

Paula

Stretched Single Mums (B10)

Paula

Age 26-35

Single

Job seeker or
part time low
skilled

Single mums with financial pressures, childcare issues and little time for pleasure

3.8% of adults, 7.4% of adult females, 11.7% of Group B



Paula

Paula, 33, lives in a council owned property with her three children. Jace and Kyle are at school now, but Ruby is still at home. Paula gets state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.

A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining and they're already bored of the computer game she bought them last week.

Paula can't afford fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.

What Paula likes to do

- Least active type within Group. Unlikely to be a member of a fitness or sports club, though may occasionally pay for an exercise class (See Fig. 3).
- Enjoys ten-pin bowling and social activities, particularly those that are low intensity. Unlikely to participate in team games or technical sports (Fig. 2).
- Motivations possibly include to lose weight or to accompany children (Fig. 4). Improved transport, help with childcare and cheaper admission would encourage greater participation (Fig. 5), although there is general disinterest (Fig. 6).

Sports that appeal to Paula

Swimming Aerobics
Utility Walking Ice Skating

Social Activities

Paula is likely to participate in a few arts activities, perhaps textile crafts or craft and design with the kids - these may have been encouraged from an early age or through her kids' primary school.

Paula is likely to visit the library often, to accompany children more than for her own interests. She is unlikely to regularly see live music events or go to the cinema, often because of childcare issues.

Media and Communications

Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package and enjoys the extra choice this provides, particularly the shopping channels.

Paula is a heavy mobile phone user, though this is likely to be pay-as-you-go rather than contract. She doesn't have access to the internet, but may use interactive TV services for some browsing. Paula enjoys reading tabloid newspapers and women's lifestyle magazines.

Towns such as

Bootle
Stratford
Widnes
Bolton
Altrincham

Similar to / lives near
B09 Kev
B14 Brenda



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Figure 2: Activity Participation Rates

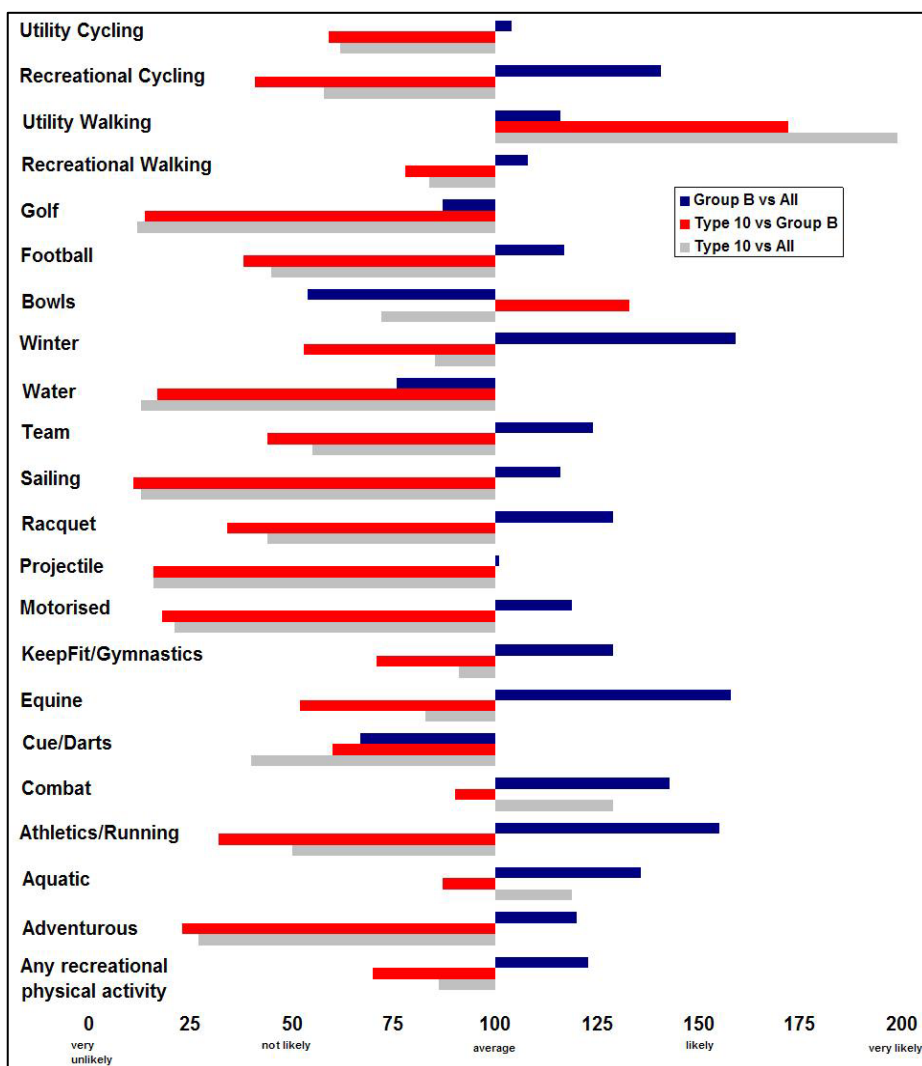
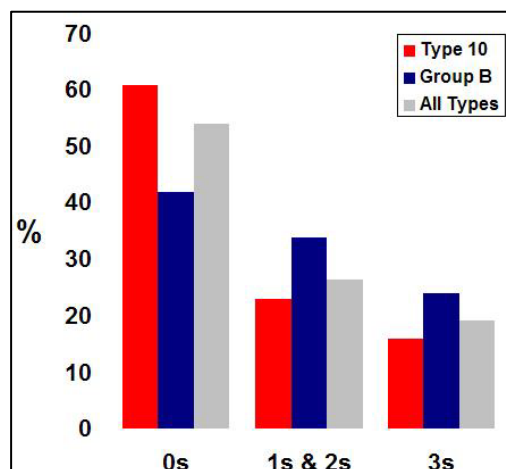


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



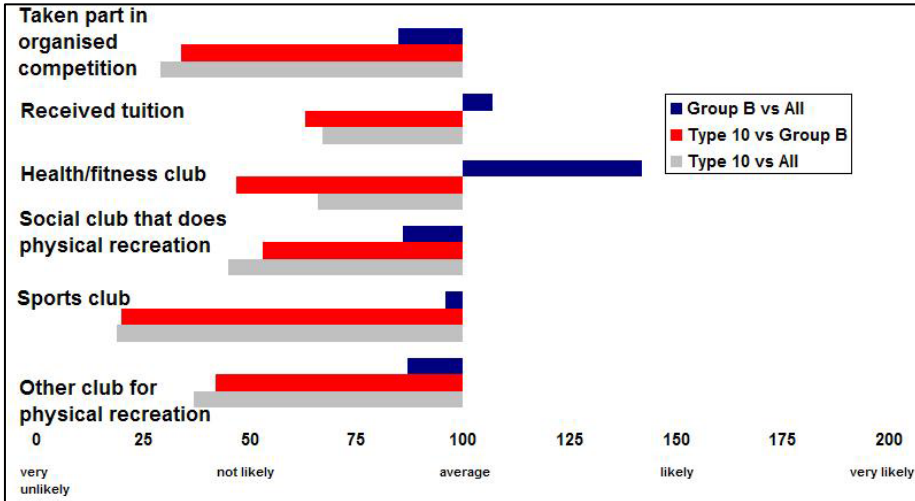
Segments and Groups

The 19 segments sit within four Groups (A to D) based on age. Segments A01 to A04 comprise Group A, which is primarily 18-25 year olds; Group B, 26-45 year olds; Group C, 46-65 year olds; and Group D which comprises segments D17, D18 and D19, and are made up of those aged over 65 years. Within each of the 4 Groups and 19 segments there are clear differences in terms of lifestyle, affluence and participation rates. It is therefore useful to both compare an individual segment with other segments within its peer group (Groups A to D) and to compare a segment referenced against the total population.

Index Values

The index value is a relative measure that compares segment characteristics against those found in the population as a whole and those found in its relevant peer group. An index of 100 shows average representation; above 100 shows over-representation; below 100 shows under-representation. For example, Segment B10 is more likely to do utility walking than the population so the index is above 100. Similarly B10 is less likely to take recreational walks so the index is below 100.

Figure 3: Clubs and Organised Competition



How to read the graphs

The blue bar shows the index value for the peer group that the segment is within compared to the total population. The red bar shows the index for the segment compared to its peer group and indicates whether the segment is more or less likely than other segments in its peer group to have certain characteristics. The grey bar shows the index for the segment compared to the total population and whether the segment is more or less likely than the total population to possess that characteristic. For example Figure 4 shows that Peer Group B is more likely than the total population to do sport to lose weight (blue bar). In comparison to its peer group though, losing weight is less likely to be a reason for doing sport (red bar). However Segment B10 is more likely than the total population to take part in sport to lose weight (grey bar).

Figure 4: Reasons for doing sport

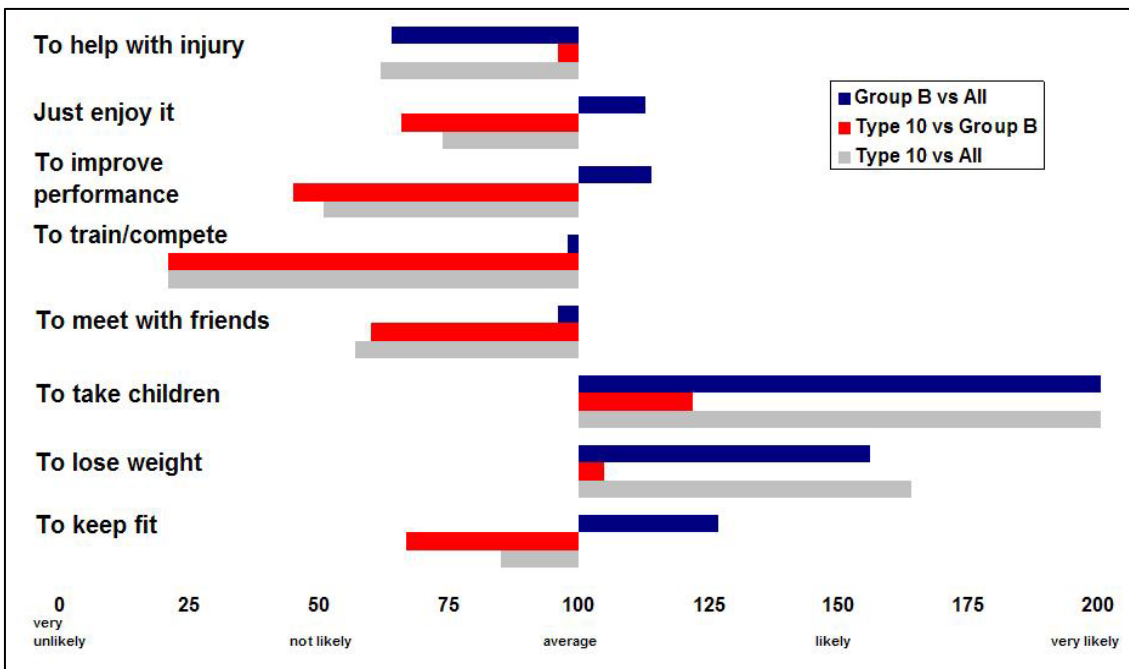


Figure 5: For those that want to, what would encourage them to do more sport

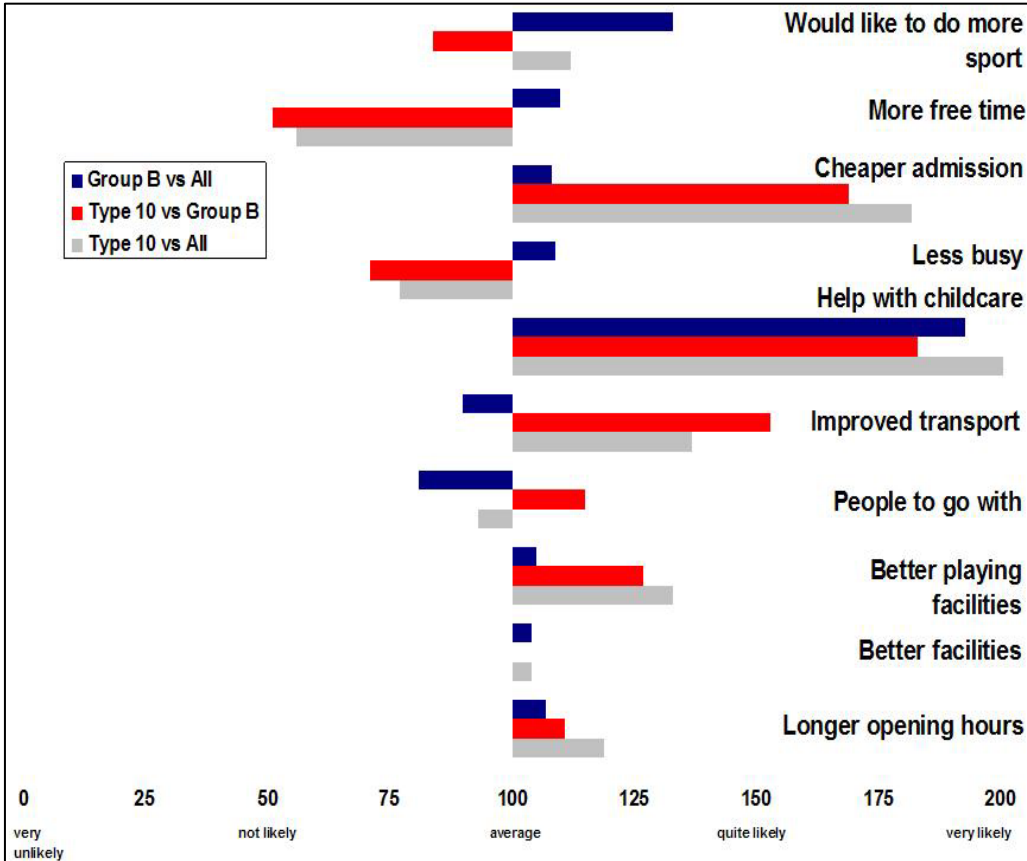
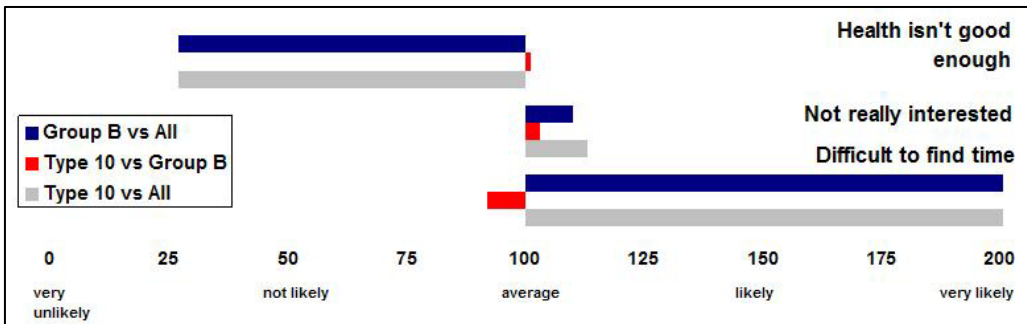


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Paula



Channel Preferences

TV/RADIO

Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package and enjoys the extra shopping channels. She is likely to notice programme sponsorship and is positive towards TV advertising, being influenced by both.

INTERNET

Paula does not have internet access at home, and whilst she may use interactive TV for some browsing, she is very unlikely to respond to internet-based adverts.

POSTERS/DIRECT MAIL/NEWSPAPER

Paula enjoys reading tabloid newspapers and women's lifestyle magazines, and is likely to notice adverts within these. She is a frequent responder to direct mail, especially looking for offers that will save her money and new choices that will satisfy her inquiring decision making style.

TELEPHONE

Paula is a heavy mobile phone user, though this is likely to be pay-as-you-go rather than contracted. She may respond favourably to text adverts, when linked to special offers.

Newspapers and Magazines, such as...

All About Soap	Bella
Chat	Best
The Daily Star	Inside Soap
News of the World	TV Quick
That's Life	OK!

Tone and message...

Uncomplicated	Kids
Jargon free	Value/Cheap
Time saver	Mass culture
Easy to understand	Mass market
Credit	Free trial

Brands such as...



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Further information

To find out more about Sport England and to get the latest news and information about our various initiatives and programmes, please go to: www.sportengland.org

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The 19 Segments

The Sport England classification is built primarily from the 'Taking Part' and 'Active People' surveys; and helps explain individual's motivations, attitudes, behaviour and barriers towards sport and active recreation. It is underpinned by key socio-demographic variables to ensure the segments can be geographically quantified and appended to customer records.

The clustering process has created a two-tier solution driven by key lifestyle and lifestyle identifiers such as age, affluence, marital status and parental obligations. Within these, the levels of participation and the activities undertaken vary enormously. Each segment has been described within the context of sporting activities and levels of participation. Also, through providing underlying variables pertaining for example towards attitudes, socio-demographics, health statistics and marketing communication preferences, a fully-rounded picture of each segment has been developed.

	Segment Name	Forename (s)	% Pop	% M	% F
A01	Competitive Male Urbanites	Ben	6.4	13.3	0.0
A02	Sports Team Drinkers	Jamie	5.4	11.1	0.0
A03	Fitness Class Friends	Chloe	6.9	0.0	13.4
A04	Supportive Singles	Leanne	4.7	0.0	9.1
B05	Career Focused Females	Helena	5.0	0.0	9.7
B06	Settling Down Males	Tim	9.4	19.3	0.0
B07	Stay at Home Mums	Alison	4.6	0.0	8.9
B08	Middle England Mums	Jackie	4.0	0.0	7.7
B09	Pub League Team Mates	Kev	5.8	12.0	0.0
B10	Stretched Single Mums	Paula	3.8	0.0	7.4
C11	Comfortable Mid-Life Males	Philip	7.8	16.0	0.0
C12	Empty Nest Career Ladies	Elaine	5.3	0.0	10.2
C13	Early Retirement Couples	Roger & Joy	6.2	6.2	6.3
C14	Older Working Women	Brenda	4.0	0.0	7.6
C15	Local 'Old Boys'	Terry	3.4	7.0	0.0
C16	Later Life Ladies	Norma	2.0	0.0	3.6
D17	Comfortable Retired Couples	Ralph & Phyllis	3.7	5.0	2.4
D18	Twilight Year Gents	Frank	3.5	7.1	0.0
D19	Retirement Home Singles	Elsie & Arnold	8.3	2.5	13.8

For more information about the sports market segments please go to www.sportengland.org/research