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GREEN-FINGERED BRITS SPEND £3.9BN ON GARDENS IN 2012

- *Brits increase spend on landscaping, boosting property value*
- *Spend on garden accessories such as BBQs and water features down to just £27*
- *Over a third of households now use garden to grow fruit or veg*

With thousands of Brits set to mark 2012 with sporting and royalty themed parties, a new survey has revealed that households will spend £3.9bn on sprucing up their gardens*.

The annual **HSBC Gardens Survey**, published ahead of the Chelsea Flower Show, revealed that households will spend an average of **£185** each on their gardens this year.

Households in the East Midlands (£253) and North West (£240) of England will spend the most, while those in Yorkshire and Humber (£112) and London (£124) will spend the least.

However, while spend on general improvements including landscaping has increased by 10% in the past year, households have cut back on 'luxury' items such as barbecues and water features with spend down 67% since 2011.

Peter Dockar, Head of [Mortgages at HSBC](#), said: '2012 is set to be a memorable year with many households holding garden parties. Britain has traditionally had a love affair with gardens but with households facing financial pressures, people have to make difficult decisions about where to spend their cash.'

'Budget for non-essential items has gone down in favour of general improvements, including landscape projects. Improving the general outlook of the garden can not only boost quality of life but also help to increase property value.'

The **HSBC Gardens Survey** also revealed:

- Brits will spend an average of 95 days in the garden in 2012, including three days a week during the summer
- Relaxing (72%) is the most popular garden activity
- Over a third (38%) of households now use their garden to grow fruit or veg
- Residents in the East Midlands and Wales are most likely to regard a garden as being a very important factor in their property choice

Further findings from the **HSBC Gardens Survey** can be found on the HSBC newsroom at <http://www.newsroom.hsbc.co.uk/>

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For further information please contact the HSBC press office:

Simon Coughlin

020 7992 1574

simon.coughlin@hsbc.com

<http://www.hsbc.co.uk/newsroom>

Notes to Editors:

Survey sample: 2056 British homeowners (aged 18+).

* Number of UK households is 21,407,000 (DCLG Table 804
<http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/householdcharacteristics/livetables/>)

SURVEY FINDINGS

How much spent on garden in 2012?

	General maintenance	Improvements inc. landscaping	New plants	Garden items	Total 2012	Total 2011	Days in garden 2012
East Midlands	£59	£112	£50	£32	£253	£281	109
North West	£41	£148	£33	£18	£240	£236	97
South West	£25	£148	£43	£23	£239	£211	102
South East	£57	£101	£47	£33	£238	£237	105
Wales	£24	£91	£36	£27	£178	£466	100
Eastern	£35	£50	£44	£33	£162	£243	112
North East	£27	£66	£39	£23	£155	£306	105
West Midlands	£18	£76	£35	£26	£155	£265	94
Scotland	£46	£43	£33	£20	£142	£330	69
London	£34	£20	£35	£35	£124	£395	74
Yorks and Humberside	£23	£42	£29	£18	£112	£286	90

What do you use your garden for (%)?

	All
Relaxing	72
To dry laundry	65
Growing plants	64
Attracting wildlife	46
Eating al fresco	41
Sunbathing	39
Growing fruit or veg	38
Entertaining	33
For kids to play	26
Exercising pets	23

How important is having a garden?

	All	Scot	North-east	North-west	Yorks	West Mids	East Mids	Wales	East	London	S East	S West
Very important	60	49	51	60	60	62	68	68	65	50	59	67
Quite important	29	40	36	25	23	27	24	25	28	41	28	25
Not important at all	10	11	10	15	17	9	8	7	7	7	11	8

Days spent in the garden

	All	Scot	North-east	North-west	Yorks	West Mids	East Mids	Wales	East	London	S East	S West
Total days per year	95	69	105	97	90	94	109	100	112	74	105	102

How much spent on garden this year?

	National average (£)	
	2011	2012
General maintenance	70	37
New landscape projects	71	83
New plants, flowers etc	73	39
New items such as BBQ, water feature etc	82	27
Total	£296	£185

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<http://www.hsbc.co.uk/newsroom>

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