

Terry

Local 'Old Boys' (C15)

Terry
 Age 56-65
 Single/Married
 Low skilled worker
 Job Seeker

Generally inactive older men, low income and little provision for retirement

3.4% of adults, 7.0% of adult males, 11.9% of Group C



Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

What Terry likes to do

- Some participation, but focused on lower intensity sports that can accommodate health problems and low income (See Fig. 2).
- Main motivations for participation are to help with injury and to meet friends. People to go with would encourage this type to do more, whilst those who don't participate particularly struggle with their health (See Figs 4 and 5).
- May be a member of a social club that does physical recreation, but very unlikely to be a health or fitness club member (See Fig. 3).

Sports that appeal to Terry

Fishing	Darts
Shooting	Snooker
Pool	Utility Cycling
Utility Walking	

Social Activities

Terry was not encouraged to participate in the arts at an early age. He has a general lack of interest, which is reflected by his low participation.

Media and Communications

Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He is a heavy reader of newspapers, likely to read the Mirror, the Sun or the Daily Star most days, plus sometimes Racing Post and the local sports supplement.

Terry doesn't have internet access at home, though it isn't something he feels he misses – new technology is not really an interest to him. He is unlikely to have a mobile phone, he doesn't really have the need for one, but if he does it will almost certainly be pay-as-you-go.

He prefers to use his landline for purchasing or arranging finances.

Towns such as

Mansfield
 Sunderland
 Doncaster
 Hull
 Dewsbury



Similar to/ lives near
 C14 Brenda
 C16 Norma

Terry

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Figure 2: Activity Participation Rates

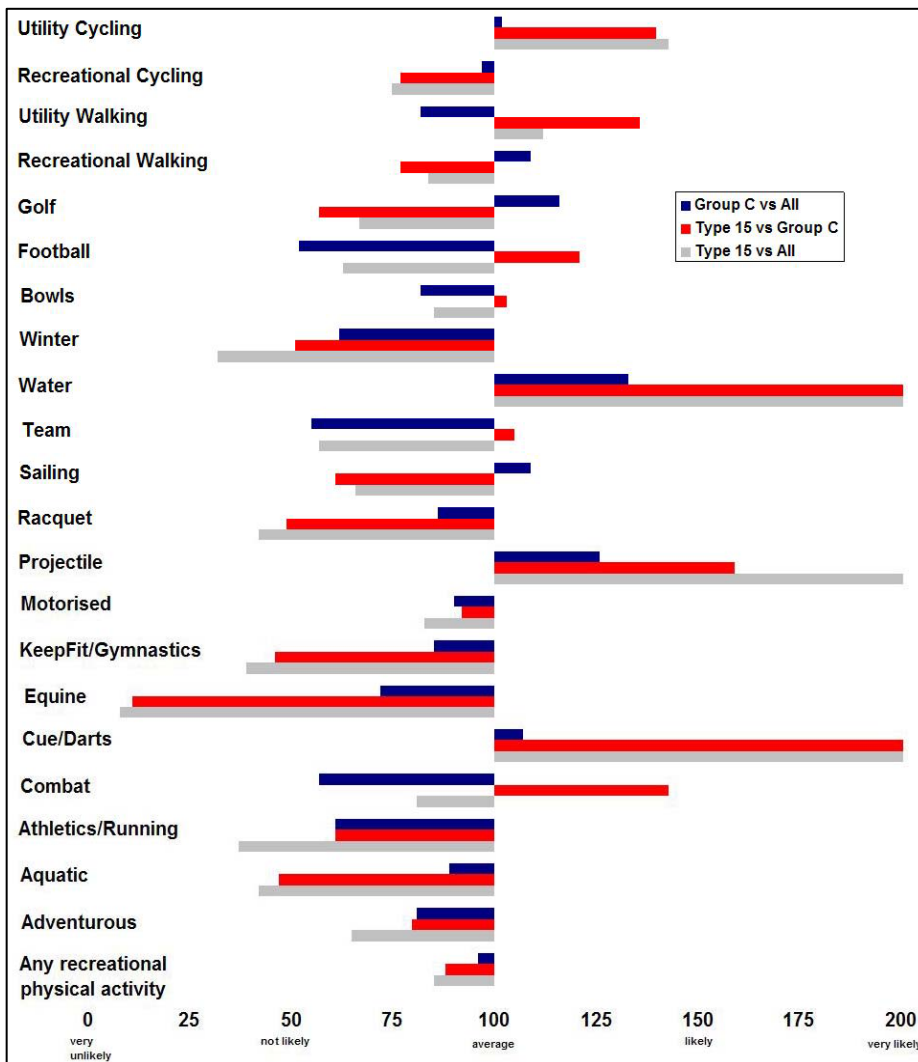
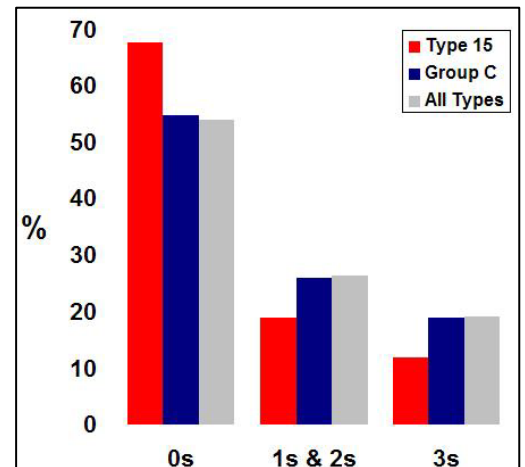


Figure 1: Number of days participating (for at least 30 minutes moderate intensity) in the last week



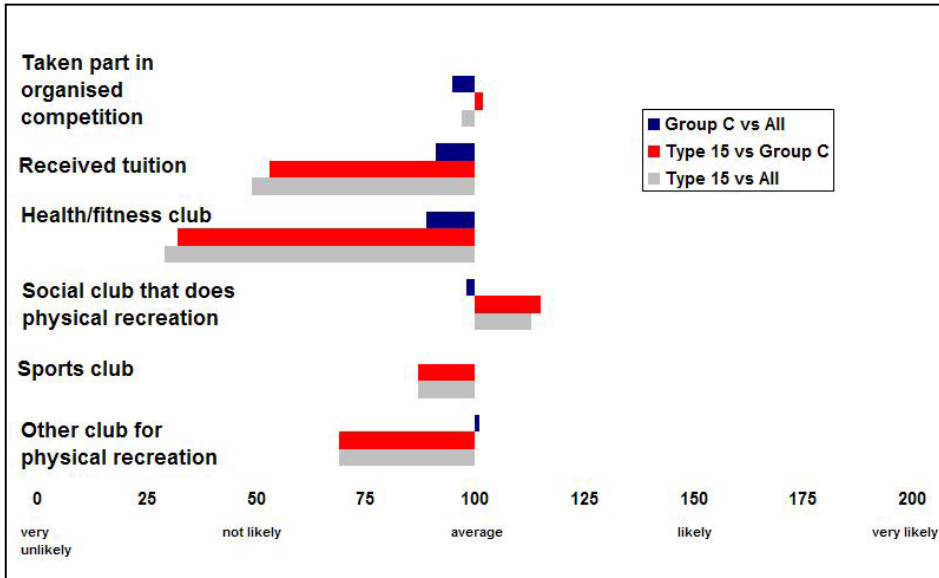
Segments and Groups

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 C15 is more likely to play cue sports and darts than the population so the index is above 100. Similarly C15 is less likely to Aquatic activities so the index is below 100.

Fig 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 have received tuition (blue bar). Segment C15 is more likely than its peer group to be a member of a social club that does physical recreation (red bar). Segment C15 is also more likely than the total population to be a member of a social club that does physical recreation (grey bar).

Fig 4: Reasons for doing sport

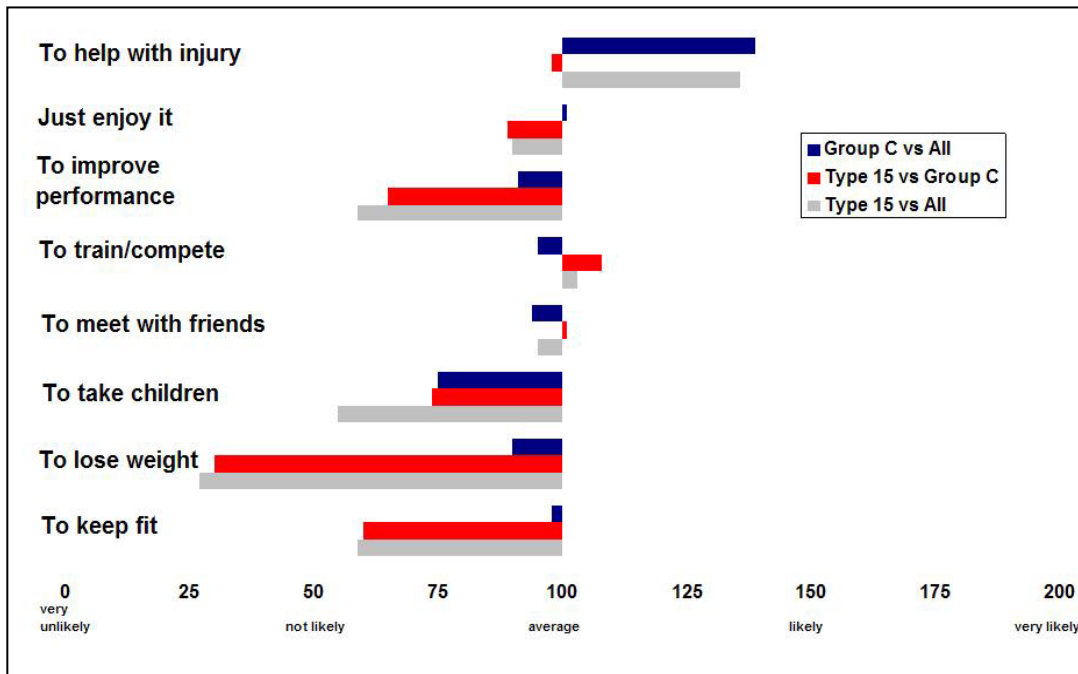


Fig 5: For those that want to, what would encourage them to do more sport

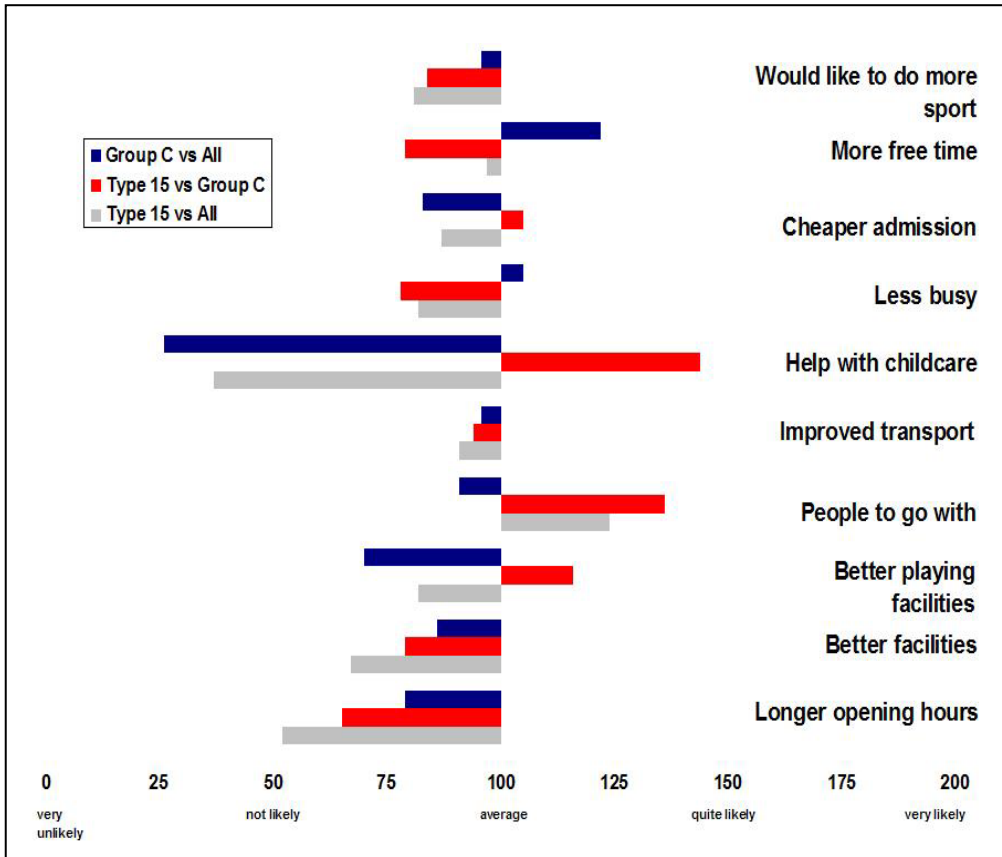
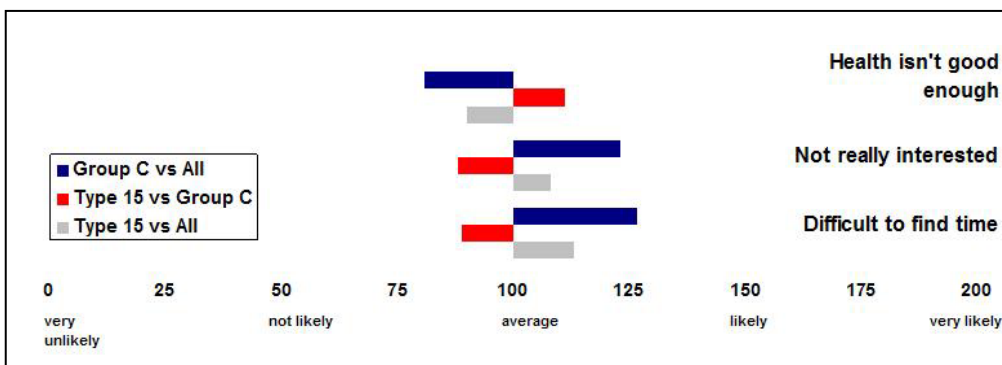


Fig 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Terry



Channel Preferences

TV/RADIO

Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He is likely to be influenced by TV advertising and programme sponsorship. He is not a particularly heavy radio listener, but when he does he will favour local commercial stations over national ones.

INTERNET

Terry doesn't have a computer, does not understand the internet and doesn't feel he's missing out.

POSTERS/DIRECT MAIL/NEWSPAPER

Terry is a heavy reader of the tabloids, on a daily basis. He may notice some of the newspaper advertising, but is more predisposed to direct mail or TV. His accepting decision making style means that he is reassured by the recommendations of others, and welcomes advice, in particular when presented by someone in authority.

TELEPHONE

Terry is unlikely to have a mobile phone, but if he does have one it will almost certainly be pay-as-you-go and rarely used. He prefers to use his landline for purchasing or arranging finances, and would not respond to marketing calls.



Newspapers and Magazines, such as...

The Daily Star	Racing Post
The People	News of the World
The Sun	Loot
Angling Times	Local Papers
Exchange & Mart	Pools Coupon

Tone and message...

Hard-working	Basic
Down to earth	Necessity
Cheap	Jargon free
Everyday	Traditional
Sensible	Simple

Brands such as...



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Further information

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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