

Elaine

Empty Nest Career Ladies (C12)

Mid-life professionals who have more time for themselves since their children left home

5.3% of adults, 10.2% of adult females, 18.4% of Group C

Elaine
Age 46-55
Married
Professional
Children left home



Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.

When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.

Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.



What Elaine likes to do

- Reasonably active type, enjoying swimming, exercise classes, going to the gym and walking. Team sports do not appeal (See Fig. 2).
- Likely to be a member of a health or fitness club. May have received tuition in an activity (Fig. 3).
- Motivations include keeping fit, losing weight and to help with injury (Fig. 4)
- Longer opening hours, having more time and people to go with would encourage more participation. Those that don't participate are just not that interested (See Figs 5 and 6).

Sports that appeal to Elaine

Swimming	Yoga
Walking	Horse riding
Aqua Aerobics	Pilates
Step machine	Gym

Social Activities

Well educated and well informed, Elaine enjoys participating in the arts, including dance, painting, drawing, textile crafts and reading for pleasure. Her main motivation is to relax and meet friends, although she welcomes the opportunity to learn.

With more free time she also enjoys volunteering and raising money for charities, often related to the arts.

Media and Communications

Elaine is a light TV viewer, choosing programmes that reflect her interests in art or cookery. She uses the internet at home, for news and emails but does not have a high speed connection. Elaine uses her mobile primarily for emergencies, preferring to make most calls from her landline.

She reads broadsheet newspapers such as the Times or Daily Telegraph, and women's lifestyle magazines.

Towns such as

Bishop's Stortford
Camberley
Dorchester
Stafford
Shrewsbury

Similar to/ lives near
C11 Philip
C13 Roger



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Figure 2: Activity Participation Rates

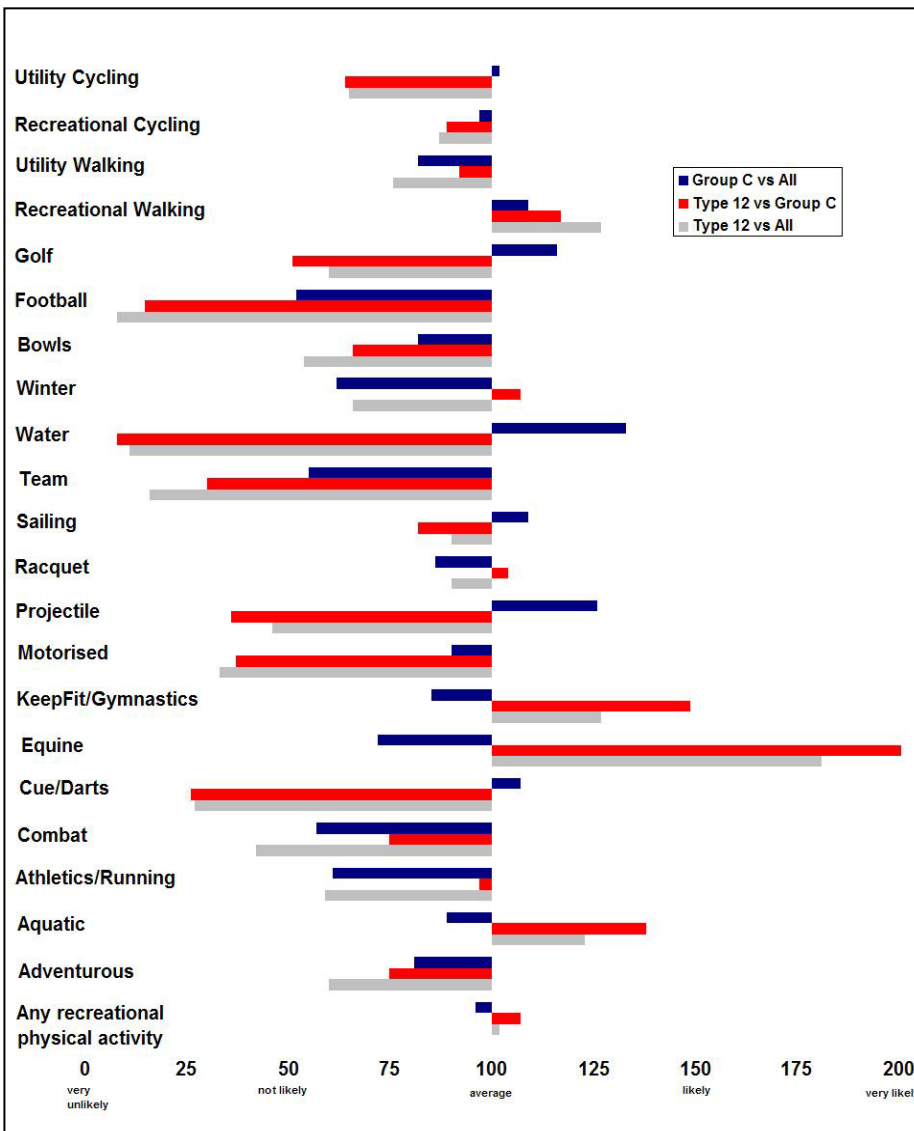
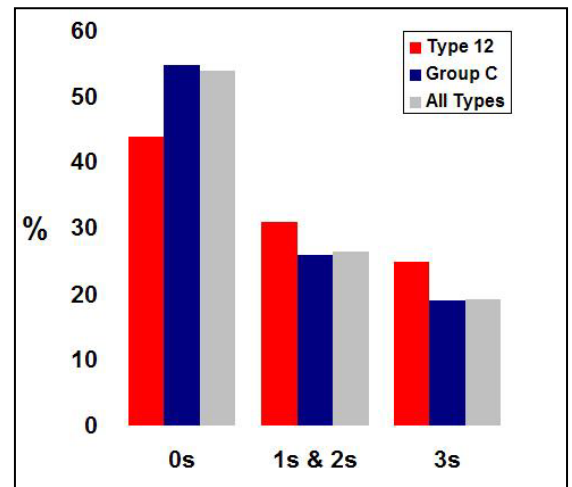


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



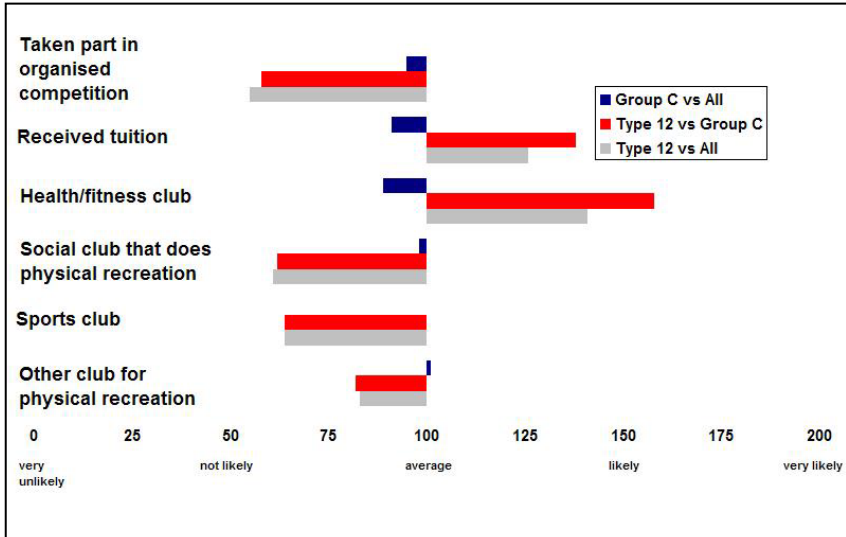
Segments and Groups

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 C12 is more likely to do equine sport than the population so the index is above 100. Similarly C12 is less likely to take part in team sports 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 C is less likely than the total population to do sport to meet with friends (blue bar). Segment C12 is less likely than its peer group to do sport to meet with friends (red bar). Segment C12 is also less likely than the total population to do sport to meet with friends (grey bar).

Figure 4: Reasons for doing sport

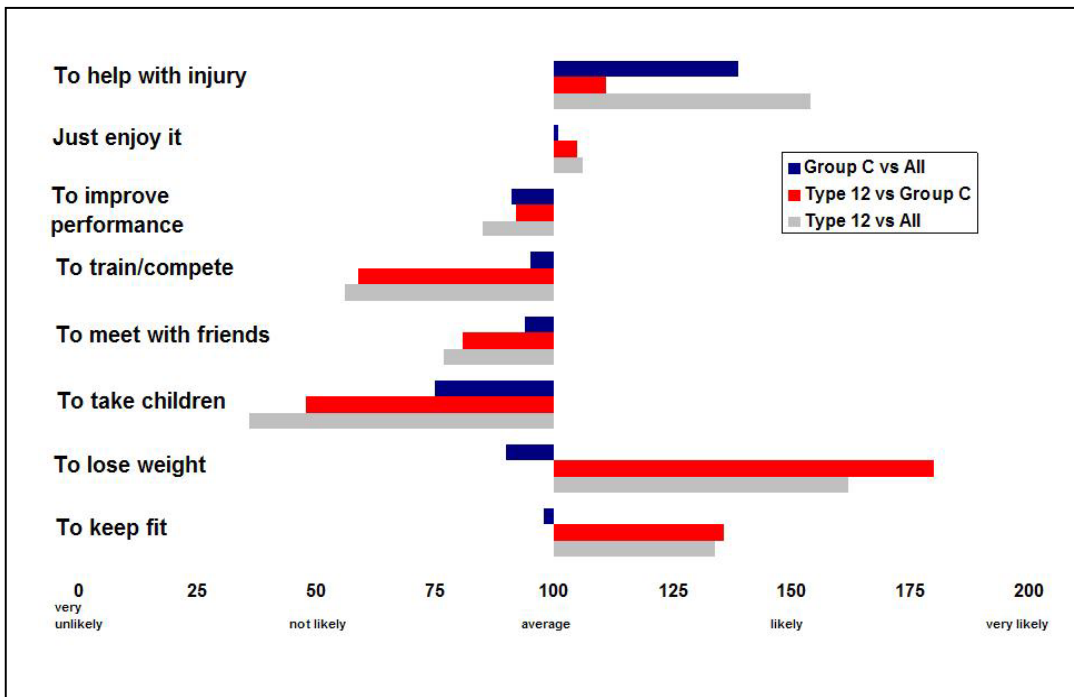


Figure 5: For those that want to, what would encourage them to do more sport

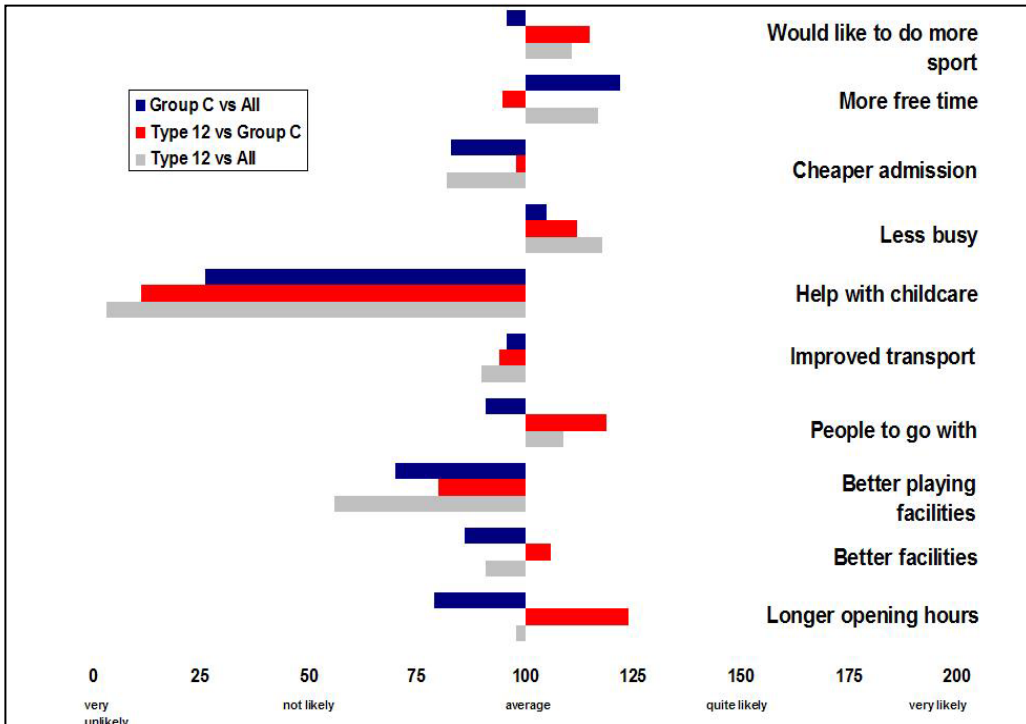
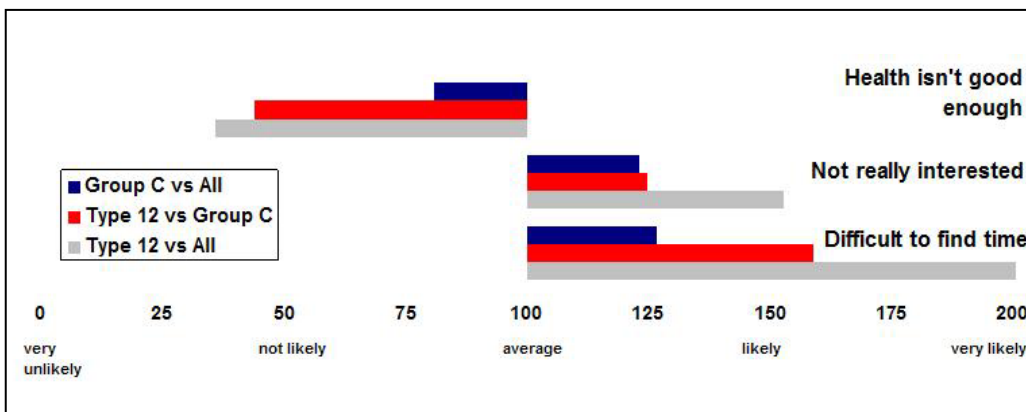


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Elaine

Elaine

Age 46-55

Married

Professional

Children left home



Channel Preferences

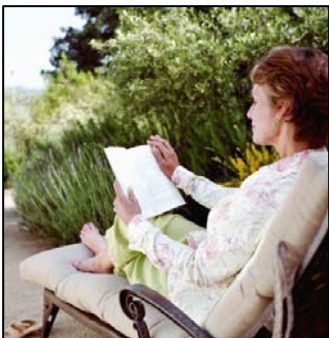
TV/RADIO

Elaine is a light TV viewer, loyal to mainstream terrestrial channels. She may be influenced by TV advertising, but in general not enough information is given to help her in her perfectionist decision making style. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM, rather than local commercial stations.



INTERNET

As a moderate internet user, Elaine is more internet savvy than her peers. She appreciates the value of more sources of information and will browse news and lifestyle sites. Elaine is unlikely to respond to internet mailings, but may be influenced by web banners which direct her to more detailed, information-based advertising.



POSTERS/DIRECT MAIL/NEWSPAPER

Elaine reads the broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She may be influenced by 'advertorials' and expert-written articles in newspapers and magazines.

TELEPHONE

Elaine uses her mobile primarily for emergencies, preferring to make most calls from her landline. She would not respond to sms text alerts, nor to cold-calling and other mass-marketing techniques.

Newspapers and Magazines, such as...

BBC Gardeners World	BBC Good Food
Country Homes & Interiors	Financial Times
Good Housekeeping	TES
The Observer	The Guardian
The Daily Telegraph	Travel Magazine

Tone and message...

Unpretentious	Down to Earth
Rational	Not gimmick-led
Established	Pragmatic
Intelligent	Practical
Informative	Uncluttered

Brands such as...

Waitrose

Amis/Amis

LAKELAND

THE WHITE COMPANY
LONDON



John Lewis

Monsoon

BBC

per una ♡♡♡

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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