



HTA Garden Consumer Segmentation

USER GUIDE

Introduction

This User Guide summarises the HTA's Garden Consumer Segmentation; including what it is, how it works and how it can be of value to your business.

The HTA segmentation model groups UK households into **nine segments** based on their demographics, life-stage, attitudes and hobbies; as well as the size of their gardens, garden spending, garden contents and what they use the garden for.

Each segment has a '**pen portrait**' describing them, their preferred products and how you can reach them.

The nine pen portraits can help your business to:

- Understand your customers and their wants, needs and motivations
- Identify new potential customer groups in your local area, or the customers best suited to a particular promotional strategy
- Target and reach specific audiences for particular promotional campaigns - in this User Guide we also show you how you can apply the pen portraits to Facebook advertising

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How is the segmentation created?

The segmentation model pulls in data from **several consumer research surveys** to build up the detailed consumer profiles within the nine pen portraits.

It is largely based on **Experian's MOSAIC geodemographic classification**. MOSAIC splits UK households into 67 types based on age, income, household type and composition.

A01 World-Class Wealth	A02 Uptown Elite	A03 Penthouse Chic	A04 Metro High-Flyers	B05 Premium Fortunes	B06 Diamond Days	B07 Alpha Families	B08 Bank of Mum and Dad	B09 Empty-Nest Adventure	C10 Wealthy Landowners
C11 Rural Vogue	C12 Scattered Homesteads	C13 Village Retirement	D14 Satellite Settlers	D15 Local Focus	D16 Outlying Seniors	D17 Far-Flung Outposts	E18 Legacy Elders	E19 Bungalow Haven	E20 Classic Grandparents
E21 Solo Retirees	F22 Boomerang Boarders	F23 Family Ties	F24 Fledgling Free	F25 Dependable Me	G26 Cafés and Catchments	G27 Thriving Independence	G28 Modern Parents	G29 Mid-Career Convention	H30 Primary Ambitions
H31 Affordable Fringe	H32 First-Rung Futures	H33 Contemporary Starts	H34 New Foundations	H35 Flying Solo	I36 Solid Economy	I37 Budget Generations	I38 Economical Families	I39 Families on a Budget	J40 Value Rentals
J41	J42	J43	K44	K45	K46	K47	K48	L49	L50

The HTA segmentation then groups these MOSAIC household types into nine segments based on similarities in the geodemographics but also in attitudes and behaviours around the garden.

We profile the MOSAIC types within other consumer research surveys including **Kantar Media's TGI survey** of 24,000 British adults, and our own **independent research** with agencies like YouGov and IpsosMori, to create our nine **Garden Consumer segments**. This approach allows us to continue to collect data and build up a detailed profile of each – incorporating information on garden spending, garden contents, hobbies and attitudes towards brands and businesses. As this method relies on consumer recall within a survey, there may be a margin of error with garden spend figures reported and actual behaviour may differ from indicated attitudes.

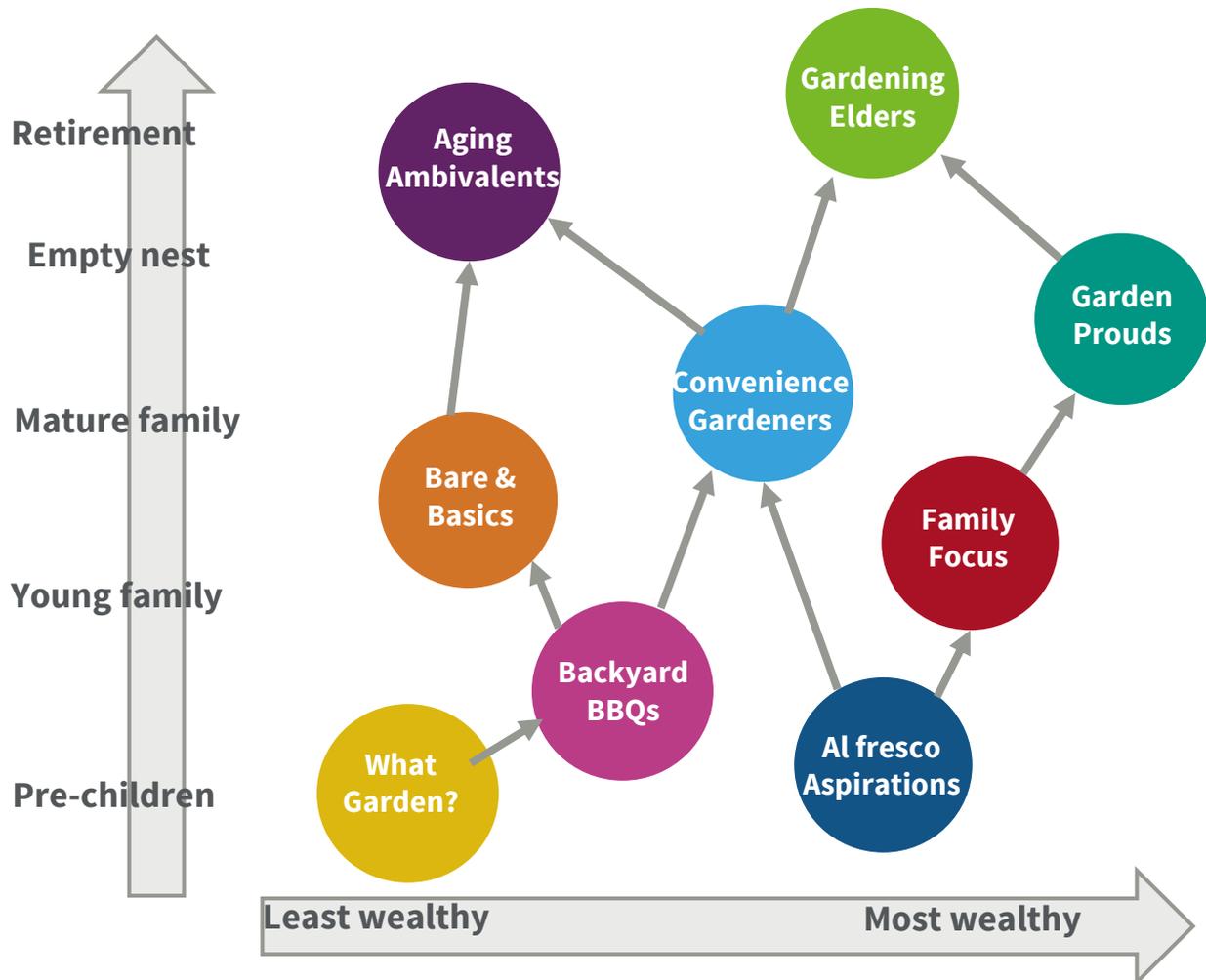
We then summarise the main 'story' for each segment in our **nine pen portraits**, allowing you to understand the wants, needs and motivations of existing and potential customers.

*Garden retail spend refers to annual spend on garden plants, garden care and garden leisure categories and excludes spend on garden buildings/professional services

The nine segments

Garden Consumer segment	Description
<p>Gardening Elders 14% GB households 19% garden retail spend*</p> 	<p>Mainly retired and over 65, they've lived in their houses for a long time. They're keen gardeners who turn to 'expert' sources for information, and like to share their knowledge with family & friends.</p>
<p>Garden Prouds 18% GB households 27% garden retail spend</p> 	<p>Wealthy mid-to-late-life professionals in large houses with moderate interest in gardening and high spend. Their garden is a space to be proud of, where they like to host family & friends. Quality is really important to them as well as time-saving amid their busy lives.</p>
<p>Family Focus 8% GB households 12% garden retail spend</p> 	<p>The garden is a place for adults to socialise and children to play. They like to grow plants and edibles, but are not particularly expert gardeners. They spend highly on garden leisure and visit garden centres a lot, both for the garden and for seasonal events.</p>
<p>Convenience Gardeners 9% GB households 9% garden retail spend</p> 	<p>The interest in gardening within this segment tends to be over-shadowed by busy lifestyles. Gardens are not necessarily large, but they still want and enjoy a nice garden and spend around about average on them.</p>
<p>Aging Ambivalents 9% GB households 9% garden retail spend</p> 	<p>They have time to spend on their gardens, but they're not overly keen gardeners or high-spenders - partly due to small garden size and partly due to lack of money. They may go to garden centres to relax or window shop, but they have few strong feelings on gardens.</p>
<p>Al Fresco Aspirations 6% GB households 4% garden retail spend</p> 	<p>They tend to have a small garden, patio, balcony or no garden at all. Young, affluent and career-focused, the idea of stylish entertaining in their gardens appeals, and some would like to know how to get the best from their outdoor space, despite not pursuing it as a hobby.</p>
<p>Backyard Barbecues 7% GB households 7% garden retail spend</p> 	<p>They maintain the garden to a basic standard, and also use them for barbecues or gatherings in summer. They are disinterested in gardening as a hobby and are unlikely to be willing to pay a premium for quality.</p>
<p>Bare & Basics 10% GB households 9% garden retail spend</p> 	<p>They don't care much about their small gardens or gardening and have little money to spend on them. They may feel helpless to improve their garden and have given it over to their children to play in. The chances are the garden has very little in it.</p>
<p>What Garden? 15% GB households 5% garden retail spend</p> 	<p>Their low incomes and young age make this the lowest spending segment of all. If they have a garden at all it'll be very small and any garden spend tends to be occasional and most likely driven by price.</p>

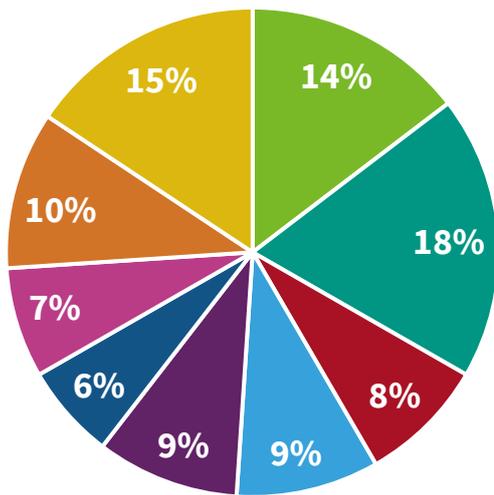
The segments & life-stage



The segmentation takes into account demographics, wealth, housing and life-stage, meaning consumers can transition from one segment to another as they go through life. The chart to the right outlines how this may occur. It won't be the same for every consumer however, it shows how needs around the garden are likely to change throughout life.

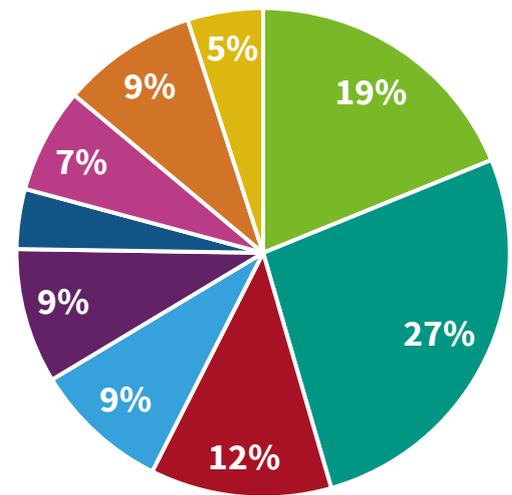
The segments & their spending

% of GB households



- Gardening Elders
- Garden Prouds
- Family Focus
- Convenience Gardeners
- Aging Ambivalents
- Al Fresco Aspirations
- Backyard Barbecues
- Bare & Basics
- What Garden?

% of garden retail spend



Average annual spending on the garden is incorporated into the segmentation and analysed by garden product category in the pen portraits. But comparing the proportion of households to the proportion of total annual garden retail spend a segment makes up, highlights the segments that significantly over- or under-spend relative to how many of them there are. For example, you can see that Gardening Elders, Garden Prouds and Family Focus account for 40% of British households, yet they make up 58% of what all Brits spend on their gardens each year. Meanwhile, What Garden? and Bare & Basics make up one quarter of all households., yet only account for 14% of total garden retail spend.

How you can use the pen portraits

You can profile your current customers

- Which segments do you think your business currently attracts?
- Who is your target customer based on your business' strengths?
- Are you best meeting their needs and expectations or could you discover opportunities to add further value for them?

You can identify potential new customers in your local area

- Which segments' needs are most suited to what your business has to offer?
- Which of the segments are relevant to your local area?
- Which new segments might you want to consider catering for?

You can target specific promotions, products or campaigns at specific segments

- I.e. based on the information in the pen portrait (demographics, what they use the garden for, key hooks and asks from brands/businesses); streamlining your marketing to save cost and resource
- Facebook advertising can be a really cost-effective way of doing this, on a low budget – **find out how it works on the next page**

Facebook Advertising

Given its high level of usage and low cost relative to other forms of effective advertising; social media adverts like Facebook, have become increasingly popular and are very easy to do – and on a low budget!

How does it work?

- You can create an advert (e.g. an image, video, post etc.) and target it at a specific audience based on a set of variables you define

Note: Facebook adverts are different to a standard free Facebook post. You can target an advert at any audience of Facebook users that you choose; whereas a standard post will only be seen by followers or friends of your page.

- You can **define your audience** - using the HTA Garden Spender Consumer Segmentation pen portraits to help you – choosing the demographics, interests etc. that you want to target
- You can **set a radius around your store** (i.e. those Facebook users that meet your audience definition within a 10mile radius of your garden centre)
- You can **add specific interests** or target a **specific gender** to reach people interested in a particular promotion or product range (e.g. those interested in children's gardening, if you are running a campaign aiming to promote your kids gardening projects; or Mums for Mother's Day)

Totally new to Facebook advertising or need a bit more help? There's some great, free Facebook Blueprint eLearning available here:

<https://www.facebook.com/business/learn>

Example Facebook Audiences

We've created three example audiences for the three highest spending segments: Gardening Elders, Garden Prouds and Family Focus to give you some inspiration – but of course you can create audiences for whichever segment you want to target!

Example Facebook Audiences

TEST - Gardening Elders Actions ×

[Summary](#) Usage History

Audience name
TEST - Gardening Elders

Size
3,000,000

Type
Saved Audience

Created
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Last updated
--

Saved Audience Details
Location – Living in: United Kingdom
Age: 60-65+
People who match: Interests: Gardening, Allotment (gardening), Garden centre, national trust, Royal Society for the Protection of Birds, Wildlife, BBC Gardeners' World or Gardeners' World
And must also match: Interests: Crossword, Reading, Puzzle, Health & wellness, Sudoku or Retirement

53% 
of Gardening Elders
use Facebook

An example Facebook Audience for Gardening Elders

TEST - Garden Prouds Actions ×

[Summary](#) Usage History

Audience name
TEST - Garden Prouds

Size
4,200,000

Type
Saved Audience

Created
26/03/2020, 09:50

Last updated
29/06/2020, 18:45

Saved Audience Details
Location: United Kingdom
Age: 45-60
People who match: Interests: Garden design, Gardening, Garden centre or RHS - Royal Horticultural Society
And must also match: Interests: Theatre, English Heritage or national trust, Behaviours: Owns: Huawei, Owns: Galaxy S6, Owns: Galaxy S7 Edge, Owns: Galaxy S7, Owns: iPhone SE, Owns: iPhone 7, Owns: Galaxy S8 or Owns: Galaxy S9, Education Level: University graduate, Some university, Master's degree, Professional degree or Doctorate degree

69% 
of Garden Prouds
use Facebook

Note: Ownership of devices such as smartphones can be better indicators of wealth as opposed to interests in wealth management for example, which could be aspirational not actual interests.

An example Facebook Audience for Garden Prouds

Example Facebook Audiences

TEST - Family Focus Actions ×

Summary Usage History

Size
4,800,000

Type
Saved Audience

Created
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Last updated
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Saved Audience Details
Location: United Kingdom
Age: 30-40

People who match: Interests: Outdoors, Family Gatherings, family games, OUTDOOR ADVENTURE, English Heritage, national trust, Playground, Garden, Garden furniture, Family Activities, Garden party, Kids Activities or Days Out With Kids

And must also match: Interests: Pre-school playgroup, Nursery, Parenting, Infant, Childcare, Primary school, Early Learning Centre, Family or Middle school, Behaviours: Owns: Galaxy S5, Owns: iPhone 6 Plus, Owns: iPhone 6, Owns: Galaxy S6, Owns: iPhone 6S, Owns: iPhone 6S Plus, Owns: Galaxy S7 Edge, Owns: Galaxy S7, Owns: iPhone SE, Owns: iPhone 7, Owns: iPhone 7 Plus, Owns: Google Pixel, Owns: Galaxy S8, Owns: Galaxy S8+, Owns: Galaxy S9 or Owns: Galaxy S9+, Parents: Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with primary school-age children (6-8 years), or Parents with pre-teens (aged 9-12)

80% 
of Family Focus use
Facebook

An example Facebook Audience for Family Focus

People living in this location

United Kingdom

Locations 1

Thetford Garden Centre + 5 km ▼

Include ▼ | Type to add more locations

TEST - Family Focus - 5km radius Actions ×

Summary Usage History

Size
1,400

Type
Saved Audience

Created
03/08/2020, 09:56

Last updated
03/08/2020, 09:56

Saved Audience Details
Location – Living in: United Kingdom: Thetford Garden Centre (+5 km)
Age: 30-40

People who match: Interests: Outdoors, Family Gatherings, family games, OUTDOOR ADVENTURE, English Heritage, national trust, Playground, Garden, Garden furniture, Family Activities, Garden party, Kids Activities or Days Out With Kids

And must also match: Interests: Pre-school playgroup, Nursery, Parenting, Infant, Childcare, Primary school, Early Learning Centre, Family or Middle school, Behaviours: Owns: Galaxy S5, Owns: iPhone 6 Plus, Owns: iPhone 6, Owns: Galaxy S6, Owns: iPhone 6S, Owns: iPhone 6S Plus, Owns: Galaxy S7 Edge, Owns: Galaxy S7, Owns: iPhone SE, Owns: iPhone 7, Owns: iPhone 7 Plus, Owns: Google Pixel, Owns: Galaxy S8, Owns: Galaxy S8+, Owns: Galaxy S9 or Owns: Galaxy S9+, Parents: Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with primary school-age children (6-8 years), or Parents with pre-teens (aged 9-12)

You can also refine the audience to target people living within a **certain radius of your store.**

You **‘drop a pin’** on the map to mark where your store is and **define your radius** e.g. 5km.

The audience size will then update to show you how many people your advert will reach.



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