

Ralph & Phyllis

Comfortable Retired Couples (D17)

**Ralph
Phyllis**
Age 65 +
Married
Retired

Retired couples, enjoying active and comfortable lifestyles

3.7% of adults, 5.0% of adult males, 2.4% of adult females, 23.8% of Group D



Ralph and Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.

Both Ralph and Phyllis still feel there is much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis still likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the tiring grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.



What Ralph and Phyllis like to do

- Highest participation of the Group; enjoy a variety of activities and are likely to be members of sports and social clubs (See Fig.3).
- Particularly enjoy individual activities such as swimming, fishing or golf and lower intensity sports such as bowls (See Fig.2).
- Main motivation for participation is to meet with friends, improve performance, and keep fit, but also because they enjoy it (See Fig. 4).
- Better transport and people to go with would encourage participation (See Fig. 5).

Sports that appeal to Ralph and Phyllis

Bowls	Snooker
Golf	Walking
Tennis	Fishing
Table Tennis	Swimming

Social Activities

Ralph and Phyllis enjoy participating in the arts – they paint, read for pleasure and may play a musical instrument. They have been encouraged from an early age to participate in these activities and continue to place importance on them, even in their later years.

They regularly enjoy visiting museums and heritage sites and taking foreign holidays.

Media and Communications

Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They like to keep up with current affairs and also watch arts and business programmes, preferring terrestrial mainstream channels.

Ralph and Phyllis like to read the newspaper daily, preferring the Daily Telegraph or Independent. They do not have access to the internet, but they have a mobile phone that they use for emergencies – slowly, they're embracing these new technologies.

Towns such as

Stratford-upon-Avon
Chichester
Kendal
Farnham
Evesham



Similar to/ lives near
D17 Ralph
& Phyllis

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Figure 2: Activity Participation Rates

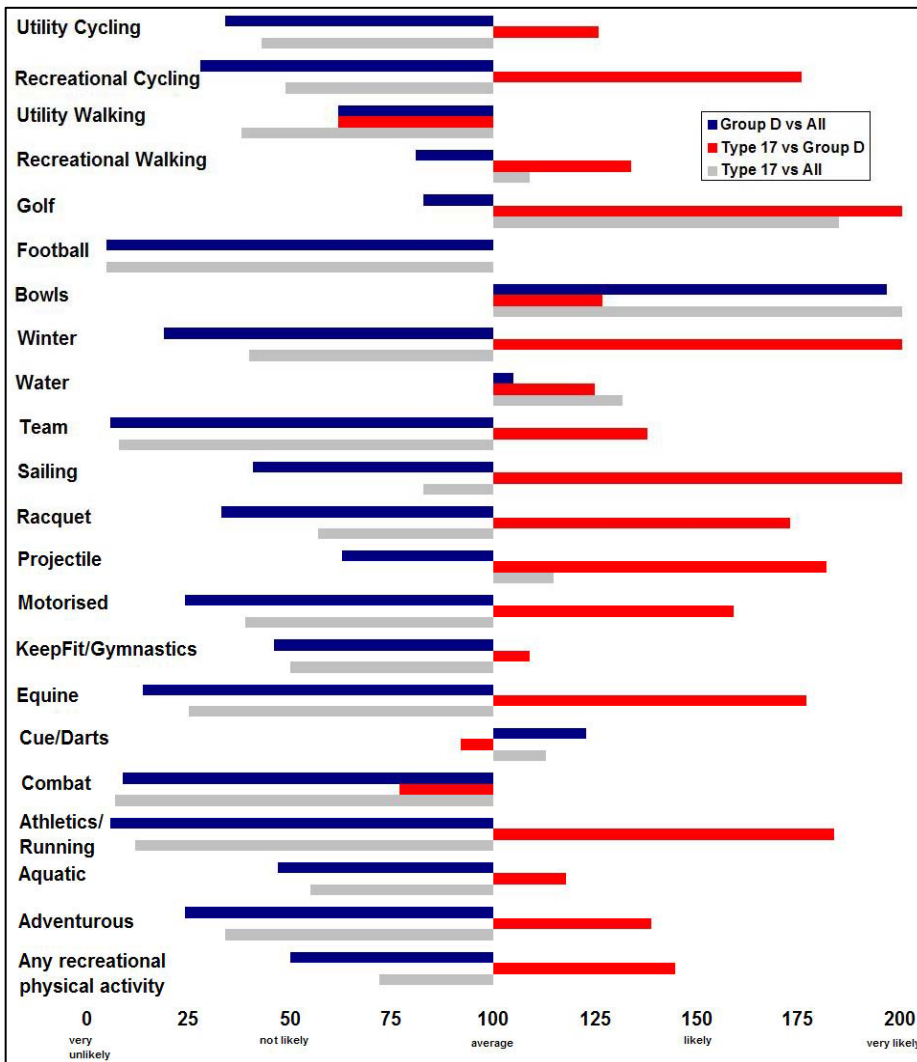
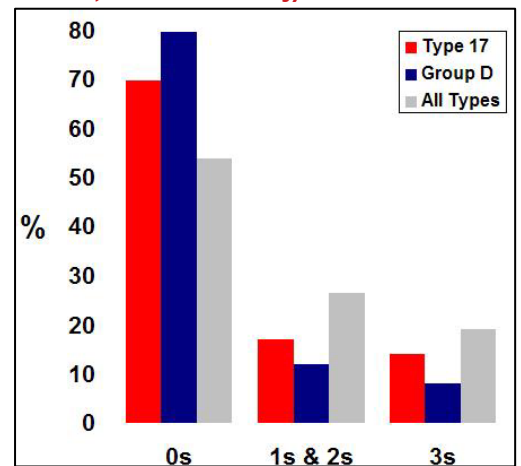


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



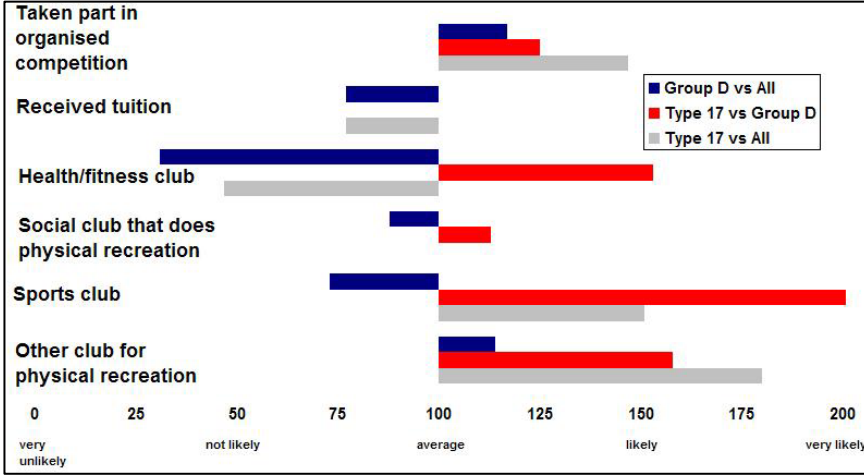
Segments and Groups

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 D17 is more likely to play golf than the population so the index is above 100. Similarly D17 is less likely to take part in football 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 D is less likely than the total population to do sport to lose weight (blue bar). Segment D17 is more likely than its peer group to do sport to lose weight (red bar). Segment D17 is also less likely than the total population to do sport to lose weight (grey bar).

Figure 4: Reasons for doing sport

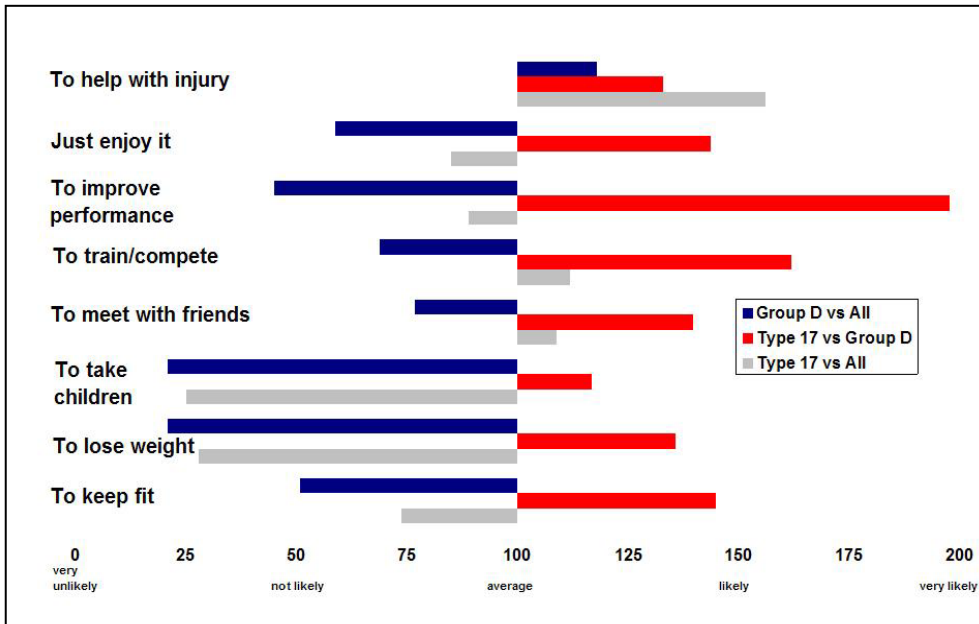


Figure 5: For those that want to, what would encourage them to do more sport

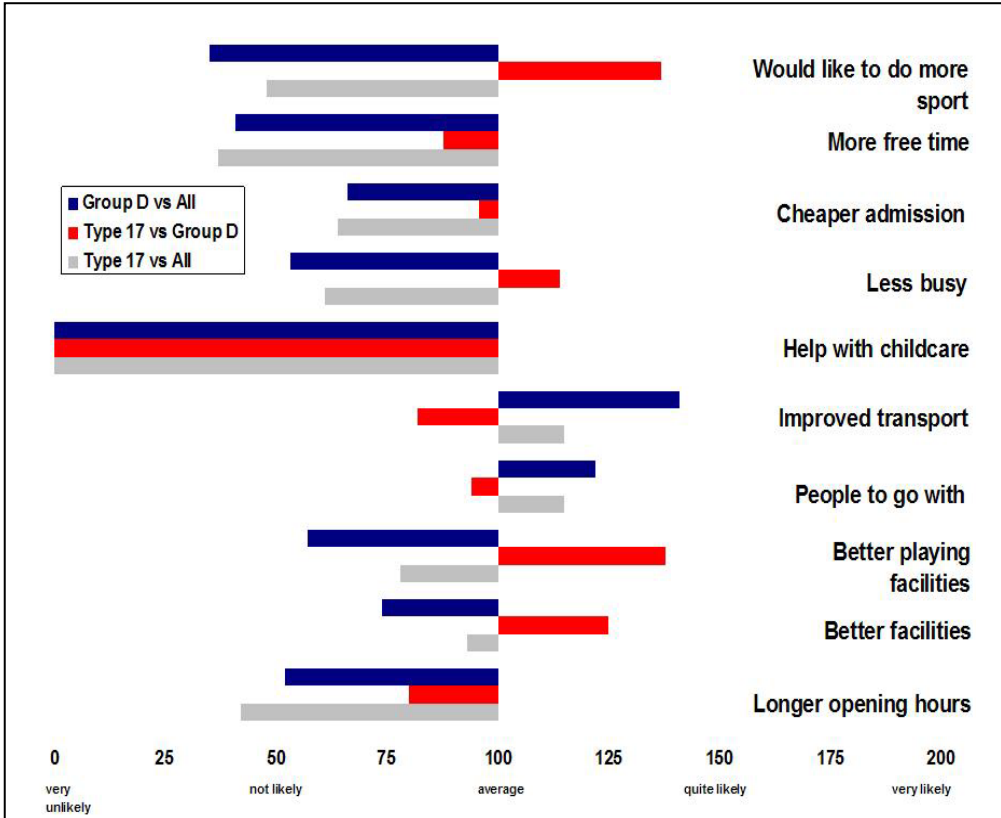
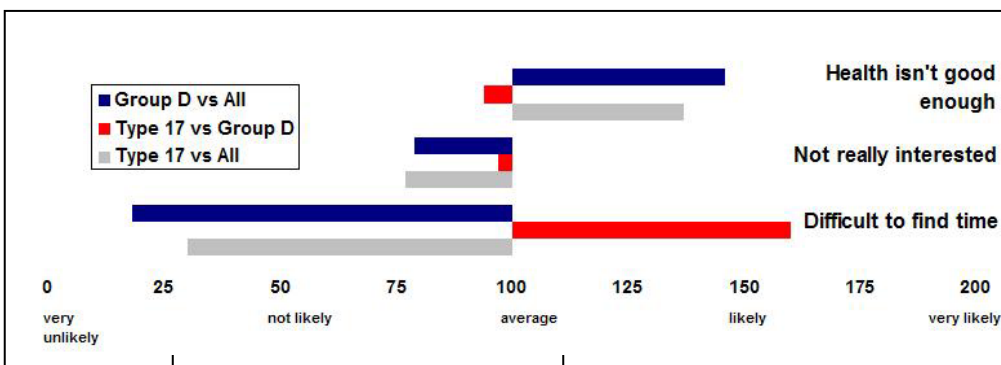


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Ralph and Phyllis



Channel Preferences

TV/RADIO

Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to be influenced by television advertising, having a cynical view of it. They may be moderate radio listeners, preferring BBC national and local stations over commercial ones.

INTERNET

Ralph and Phyllis are unlikely to have the internet, although it is something they're considering. They are unlikely to be reached by internet advertising, although may use the internet for information gathering.

POSTERS/DIRECT MAIL/NEWSPAPER

They like to read the newspaper daily, preferring the Daily Telegraph and Sunday Times. With an adamant decision making style they won't respond to magazine, newspaper or direct mail communications, preferring tried and tested brands or making decisions based on face to face communications and reliable sources.

TELEPHONE

Their mobile phone is mainly used for emergencies and a few text messages. They find all marketing and cold-calls intrusive, and are likely to be TPS listed.



Newspapers and Magazines, such as...

- | | |
|----------------------|------------------|
| The Daily Telegraph | Gardener's World |
| BBC Homes & Antiques | Country Living |
| The Financial Times | Your M&S |
| Good Housekeeping | The Economist |
| Golf Monthly | Food & Drink |

Tone and message...

- | | |
|----------------------|-------------|
| Prestigious | Established |
| Classic | Informative |
| Intellectual | Friendly |
| Trustworthy | Community |
| Personalised service | Reliable |

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

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