

# Brenda

## Older Working Women (C14)

**Brenda**  
 Age 46-55  
 Single/Married  
 May have children  
 Low skilled worker

**Middle aged ladies, working full time to make ends meet**  
**4.0% of adults, 7.6% of adult females, 14.0% of Group C**



### Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays Brenda looks after her grandchildren while her daughter works; often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with them in tow and the adventure play area being pricey, that doesn't happen often.

### What Brenda likes to do

- Some participation. Likely to be without a car and she walks, rather than cycles, to get to places. Enjoys swimming and keep fit classes (See Fig. 2).
- Unlikely to be a member of a sports club (See Fig. 3).
- Main motivation is to lose weight. Also may take grandchildren to organised classes.
- Longer opening hours and cheaper admissions would encourage those wanting to do more. Those with grandchildren would benefit from help with childcare (See Fig. 5).
- Many just aren't interested in participating in sport (See Fig. 6).

### Sports that appeal to Brenda

Swimming	Aerobics
Utility Walking	Step Machine
Dance Exercise	Keep fit

### Social Activities

Although lack of time is a barrier, Brenda is still likely to participate in some arts. She may enjoy dance classes and also textile crafts.

Some activities may be to accompany grandchildren, for example to the library for organised reading classes or the local playground to run around with the kids.

### Media and Communications

Brenda is a medium TV viewer who likes to keep up with the soap storylines and the latest reality TV show on cable. She also enjoys reading soap magazines and newspapers such as the Mirror or Sun.

Since she doesn't have the internet at home, nor use it at work, Brenda may make use of library services every so often if she needs to. She is an infrequent pay-as-you-go mobile user, preferring traditional landlines instead.

### Towns such as

Hackney  
 Rochdale  
 Lancaster  
 Corby  
 Grantham



**Similar to/ lives near**  
**B09 Kev**  
**C15 Terry**

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

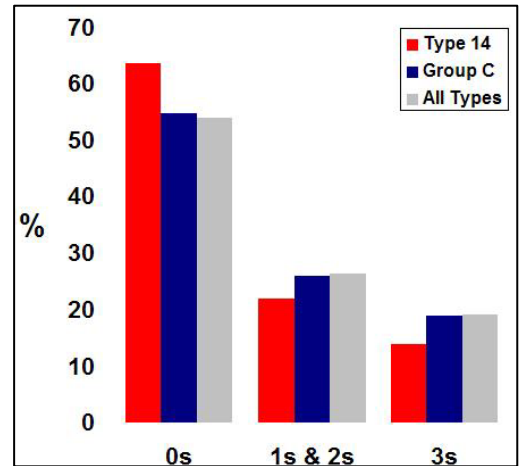
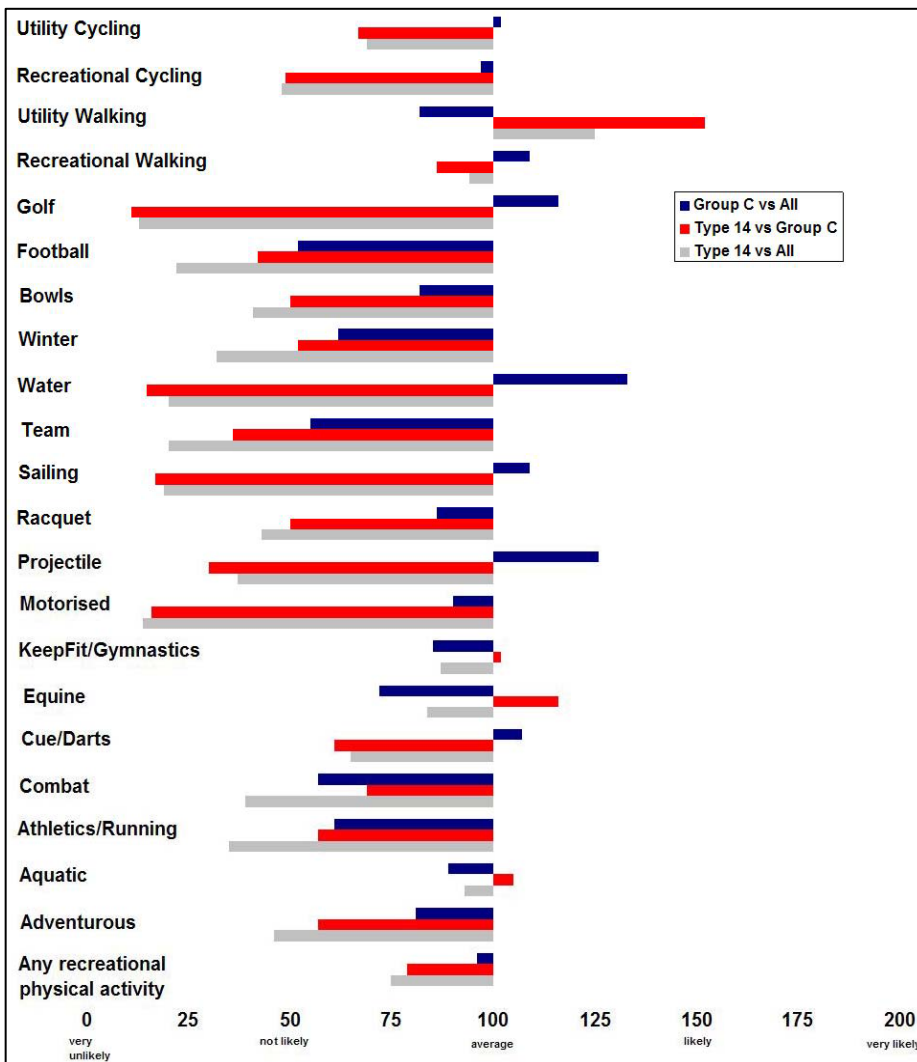


Figure 2: Activity Participation Rates



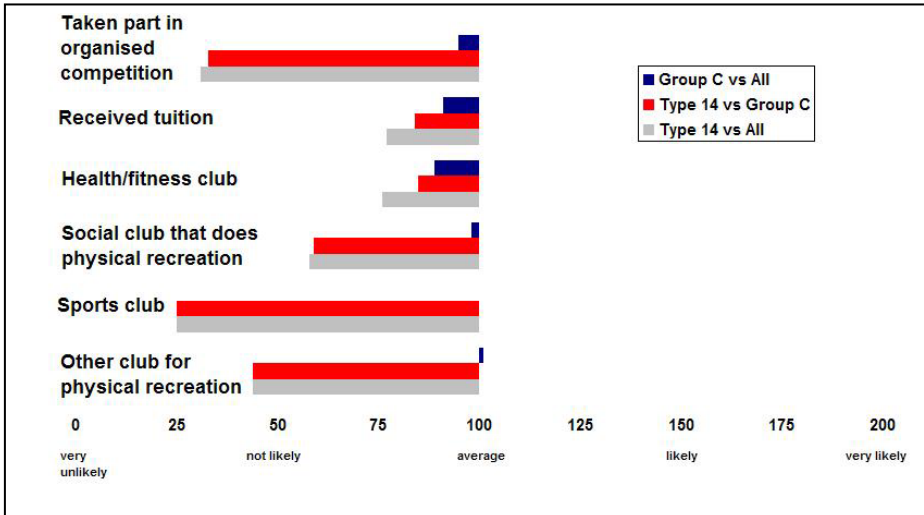
### Segments and Groups

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 C14 is more likely to do utility walking than the population so the index is above 100. Similarly C14 is less likely to take part in golf and racquet 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 3 shows that Peer Group C is less likely than the total population to receive tuition (blue bar). Segment C14 is less likely than its peer group to have taken part in organised competition (red bar). Segment C14 is also more less than the total population to have taken part in organised competition (grey bar).

**Figure 4: Reasons for doing sport**

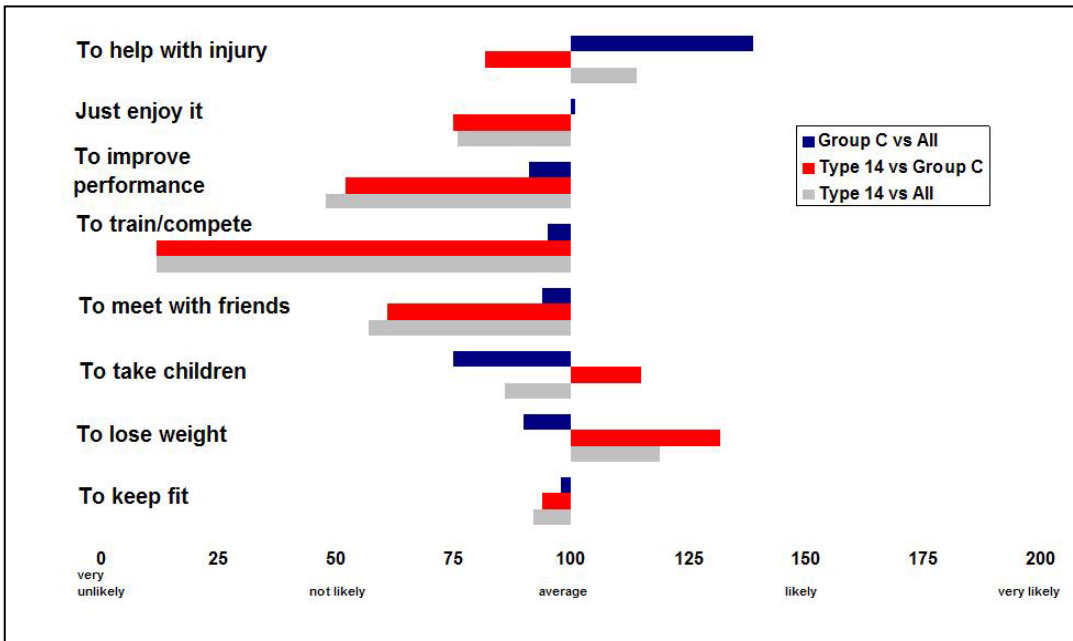


Figure 5: For those that want to, what would encourage them to do more sport

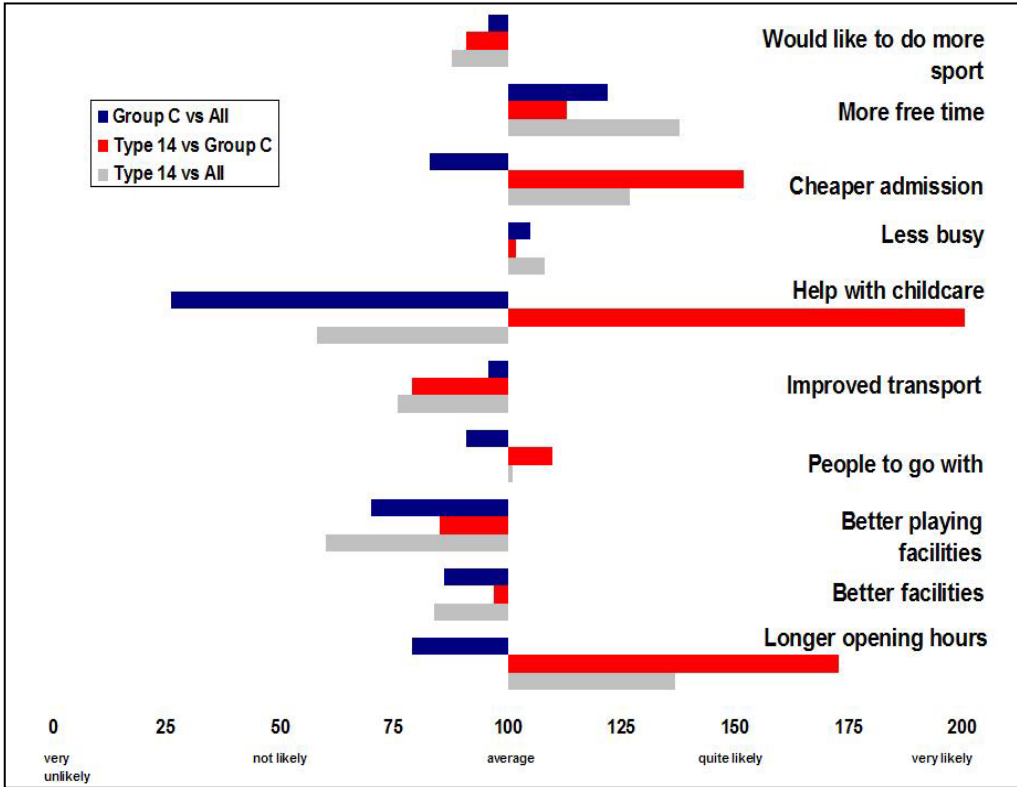
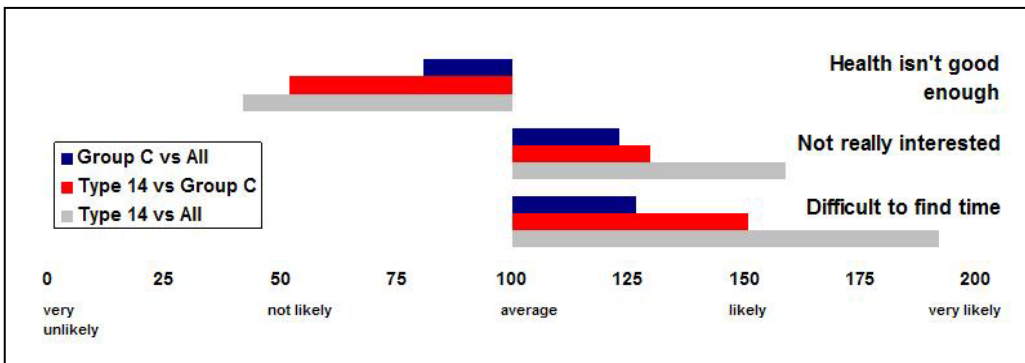


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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### How to reach Brenda



#### Channel Preferences

##### TV/RADIO

Brenda is a medium TV viewer who likes to keep up with the soap storylines and the latest reality TV show on cable. She is likely to respond to television advertising. Brenda is a medium radio listener, preferring local commercial stations, and may respond to a money saving advert.

##### INTERNET

Since she doesn't have a computer at home nor use one at work, Brenda rarely has access to the internet. As such she is unlikely to be aware of, or respond to, internet-based campaigns.

##### POSTERS/DIRECT MAIL/NEWSPAPER

Brenda enjoys reading soap magazines and newspapers such as the Mirror or Sun. She has a perfectionist and adamant decision making style, wanting information but thinks she knows best and therefore is potentially less receptive to new ideas. She is fairly responsive to direct mail, will listen to others about her purchases and relies on friends and family for advice.

##### TELEPHONE

She is an infrequent mobile user, sending the odd text. Instead, her landline is for advice and receiving marketing calls.



#### Newspapers and Magazines, such as...

Bella	Best
Chat	Woman's Own
TV Choice	Real Magazine
That's Life	Inside Soap
The Sun	Readers Digest

#### Tone and message...

Hardworking	Traditional
Word of Mouth	Trustworthy
Mass market	Reliable
Value for money	Mass culture
Jargon free	Everyday

#### Brands such as...



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#### Further information

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#### Sport England

3rd Floor  
Victoria House  
Bloomsbury Square  
London  
WC1B 4SE  
T 08458 508 508



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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  
[www.sportengland.org/re](http://www.sportengland.org/re)