

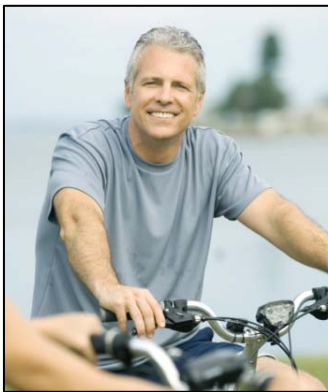
Philip

Comfortable Mid-Life Males (C11)

Philip
 Age 46-55
 Married
 Professional
 Older Children

Mid-life professional, sporty males with older children and more time for themselves

7.8% of adults, 16.0% of adult males, 27.1% of Group C



Philip

Philip is 48 and married with two older children, one recently graduated and left home, the other is on a gap year before university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.

What Philip likes to do

- Most active type within this Peer Group, enjoys participating in a number of activities, including team sports, racquet games and technical sports. Member of fitness or sports clubs and takes part in competitions (Fig 2).
- Motivations include meeting friends, taking the children, improving performance and enjoyment (see Fig 4).
- Help with childcare might encourage this type to participate more, though most just find their lives too busy. Those who don't participate find it difficult to find time. Cost is not an issue (see Fig 5).



Sports that appeal to Philip

Sailing	Gym
Football	Jogging
Badminton	Golf
Cycling	Cricket

Social Activities

Having been encouraged from an early age, Philip enjoys participating in the arts – he may play a musical instrument, enjoy photography, visit theatres and be an active all rounder.

He may also take part in sponsored events or volunteer connected to the arts or sport. Philip is a regular cinema goer and also enjoys live music.

Media and Communications

Philip is a medium TV viewer, enjoying business and current affairs programmes and live sports coverage. He is likely to have digital TV and also use interactive TV services for sports and business news. He is likely to use a mobile phone for business and personal use, often with a monthly contract. He is a heavy radio listener.

Philip reads personal interest magazines, and consumer advice publications. He likes to read newspapers daily, probably the Times or Daily Telegraph.

Towns such as

Chippenham
 Eastleigh
 Aylesbury
 Andover
 Southport



Similar to/ lives near
B08 Jackie
C12 Elaine

Philip

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Figure 2: Activity Participation Rates

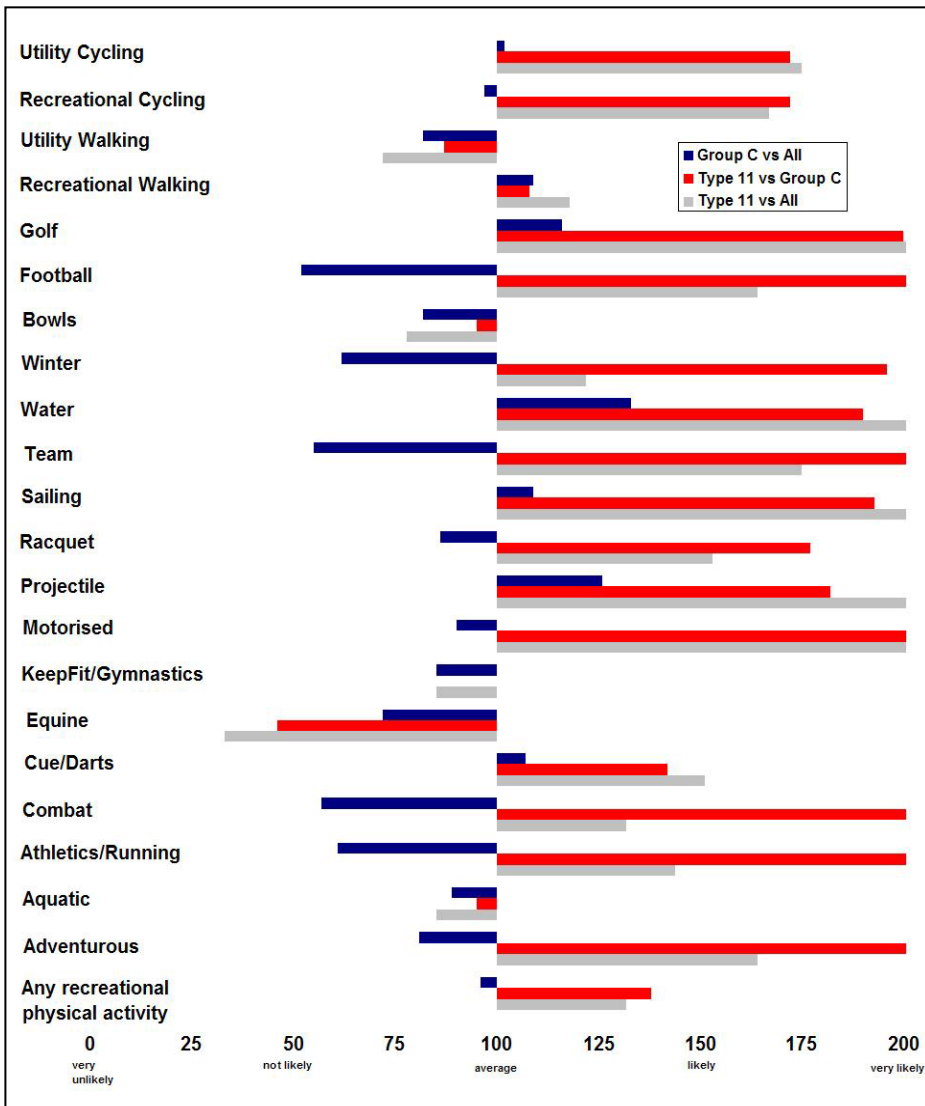
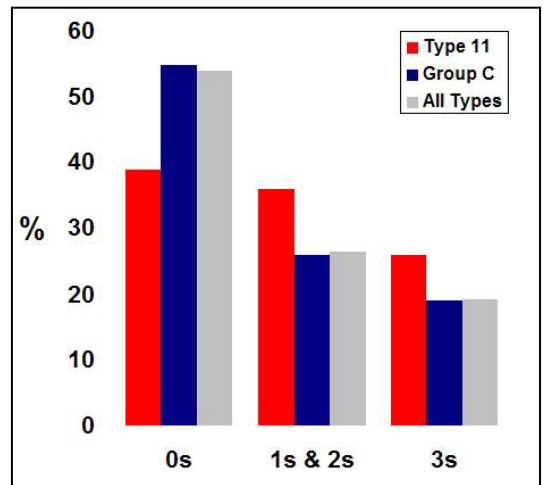


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



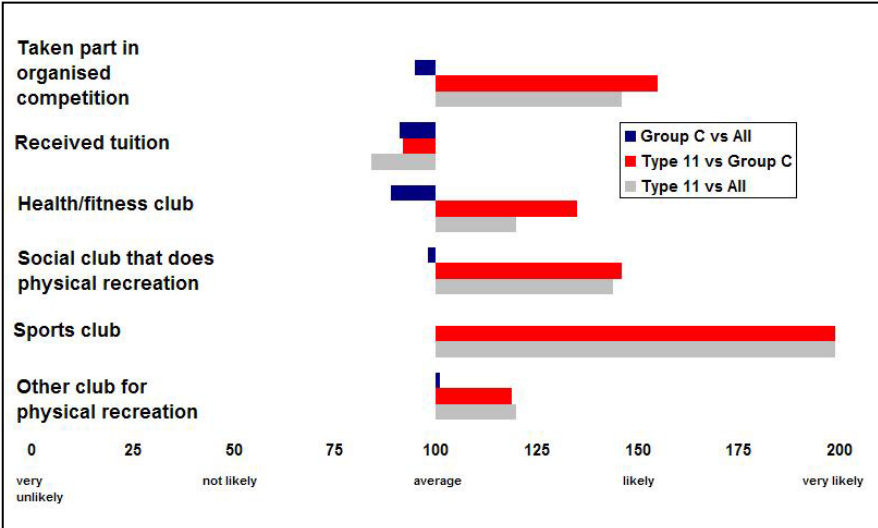
Segments and Groups

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 C11 is more likely to play golf than the population so the index is above 100. Similarly C11 is less likely to take part in bowls 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 3 shows that Peer Group C is less likely than the total population to be a member of a health/fitness club (blue bar). Segment C11 is more likely than its peer group to take part in organised competition (red bar). Segment C11 is also more likely than the total population to take part in organised competition (grey bar).

Figure 4: Reasons for doing sport

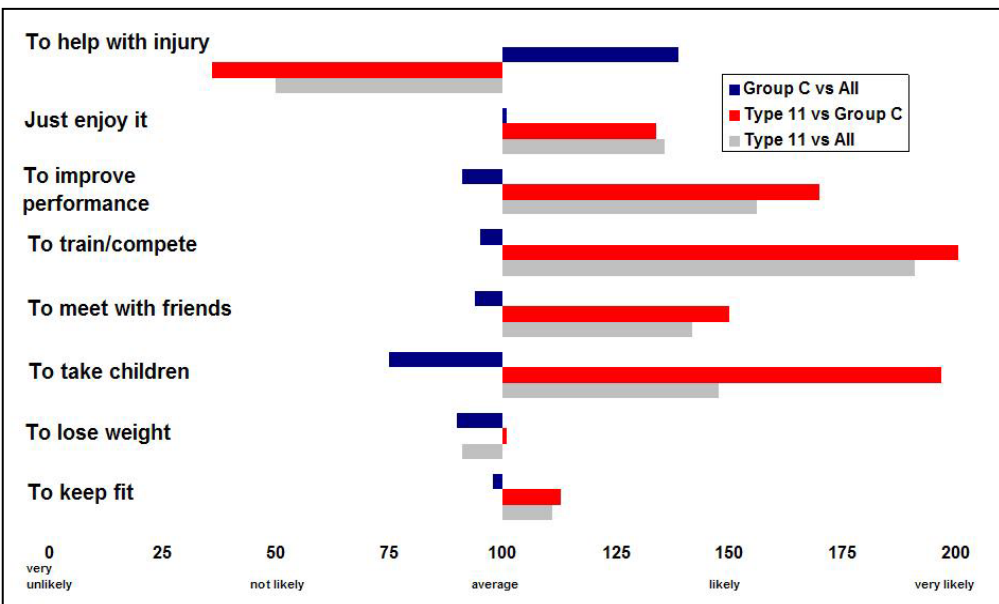


Figure 5: For those that want to, what would encourage them to do more sport

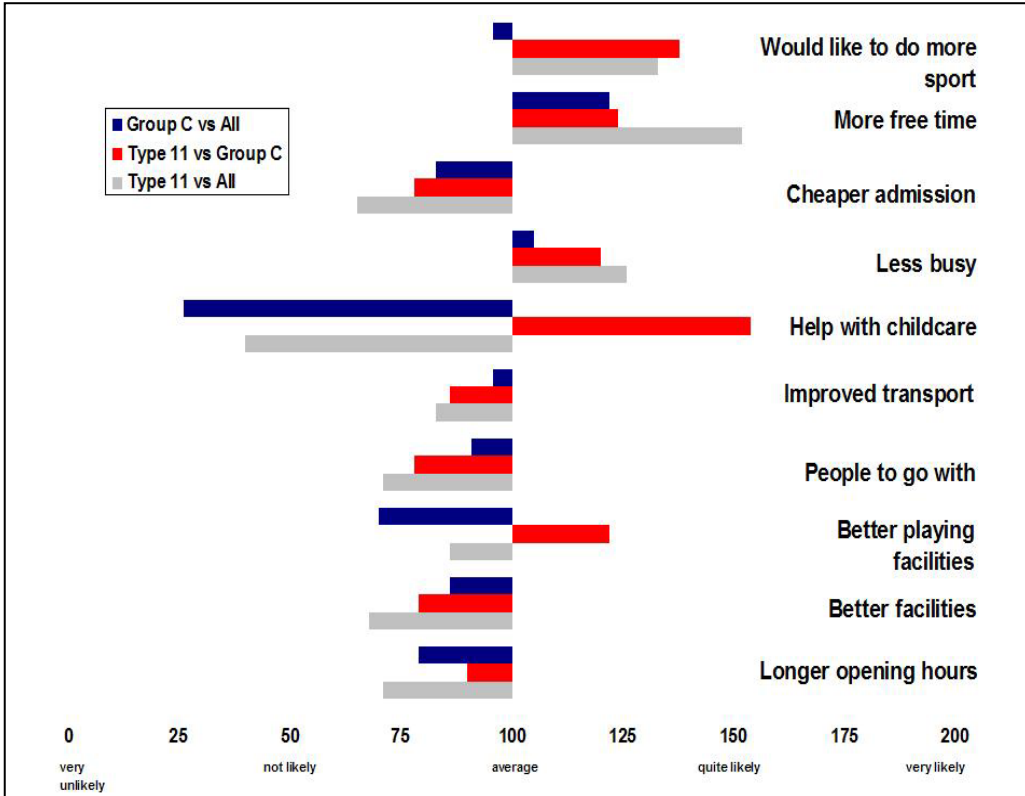
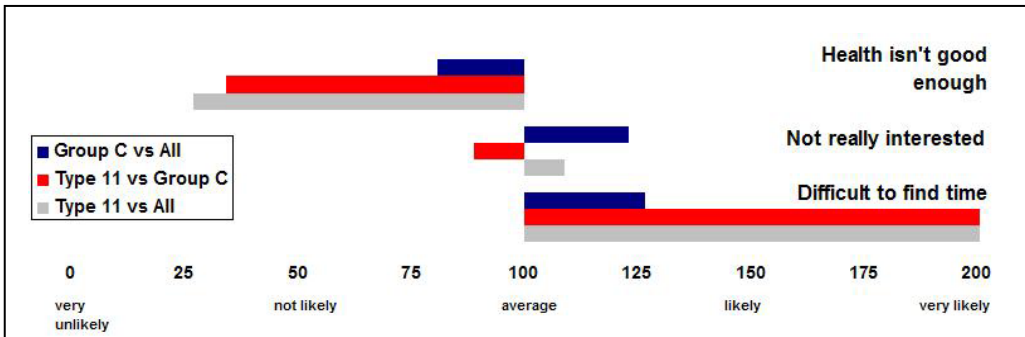


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



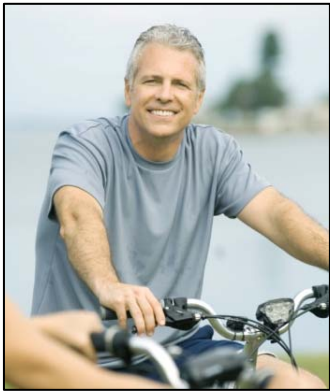
Philip

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How to reach Philip



Philip
 Age 46-55
 Married
 Professional
 Older Children



Channel Preferences

TV/RADIO

Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener, possibly as part of his daily commute or evening relaxation. Philip may notice TV advertising, but tends not to listen to commercial radio, except Classic FM.

INTERNET

Philip uses the internet as an extra source of information to aid his inquiring decision making style. He responds well to internet or e-mail advertising, especially if presented in an informative style.

POSTERS/DIRECT MAIL/NEWSPAPER

Philip reads personal interest magazines, and consumer advice publications. He likes to read newspapers daily, probably the Times or Daily Telegraph. He responds well to newspaper advertising, prefers a practical informational style that helps his decisions, rather than being 'sold' to.

TELEPHONE

Philip uses his mobile phone for business and personal use, though he favours his landline. He is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts.



Newspapers and Magazines, such as...

Classic & Sports Car	Golf Monthly
The Financial Times	Time
The Daily Telegraph	Motoring & Leisure
Practical Photography	Private Eye
National Geographic	Which?

Tone and message...

Financially Prudent	Practical
Intelligent	Informative
Pragmatic	Selective
Refined	Sensible
Established	Service

Brands such as...

FINANCIAL TIMES



John Lewis

Canon

HOME BASE



YOUR M&S

BANG & OLUFSEN



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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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Stock code number SE-1007-01
Date of publication October 2007

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 lifestage 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