens are less likely to contain plants, trees, fruit and vegetables than the average household, though they're more likely to contain children's play equipment and patios. This is reflected in their annual spending, they spend more than the average household on garden leisure categories and make up 9% of overall garden leisure spend despite representing only 7% of British households. Likewise they under-spend compared to average on plants and garden care and tools.

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

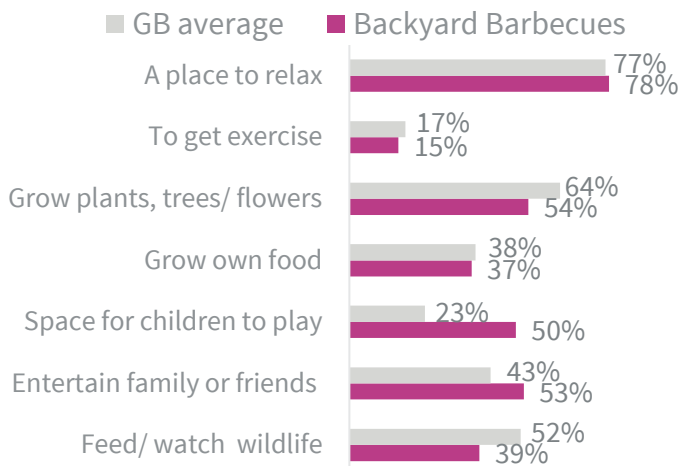


# Backyard Barbecues

Mid-to-low disposable income young families and couples in a mix of rented and owned small homes.

## Key garden hooks

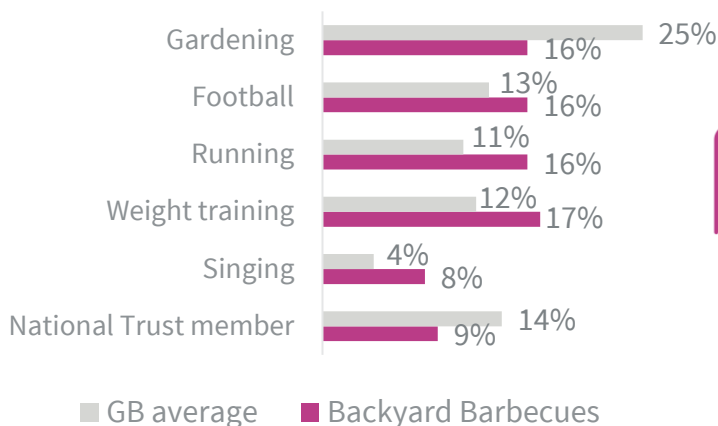
What do they use the garden for?



## Other interests & hooks



### Hobbies & interests



**83%**  
Agree gardens/green spaces benefit their state of mind



**82%**  
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 Backyard Barbecues:

- > Before and after easy 'makeovers' for small gardens/patios
- > Occasions spent with family/friends in the garden
- > Holiday feeling at home – garden leisure, outdoor dining
  - > Easy patio and container gardening
  - > Low-cost children's gardening projects
  - > Garden exercise

Backyard Barbecues enjoy using their garden space to relax, entertain friends and family and let their children play and explore. They're also keen on growing their own food, but just lack the gardening know how to get started. They see gardening as a bit of a chore amongst balancing a busy life, but having a garden is very important to them and making their house a home. Their hobbies include low-cost keep-fit activities and team sports with an element of socialising like football.



**22%**  
Say they don't like responsibility and would rather be told what to do vs 17% GB



**34%**  
Agree they like to take risks vs 29% GB



**52%**  
Say they have a keen sense of adventure Vs 43% GB



**39%**  
find it difficult to balance work, children and social life vs 23% GB

# Backyard Barbecues

Mid-to-low disposable income young families and couples in a mix of rented and owned small homes.

## Garden centre catering

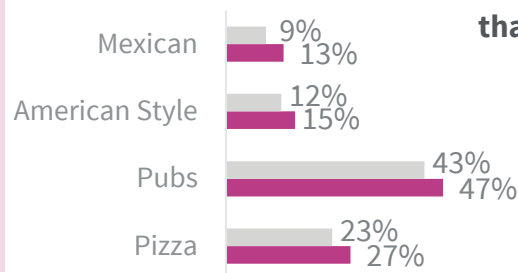
Backyard Barbecues aren't frequent visitors to garden centre cafes and restaurants likely due to their lack of disposable income. However they do make up 7% of garden centre visitors in the last 3 months. So, there could be opportunity to attract these consumers into the café with special offers and meal deals. They often snack between meals and like to treat themselves to something naughty.



**39%**  
Say they often  
snack rather than  
eat a proper meal  
vs 30% avg.

**Restaurants visited in last 12mths 74%**

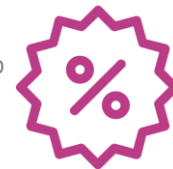
■ GB average ■ Backyard Barbecues



**74%**  
Like to treat  
themselves to food  
that isn't good for  
you  
vs 61% avg.



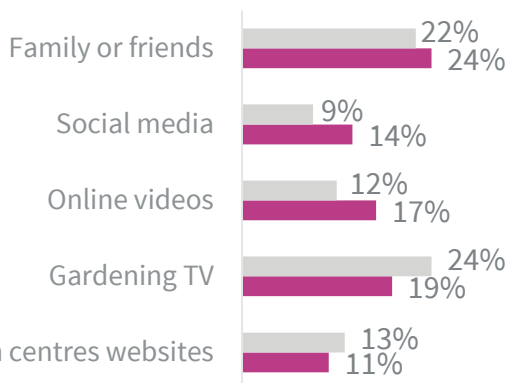
**31%**  
Say they regularly  
buy budget food  
ranges  
vs 21% avg.



## How to reach them

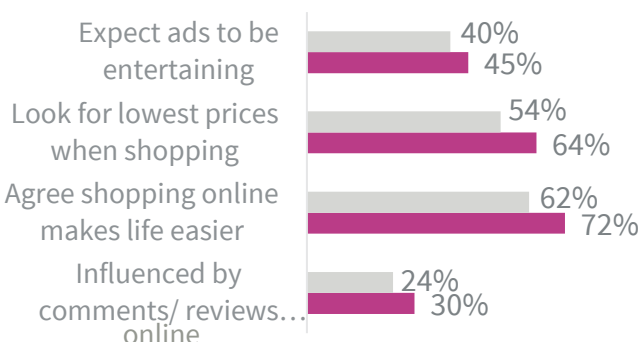
**Where do they get ideas for the garden?**

■ GB average ■ Backyard Barbecues



**Media consumed & expectations from brands**

■ GB average ■ Backyard Barbecues



## How to act



**Core expectations from brands, products or services:**

- Inspiration
- Feeling of a good deal
- Advice tailored to their individual space

**Preferred marketing tone:**

- Friendly
- Gardening jargon-free
- Entertaining

**Preferred information channel:**

- Social media/online
- DIY stores/home-making
- Mum & Dad

**Most responsive to:**

- Easily achievable results on a budget

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

