

# D: Family Focus

8% of GB households

13% of garden retail spend

Well-off young families with some interest in gardening. High spenders on their family-friendly gardens.

£££££

Garden retail spend

5.1

Ave. visits to garden centres per year



Keeness on gardening

## About Family Focus

Family Focus tend to be young families with primary school age children. They're on high incomes in good housing, but with much disposable income going on the family and children. They spend heavily on their gardens, but aren't keen gardeners. For them the garden's a place to entertain and enjoy time with family and friends, perhaps with a chilled bottle of white wine. A high proportion of their garden spend goes on garden leisure products. Grow-your-own appeals to them, and many have gardens with play equipment, patios and decking. They visit garden centres a lot, and not always in gardening season. They love Christmas in garden centres and visit for grottos, Christmas trees, and other events or displays for children.



Stuart and Marta

Aged between 35 and 54 **58%**

**86%** Have a garden or allotment

Take a great deal of pleasure in their garden **46%**

**43%** Say the first place they look for information on anything is online



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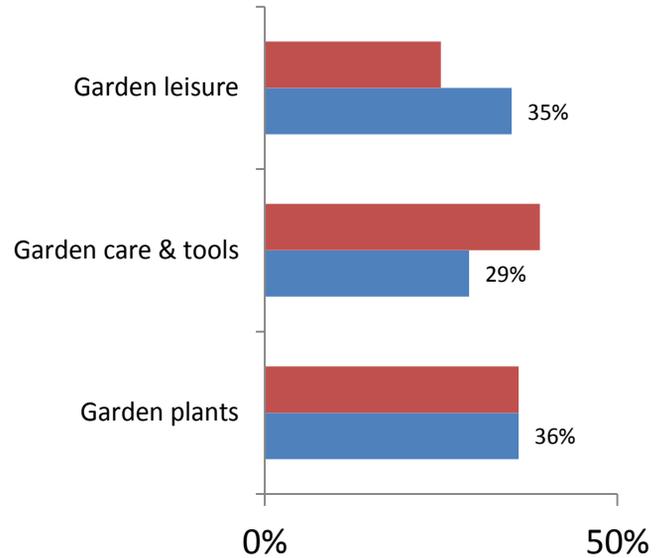
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## Reaching Family Focus

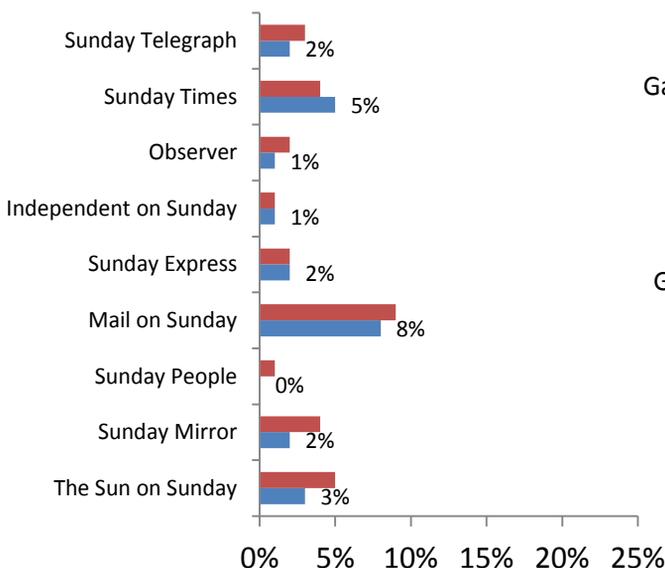
Family Focus are hard to reach, and targeted with marketing quite heavily in general. It's important to give them inspiration and ideas for how their garden might look (they lack experience and knowledge of gardening to easily do this themselves). Supporting school gardening projects can be a way of reaching these consumers, as can family events and attractions. Family Focus' parents are often keen gardeners and are willing to pass on information to their grown-up offspring. Afternoons getting a 'holiday feeling in the home' – sun on skin, a nice drink, fun with the family – these all appeal to Family Focus.

■ = GB average   ■ = Family Focus

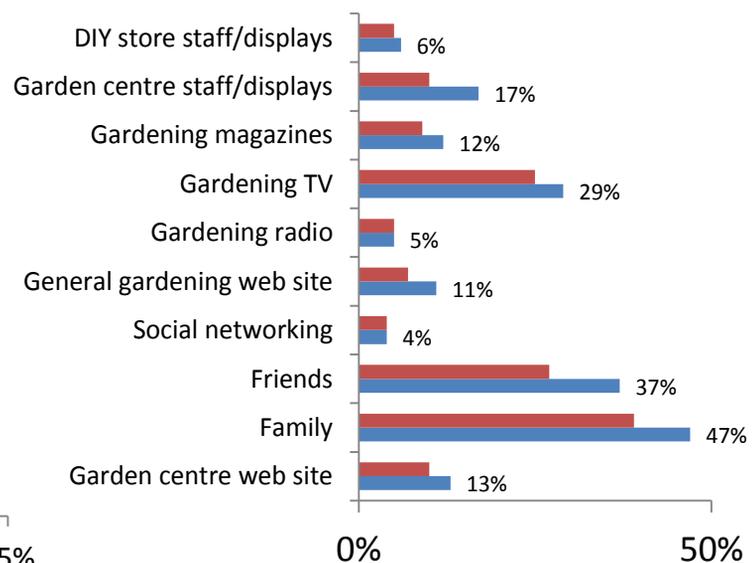
## Where their garden retail spend goes



## Media 'almost always' read



## Where they get ideas for the garden



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## Hooks

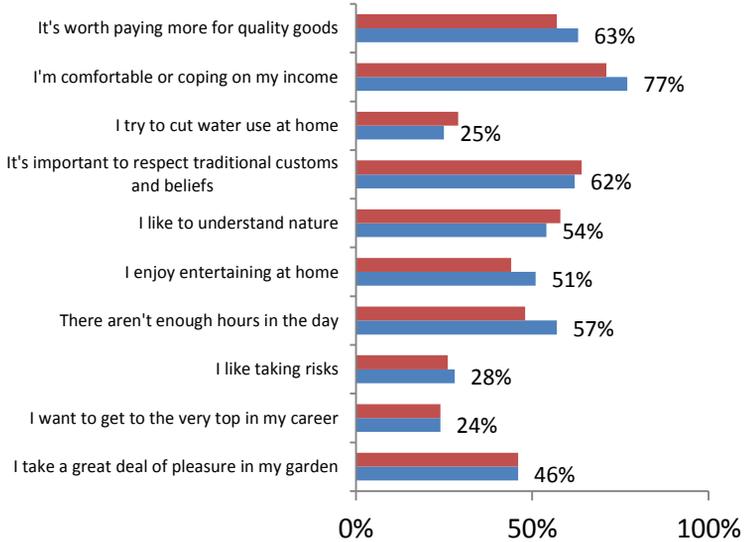
The following are likely to appeal to Family Focus in promotion activity.

- Entertaining in the garden
- Play activity with children in the garden
- Plants and gardens robust enough to stand up to ball games
- The garden as a place in which family memories are made
- Santa's grottos and kids activities
- Tie-in with their kids' enthusiasm resulting from school gardening
- Quality products
- Grow-your-own used in al fresco dining
- Gardening and getting results made easy
- Garden gifts or vouchers for their parents, esp. near Mother's day

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## Values, attitudes and motivations

(% who agree . . .)



## What's in their gardens

(% who have this in a garden)

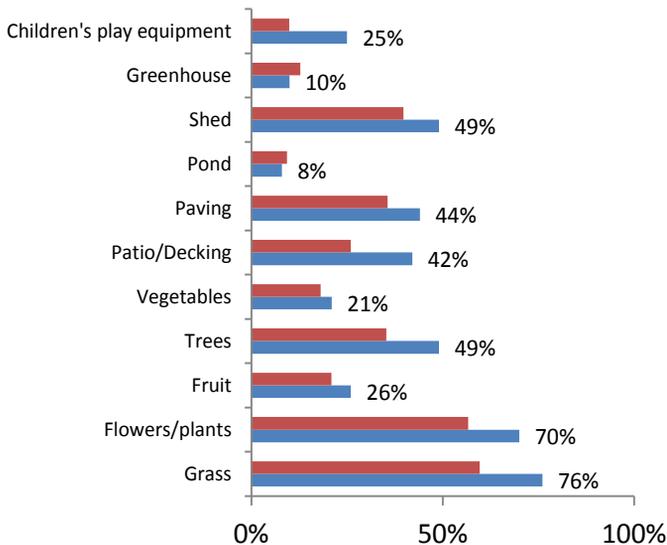
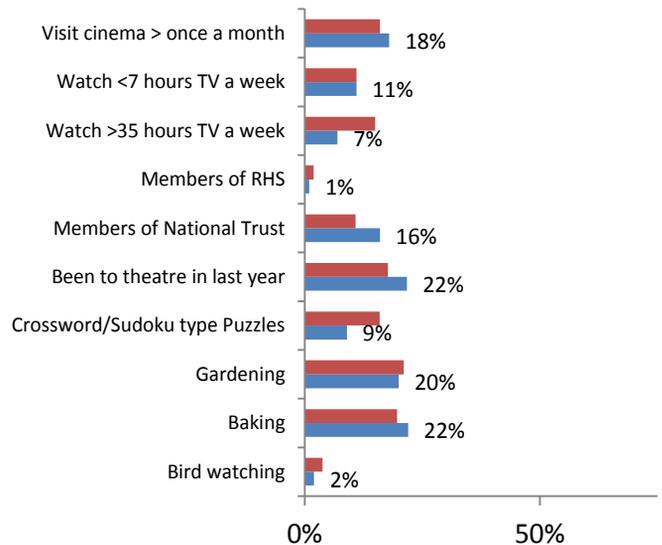


Chart shows the % of all people in the segment who have this in a garden. To calculate the figure for the proportion of garden owners in the segment who have something in their garden, divide the figures above by the % who have a garden or allotment shown on page 1.

## Hobbies and interests

(% who do regularly or belong to)



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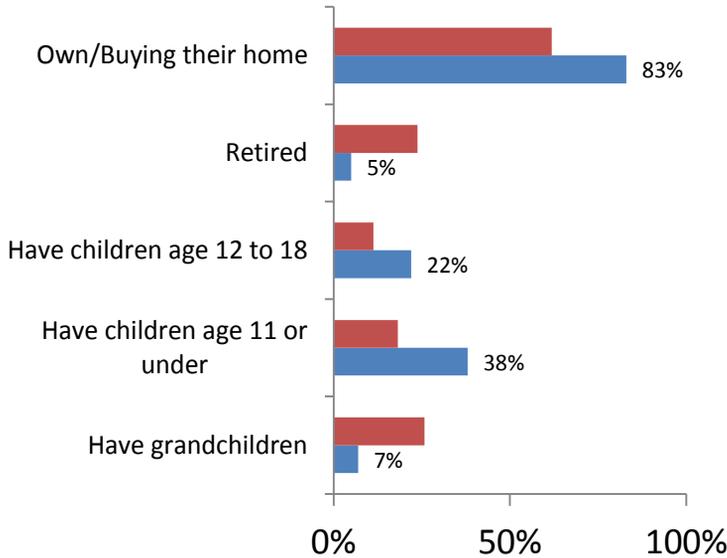
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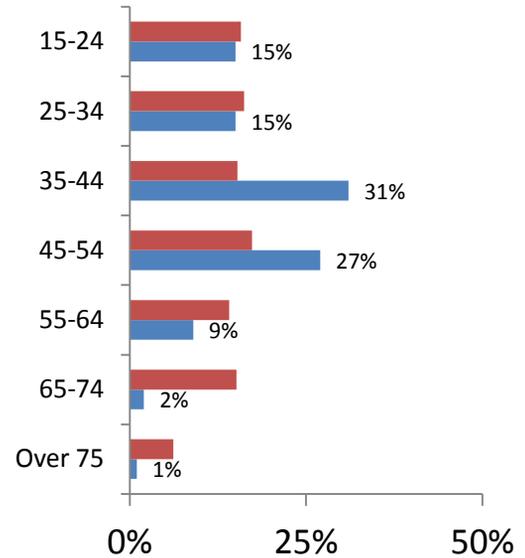
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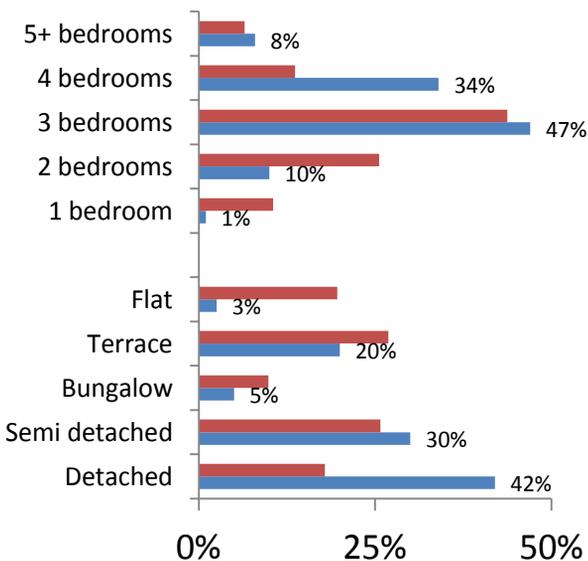
## General characteristics



## Age profile



## The housing they live in



## Gross family income

