

Norma

Later Life Ladies (C16)

Norma
 Age 56-65
 Single/Married
 Low skilled
 worker
 Retired

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2.0% of adults, 3.6% of adult females, 7.0% of Group C



Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit in the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.



What Norma likes to do

- Lowest participation of the Group, mainly enjoying walking and other low intensity activities. Younger members of this Type may participate in keep fit classes or swimming (See Fig. 2).
- Main motivation for participation is help with injury or disability, but this is also the most inhibiting factor. Many of this type do very little or no sport (See Fig. 4).
- Cheaper admissions and people to accompany them might encourage this group to do more (See Fig. 5).



Sports that appeal to Norma

Walking Keep Fit
 Swimming Aqua Aerobics

Social Activities

Norma enjoys participating in the arts, particularly enjoying reading, textile crafts such as knitting, sewing and embroidery, and some painting or drawing. She will also regularly visit her local library, both for social purposes as well as for reading.

Keeping her small garden tidy and keeping the housework up to date also keeps her occupied.

Media and Communications

Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone.

Norma is likely to enjoy reading a newspaper most days, preferring the Express and Mail. She is also likely to read women's lifestyle magazines and buy quiz books for personal entertainment.

Towns such as

Middlesborough
 East Ham
 Barnsley
 Newcastle
 Sheffield



Similar to live near
C15 Terry
D18 Frank

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Figure 2: Activity Participation Rates

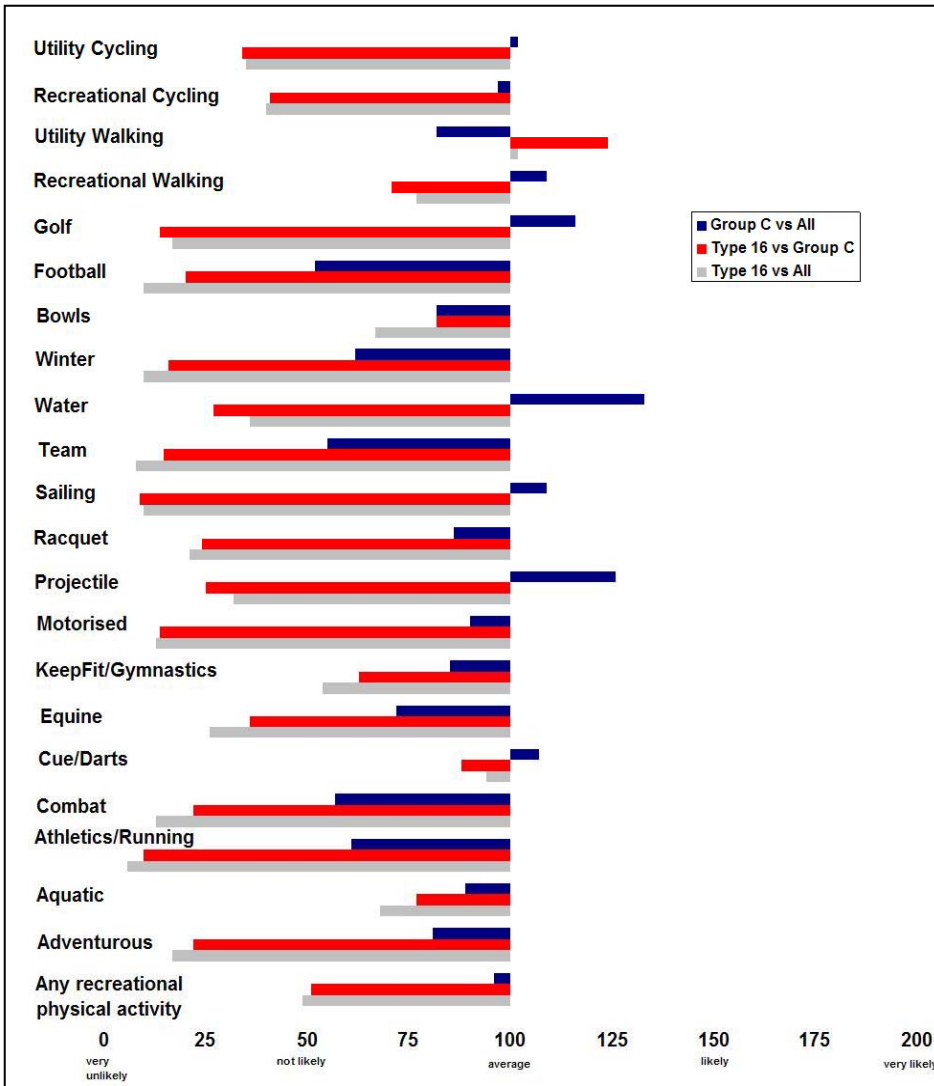
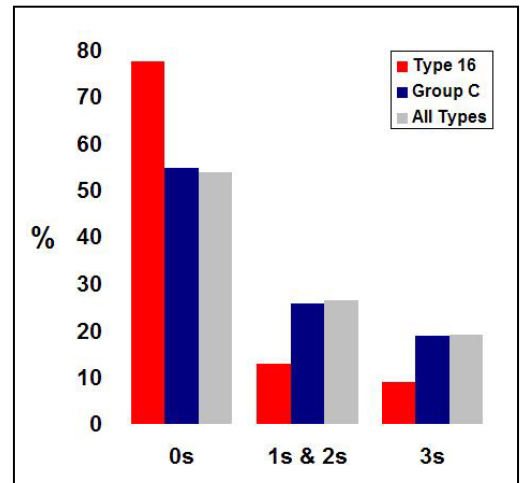


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



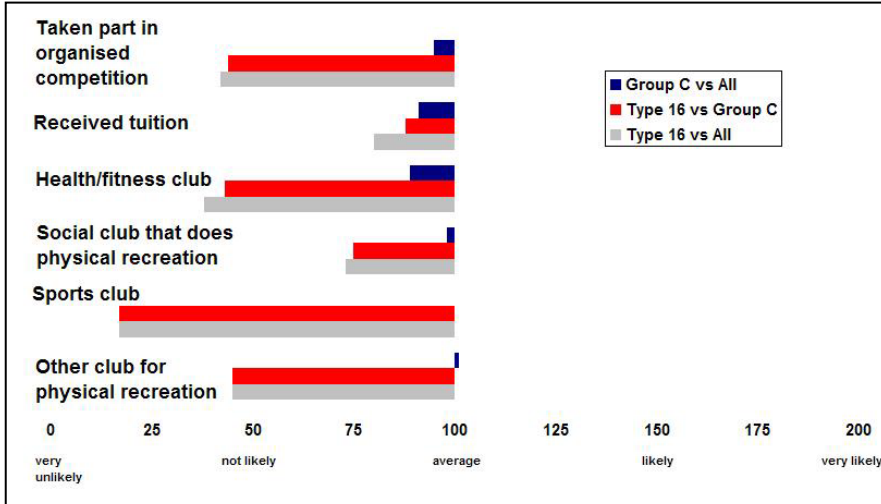
Segments and Groups

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 C16 is more likely to do utility walking than the population so the index is above 100. Similarly C16 is less likely to take part in golf 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 C16 is less likely than its peer group to be a member of a health/fitness club (red bar). Segment C16 is also less likely than the total population to be a member of a health/fitness club (grey bar).

Figure 4: Reasons for doing sport

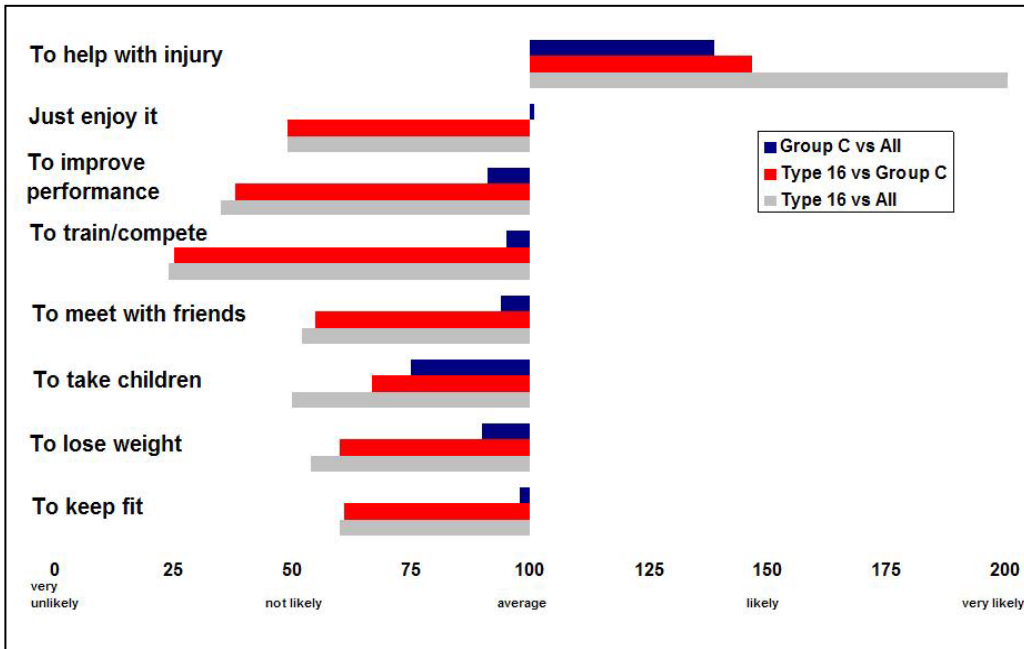


Figure 5: For those that want to, what would encourage them to do more sport

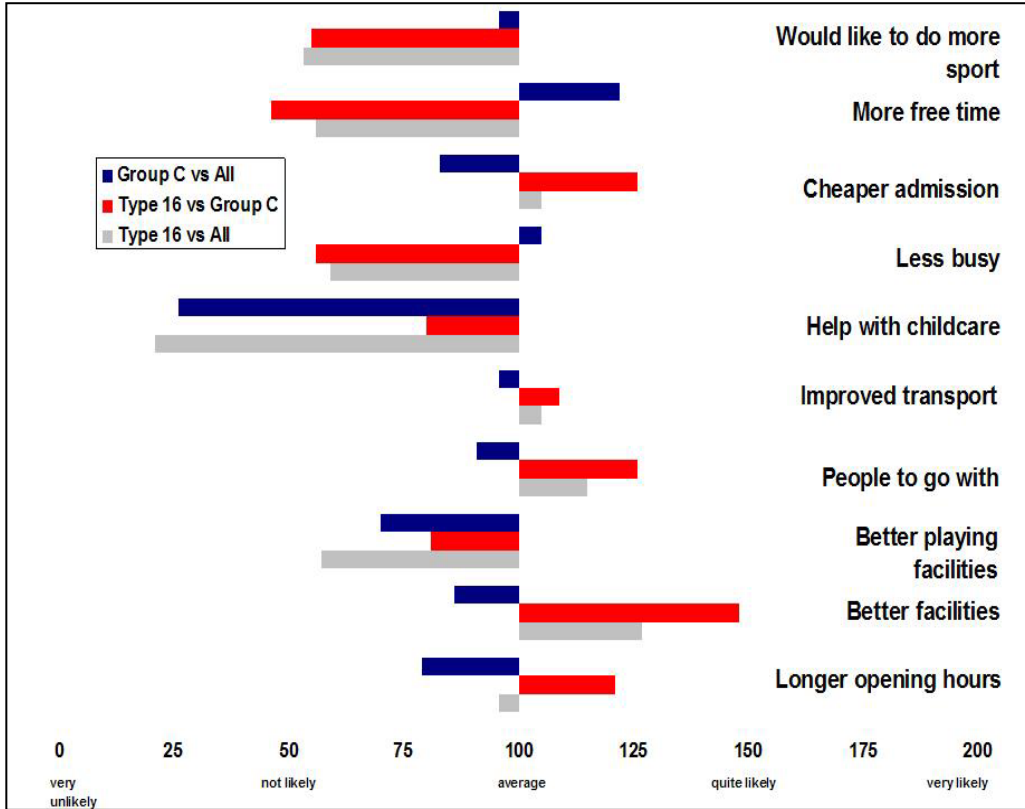
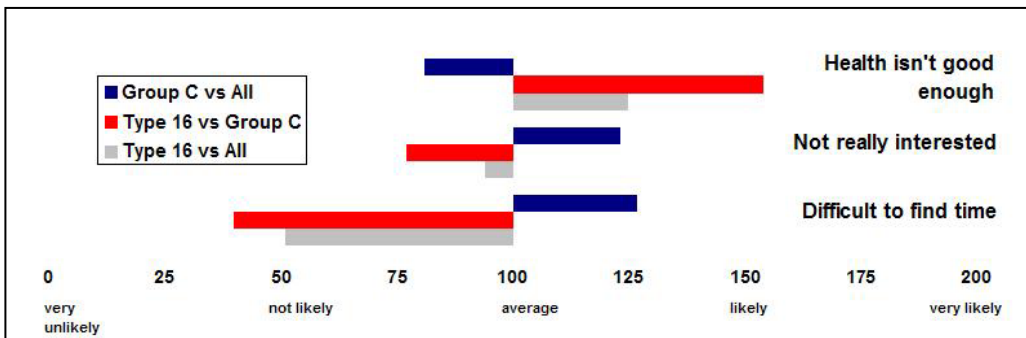


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Norma



Channel Preferences

TV/RADIO

Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. She is influenced by TV advertising and programme sponsorship. She is a light radio listener, but would be more likely to listen to national and local BBC stations.

INTERNET

Norma does not have internet access, nor is she likely to seek public services for this. Internet advertising would not reach her.

POSTERS/DIRECT MAIL/NEWSPAPER

Norma is likely to enjoy reading a newspaper most days, and also is a high reader of women's lifestyle magazines and buys quiz books. She may notice magazine advertising, and may cut out vouchers from the newspaper. She is also marginally influenced by direct mail, especially those advertising local services.

TELEPHONE

Norma does not have a mobile phone, but uses her landline to call family. Her accepting decision making style means that she is reassured by the recommendations of others, and would welcome an advice line, but needs the opportunity to ask questions.



Newspapers and Magazines, such as...

All About Soap	Women's Own
That's Life	Bella
Chat	Take a Break
Take it Easy	The Daily Mirror
The Sun	Kays Catalogue

Tone and message...

Traditional	Security
Established	Economical
Unpretentious	Practical
Careful	Trustworthy
Reassuring	Simple

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 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