

Roger & Joy

Early Retirement Couples (C13)

**Roger
Joy**
Age 56-65
Married
Retired or part
time

Free-time couples nearing the end of their careers

6.2% of adults, 6.2% of adult males, 6.3% of adult females,
21.5% Group C



Roger and Joy

Roger is 57 and Joy is 51. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.

What Roger and Joy like to do

- Participate one/two times a week. Enjoy activities such as walking, swimming, table tennis or golf, and also keep fit classes.
- Likely to be a member of a sports club (See Fig. 3).
- Motivations include keeping fit, to help with injury and because they generally enjoy sport. They may also take grandchildren (See Fig. 4).
- Better facilities and improved transport may encourage greater participation. Those that don't participate are not really interested or their health is not good enough (See Fig.5).



Sports that appeal to Roger and Joy

Swimming	Sailing
Walking	Golf
Aqua Aerobics	Shooting
Bowls	Fishing

Social Activities

With more time available to them, Roger and Joy like to participate in arts such as painting, drawing, sewing and reading – they also use the local 'university of the third age'. Their motivations include relaxing, meeting people and developing skills.

Joy likes to volunteer at local events, often connected to the arts or W.I., while Roger is part of the golf, bowls and church committees.

Media and Communications

Roger and Joy are medium TV viewers and heavy radio listeners. They read newspapers regularly, usually the Times or Daily Telegraph, and also subscribe to some personal interest magazines.

Last Christmas their son bought them a mobile phone, but they don't really use it. They don't have the internet at home, but may occasionally browse it at the local library.

Towns such as

Newton Abbot
King's Lynn
Poole
Beverley
Southend



Similar to/ lives near
C13 Roger & Joy

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Figure 2: Activity Participation Rates

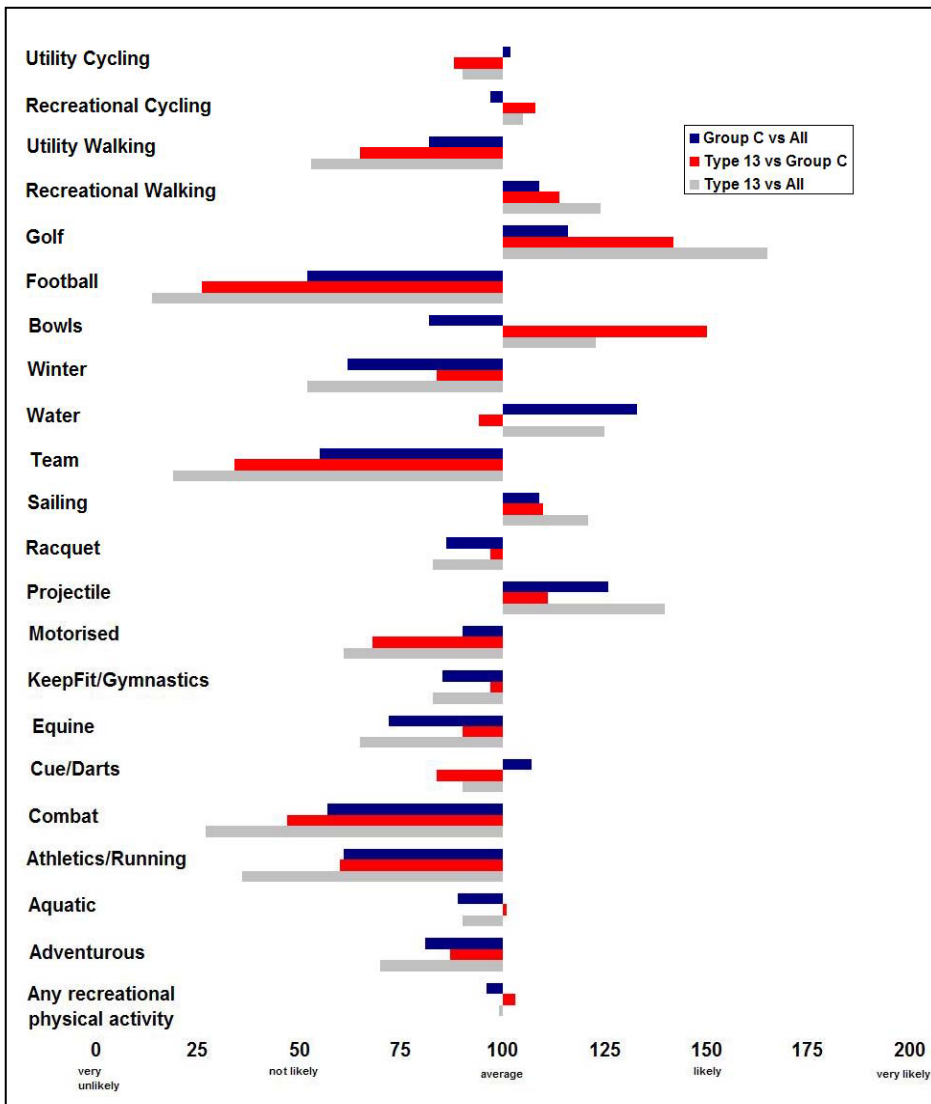
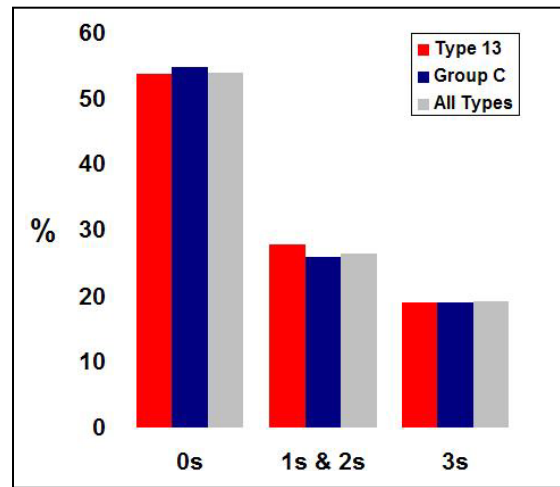


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



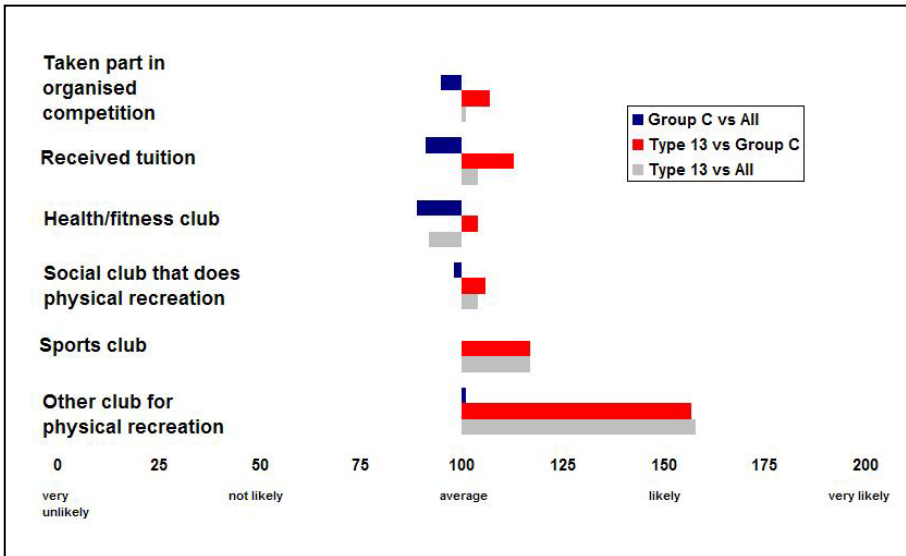
Segments and Groups

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 C13 is more likely to play golf than the population so the index is above 100. Similarly C13 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 more likely than the total population to do sport to help with injury (blue bar). Segment C13 is more likely than its peer group to do sport to help with injury (red bar). Segment C13 is also more likely than the total population to do sport to help with injury (grey bar).

Figure 4: Reasons for doing sport

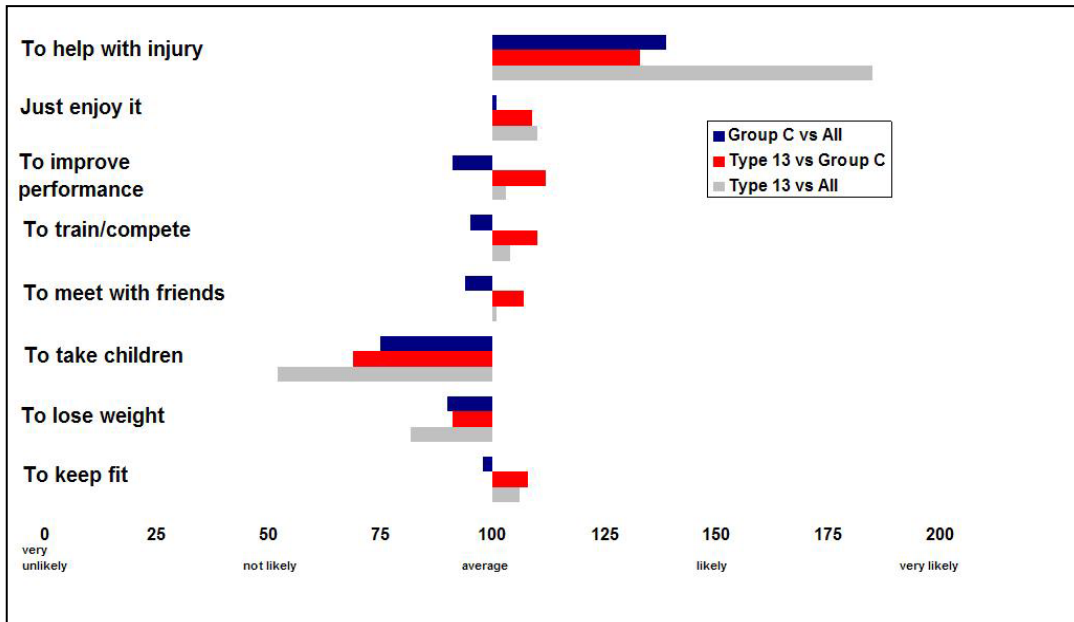


Figure 5: For those that want to, what would encourage them to do more sport

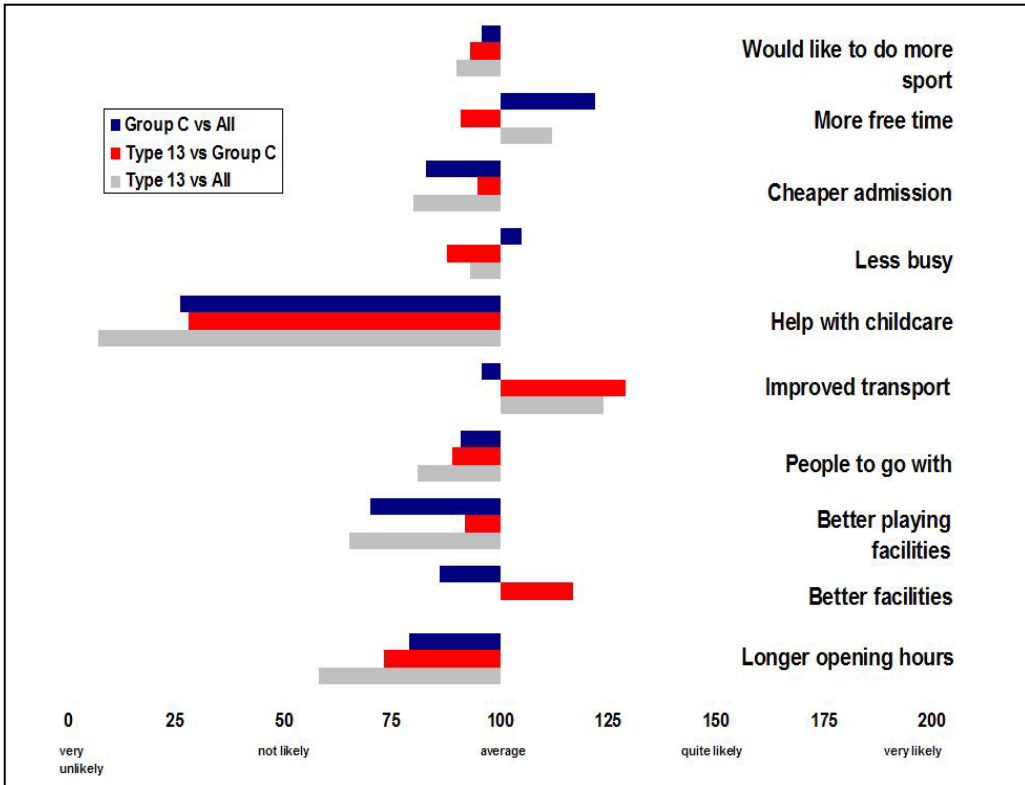
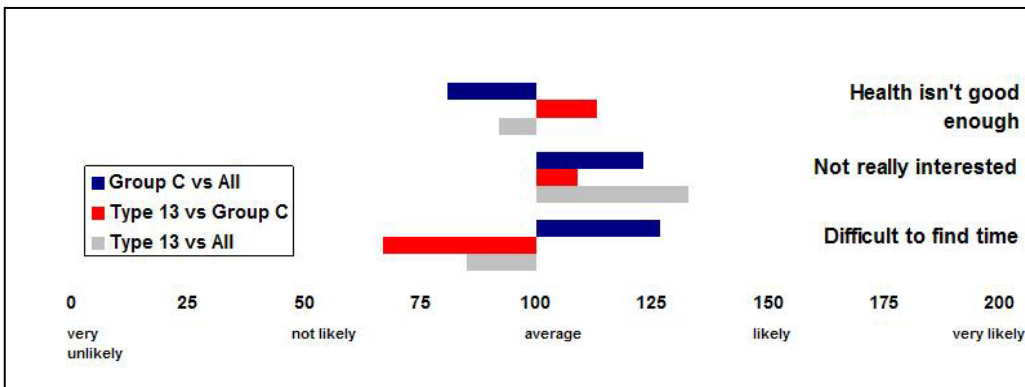


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



Roger & Joy

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How to reach Roger and Joy



Channel Preferences

TV/RADIO

Roger and Joy are medium TV viewers and heavy radio listeners. They prefer mainstream terrestrial channels and favour BBC radio. They are not influenced by these channels, advertising is mainly deemed intrusive and below them.

INTERNET

Roger and Joy don't have the internet at home, but will occasionally browse at the local library for information, book holidays or research their family tree. They are unlikely to respond to internet advertising and rarely use personal e-mail accounts.

POSTERS/DIRECT MAIL/NEWSPAPER

Roger and Joy regularly read the Times or Daily Telegraph, and a local paper. They have a perfectionist decision making style and value expert opinion. They may respond to newspaper articles, but are generally dismissive of advertising.

TELEPHONE

Roger and Joy prefer to use their landline rather than a mobile phone. They would not respond to sms text alerts but would speak to an expert over the phone for advice that would heavily influence their decision making.



Newspapers and Magazines, such as...

BBC Gardeners World	BBC Good Food
Country Living	The Times
The Daily Telegraph	Country Walking
Good Housekeeping	Radio Times
Practical Photography	Your M&S

Tone and message...

Conservative	Balanced
Established	Informative
Intellectual	Practical
Sensible	Reliable
Financially Prudent	Quality

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 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