



Predicting the customer of tomorrow

Laura Jeffery & Dave Denny

HTA

Introducing the gardener of tomorrow . . .



Two million more over 60s in next 5 years

66,927,765 people in 2019

age 60 to 110+

7,540,795 males

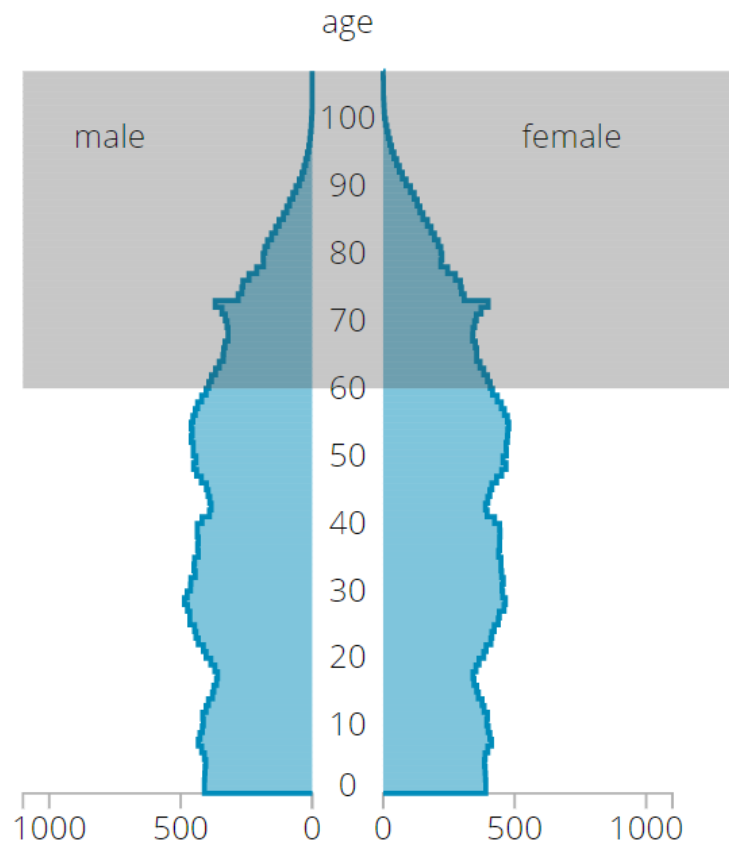
46.5%

8,673,148 females

53.5%



16,213,943 people (24.2% of total population)



69,036,245 people in 2024

age 60 to 110+

8,437,568 males

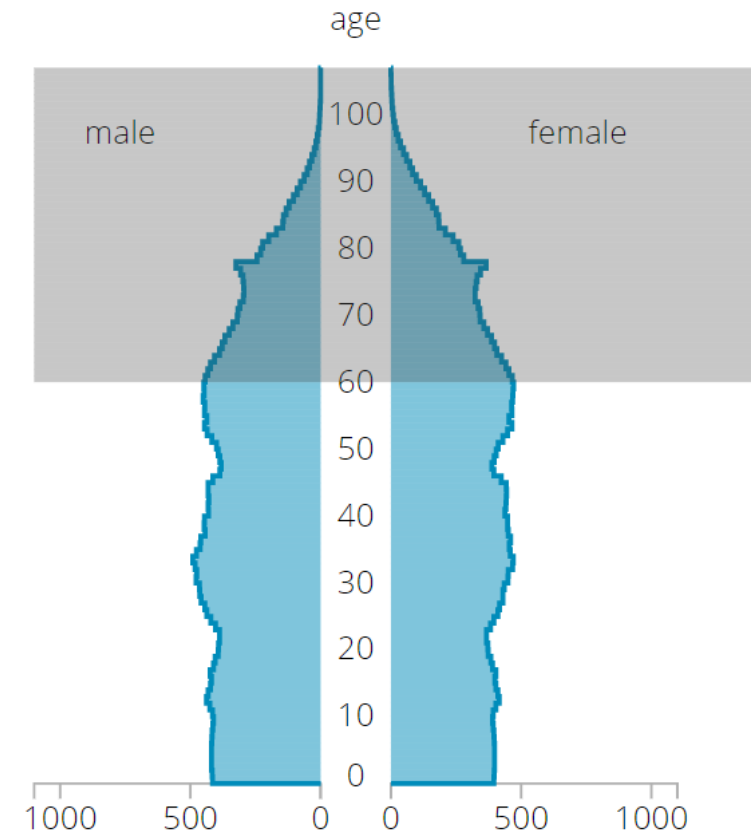
46.8%

9,574,537 females

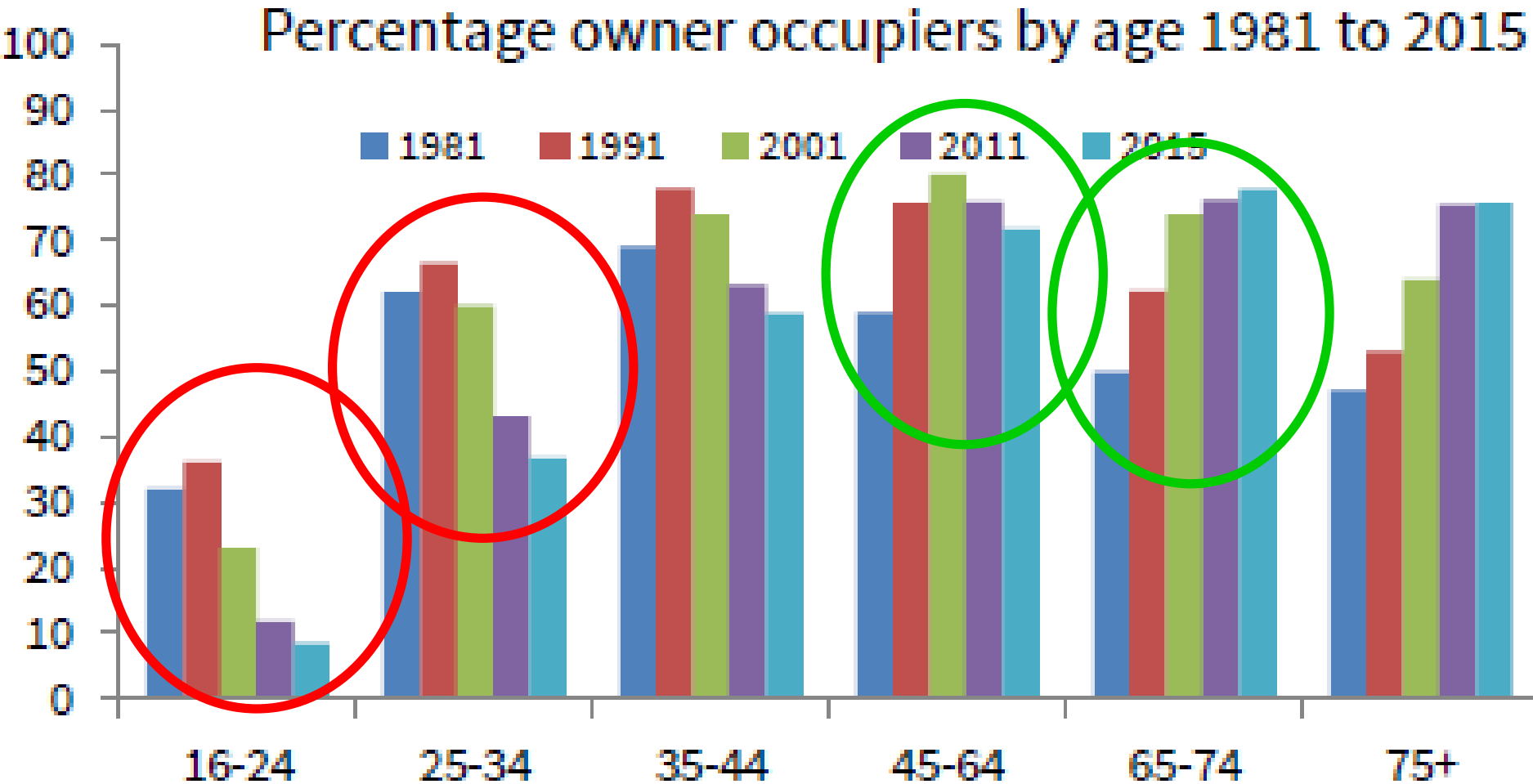
53.2%



18,012,105 people (26.1% of total population)



Generation rent – fewer young home owners




So who should we be focusing on as the gardener of tomorrow?



Kenzie

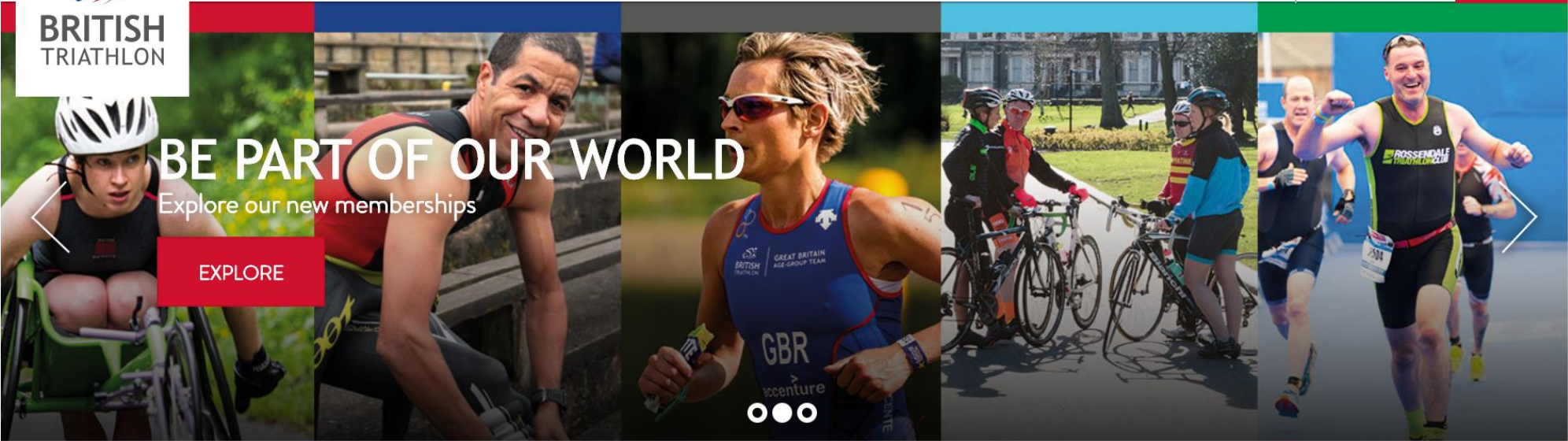


Susan



BRITISH TRIATHLON

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Featured profiles



Jacquie

56 - Bristol, Bristol



Jotters

62 - Hereford, Herefordshire



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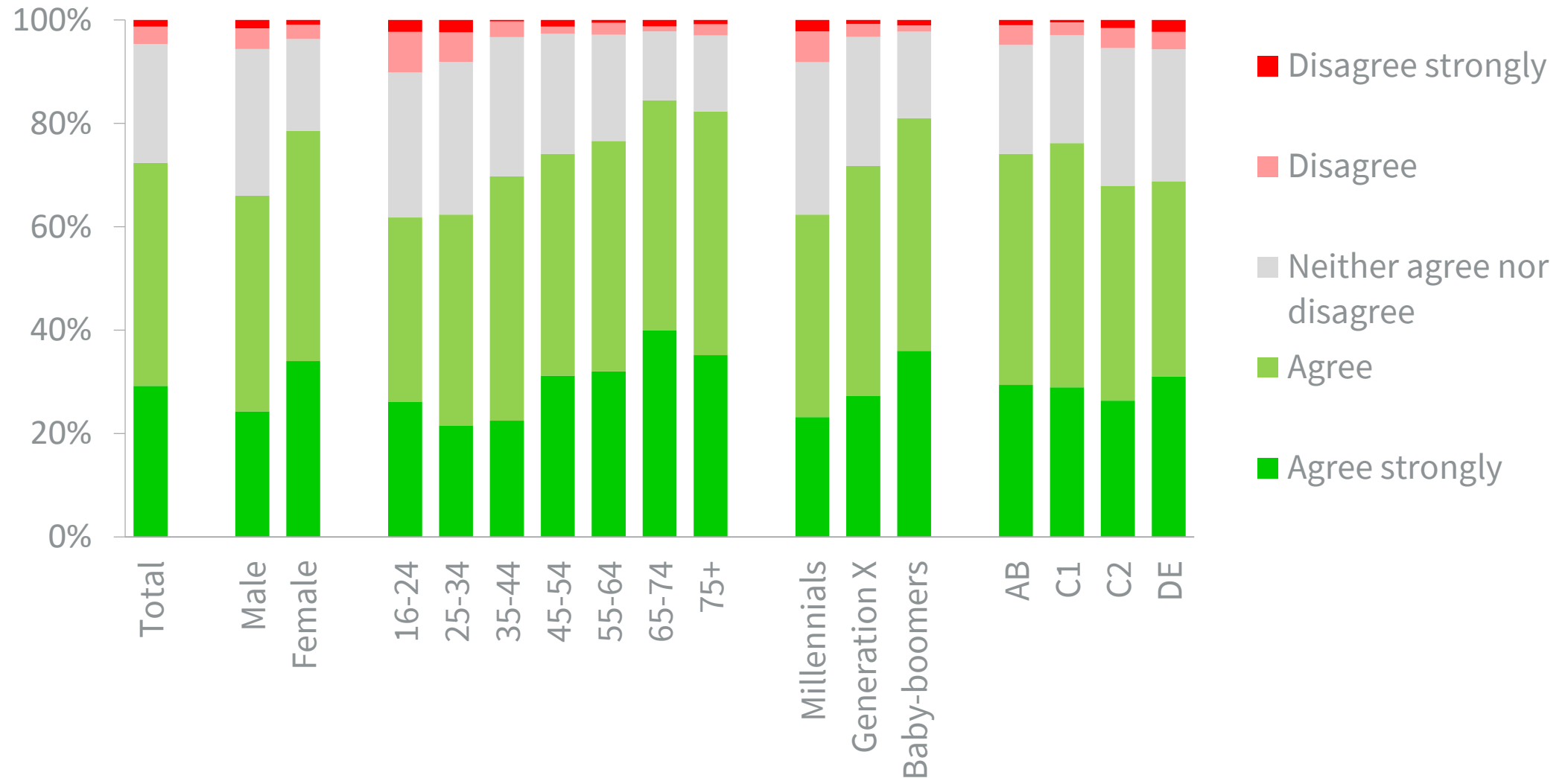
62 - Middlesbrough, Cleveland

Triathlete of tomorrow

Tinder of tomorrow

“I don’t want to be defined by my age”

"How strongly do you agree or disagree with the following statements?"

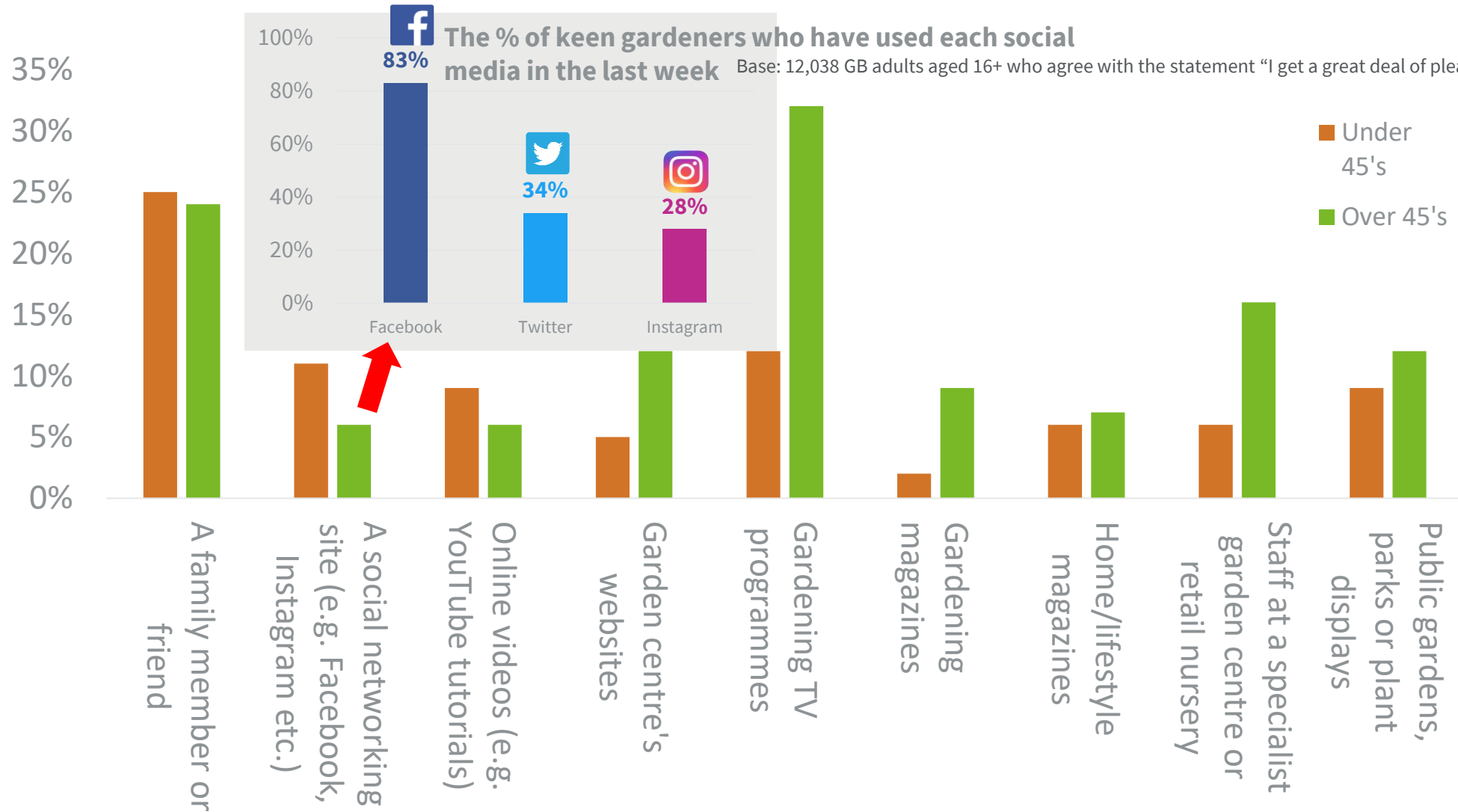


Smartphone ownership by age



Source: Foresight Factory | Base: 4216 online respondents aged 16+, GB, 2018 July

Sources on information on the garden





Search

Plants Gardening Outdoor Living Home Clothing Pets Kids Offers Gift Cards Advice Events Restaurants Our stores Dobbies Club



Spring flowering
bulbs



Urban Garden

Create a calm, refreshing space to work, daydream and play

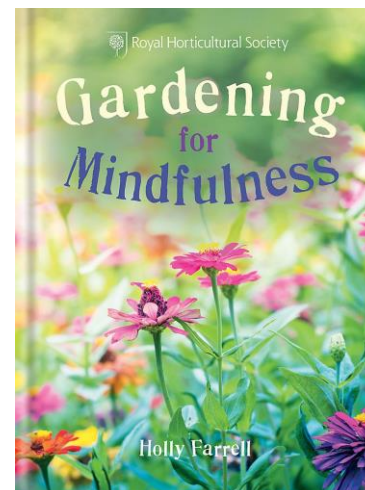
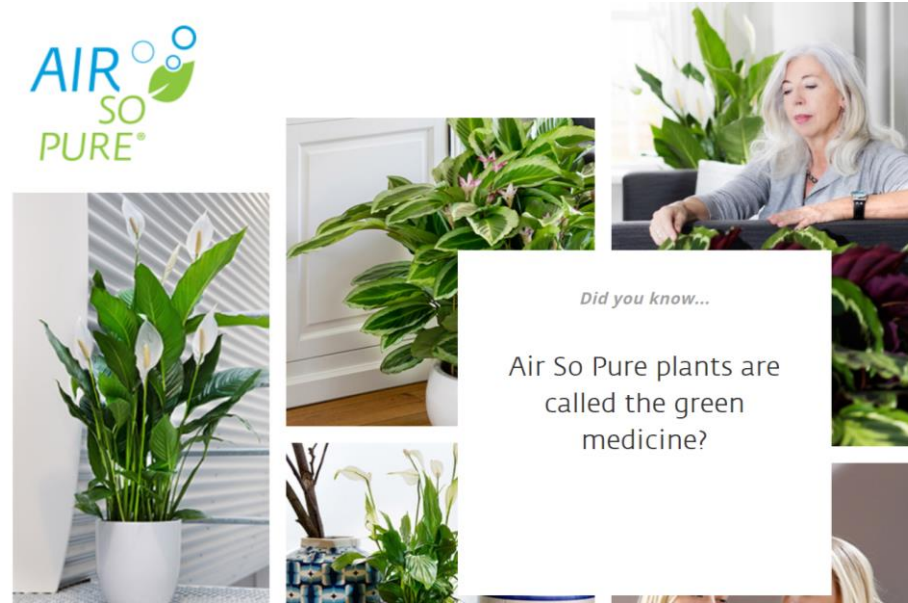
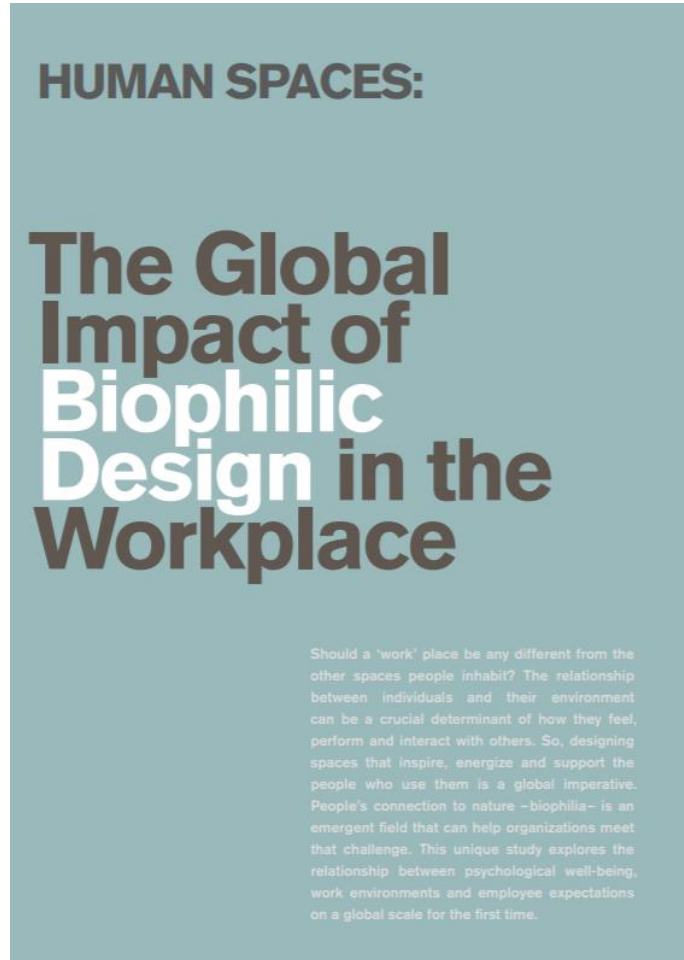
Shop now



Cold hard cash – where's the money in gardening?

	Age 15-35	Age 55+
Garden plants, seeds & bulbs	£210m	£864m
Garden furniture & BBQ	£262m	£456m

Anticipating their needs – health, wellbeing and horticulture



25 Year Environment Plan

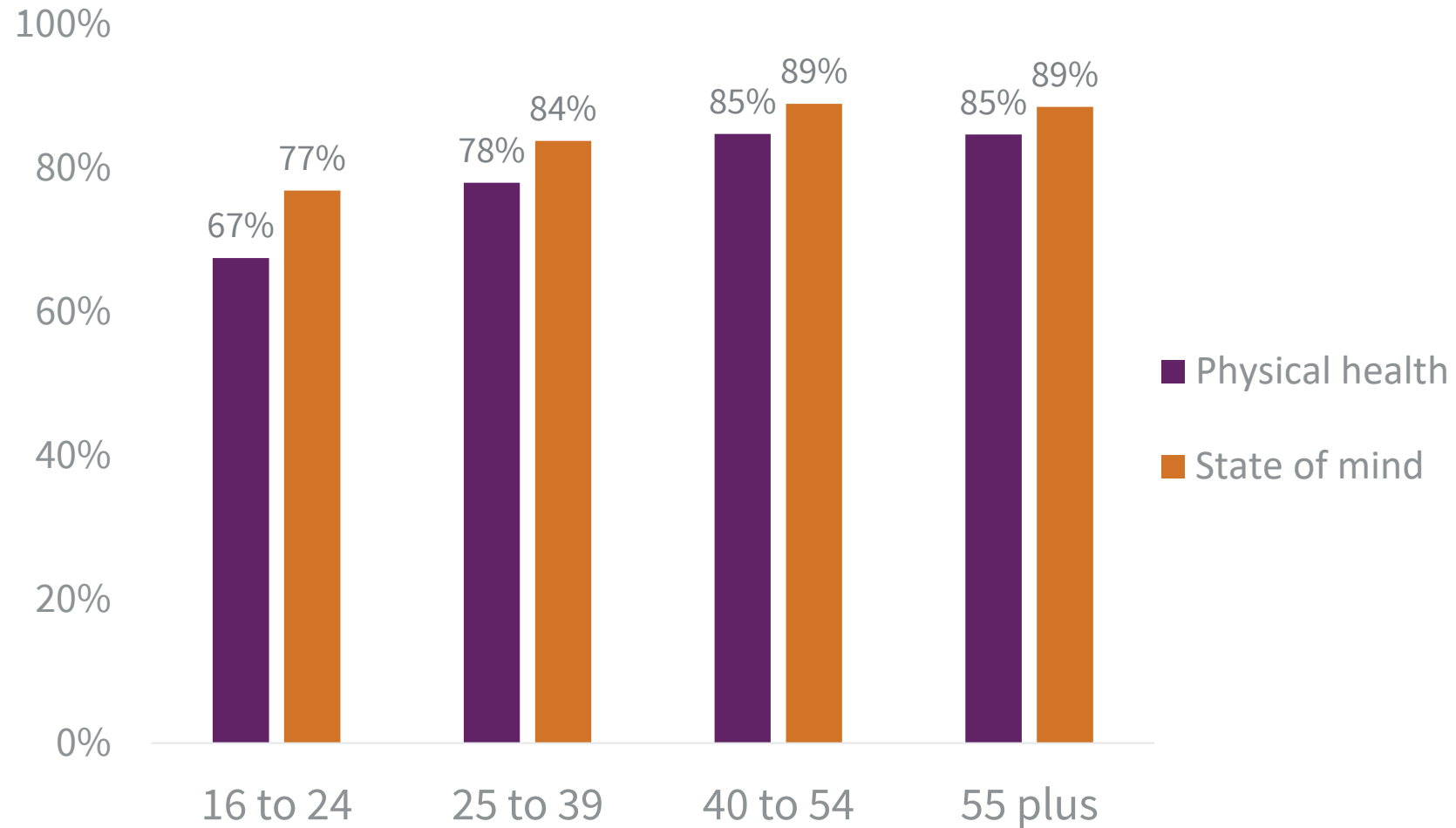
Chapter 3: Connecting people with the environment to improve health and wellbeing.

At a glance

We will:

- Help people improve their health and wellbeing by using green spaces including through mental health services.
- Encourage children to be close to nature, in and out of school, with particular focus on disadvantaged areas.
- 'Green' our towns and cities by creating green infrastructure and planting one million urban trees.
- Make 2019 a year of action for the environment, working with Step Up To Serve and other partners to help children and young people from all backgrounds to engage with nature and improve the environment.

Consumers see gardens as benefiting their health



For the following question, by "public green spaces", we mean public areas with grass, plants or trees (e.g. parks, woods, public gardens, village greens etc.). In general, to what extent, if at all, do you agree or disagree with each of the following statements? Gardens and public green spaces benefit my . . . Chart shows % agreeing with the statements

Source: HTA/YouGov June 2019, base 2,094 GB adults

Reaching these consumers in the digital age

Create a saved audience

Audience Name

Health focused gardeners

Potential audience:

Potential reach: 3,100 people

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude Create new


Locations

People who live in this location

United Kingdom

(52.4552, -1.7196) + 5 km

Include Type to add more locations Browse



Add locations in bulk

Age

16 - 60

Audience details:

Location – Living in:

United Kingdom: Latitude 52.46

Longitude -1.72 Birmingham (+5 km)

Age:

16-60

People who match:

Interests: Gardening

Interests: Mindfulness or Health & Wellbeing

Cancel

Create Audience

Conclusions



Kenzie

&



Susan